



Educational Events

CONFERENCE

Keep 'em Coming Back Again & Again: Strategies That Build Customer Loyalty

**Wednesday, August 4, 2004 (prior to the WSA Show)
8:00 am to 5:30 pm • Tuscany Suites**

Expand your base of repeat customers and keep 'em returning to your store for more! Customers who get good service, not to mention, value -- are customers who want to return, not just to browse, but to buy! NSRA's day-long conference gives you practical strategies to use immediately to build customer loyalty, strengthen your customer service ethic, mine your database, build stronger customer relationships, develop an exchange policy, and use your unique identity.

ONE HOUR SEMINARS

Employee Theft: What You Don't Know CAN Hurt You

Presented by

Bill Bregar, President, Loss Prevention Systems, Inc.

**Friday, August 6, 2004, 8:30 to 9:30 am
Sands Convention Center, Room 305**

This seminar will open your eyes to the many ways employees might be stealing from you!

- Review and analyze personality profiles for warning signals and reasons why employees steal.
- Learn how to prevent employee theft and handle theft situations when they occur.
- Review criminal and civil legal aspects of employee theft.
- Define employee theft and inventory shrinkage and the impact on your business.

Making Pedorthics Work For You

Presented by

Mike Forgrave, C.Ped. (C)

**Saturday, August 7, 2004, 8:30 to 9:30 am
Sands Convention Center, Room 305**

Learn what the growing niche market of pedorthics can do for you during this one-hour seminar.

- Enhance your fitting knowledge to increase bottom line sales
- Learn about basic pathologies and pathomechanics
- Find out how you can use over-the-counter insoles to expand multiple sales
- Learn SIMPLE modifications to over-the-counter insoles to enhance fit and sales.

Registration

Register on-line at www.nsra.org
or fill in the form below and submit it with payment.

Today's Date _____

Name _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

NSRA CONFERENCE

- Keep em Coming Back Again & Again:
Strategies That Build Customer Loyalty**

**8:00 am to 5:30 pm, August 4 • Tuscany Suites
245 E. Flamingo Rd. Las Vegas, NV 89107**

NSRA Members: \$95 through July 23 \$145 after July 23 Total \$ _____

Extra Attendees: \$75 through July 23 \$125 after July 23 Total \$ _____

Non-Members: \$190 through July 23 \$290 after July 23 Total \$ _____

Extra Non-Members: \$150 through July 23 \$250 after July 23 Total \$ _____

NSRA ONE HOUR SEMINARS

- Employee Theft:
What You Don't Know CAN Hurt You**

8:30 to 9:30 am, August 6 • \$15 per person Total \$ _____

- Making Pedorthics Work For You**

8:30 to 9:30 am, August 7 • \$15 per person Total \$ _____

GRAND TOTAL PRICE \$ _____

Charge to: Visa MasterCard Exp. Date _____

Card # _____

Name on Card _____

Return completed form with payment by July 23 to:

NSRA, c/o Education Department,
7150 Gateway Drive, Suite G, Columbia, MD 21046-1151
or fax to 410-381-1167

Please duplicate form for additional registrants.

For convenience, register on-line at www.nsra.org