

Your company has just signed up for an annual membership with the Footwear Distributors and Retailers of America ([FDRA](#)). Welcome aboard!

FDRA is the footwear industry's trade and business association. We serve over 80% of the entire footwear industry from fashion to athletic, flip flops to slippers - both small companies and global corporations, including the majority of domestic manufactures, importers, brands, and retailers.

**Our job is to make your job easier. Here's how:**

1. **Ask Us for Help 24/7.** We are something like specialized footwear consultants, but free as part of membership - just consider [Team FDRA](#) part of your team. Our members call or email us for help with questions from customs classifications to retail data and trends and everything in between – we are here for you. Our goal is to get you answers you need to make key business decisions within the same business day. That is why our tag line is “Intelligence to Act.” If you don't know where to turn, call us at 202-737-5660 or email us at [apolk@fdra.org](mailto:apolk@fdra.org) or [mpriest@fdra.org](mailto:mpriest@fdra.org) - WE CAN HELP!
2. **Get Involved: Discuss Challenges and Solutions with Industry Peers.** [Join an FDRA working group \(Customs & Trade, Sourcing and Compliance, Innovation, Product Safety, or Government Relations\)](#) – we hold quarterly calls and host meetings where we provide critical updates to your work, and allow industry professionals to discuss their challenges and hear solutions from their peers. Each call and meeting gives great insights and best practices. You are welcome to join any working group calls or meetings you like, just register when we alert you of upcoming calls and events via email.
3. **Read FDRA Newsletters and Reports.** Each week we send out updates and newsletters that give you important data, analysis and insights on issues and trends. Our major newsletters include the [Footwear Week-in-Review](#) (covering industry news each week), [FDRA Customs Report](#) (new footwear customs rulings, forms, and updates), [Sourcing and Compliance Bulletin](#) (import data by segment, footwear material prices, sourcing trends), [IP Digest](#) (new footwear designs and patents), and [Footwear Retail Recap](#) (shoe store sales data, total US sales data, Canadian shoe sales, footwear prices, and employment updates). We design our newsletters to take less than 5 minutes to read to stay up-to-date on issues as well as specific reports if you want a deeper dive on a specific issue. [Click here to see a full list of products we provide to our members.](#)

To access all reports and documents in our newsletters and on FDRA's Intel Center on FDRA.org, please register for a user name and password here:  
<http://fdra.org/footwear-intel-center/>

4. **Attend Footwear Events.** FDRA holds over 30 events worldwide each year from webinars to workshops and summits to seminars on a range of footwear topics and issues. Our events focus on deep-dives into challenges and feature industry leaders and experts so you get actionable takeaways. We also build in networking time so you can connect with peers across the industry.
5. **Listen to [Shoe-in Show](#).** Every Monday, a new 30 min episode of FDRA's podcast goes live. The show is about the "in's and out's" of our industry. The show features footwear executives and experts talking about various aspects of our industry – giving insights and tips that explain how our works, what is selling, as well as their personal footwear journey – we also have a lot of fun and laughs along the way – which is why we have thousands of listeners who catch the episodes as they go to and from work, during their breaks or while they travel. [You can listen to past episodes online or subscribe to Shoe-in Show on iTunes.](#)

**Again, welcome to FDRA! We are ready to serve – please put us to work!**