

HONOREES

Gold Medal Service Awards 2017

Footwear Insight's exclusive ratings of the top sit-and-fit retailers in America.



At *Footwear Insight*, we believe that good service is the most powerful silver bullet retailers have against competition from the Internet. E-tailers can offer sharp prices, the convenience of shopping at any time of day and free shipping and returns. But no computer or mobile shopping experience can offer a knowledgeable associate who can fit and recommend the perfect shoe and close the transaction with a smile.

To determine the stores who are worthy of Gold Medal Recognition, we enlisted the help of top independent retailers who helped develop mystery shopping criteria that we used to evaluate stores. The actual mystery shopping was performed by Franklin Retail Solutions, the leading provider of in-store merchandising, marketing and information solutions for the active lifestyle retail category.

All independently owned shoe stores and regional chains that have a significant shoe business were eligible for Gold Medal Awards. National

chains are not eligible. Running and sport specialty stores were not eligible.

The Gold Medal Process started nearly one year ago with nominations from *Footwear Insight*'s audience. We received nominations and evaluated more than 120 stores. The stores were rated on 20 separate criteria. The criteria and scoring system appears on page 30.

The mystery shopping evaluations took place in July of this year and included the purchase of a pair of shoes. Our goal is to be fully transparent in this process. Any store that would like to know if they were nominated can contact us. For any store that was shopped, we will share the results of their mystery shopping evaluation.

Of the more than 120 stores that were evaluated, 56 scored 80 points or above and earned Gold Medal Service designation.

All winning stores received a plaque and window stickers commemorating their honor. These stores will also receive a press release so they can promote the recognition on social media and in their respective hometowns. ●

Any store with questions about the process or how they can participate in The Gold Medal Awards for 2018 should contact Mark Sullivan at msullivan@formula4media.com

2017 Gold Medal Winners



Top row, left to right: Standing Up for Stan's; Happy team from Birkenstock San Diego; Bruce from Wesley Shoes; Mollie and Kirk Brown from Buck's Shoes; Team from Tip Top; Waldy Winners with Waldlaufer crew. Below, left to right: Amy Coykendall of Desert Birkenstock; Marie Vidger and John Schuler; Skip from Chandler's; Ryan Richard from Foot Spot; Twice as Nice for Comfort One; and the team from Lucky Shoes.

STORE NAME	HOMETOWN	SCORE	STORE NAME	HOMETOWN	SCORE
Chandler's Walk Shoppe	Salt Lake City, UT	107	Tip Top Shoes	New York, NY	88
Foot Savvy	Greenwood Vii, CO	107	J Michaels	Syracuse, NY	88
Dardano's	Denver, CO	102	Evans on the Common	Townsend, MA	87
Foot Solutions	Matthews, NC	102	Footprints	Newington, CT	87
Soft Shoe	Richmond, KY	100	Modern Shoe	Provo, UT	87
Walking Comfort	Centerville, UT	100	Januzzi's Footwear Solutions	Amherst, OH	86
Birkenstock Midtown	Sacramento, CA	100	Stan's Fit for Your Feet	Brookfield, WI	86
Tops for Shoes Inc.	Asheville, NC	99	Walk'n Shoes	Boca Raton, FL	86
Vionic by Lucky Shoes	Fairlawn, OH	97	Comfort Plus	Leawood, KS	86
Desert Birkenstock	Las Vegas, NV	96	Birkenstock of San Diego	Lemon Grove, CA	84
Miroballi Shoes	Orland Park, IL	96	Famous Shoes	Sarasota, FL	84
Reyers Shoe Store	Sharon, PA	96	J Pruitt	Little Rock, AR	84
Kassis Brothers	Charleston, SC	95	Shoe City	Baltimore, MD	84
Feet First Tampa	Tampa, FL	94	Phillips Shoes	Charleston, SC	83
Comfort One Shoes	McLean, VA	93	The Shoe Box	Modesto, CA	83
NB San Antonio	San Antonio, TX	93	K&D Shoes	Conyers, GA	83
Vand Dyke and Beacon	Ellicott City, MD	93	Saxon Shoes	Henrico, VA	83
Coollest Shoes in California	Carlsbad, CA	92	Wesley Shoes	Chicago, IL	82
Fred Toenges Shoes & Pedorthics	Fort Wayne, IN	92	Work Boot Warehouse	San Bernardino, CA	82
Turnpike Comfort Footwear	Flushing, NY	92	Hawley Lane Shoes	Norwalk, CT	81
Valley Sole	Huntsville, AL	92	Shoe Market	Greensboro, NC	81
Buck's Shoes	Omaha, NE	91	Allen's In NJ	Northfield, NJ	80
Mar-Lou Shoes	Lyndhurst, OH	91	Foot Solutions	Easton, PA	80
Comfort One Shoes	Fairfax, VA	90	JoyPers Shoes	Salinas, CA	80
Cook & Love Shoes	Memphis, TN	90	Schuler Shoes	Roseville, MN	80
The Foot Spot	Leawood, KS	90	Smiths Shoes	Odessa, TX	80
Happy Feet Plus	Largo, FL	89	When The Shoe Fits	Vancouver, WA	80
Shooz	Winter Park, FL	89	Woldruffs Footwear	Goshen, IN	80