



**Blast
off to
THE
USRA
MAY EVENT
2024**

April 29-May 1, 2024
The Hilton Lake Las Vegas
1610 Lake Las Vegas Pkwy,
Henderson, NV 89011

Join us & let's have a blast!
Only \$395 for retailers!

Your Retail Package includes:
The opportunity to network with some of the industry's strongest Independent Retailers & Vendors

Day One – April 29
Golf Tournament with Cart & Lunch shotgun start
Seminars + Workshops + Networking with Retailers & Vendors
Hosted Cocktail Party + Banquet Dinner + Evening Entertainment
Deluxe Accommodations - (Monday eve - Single or Double Occupancy)

Day Two – April 30
Continental Breakfast + Lunch + Banquet Dinner
Seminars + Workshops + Networking with Retailers & Vendors
Hosted Cocktail Party + Evening Entertainment
Deluxe Accommodations - (Tuesday eve - Single or Double Occupancy)

Day Three – May 1
Continental Breakfast
Seminars + Networking with Retailers & Vendors
CPED Points for the entire Event

Join us for this 3 day networking & educational event bringing the best of the best together to strengthen and grow the footwear industry. The USRA May Event is a unique and fun experience bringing us all together to share, network & unite.

We will help you find your aha moment while networking and connecting with your peers. We share stories of our successes and even of our failures through interactive panels, workshops and speakers.

www.usraonline.org

USRA 23890 CopperHill Dr Valencia, CA 91354 PH: 661-367-4816

The difference between who you are and who you want to be is what you do.



The MAY EVENT

Uniting the Shoe Industry

**The USRA May Event
is a unique opportunity to utilize the resources
of the shoe industry's strongest Independent Retailers & Vendors.**

The MAY EVENT creates and strengthens Partnerships:

Whether it is Retail/Retail, Retail/Vendor or Vendor/Vendor....

We can all learn something from each other.

That is what is done at the May Event. We network & brainstorm TOGETHER.

There are Speakers, Workshops, Round Tables and Panels involving Retailers, Sales Reps and Vendor Executives. The May Event offers many different ways to share and disseminate information while making sure we involve all sectors of our footwear community.

This is all done in a beautiful resort setting.

The annual golf tournament takes place on the first morning. The seminar portion begins that afternoon with an amazing keynote speaker followed by networking and orders. The evening starts with a cocktail party, banquet dinner and awards.

The following day is full of interaction through panels: where attendees hear from our industry's strongest and most knowledgeable and Workshops: where attendees brainstorm together on issues currently facing the industry. We end the business day with more networking followed by another cocktail party, banquet dinner and an evening event involving more networking.

We finish off the last day of this amazing event with more Dynamic Speakers.

Vendors have the opportunity to display their shoes throughout the entire three days, giving Retailers a chance to look at the lines in a very relaxed atmosphere. Not only can they look at the shoes, but many of our generous Sponsors offer discounts on orders left during this three-day event.

**So whether you are in Retail or in Wholesale,
a Sales Rep or an Executive....
THE MAY EVENT HAS SOMETHING FOR YOU!**

**One Industry...One Goal...One Place.
USRA MAY EVENT
1994-2024
Over 30 years of Believing & Building "Partnerships"**



THE MAY EVENT

WHAT DO RETAILERS GET AT THE MAY EVENT????

- Deluxe accommodations – 2 Event nights at an amazing resort, Event Golf Tournament, 2 Event dinners, 2 Event Cocktail Parties, 1 Event lunch, 2 Event Continental Breakfasts, All Seminars, Workshops & Entertainment.
 - Learn from knowledgeable & exciting Speakers
 - Learn from leading Industry Executives
 - Utilize the resources of the Shoe Industry's strongest Independent Retailers & Vendors
 - The Chance to:
 - Connect with Unfamiliar Vendors
 - Network with Vendors
 - Network with other Retailers
 - CPED's have the opportunity to earn continuing education points
 - A place to brainstorm, share ideas, problem solve and offer support & guidance to one another. It is a place where all walls are dropped and we become one industry all working together for a common cause -- keeping the Independent Shoe Retailer alive and growing.
 - Look at lines in a relaxed atmosphere
 - Receive Discounts* & SAVE \$\$\$ on orders given at the 3 day Event
*With participating Vendors
 - The opportunity to meet new & interesting people
 - A Special Connection with Vendors - There is a special connection, a loyalty, made at this Event. Retailers have the opportunity to see many Vendors they may not see at the shows and vice-versa. Due to the unique environment of the May Event, attendees find themselves doing business without even realizing it.
 - Instead of just attending a Business Meeting, the May Event has become a group of friends getting together to discuss business
Selling shoes is not the focus of the Event, it is a bonus!
- If you've never personally attended this Event, you MUST attend this year. The May Event is a very unique and beneficial Event. It is the only one like it within the shoe industry. Until you have actually attended this amazing Event, you cannot understand the incredible benefits it has to offer. The networking and connections made there cannot be compared –
It is an Event not to be missed!!

**NETWORK WITH SOME OF THE INDUSTRY'S STRONGEST RETAILERS
1994-2023 ATTENDEES HAVE INCLUDED**

Abbadabba Shoes – Tucker, GA
 Achieve Footwear – Crystal Lake, IL
 Alaska Walking Store –Anchorage AL
 Apache Foot & Ankle Specialists
 & Dr Footsies – Las Vegas, NV
 A Proper Fit – reno, NV
 Aptos Shoes & Apparel – Aptos, CA
 Arizona Comfort Shoes - Mesa, AZ
 Arizona Shoe Box – Prescott, AZ
 Azusa Shoes - Calistoga, CA
 Baker's Birkenstock - Chico, CA
 Barebones – Sacramento, CA
 Beck's Shoes – San Jose, CA
 Benges – Grand Junction, CO
 Benjamin Lovell – Pittsburgh, PA
 Bennie's – Atlanta, GA
 Beverly Hills Euro - Beverly Hills, CA
 Big & Little Shoes – Chicago, IL
 Birkenstock of Bend – Bend OR
 Birkenstock of SD – San Diego, CA
 Birkenstock Midtown – Sacramento, CA
 Bootlegger's – Rochester, NH
 Boot World – San Diego, CA
 Brenner's – Nanuet, NY
 Brill's Shoes – San Bernardino, CA
 Brown's Sport Shoe - Durango, CO
 Brown's Shoe Fit – Cheyenne, WY
 Brown's Shoe Fit – Durango, CO
 Brown's Shoe Fit – Hanford, CA
 Brown's Shoe Fit – Mitchell, SD
 Brown's Shoe Fit – Montrose, CO
 Brown's Shoe Fit – Roseburg, OR
 Brown's Shoe Fit – San Luis Obispo, CA
 Brown's Shoe Fit - Shenandoah, IA
 Brown's Shoe Fit – Topeka, KS
 Brown's Shoe Fit - Visalia, CA
 Cactus Flower – Palm Desert, CA
 CC McKenzie – Portland, OR
 Cartan's Shoes – Fort Worth, TX
 Champion Shoes – Lewisburg, PA
 Charles Shoes – San Luis Obispo, CA
 Chiapetta Shoes – Kenosha, WI
 Citi Shoes – San Francisco, CA
 Cobblery, The – Palo Alto, CA
 Comfort One Shoes – Washington, DC
 Comfort Shoe Loft – Lake Forest, CA
 Cottonwood Shoes – Cottonwood, AZ
 Dardano's – Wheat Ridge, CO
 Desert Birkenstock – Las Vegas, NV
 Dodd's Shoe Co – Laramie, WY
 Dressed – Tucson, AZ
 Ecco – Scottsdale, CA
 Elias Shoes – Murrieta, CA
 Elements – Berkeley, CA
 Elliott's Shoes – Knoxville, TN
 Euro Walk – Palo Alto, CA
 Feet for Life - Visalia, CA
 Fit To Be Tied – W Des Moines, IA
 Fleet Feet - Albuquerque, NM
 FOII Clothing – Los Angeles, CA
 Foot Foundations – Los Angeles, CA
 Foothill Shoes – Yuma, AZ
 Footland Sports - Santa Fe Springs, CA
 Footprints – Newington, CT
 Foot Savvy – Greenwood Village, CO
 Foot Solutions – Arcadia, AZ
 Foot Solutions – Goodyear, AZ

Foot Solutions – Grand Rapids, MI
 Foot Solutions – Sandy Springs, GA
 Foot Solutions – Scottsdale, AZ
 Foot Solutions – Sherman Oaks, CA
 Foot Traffic Shoes – San Rafael, CA
 Footwear Etc – Sunnyvale, CA
 Footwise – Corvallis, OR
 Footworks – Cincinnati, OH
 Foster's – Tucson, AZ
 Geox – Canoga Park, CA
 Globe Footwear – Paramus, NJ
 Golden Shoes - Traverse City, MI
 Great Lakes Industrial Shoe- Akron, OH
 Guarantee Shoe Center – Bakersfield, CA
 Hanig's - Chicago, IL
 Hansen's Comfort – Santa Clara, CA
 Harry's Shoes – NY
 Hawley Lane Shoes – Milford, CT
 Hedi's – Carmel, CA
 Hilton's - Bellingham, WA
 HyTest Safety Shoe- Milwaukee, WI
 Imelda's – Portland, OR
 Industrial Shoe Warehouse – Santa Ana, CA
 J. Stephens Shoes – West Hills, CA
 Jay's Wide Shoes – Beaverton, OR
 Johnson's Family Shoes – Chico, CA
 Joy-Pers Shoes – Salinas, CA
 Kavel Shoes – Austin, TX
 K-Swiss Outlet – Lancaster, CA
 Kyles Shoes – Sun City West, AZ
 La Jolla Shoe Gallery – La Jolla, CA
 Lebo's – Charlotte, NC
 Little's Shoes – Pittsburgh, PA
 Lucky Feet Shoes - San Dimas, CA
 Lucky Shoes – Akron, OH
 Mark Adrian Shoes – Gloucester, MA
 Market Street Shoes -Seattle, WA
 Marsden's – Whittier, CA
 McCulloch's Wide Shoes – Brea, CA
 Michelle's Hilltop Emp -Running Springs, CA
 Michigan Ind Shoes – Farmington Hills, MI
 Michael's Comfort Shoes – Tucson, AZ
 Mike Meyers Shoes – Phoenix, AZ
 Mike's Shoes – San Luis Obispo, CA
 Mirolli Shoes – Orland Park, CA
 Moon Lady – Willits, CA
 On The Run – San Francisco, CA
 On Your Feet – Sante Fe, NM
 Orva Shoes – New York, NY
 Perfect Fit Shoes – Las Vegas, NV
 Pueblo Shoe Corp – Albuquerque, NM
 PSNE Group – Taftville, CT
 Quenvold's Safety Shoemobile–Martinez, CA
 Red Rock Running – Las Vegas, NV
 Riviera Euro Comfort – Redondo Beach, CA
 Rockport Shop, The – Novi, MI
 Romax – Seattle, WA
 Ruze, Inc – Montclair, CA
 Saf-Gard - Lancaster, PA
 Safety Boot Store, The – Lubbock, TX
 Safety Shoe Distributors – Houston, TX
 Salamander Shoes – Torrance, CA
 Sahuarita Shoes – Sahuarita, AZ
 Sancshoery – Tucson, AZ
 Saxon Shoes – Richmond, VA
 Schneess Boot & Shoe – Bozeman, MT
 Schulers Shoes – Maple Grove, MN

Scrub Stop, The – Sacramento, CA
 Selby Shoes – South Portland, ME
 Shoe Box – Modesto, CA
 Shoe Box, The – Ridgefield, WA
 Shoe Fitters - Albuquerque, NM
 Shoe House, The – Tucson, AZ
 Shoe Inn – Bend, OR
 Shoe Market – Hingham, MA
 Shoe Metro – San Diego, CA
 Shoe Mill, The - Portland, OR
 Shoe Palace – San Jose, CA
 Shoe Parlor – New York, NY
 Shoe Port – Southgate, CA
 Shoe Sensation – Jefferson Place, IN
 Shoe Spa, The - West Palm Beach, FL
 Shoe Thrill – Chandler, AZ
 Shoe Tree – Pismo Beach, CA
 Shoes And Such – Flagstaff, AZ
 Shoes-N-Feet – San Francisco, CA
 Shoes on a Shoestring – Albuquerque, NM
 Shoes On First – Napa, CA
 Shoes On Solano – Berkeley, CA
 Shoes That Fit – Stockton, CA
 Shooz! - Green Valley, AZ
 ShuzyQ – Anchorage, AK
 Sid Boedeker Safety Shoe - St. Louis, MO
 Sock Shop & Shoe - Santa Cruz, CA
 Sole Comfort – Newport Beach, CA
 Sole Desire – Santa Rosa, CA
 Sole Mates – Bainbridge Island, WA
 Sole Mia – Morro Bay, CA
 Sole Perfection – Seattle, WA
 Solvang Shoe Store, Inc – Solvang, CA
 Stan's - Fit For Your Feet – Brookfield, WI
 Steppin' Out – Jacksonhole, WY
 Stowe Shoe & Clothing – Burlington, WA
 Suburban Sole – Fountain Hills, AZ
 Summerlin Shoes, Las Vegas, NV
 Swift Feet - Prescott, AZ
 Takken's - San Luis Obispo, CA
 Tannery, The – Boston, MA
 Tenni-Moccs – Long Beach, CA
 Tip Top Shoes – New York, NY
 Traverso Red Wing – Richmond, CA
 Treads & Threads – Gunnison, CO
 V&A Bootery – Kalamazoo, MI
 Vanderloop Shoes – Little Chute, WI
 Vernon Powell – Salisbury, MD
 Village Birkenstock – Santa Rosa, CA
 Village Shoes – Fresno, CA
 VIM – New York, NY
 Vose-Sanders Bootery – Winnetka, IL
 Vulcan Safety Shoe - Tucker, PA
 Walkabout Footwear - Walnut Creek, CA
 Walking Comfort – Centerville, UT
 Walking Co, The – Santa Barbara, CA
 Walk This Way – Montrose, CA
 Wedding Formal Shoes–Anaheim Hills, CA
 Well-Heeled Footwear – Studio City, CA
 Well-Polished Footwear – Ventura, CA
 When The Shoe Fits – Vancouver, WA
 Whittwood Shoes – La Habra, CA
 World Class Footwear – Doral, FL
 World of Earth – Laguna Beach, CA
 Zacky's – New York, NY
 Zanna – Amherst, MA
 Zappo's – Las Vegas, NV

NETWORK WITH SOME OF THE INDUSTRY'S STRONGEST VENDORS 2006-2023 ATTENDEES HAVE INCLUDED

1803
 ABEO FOOTWEAR
 AEROSOLES
 AETREX WORLDWIDE
 AHNU FOOTWEAR
 ALEGRIA FOOTWEAR
 ALLEN EDMONDS
 ARA FOOTWEAR
 ARAVON
 ARCOPELICO USA
 ARIAT INTERNATIONAL
 AURI FOOTWEAR
 BAGGALINNI
 BANK OF AMERICA MERCHANT SERVICES
 BIONICA
 BIRKENSTOCK USA
 BIRKI'S
 BIZA FOOTWEAR
 BLUPRINT COMFORT
 BRANDLIVE
 BOB'S FROM SKECHERS
 BORN FOOTWEAR
 BOSTONIAN
 BUENO
 BURTEN DISTRIBUTION
 BZEES BY NATURALIZER & NAYA
 CAROLINA SHOE CO
 CAT FOOTWEAR
 CHACO
 CHIPPEWA BOOT CO
 THE CLARKS COMPANIES
 CLOUD FOOTWEAR
 COBB HILL
 COMFORTIVA
 CONSTANT CONTACT
 COREsense
 CROCS
 CROWNE COMFORTEUR
 CUSHE
 DANSKO
 DEER STAGS CONCEPTS
 DEERTRACKS
 DEXTER SHOE CO
 DICKIES
 DIMMI
 DOCKERS
 DORKING
 DR SCHOLLS
 DUNHAM
 DURANGO BOOT
 EARTH
 EARTHIES
 EASY SPIRIT
 ECCO USA
 EMU AUSTRALIA
 ENK WSA
 FEETURES
 FINN COMFORT
 FIREMAN'S FUND
 FITFLOP INC
 FLORSHEIM SHOE CO
 FN PLATFORM
 FOOTWEAR INSIGHT
 FOOTWEAR PLUS
 GABOR
 GEORGIA BOOT

GEOX USA
 GEE WA WA FOOTWEAR
 GLAGLA SHOES
 GLOBAL COMFORT INT'L
 GoLITE FOOTWEAR
 GOODYEAR FOOTWEAR
 GRAVITY DEFYER
 HANDSEWN CO
 HARLEY DAVIDSON
 HAVANA JOE
 HELLE COMFORT
 HOKA ONE ONE
 HOTTER COMFORT
 HUSH PUPPIES
 IMAC
 INDIGO
 INCREDIWEAR
 INTERMEDIA MARKETING
 ITALIAN SHOE MAKERS
 JAJA
 JAMBU (Formerly) J-41
 JB OFFICE SUPPLIES
 JOHNSTON & MURPHY
 JOSEF SEIBEL NA
 JUIL
 KEDS
 KEEN
 KINGSTON-McKNIGHT
 KLOGS USA
 KODIAK TERRA
 KOOLABURRA
 KORKS BY KORK-EASE
 KORK-EASE
 KYBOOT WALK ON AIR
 LAMO
 LATINAS REPRISE
 LIBERTY INSURANCE
 MBT
 MEPHISTO
 MERRELL
 MINNETONKA MOCCASIN
 MODELLISTA
 MONTANA
 MUNRO AMERICAN
 NAOT
 NATURALIZER
 NAYA FOOTWEAR
 NEW BALANCE ATHLETIC
 NEW ENGLAND FOOTWEAR
 NO SOX
 NPD GROUP
 ONFOOT
 OS1st BASE
 OTBT
 OTZ SHOES
 ORTHAHEEL
 PAPPILIO
 PARCEL MANAGEMENT GROUP
 PG LITE
 PERFECTSOLE
 PIKOLINOS
 PLAKTON SANDALS
 PREFERRED INSURANCE
 PRIVO
 PROPET USA
 PW MINOR

RED WING SHOE CO
 REPUBLIC INDEMNITY
 RETAIL SMART GUYS
 REVERE
 RICS
 RIEKER SHOE CORP
 RIMA
 ROCKET DOG BRANDS
 ROCKPORT
 ROCKY
 ROMIKA
 SAMUEL HUBBARD
 SAS
 SBICCA COMFORT
 SEBAGO
 SHOEPASSION
 SIMPLE
 SIMPLE LOGIC
 SKECHERS GO RUN
 SKECHERS MARK NASAN
 SKECHERS MENS SPORT
 SKECHERS PERFORMANCE
 SKECHERS SHAPE-UPS
 SKECHERS USA
 SKECHERS WOMENS COMFORT
 SKECHERS WOMENS SPORT
 SKINS FOOTWEAR
 SMARTDOGS
 SOCIAL PUNCH MARKETING
 SOFFT
 SOFTSPOTS
 SOFTWALK
 SOLES4SOULS
 SPENCO MEDICAL
 SPERRY
 SPIRA FOOTWEAR
 SPRING BOOST
 SPRING FOOTWEAR
 STEEL BLUE
 STEPTRONIC
 STONEFLY
 SUPERFEET WORLDWIDE
 TAOS
 TEAMWORK
 THERAFIT
 TIMBERLAND
 TROTTERS
 TSUBO
 TWO TEN FOUNDATION
 UGG
 US CONTINENTAL
 VIKTOR SHOES
 VIONIC
 VIVO BAREFOOT
 WARSON GROUP
 WHIZBANG! TRAINING
 WIGWAM
 WOLKY
 WOOLMOOLOO SHOES
 WOLVERINE BOOTS
 ZAPPOS
 Z-EX INC
 ZUMFOOT



THE MAY EVENT

April 29-May 1, 2024

at the incredible Hilton Lake Las Vegas Resort & Spa

RETAIL PRICING

\$395!!

Sign up early to insure space availability

Your Retail Package includes:

*The opportunity to network with some of the industry's strongest
Independent Retailers & Vendors*

Day One – April 29

Golf Tournament with Cart & Lunch shotgun start
Seminars + Workshops + Networking with Retailers & Vendors
Hosted Cocktail Party + Banquet Dinner + Evening Entertainment
Deluxe Accommodations – (Monday eve - Single or Double Occupancy)

Day Two – April 30

Continental Breakfast + Lunch + Banquet Dinner
Seminars + Workshops + Networking with Retailers & Vendors
Hosted Cocktail Party + Evening Entertainment
Deluxe Accommodations – (Tuesday eve - Single or Double Occupancy)

Day Three – May 1

Continental Breakfast
Seminars + Networking with Retailers & Vendors
CPED Points for the entire Event



Don't be late!! SIGN UP TODAY!

"It's not about being the best. It's about being better than you were yesterday. Don't wait until you've reached your goal to be proud of yourself. Be proud of every step you take toward reaching that goal". - Faye Howard

A collage of photos from the USRA May Event. The top photo shows a man speaking at a podium on a stage with a large screen behind him displaying "THE USRA MAY EVENT MAY 6-8, 2018 ENJOY THE RIDE Putting the fun back in your business". Below this are several circular inset photos: one of two women laughing, one of a man and woman embracing, one of a man at a podium, and one of a man holding a glass. A central presentation slide lists bullet points: "Take your...", "Be open to all ideas", "No Self Edits", "Laugh! It leads to p...", and "No execution, budg...".

**THE USRA
MAY EVENT**
The industry's premiere networking event

USRA
THE INDUSTRY'S ORGANIZATION

Contact Us: 661-367-4816 Email: Linda@USRAonline.org www.USRAonline.org

**USRA OFFICE: 23890 Copperhill Dr #444 Dr Valencia, CA 91354 Phone: 661-367-4816
Email: Linda@usraonline.org
www.usraonline.org**