



**Media Contacts:** JDI Communications, Inc.  
Los Angeles, CA  
Phone: (213)612-4927  
Email: [jdi@jdipr.com](mailto:jdi@jdipr.com)

**WORLD SHOE ASSOCIATION NAMES CELESTE BOEHM DIRECTOR  
OF RETAIL RELATIONS**

***18- Year Retail Veteran to Lead Global Initiative to Expand and Enhance Retailer  
Involvement in WSA Shows***

**ENCINO, Calif. ( May 18, 2006 )** – WSA, producer of the largest and most comprehensive marketplace for the global footwear and accessories industry, today appointed Celeste Boehm as director of retail relations who will head the Retail Relations Team responsible for developing new programs to solidify existing relationships between retailers and manufacturers and create expanded opportunities for forging new relationships.

The Retail Relations Team will create programs and services to maximize retailer and buyer return on their investment of time and expense. These include domestic and global matchmaking programs bringing buyers and resources together, by identifying a business need and providing potential resource opportunities.

Boehm will be working with a global team including Carol Pankowitz, retail relations manager and Philippe Versluysen, who heads the WSA European effort. WSA plans to expand its presence worldwide by establishing other similar entities in Japan and Latin America.

Boehm's experience includes retail merchandising and buying at the divisional merchandise manager level in the footwear and leisure industries, having worked with Pacific Sunwear (Anaheim Calif.), Lands' End (Dodgeville, Wis.), The Sports Authority (Ft. Lauderdale, Fla.), and May Department Stores (Cleveland, Ohio).

- more -

During her distinguished career, she has been responsible for developing and expanding consumer brands at local, regional and national levels within retail stores; increasing product categories by significantly streamlining product development cycle times; and expanding sales by capitalizing on growth categories and creatively integrating existing brands within specific industries.

“WSA created the Retail Relations Team to fortify WSA’s position as one of the most essential business tools to driving sales,” said Skip Farber, chief executive officer of WSA. “We want to make the buyer’s job easier by providing the necessary intelligence and the best possible forum for the world’s finest footwear and accessories products. With Celeste’s leadership, WSA will ensure the maximization of buyer and retailer attendance and participation through increased emphasis on buyer needs and deeper manufacturer relationships. It is only by having someone with Celeste’s depth and breadth of experience at both wholesale and retail that we can drive our strategy for WSA to be the world’s leading resource for footwear and accessories.”

The next WSA Show will be held August 1 – 4, 2006 in Las Vegas. For further information, or to register for the event, please visit: [www.wsashow.com](http://www.wsashow.com).

**About the World Shoe Association (WSA)**

Twice a year in Las Vegas, WSA simultaneously hosts the WSA Show, the world’s largest and most comprehensive marketplace for the footwear industry, and The Collections at WSA, the world’s largest luxury footwear event. Featuring over 6,000 brands and nearly 36,000 participants, these combined events offer an unmatched opportunity for manufacturers to showcase their products and for buyers to discover the latest trends. The WSA Show is the must-attend event for anyone involved in the footwear and accessories industry. For more information, please visit [www.wsashow.com](http://www.wsashow.com) or [www.thecollectionsatwsa.com](http://www.thecollectionsatwsa.com).

###