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SEMINARS ARE SET TO INFORM AND INSPIRE AT UPCOMING WSA SHOW

WSA, the Leading Source for Everything Footwear, Will Feature Industry Experts July 31–August 2, 2009, in Las Vegas

ENCINO, Calif. (June 16, 2009)—Providing the broadest view of the footwear and accessories industry, The WSA Show (www.wsashow.com) today announced a series of 14 educational seminars and workshops that will be featured at its upcoming marketplace July 31–August 2, 2009, at the Las Vegas Convention Center. Underscoring The WSA Show's commitment to providing the most valuable experience possible to every show participant, this informative series will provide footwear buyers with the right business tools to increase sales, improve profitability and make the right buying and inventory decisions, and footwear manufacturers and attendees with color forecasts for the next three seasons, as well as information on certification and regulatory issues.

The WSA Show will host a lineup of 10 seminars providing everything from Pantone color trend forecasting to expert insight on the Consumer Product Safety Improvement Act (CPSIA), while Materials at WSA will present four individual workshops ranging from "Selecting the Right Supplier" to "Green 2.0." The wide variety of topics offered will impart information on fresh, new fashion trends; buying and merchandising strategies; and best business practices from qualified experts who know exactly what it takes to succeed in this industry. An overview of each seminar and workshop is as follows:

THE WSA SHOW SEMINARS

- **Step-by-Step Orientation for Buyers New to The WSA Show**—*WSA Retail Relations Team*
In this free session, buyers will learn the ins and outs of navigating WSA and discover the tools available to help them find what they're looking for while making the show a fun and profitable business experience.
- **How to Run a Successful Store, Part 1**—*Mercedes Gonzalez, Global Purchasing Companies*
This session is for new retailers and those looking for inspiration, and will include information on selecting the best location; deciding what, where and how much to buy; using retail math; and applying tried-and-true advertising and promotions ideas.
- **How to Run a Successful Store, Part 2**—*Mercedes Gonzalez, Global Purchasing Companies*
Part 2 of the Retail 101 series is essential to all business owners with new or established stores. Key topics covered are growth strategies, merchandising, sales team hiring and training and loss prevention.
- **Pantone Color Trends for Spring/Summer '10 and Beyond**—*Leatrice Eiseman, Pantone Inc.*
Leatrice Eiseman, color expert at premier color trend company Pantone Inc., will share the color palettes, shades and themes for spring/summer '10 and fall/winter '10/'11.
- **Spring/Summer '10: The Los Angeles Perspective**—*Fran Sude, Design Options*
Los Angeles-based color forecasting consultant Fran Sude will explain the west coast influence of apparel color, print and silhouettes on footwear and accessories for the junior, missy, young men's and kids' markets.

More...

- **Fashion Trends for Spring/Summer '10**—*Ellen Campuzano, fashionFACTSfolio*
Back by popular demand, this seminar will provide a comprehensive trend overview to point retailers in the direction of what their customers will be buying for the spring/summer '10 season.
- **CPSIA: Positioning Your Brand to Stay Ahead of the New Product Safety Law**—*Nate Herman, AAFA; Matt Priest, FDRA; Virginia Nesbitt, Maguire Woods; Andrew Farhat, Intertek Consumer Goods*
This free, in-depth seminar will inform attendees of what to expect and how to prepare for the Consumer Product Safety Improvement Act (CPSIA), which will usher in a whole new set of rules and requirements on product safety that goes into effect on August 14, 2009.
- **The Ins and Outs of Visual Merchandising: What's Hot, What's Not**—*Sharon Leicham, merchandisingHUB.com*
This seminar will tour the hottest trends in visual merchandising and teach retailers how to adapt them to their stores.
- **Getting Started Selling On the Internet**—*Chris Finken, OrangeSoda Inc.*
This seminar will highlight simple steps business owners can start taking to prepare for an online presence and will cover what to do to get started and how to find a niche online.
- **Your Inventory Heart**—*Paul Erickson, RMSA Retail Solutions*
Starting with the basics, this seminar will share alternative concepts, techniques and formulas to improve cash flow, gross margin and sales. Retailers will learn strategies they can begin implementing immediately.

MATERIALS AT WSA WORKSHOPS

- **Selecting the Right Supplier: Certification and Regulations**—*Karla S. Magruder, Fabrikology International*
Trying to understand the minefield of regulations and certifications in the market is a daunting task. This workshop will cover the importance of regulations and how they will affect your business.
- **Green 2.0: Concept of Doing Business Right Rather than Doing Something Green as a Trend**—*Karla S. Magruder, Fabrikology International*
We all learned the basics: reduce, reuse, recycle, but now where do we go? Green 2.0 will share how the market has progressed and how to maintain "green" products and materials in today's economy.
- **Speed to Market, Part 2: How to Manage Your Supply Chain to Get Product to Market Faster**—*Mercedes Gonzalez, Global Purchasing Companies*
A continuation of the February 2009 workshop, Part 2 will cover the importance of efficiently managing the supply chain to move product seamlessly along to market.
- **Fashion 101 for New Designers: How to Crash into the Business**—*Mercedes Gonzalez, Global Purchasing Companies*
Fashion 101 is geared toward helping new designers learn the basics of the fashion industry and avoid the problems that wipe out new lines before they can get started.

To learn more, or to register for any of these seminars or workshops, please visit www.wsashow.com.

About The WSA Show: The WSA Show is the world's largest and most comprehensive footwear, handbag and accessories marketplace, offering a 360 degree viewpoint of the footwear industry. The semi-annual event in Las Vegas attracts participants from 95 countries and features exhibiting companies showing thousands of brands. The Collections at WSA, an exclusive premium footwear, handbag and fashion jewelry show within The WSA Show, features 350 luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, a dedicated area within The WSA Show, further expands the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders. For more details, please visit www.wsashow.com.