



# National Shoe Retailers Association's Education Conference

Sunday, August 13, 2017 • 1 p.m. to 5 p.m.  
Las Vegas Convention Center  
South Hall • Room S229

Complimentary  
Registration



## James Dion, featured speaker and panel discussion moderator

James Dion is an internationally known retail speaker and trainer, and author of several books, including *The Complete Idiot's Guide to Starting and Running a Retail Store*. He speaks on consumer trends, retail technology, data analytics, selling and service, retail merchandising and operations, marketing, and leadership. Dion has more than 30 years of retail experience with Sears, Levi Strauss and Gilmore Department Stores, and has appeared on NBC, First Business, Fox News and CNN.

### 1:00 p.m.- 2:15 p.m. ***Retail Isn't Dead! Retailers Who Are Making A Killing And How You Can, Too!***

Have you heard the news? 5,000+ stores will have shut down their doors by the end of this year and more will be added to the list in the next few years. It's bad news for those who cannot make it. It's good news for the rest of us who are determined to weather the storm. It's not an easy task, and it requires you to know what it is that you need to do to make shopping exciting for the customer again. Yet, there are quite a few retailers out there who are thriving and for very good reasons. *Learn who they are and what they are doing that you can do, too!*

### 2:15 p.m.- 2:30 p.m. ***Where Ideas Come From***

Learn how to get IDEAS, how to turn ideas into INNOVATIONS for your business, how to turn innovations into a PLAN OF ACTION and how to turn a plan of action into RESULTS!

### 2:30 p.m.- 3:15 p.m. ***Networking Break***

### 3:15 p.m.- 4:30 p.m. ***Best Practices Amongst Us***

Retail Panel Discussion and Audience Questions  
Retailers share compelling stories on how they manage to excite their customers and how they reap the benefits by scoring stellar sales.

*Topics will include the following:*

- Events – In-Store and Community Events
- The Store – Retail Store Environment and Merchandising
- The Customer – Customer Expectations and Consumer Experience



#### Panelists:

**Jody Finnegan**

*12th Street Shoes; Bellingham, WA*

**Megan Sajdak**

*Stan's Fit for Your Feet; Brookfield, WI*

**Dan Ungar**

*Mar-Lou Shoes; Cleveland, OH*

### 4:30 p.m.- 5:00 p.m. ***Q & A, Summary and Final Thoughts***

What did we learn today? Where do we go from here? How do we take this back and make it happen?

**FN PLATFORM Cocktail Party** Immediately following the last session, NSRA workshop attendees are invited to meet with industry leaders at a cocktail party hosted by FN PLATFORM. *It's a great way to kick off your visit!*

3.25 Business CEUs available through ABC

Register online at [www.nsra.org](http://www.nsra.org)