

PERSONAL HISTORY of Joseph Bentvelzen
President and Founder of SHOES-n-FEET®
“We Know Feet®”

1936	Born in The Hague, Holland.
1954 – 1955	Worked for the family shoe repair business while attending school.
1955 1959	Went to college at HTS Gromingen, studied chemical engineering
1967	Married Petronella, and immigrated to Grand Mere, Canada.
1969 – 1973	Moved to Raleigh, North Carolina to attend North Carolina State University where he earned his PhD in Chemical Engineering
1973	Moved to Everett to work for Weyerhaeuser Corporation, where he was hired as a Senior Scientist
1973 – 1985	Employed by Weyerhaeuser Corporation, quickly promoted from Senior Scientist to Project Manager and Department Manager at their R&D Department.
1982	Founded Busy Shoes with first store in downtown Seattle, the first instant shoe repair operation in the United States
1985	Resigned from Weyerhaeuser to commit full time to his new venture Busy Shoes
1998	Founded SHOES-n-FEET® , an innovative new approach in shoe retail.

BUSY SHOES History

1932	Holland – Jan Bentvelzen (Joe’s father) begins free customer pick-up and delivery shoe repair business
1958	Holland – Jan Bentvelzen opens first while-you-wait shoe repair store
1960 – 1975	Holland – Frans Bentvelzen (Joe’s brother) establishes forty while-you-wait shoe repair stores. The stores are still operating today.
1982	USA – Joseph Bentvelzen founds Busy Shoes in downtown Seattle, the first while-you-wait shoe repair in the United States
1992	USA – Employee Ownership Program established by Joseph, a plan for the transfer of ownership from Joseph to his Busy Shoes employees, funded entirely by employees with matching contributions by Joseph
1997	USA – Busy Shoes Employee Ownership Program is successful and ownership is completely transferred to employees/operators

SHOES-n-FEET[®] History

- 1996 – 1997 Joseph spends two years doing required research and development for new concept that will become **SHOES-n-FEET[®]**
- 1998 Opening of the first prototype **SHOES-n-FEET[®]** store on Union Street in downtown Seattle
- 1999 Opening of second **SHOES-n-FEET[®]** store at 701 Madison, Seattle, Washington
- 2000 Closing of the Union Street store, as store (despite solid sales and customer traffic) didn't represent the evolved **SHOES-n-FEET[®]** store niche.
- 2000 Opening of new **SHOES-n-FEET[®]** store at Kelsey Creek in Bellevue, Washington. This new store represents the brand identity and model for future store franchising and development.
- 2002 Franchise development begins under the eye of Chris Bentvelzen, son of Joseph and Franchise Development Manager for **SHOES-n-FEET[®]**
- 2002 First **SHOES-n-FEET[®]** franchise is sold to Cheri Matheson, Tacoma, Washington in August.
- 2003 First **SHOES-n-FEET[®]** franchise opens in May. The second and third **SHOES-n-FEET[®]** follow in July and October.
- 2004 Fourth **SHOES-n-FEET[®]** franchise opens in May.