



WORLD SHOE ASSOCIATION®

SEPTEMBER 2003



## Making Headline News !

by Chris Aiken, Executive Director

**T**wo leading industry publications, *Footwear News* and *Tradeshow Week*, recently recognized the World Shoe Association and its growth over the past 55 years. While *Footwear News* covered WSA's history since 1948 from a California regional shoe show to its current status as a global player, *Tradeshow Week* focused on WSA's accomplishments as the eighth largest trade show in America still owned and operated by a nonprofit association. Both periodicals documented important moments in WSA's history and reviewed our strategy for producing a world class show. The articles pay well deserved tributes to the men and women who shaped WSA into the industry leader it is today.

As the *FN* article stated, it has never been our intention to grow the WSA show into the largest in the country or the world.

Our expectation is to produce a show which continually evolves and remains valuable to retailers and manufacturers alike.

*Size is not our ultimate objective --  
quality is, and always will be.*

As we are currently settling back in from the August 2003 show, all of us at WSA hope your business interactions were successful, that you established new and promising contacts, and enjoyed networking with your colleagues while in Vegas. We are already in the works of producing the February show, and look forward to seeing you there!

## Billy Crystal to entertain WSA February 10, 2004

**B**illy Crystal has created one of the most versatile and prolific careers in the entertainment industry, finding success in front of the camera, as a performer in film and television, and behind the scenes as a writer, director and producer. WSA is proud to announce Crystal will perform a "Simply Mahvelous" evening of entertainment on opening night, February 10, 2004.

His family owned and operated the legendary Commodore label and record store, so Crystal grew up in New York surrounded by music and musicians. His father, Jack, produced concerts by the era's great jazz performers, including the legendary Billie Holiday. It was his exposure to these great stars that helped Crystal develop a knack for stand-up comedy, incorporating his gifts for mimicry and satire, as well as his ability to create enduring characters who are funny, human, and touching.

From his role on the popular "Soap" series to his phenomenal success on "Saturday Night Live", Billy has in recent years moved between successes on television and film. He has hosted the Grammy Awards three times and, of course the Oscars seven times.

He has starred in "Running Scared," "Throw Momma from the Train," "The Princess Bride," "When Harry Met Sally," "City Slickers I and II," "Mr. Saturday Night," "Forget Paris," "Hamlet," "Deconstructing Harry," "Father's Day," "My Giant," "Analyze This," and "America's Sweethearts". Crystal was most recently seen in his second on-screen collaboration with Robert DeNiro in "Analyze That," the sequel to their 1999 hit comedy "Analyze This." Prior to that, Billy lent his voice to the character Mike Wazowski in Disney's record-breaking, blockbuster animated hit, "Monsters, Inc."

As with previous WSA Opening Night Events, tickets will sell out quickly, so return the enclosed form today!







# Bulletin Board

949.851.8451 • FAX: 949.851.8523 • [www.wsashow.com](http://www.wsashow.com)

## DEADLINE: OCTOBER 1

**EXHIBIT APPLICATIONS:** Your application for February, 2004 booth space must be received by October 1 to be considered in the first round of 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 mailed to all WSA members last month, you may download the forms from our website at [www.wsashow.com](http://www.wsashow.com)

## DEADLINE: NOVEMBER 1

**MEMBERSHIP RENEWAL:** Return your membership renewal form and dues by November 1 to avoid a \$50 penalty. To ensure accuracy, be sure to review the pre-printed information on the form, indicate any changes, and complete the bottom portion with the lines you currently represent. If you move or change lines during the year, WSA must be notified in writing for your listing to appear accurately in the WSA Directory and for you to continue to receive our mailings.

## DEADLINE: DECEMBER 1

**BUYERS:** If you registered on-site at the August, 2003 show you will automatically receive an advance badge in the mail for the February, 2004 WSA show. Or, if you received your badge by mail for the August 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 February, 2004 show. If you did not verify your attendance, or you did not attend the August show, you will need to PRE-REGISTER BY DECEMBER 1 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 before December 1.

**Please note:** *WSA membership does not automatically generate a show badge for exhibitors.*

**ON-LINE REGISTRATION:** Buyers, exhibitors, suppliers and press may register on the WSA website at [www.wsashow.com](http://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 your corrections to 949.851.8523 (*One copy per person*)

## CONGRATULATIONS

go to our very own

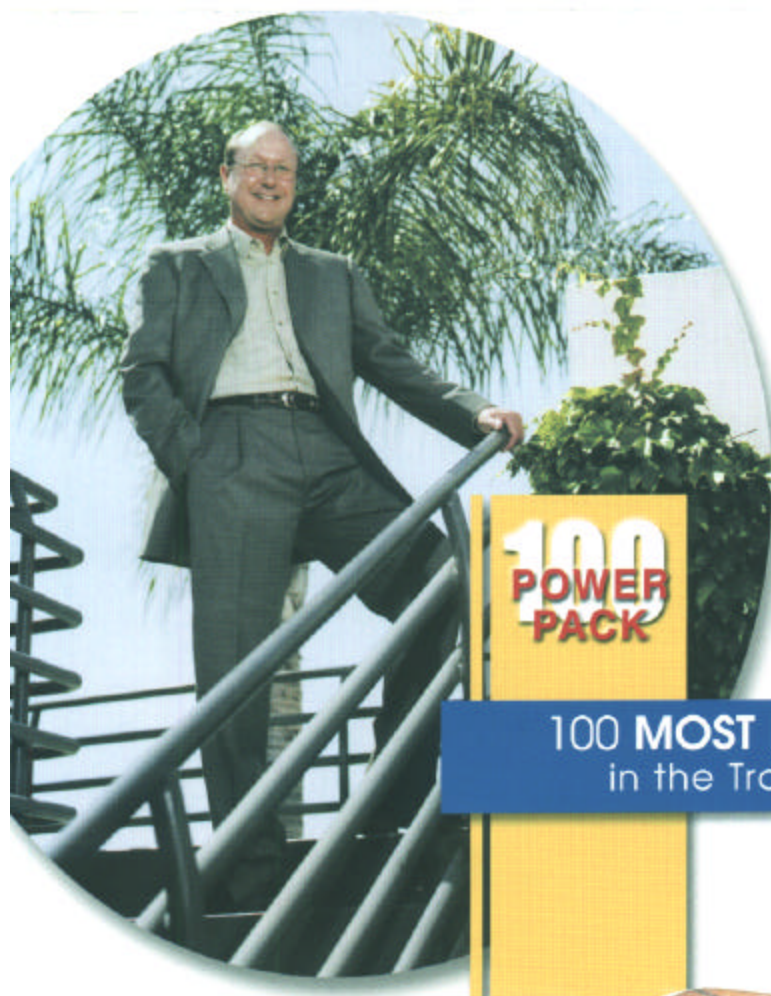
**CHRIS AIKEN**

Executive Director of WSA

Chris was selected by  
*Tradeshow Week*  
as one of the top

**100 MOST INFLUENTIAL PEOPLE**  
in the Tradeshow Business

Thank you Chris, for your hard work & dedication over the past twelve years.





# HOTEL LISTING

HOTEL	RATE	CANCELLATION
Aladdin (2)	\$109.00	72 hours
AmeriSuites	\$109.00	48 hours
Bally's	\$125.00	48 hours
Bellagio	\$189.00	72 hours
Caesars Palace-Standard (2)	\$179.00	72 hours
Caesars Palace-Palace Tower (2)	\$219.00	72 hours
Excalibur (3)	\$79.00/\$139.00	72 hours
Flamingo Hilton (3)	\$102.00/\$125.00	48 hours
Four Seasons Hotel Las Vegas	\$270.00	7 days
Hard Rock Hotel (2,3,4)	\$115.00/\$219.00	72 hours
Harrah's (3)	\$109.00/\$139.00	48 hours
Imperial Palace (3)	\$69.00/\$89.00	48 hours
Luxor (3)	\$99.00/\$139.00	72 hours
Mandalay Bay	\$204.00	7 days
Mandalay Bay-New Tower	\$269.00	7 days
Marriot Residence-Hughes Ctr (5)	\$139.00	48 hours
Mirage	\$159.00	48 hours
Monte Carlo (3)	\$129.00/\$159.00	72 hours
New Frontier-Atrium (1,3,4)	\$69.00/\$109.00	72 hours
New Frontier-Standard (1,3,4)	\$49.00/\$89.00	72 hours
New York, New York (3)	\$109.00/\$135.00	48 hours
The Orleans (3,4)	\$59.00/\$89.00	48 hours
Palms Casino Resort (3)	\$129.00/\$329.00	72 hours
Paris Las Vegas	\$129.00/\$145.00	48 hours
Rio Hotel & Casino (3)	\$135.00/\$155.00	72 hours
Sahara (3)	\$59.00/\$85.00	72 hours
Treasure Island	\$119.00	72 hours
Tropicana (1,3,6)	\$59.00/\$119.00	48 hours
Venetian Resort & Casino	\$229.00	14 days
Westin	\$129.00	72 hours

*Any changes and/or cancellations must be made 7 days prior to arrival*

## LIMITATIONS

- (1) Energy surcharge will apply
- (2) Early departure fee of \$50 will apply
- (3) Higher rate applies to Friday & Saturday nights
- (4) Does not accept Saturday arrivals
- (5) Doublebeds are not available, only Kings. Rollaways are available upon request
- (6) Energy surcharge will apply, daily phone charges of \$1 per night, per room applies
  - 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!!!**

Book your hotel reservations on line  
[www.wsashow.com](http://www.wsashow.com)

Or call:  
IIM, Innovations In Marketing  
800.292.6990 FAX: 949.717.3374  
[wsa@iimonline.com](mailto:wsa@iimonline.com)

# It's Showtime!

## FEBRUARY 10-13, 2004

**Mandalay Bay Convention Center • Sands Expo & Venetian Hotel**



# fashionFACTSfolio

by Ellen Campuzano

Monzo & Franco

## Colour & Material

Newness at the show hinged on an explosion of colour. Starting with crisp spectator stories (black and white, or red and white) and pretty pales, colour moves towards more intensified laundered brights to true brights with added touches of fluorescent colour. Key leathers vary greatly including: patent, kidskin, metallic finishes, matte or shine, vegetable tan sport leather, tumbled grainy varieties, and soft suede. Other commonly spotted materials are clear or opaque latex, mesh, raffia, linen, and raw silk. In terms of prints, Asian inspired prints, polka dots, Pucci prints and florals all have their place in spring's trends.

## Details

It's all in the details once again, where a simple accent makes all the difference between fresh, trendy footwear and out-dated styles. Easy updates include: web straps; coloured flower appliques in silk, leather, or milky latex; enamel jewelry accents and charms; embroidery; plastic pins; and metal hardware such as zips, studs, and batons. Feminine softness is added with soft bows on shoes and ribbons laced through grommets. Fresh silhouettes utilize wood bottoms, ankle wraps and corset lacing.

## Trends

**SWEET COMFORT** Footwear for spring 2004 is shifting into more feminine looks but that doesn't have to mean a sacrifice in comfort. Sweet casual styles are successful when they combine pretty fashion with everyday comfort. Soft leathers, stitch out soles, and flexible bottoms come together to create comfortable footwear. Floral motifs, lace-up details, laser cutouts, and spruced up colour give dress casuals their flair.

**DRESS ME UP, DRESS ME DOWN** Dressy footwear doesn't have to be mile high. Dress styles cover everything from sexy strappy sandals perched on a high heel to low heeled sandals with just as much appeal. Ankle wraps and wrap around laces, buckles, metallic leather, and colourful or painted bottoms are just the right dressy touches for nearly obligatory open toe shoes.

**BOTTOMS UP** The juniors market is faithfully attracted to extreme platform bottom footwear. The simplest foam wedges are updated with saw tooth bottoms and checkerboard or stripe patterns. From fabric, suede, and leather covered units there have emerged more advanced silhouettes such as Volatile's kabuki wedge bottom with turn up toe. Bright colours, graphic patterns, Velcro, nylon and patent leather spruce up the already outrageous looks.

**ACTING ACTIVE** More and more ath/leisure footwear is being produced that is heavier on the leisure than it is on the athletics. These sport inspired styles are not really meant for performance. With new brighter fashion colours, materials and constructions

these ath/leisure looks are becoming part of an everyday wardrobe. Stitch out soles, nylon mesh, perforated leather and ties and lace-ups are sporty yet stylish details.

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## Colour explodes for Spring 2004!

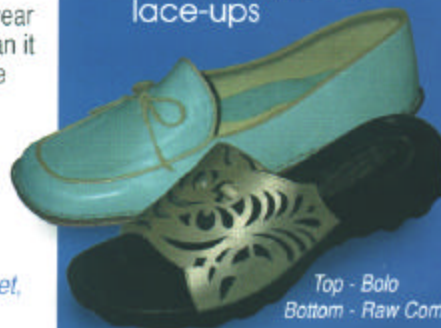


### KEY POINTS

- Increased colour intensity rules for spring 2004
- Dressy footwear with built in comfort
- Feminine details: bows, soft wraps, flowers, and jewelry accents
- High or low heel dress shoes are equally viable
- Extreme platforms are still popular with the junior market
- Ath/leisure footwear is most concerned with sporty style
- Sport style relies on punchy colour, mesh, perforations and lace-ups

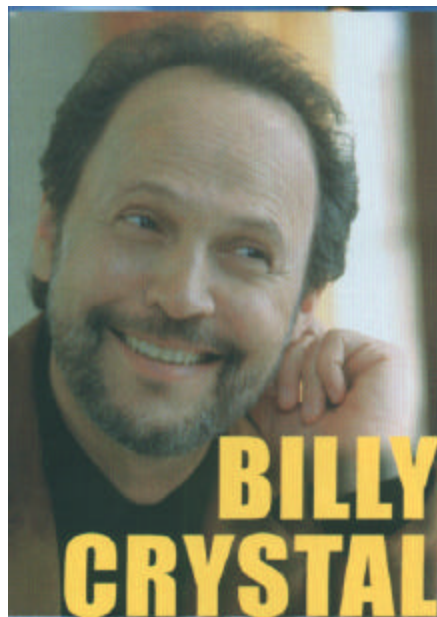


Top - Volatile  
Bottom - Born



Top - Bolo  
Bottom - Raw Comfort





# BILLY CRYSTAL

**February 10, 2004**

Aladdin Performing Arts Center

**"Simply Mahvelous!"**

Tuesday, February 10, 2004  
6:30 p.m. cocktail reception  
8:30 p.m. show seating

ORDER FORM

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

WSA • OPENING NIGHT EVENT  
BILLY CRYSTAL • FEBRUARY 10, 2004

MAIL OR FAX ORDERS BY JANUARY 15 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.  
Please note, no tickets will be mailed in advance.  
MAIL OR FAX ORDERS TO: WSA Registration Headquarters  
P.O. Box 52170, Irvine, CA 92619-2170 FAX 949.475.1765

WSA

AUGUST, 2003

## DESIGN AWARD WINNERS

### BEST BOOTH

First Place  
Brown Shoe

Second Place  
Fila USA Inc.

### MOST INNOVATIVE BOOTH

First Place  
BBC International  
Polo Ralph Lauren  
& Weebok

Second Place  
Asics Tiger Corp.

### DESIGN AWARD

GBMI

Pony International

Accepting the awards with  
Executive Director,  
Chris Aiken are:

Brown Shoe - Ron Fromm

Fila USA, Inc - Tom O'Riordan

Polo Ralph Lauren

BBC International Team

Weebok

BBC International Team

Asics Tiger Corp. - Rich Bourne

Pony International - Killick Datta

