



FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA

Why does more than 80% of the footwear industry belong to FDRA?

**Because We Boost
Their Business**

Customized Sourcing Strategy Support

Footwear Customs Classification Guidance

Exclusive Sales Data and Trends

Social Compliance and
Product Safety Expertise



FDRA is the largest and most respected footwear trade association in the U.S. We go the extra mile by providing the data and resources needed to understand and address trends and challenges this year, next year, and the next five years.

PARTIAL FDRA MEMBER LIST

ACI	Express	Rack Room Shoes
Aldo	Foot Locker	Renaissance Imports
BBC International	Fortune Footwear	Rocky Brands
BCNY International Ltd	G.H. Bass	Schwartz & Benjamin Inc
Brown Shoe Company	Genesco	Sears Holdings Corporation
C.O. Lynch	H.H. Brown Shoe Company	SG Footwear
Calson Investment Ltd	Inter-Pacific Corporation	Shoe Carnival
Camuto Group	JCPenney	Shoebuy.com
Carmichael International	Jimlar Corporation	Skechers
Cels Enterprises	K-Swiss Inc	Steve Madden
Clarks Companies	Lacrosse Footwear	The NPD Group
Cole International Inc	Lathrop & Gage LC	Topline Corporation
Columbia Sportswear	LJO Inc	Totes Isotoner Corporation
Cosco North America	Marubeni America Corporation	TUV SUD
Deer Stags Concepts	McCubbin Hosiery LLC	Valley Lane Industries
Drew Shoe Corporation	Nike	Walmart
DSW	Olem Shoe Corporation	Weyco Group
Dynasty Footwear	PACCESS	Willits Footwear Worldwide
E.S. Originals	Payless ShoeSource	Wolverine Worldwide
ecVision	PUMA	Worldwide Distributors
Elan-Polo Inc	RG Barry Brands	Zappos

BENEFITS OF FDRA MEMBERSHIP

Exclusive Information on the Footwear Industry

- Instant FDRA alerts on new footwear legislation and regulations.
- Free weekly and monthly newsletters with information you won't get anywhere else, including:
 - Footwear Retail Report
 - Customs Report
 - Intellectual Property Digest
 - Footwear Commodities Report
 - Sourcing and Compliance Bulletin
 - Footwear Product Safety Quarterly

Sourcing and Compliance Strategy Support

FDRA helps its members bolster their sourcing strategies and compliance programs through direct consultation and data support.

Guidance on IP Issues and Customs Rules

Members have free access to FDRA's customs and intellectual property lawyers should they need in-depth legal information or advice.

FDRA Working Groups

FDRA hosts monthly conference calls to update and allow footwear professionals to discuss best practices, issues and challenges related to product safety, customs, social compliance, and government relations.

Footwear Sales Data and Analysis

FDRA produces a weekly sales survey report for retailers, and a monthly sales analysis report and consumer trend updates for all members.

Large Discounts on FDRA Workshops and Conferences

- Footwear Traffic Distribution and Customs Conference (FTDC)
- Responsible Footwear Forum (RFF)
- Product Safety and Environment (PSE) Workshop
- Footwear Sourcing Summit
- Footwear Intellectual Property Forum

Access to the Footwear Intelligence Center Containing

- Footwear Commodities Report
- Interactive Footwear Customs Archive
- Monthly Import Numbers
- Prop 65 and Footwear Product Safety Regulation Updates

Groundbreaking Reports Including

- The annual Global Footwear Sourcing Assessment
- The annual Factory Survey Analysis
- FDRA and TUV SUD's Global Product Safety Guidebook for Footwear Testing

Major Cost Savings Through Advocacy

- FDRA uses its clout to fight footwear tariffs amounting to \$2.5 billion in hidden taxes on the industry each year. FDRA's efforts have saved its members 100's of millions of dollars.



FDRA LEADERSHIP TEAM

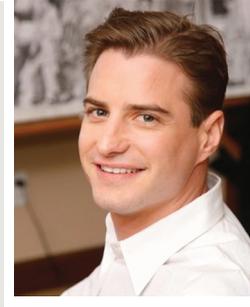
Of the Industry, By the Industry, For the Industry



Greg Tunney
FDRA Chairman
President & CEO
RG Barry Brands



Rick Muskat
FDRA Vice Chairman
Owner
Deer Stags Concepts



Edward Rosenfeld
FDRA Treasurer
CEO
Steven Madden, Ltd.

“FDRA is the largest and most effective U.S. footwear trade association. Period. FDRA provides my company with valuable business intelligence needed to succeed. Intelligence that can’t be found elsewhere. In a time of great challenges, it can do the same for you. Join us.”

- **Greg Tunney, President & CEO, RG Barry Brands**

“FDRA is the only trade association dedicated solely to serving the footwear industry. *FDRA only works on footwear issues. That’s a big reason why I’m a member:* I want someone focused on our industry alone, not stretched thin representing multiple retail products. Demand better. Join FDRA.”

- **Rick Muskat, Owner, Deer Stags Concepts**

FDRA MEMBERSHIP FEES

FDRA Members range from small family-owned footwear businesses to multi-national footwear companies.

“We work extremely hard to ensure our members get exactly what they need at a very affordable rate. We are not only the industry’s voice in Washington, but we are also its intelligence hub. From product safety, customs, and factory compliance solutions to helping companies develop advanced sourcing strategies, FDRA has you covered. If you want key business strategy support, contact us to see if membership makes sense for you.”

- **Matt Priest, President, FDRA**



1319 F Street, NW, Suite 700
Washington, DC 20002

Ph: 202-737-5660
Fax: 202-638-2615
www.fdra.org

Matt Priest, President: mpriest@fdra.org
Andy Polk, Vice President: apolk@fdra.org
Faith Lewis, Finance Director: flewis@fdra.org