

WSA
NEWSLETTER FOR THE FOOTWEAR INDUSTRY
THE REPORT
WORLD SHOE ASSOCIATION®

MARCH 2003



WSA Celebrates 55 Years!

by Chris Aiken, Executive Director

Half a century ago, a group of traveling shoe salesmen gathered in Los Angeles to show their wares to buyers invited especially for this occasion. They called themselves the West Coast Shoe Travelers Associates. Today, this organization now called World Shoe Association has grown to nearly 5,000 members who exhibit in more than one million square feet of exhibit space. This summer, WSA will celebrate its 55th Anniversary.

The forethought and innovative spirit of our founders still guides WSA's mission today. Each year, we look for ways to better serve our members and encourage, cultivate and create a spirit of cooperation within the industry. Friendly competition remains the motivator for our tradeshow events, and we continually rely on our volunteer board of directors to make recommendations on what we can do better, faster, and more efficiently. The WSA staff works diligently throughout the year to make sure the voice of our members and board is carried out with precision.

Working together with your input and suggestions, we are continuing to expand and grow. With the February show,

WSA was one of the first grand opening events for the newly completed Mandalay Bay Convention Center. Because exhibitors and attendees gave high marks to this new venue, WSA will return to Mandalay Bay in August. Accolades were also bestowed on the party with Sheryl Crow at the Aladdin Performing Arts Center, as we do our best to bring top entertainment exclusively for WSA attendees. We are already looking forward to Jerry Seinfeld when he takes the stage on opening night, July 31.

Whether you are interested in an evening with friends at a party and concert, a day on the links, an educational seminar on maximizing employee potential, fitting and selling, enhancing customer service, or forecasting trends, our goal is to provide much more than a tradeshow, but an entertaining, educational, and productive event.

See you in August!

Seinfeld Slated to Talk About "Nothing" July 31, 2003

Reruns of Jerry Seinfeld's popular TV show and his observational humor continue to make us laugh at ourselves time and time again. WSA is proud to announce Seinfeld will grace the WSA stage on July 31. Making even a mundane errand hysterically rich, Seinfeld's own conversational "Seinlanguage" blended into American culture, making him one of the most popular and most imitated comedians in America.

Born and raised in New York, Seinfeld began hitting the club circuit the night he graduated from Queens College. While working a variety of odd jobs, his hard work finally paid off when he became a regular guest on *Late Night With David Letterman* and *The Tonight Show*. With his popularity rising, Seinfeld was awarded his own sitcom pitched as a show about "nothing" in 1990. A huge hit with both the critics and with viewers, *The Jerry Seinfeld Show* became the multi-Emmy Award winning series we all know and love and still quote to this day. Now, as a husband and father (buying many more shoes than in his single years), Jerry Seinfeld is sure to deliver his twisted, knee-slapping take on the role of footwear in our culture, as well as the characters who work within our industry. Kick your shoes off





Bulletin Board

949.851.8451 • FAX: 949.851.8523 • info@wsashow.com

DEADLINE: APRIL 1

EXHIBIT APPLICATIONS: Your application must be received by April 1 to be considered in the first round of booth assignments and avoid a \$100 late fee. Applications received after the deadline cannot be guaranteed space in the show. If you did not receive the application recently mailed to all WSA members, you may download the forms from our website at www.wsashow.com

BUYERS ATTENDANCE on CD: The attendance list for the February 2003 WSA Show will be available soon to *WSA members only*, in a self-running CD database program. To receive your copy, fax your request to the WSA office at 949.851.8523 or e-mail to nbowe@wsashow.com (One copy per member)

DEADLINE: JUNE 1

BUYERS: If you registered on-site at the February show you will automatically receive an advance badge in the mail for the July 31 - August 3, 2003 WSA show. If you received your badge by mail for the February 2003 WSA show and verified your attendance upon arrival by turning in your badge stub to WSA, you will receive an advance badge for the July 31 - August 2003 show. If you did not verify your attendance, or you did not attend the February show, you will need to re-register in order to receive a badge by mail.

EXHIBITORS: All exhibitors must register for each show to receive a badge. You may submit your badge requests on the form provided with the exhibit contract or by logging on to the WSA website. **Please note: WSA membership does not automatically generate a show badge for the exhibitor.**

ON-LINE REGISTRATION: Buyers, exhibitors and press may register on the WSA website at www.wsashow.com.

CHANGES??? Please help us update our records by letting us know about changes to your registration, in order to continue receiving WSA information and ensure the delivery of your advance badge. You may fax or e-mail your corrections to 949.851.8523 or info@wsashow.com



David R. Duncan Named President of World Shoe Association for 2003

David R. Duncan has been named President of World Shoe Association (WSA) and began serving his term in January.

Previously the organization's Vice President, Duncan will oversee the WSA show's two markets in 2003 as well as other member-related activities and issues. Duncan succeeds Ken Mazur, who becomes chairman.

Other newly elected WSA board officers are Mitch Fisherman as Vice President, Carmel Gouveia as Treasurer and Gary Tierney as Secretary. John Maltese, John Roberts, Joel Youngheim and Gretchen Cox were all elected as the newest members of the Board of Directors while Dave Rowe and Jim Potter stepped



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For quick & easy
access to
WSA services,
information
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HOTEL LISTING

HOTEL	RATE	CANCELLATION
Aladdin (2)	\$109.00	72 hours
AmeriSuites	\$79.00	48 hours
Bally's	\$109.00	48 hours
Bellagio (1)	\$179.00/\$259.00	48 hours
Caesars Palace	\$159.00	72 hours
Embassy Suites Conv. Ctr.	\$99.00	48 hours
Excalibur	\$49.00/\$89.00	72 hours
Flamingo Hilton	\$79.00/\$105	48 hours
Four Seasons	\$240.00	7 days
Harrah's (1)	\$65.00/\$115.00	72 hours
Imperial Palace	\$72.00/\$82.00	48 hours
Luxor	\$75.00/\$115.00	72 hours
Mandalay Bay	\$ TBD	
Marriot Hughes Center (4)	\$99.00	48 hours
Marriot Suites (4)	\$99.00	48 hours
Mirage	\$155.00	48 hours
Monte Carlo (1)	\$79.00/\$149.00	72 hours
New Frontier-Atrium (1)	\$69.00/\$89.00	72 hours
New Frontier-Standard (1)	\$49.00/\$69.00	72 hours
New York, New York (1)	\$64.00/\$139.00	48 hours
Paris Las Vegas	\$129.00	48 hours
Rio Suites	\$105.00	72 hours
Sahara (1)	\$32.00/\$59.00	72 hours
The Orleans	\$45.00/\$79.00	48 hours
Treasure Island	\$129.00	72 hours
Tropicana	\$49.00/\$99.00	48 hours
Venetian (3)	\$219.00	14 days

Above rates are guaranteed up to 30 days prior to the show

LIMITATIONS

- (1) Higher rate applies to Friday & Saturday nights
 - (2) Early departure fee of \$50 will apply
 - (3) Does not accept Saturday arrivals
 - (4) Double / Double rooms are not available
- Additional charge will apply for third or fourth person occupying room
 - Rates do not include Clark County room tax currently at 9%
 - Cancellation indicates time in which reservation may be cancelled without incurring cancellation penalty
 - Prices and availability are subject to change

NO SATURDAY ARRIVALS OR DEPARTURES ALLOWED!!!

July 31 - August 3, 2003

Mandalay Bay Convention Center Sands Expo & Venetian Hotel

Book your hotel reservations on line www.wsashow.com

Or phone our reservation agents for assistance
with hotel or air accommodations.

IIM, Innovations In Marketing

**enough
shoes
to fill
a million
square feet**

fashionFACTSfolio

by Ellen Campuzano

MOODS

Fireside

The nesting instinct is surely in effect as people long for the comfort and security that comes from family gatherings, snuggling before the fire, and other creature comforts. As a result ready-to-wear proves that comfortable fashion is not an oxymoron: the silhouette is voluminous (with a long, full skirt as a staple) and incorporates cozy materials. Warm earth and fire inspired tones radiate warmth especially when applied to soft textures such as shearling, suede, and velvet.

Urban Sophisticates

A sophisticated, elegant appearance works well for modern professionals both in the office and out to dinner. Tailored and tamer are important words to remember when catering to this consumer. Icy neutrals, grey, navy, taupe, and off blacks form the basis of this updated classic palette. Dress shoes dominate this classification and are given high shine and drama for going out, especially around the holidays.

Folkways

Cultures that thrive in cold weather climates are the inspiration for Fall's eclectic looks. A veritable potpourri of textures, fabrics, and silhouettes defines this ethnic trend that encourages layering and embellishment. With a basis of neutrals and stark white, winter brights create vivid interest as accents or applied colour. Materials are kept natural: chunky knits, vegetable tanned leathers, and boiled wool.

Rough Riders

Gritty and masculine with an edgy sex appeal, this trend is an urban junior unisex trend that melds functionality with style. Silhouettes are abbreviated and fitted creating sleeker lines. The right shoes become particularly important with the emergence of cuffed and banded ankle pants. Leather dominates in supple and sleek, natural and worn, or downright distressed styles. Colour gets a shot of Goth with black, off-blacks, dark brown, wine, plum, and tarnished and metallized colour.

Escape

Whether a blast from the past or glimpse into the future, the media has given us the lust for escape. This desire realizes itself in dramatic, high style, and high tech classifications. Everyday life is made more exciting with metallic flash, graphic superhero looks, and sporty performance styles. Not necessarily sport driven, these styles look best in an urban environment giving the wearer instant street credibility.

REMEMBER:

- texture is key: exotic, patched, distressed, grained, oiled, waxy, natural and most importantly SOFT
- toe character: pointy AND round toes are equally viable
- legwear is fashion: slouchy socks with ankle boots, textured stockings with high boots and heels
- tuck-in trousers work with military style lace ups and sleek heeled boots
- cuffed trousers are fashion and need slouch or lace-up boots
- skirts are here to stay
- dress shoes have tailored appeal

FALL 2003

trends & footwear
"MUST HAVES"

COLOUR

The transition into Fall is made effortless by the continuation and evolution of Spring's colours: whites, earth tones, and darks. Femininity and individuality are still key but taken up a notch with sexy, over-the-top glamour, hard-edged touches, and warm ethnic details to make Fall's look truly eclectic.

- winter white & arctic pales
- russets pick up hints of brown
- taupes get grey or green cast
- red moves from fashion to basic colour
- reds evolve into heady rust, wine, burgundy
- browns run the gamut: camel, russet, and chocolate
- green gets into action in olive drab and other military inspired variations
- blackened colour: aubergine, forest green, medieval blue
- metallics are modern all over or as tarnished touches
- white shines through colour in distressed finishes
- vintage leather finishes are a must in nappa, suede, calf and kidskin





JERRY
SEINFELD

Opening Night Event at the ALADDIN

Thursday, July 31, 2003

6:30 p.m. cocktail reception

8:30 p.m. show seating

ORDER FORM

Please reserve _____ tickets @ \$40 each
(QUANTITY)

WSA • OPENING NIGHT EVENT
JERRY SEINFELD • July 31, 2003

MAIL OR FAX ORDERS TO:

WSA Registration Headquarters
P.O. Box 52170, Irvine, CA 92619-2170
FAX 949-475-1765

PAYMENT METHOD:

☐ Check ☐ AMEX ☐ VISA ☐ MC

Contact name _____

Company name _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

E-mail _____

Credit Card No. _____

V Code _____ - _____ - _____ (MC & Visa - additional 3 digits printed
on the reverse side of your card.)

Cardholder name _____

Expiration date _____ Amount _____

Signature _____

Payment must accompany this official form. All orders are non-refundable.
Orders submitted separately are not guaranteed grouped seating.
You will be notified by mail of your confirmation and ticket pick up instructions.



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February 2003
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