

July 25, 2001

Stevens Point Journal
Open Letters
1200 Third Court
Stevens Point, Wisconsin 54481

Please consider my letter for inclusion in your editorial page.

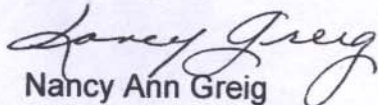
The purpose of this letter is to remind residents of a priceless commodity that we have in the Stevens Point area; namely, Shippy Shoes.

I come from a large metropolitan area and now reside in central Wisconsin. I lived in an area where three "mega-malls" were within 20 minutes driving time from my home. In each of these malls, you would find approximately a dozen shoe stores, each carrying basically the same run-of-the-mill products.

Shippy Shoes is a store where you will find knowledgeable employees and quality products. Recently, I went there because of a knee problem. I met with Jim Shippy, the owner, and had a thorough evaluation. After trying on several pairs of shoes, we found the right one for me. I had his undivided attention, and never felt rushed or pressured. Could I find a pair of shoes cheaper? Absolutely. Could I find a store of this caliber where each customer is given individual attention, and one where your needs become the priority instead of just making another sale? I don't think so.

We need to shop locally and support area businesses because if we do not, they will just disappear. Let's not let that happen to Shippy Shoes.

Sincerely,


Nancy Ann Greig

Cc: Jim Shippy