

## **THE WSA SHOW'S EDUCATIONAL SESSIONS FEATURE UNPARALLELED INSIGHT INTO ALL FACETS OF FOOTWEAR**

### **Program Offers Expert Input on Trends, Product Development, Buying, Merchandising and Consumer Attitudes and Behavior**

**Encino, Calif. (January 03, 2008)** – The WSA Show, the world's largest footwear and accessories marketplace, announces an all-encompassing seminar series designed to suit attendees from all facets of the industry from buying, marketing and merchandising to sourcing, product design and development. With nine individual seminars and four workshops, no other seminar series in the industry presents the assortment of speakers and topics that this powerful global marketplace has to offer.

### **THE FOOTWEAR & ACCESSORIES BUSINESS CONFERENCE**

These sessions, held at the Mandalay Bay Convention Center from February 20-23, offer firsthand access to business and trend information for retailers and buyers from industry leaders, trend forecasters, and fashion experts. Speakers include: Tod Shulman, Pantone Inc.; Anne Obarski, Merchandise Concepts; Ellen Campuzano, FashionFACTSFolio; and Sally Kay, The Hosiery Association.

### **MATERIALS AT WSA EXPO AND CONFERENCE**

This new supply chain show presents a series of workshops providing vital information critical to designers, product developers and sourcing executives. Taking place February 19-21 at The Venetian, speakers include: Paolo Marengi, Ars Sutoria School; Spencer White, PlayOn Technology, LLC.; Karla S. Magruder, Fabrikology International; and Suzanne Fox, Fox Intercultural Consulting Services.

"These unique educational opportunities provide information to the footwear industry that runs the gamut from concept and design to the consumer," said Diane Stone, chief operating officer of The WSA Show. "With this conference program, we offer the most extensive slate of educational offerings anywhere for everyone in the footwear industry."

The following is a sampling of sessions available to everyone coming to Las Vegas in February.

**THE FOOTWEAR & ACCESSORIES BUSINESS CONFERENCE:** For details and registration information, please visit [www.wsashow.com](http://www.wsashow.com).

### **WSA Step-by-Step Orientation for Buyers New to The WSA Show**

*Presented by WSA's Retail Relations Team*

In this complimentary conference, learn the ins and outs of navigating The WSA Show, including The Collections at WSA located at The Venetian Resort Hotel. Discover the tools available to making the show a fun and profitable business experience.

### **Create a "Contagious Experience" for Your Customers: Marketing, Customer Service & More!**

*Presented by Anne Obarski, Merchandise Concepts*

Learn how to create a "contagious experience" for customers, drive store traffic and encourage repeat business.

### **How Much Should I Buy?**

*Presented by Mort Haaz, O.T.B. Retail Systems*

This buyer's session details the needs, benefits and workings of the open-to-buy process. Retailers learn how to set up a buying plan to ensure leaner, better-balanced, faster-turning inventory with fewer markdowns and a positive cash flow.

### **Pantone Color Trends for Fall/Winter '08/'09 and Beyond**

*Presented by Tod Shulman, Pantone, Inc.*

This premier color trend company shares the color palettes, shades and themes for the seasons to come. Don't miss this opportunity to stay on top of the color trends for fashion, which directly affect what customers will be buying in footwear.

### **Key Insights into Today's Footwear Consumer**

*Presented by Marshal Cohen, The NPD Group*

Back by popular demand, this program presents research and expert insight into the footwear market from the consumer's point of view – including how shoppers make their purchase decisions and what they think about specific brands.

### **Fashion Trends for Fall and Winter '08-'09**

*Presented by Ellen Campuzano, FashionFACTSFolio*

This comprehensive overview will point attendees in the direction of what their customers will be buying for the upcoming fall and winter seasons, including a forecast of head-to-toe fashion trends.

### **Getting a Leg Up: Fall '08 Women's & Children's Hosiery Trends**

*Presented by Sally Kay, The Hosiery Association*

Sally Kay, president and CEO of The Hosiery Association, will share the latest trend information on the women's and children's legwear markets, as well as consumer insights into what types of products they are looking to purchase and why.

### **How to Open and Run a Successful Store**

*Presented by Mercedes Gonzalez, Global Purchasing Group, Inc.*

This popular two-part session covers advertising and promotions, ideas, growth strategies, merchandising, hiring and training sales team members and loss prevention.

### **NSRA Conference: "Lifestyle Retailing: Enhancing Business by Providing for Your Customer's Every Step"**

*Presented by Edith James, Comfort Shoe Specialists, Inc.*

*Presented by Rick Ravel, Karavel Shoes*

This session takes a lively look at providing for the changing needs of customers by acknowledging the multiple facets of their lives.

**MATERIALS AT WSA EXPO & CONFERENCE WORKSHOPS:** For details and registration information, please visit [www.materialsatwsa.com](http://www.materialsatwsa.com).

### **Examining Material Innovation from Fashion, Technology & Performance**

*Presented by Paolo Marengi, Ars Sutoria School*

This workshop presents an end-to-end assessment of the most important material and design innovations in footwear, answering questions such as, "What is the future of footwear materials innovation?" and "What do the innovations offer and at what cost?"

### **Utilizing Innovation from all Markets to Inspire New Materials and Designs**

*Presented by Spencer White, PlayOn Technology, LLC.*

This workshop will educate attendees how using innovative materials from traditional and non-traditional industries can generate product differentiation and customization, improve product performance and build brand image.

### **The Key to Successful Business in China – Understanding the Cultural**

*Presented by Suzanne Fox, Fox Intercultural Consulting Services*

Whether workshop attendees are already doing business with the Chinese, or about to begin, this program will provide hands-on practical advice for understanding Chinese business culture.

### **Demystifying What “Green” Means**

*Presented by Karla S. Magruder, Fabrikology International*

*Presented by Nicholas M. Yardy, Ph.D., Sappi Limited*

These experts in the synthetic, leather and textile industries will clarify what the “green” supply chain, products and manufacturing really are.

Registration for these conference sessions is available at [www.wsashow.com](http://www.wsashow.com) and [www.materialsatwsa.com](http://www.materialsatwsa.com).

### **About The WSA Show and Materials at WSA Expo and Conference:**

The WSA Show is the world’s largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and accessory show within The WSA Show, features hundreds of luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, launching in Las Vegas in February 2008, alongside The WSA Show, will further expand 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](http://www.wsashow.com).

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