

gettingacquainted



The Shoe Shoppe

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I was pleasantly surprised when I went into The Shoe Shoppe where the atmosphere is reminiscent of a cozy Lake Tahoe log cabin and their slogan is "If you want the best shoe, see the Guru!" That's exactly what owner, George Staub (also known as the "Shoebaba") is. He is a pedorthist - professionally trained in foot anatomy, biomechanics and pathology. Yep, this word is new to me too, but that's not the only thing I learned on my visit. He emphasized that shoes with improper support, shape and fit can really ruin your feet saying, "People who spend most of their day in incompetent shoes will develop problems over time." George gave me the treatment, unpolished toenails and all. He took my foot measurements, studied my bones and fit me with the most comfortable pair of Brooks running shoes I have ever worn. He even has a treadmill in the store so he can examine the shoe's actual fit and performance. I'll be back after I get my paycheck!

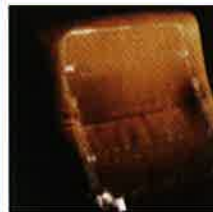
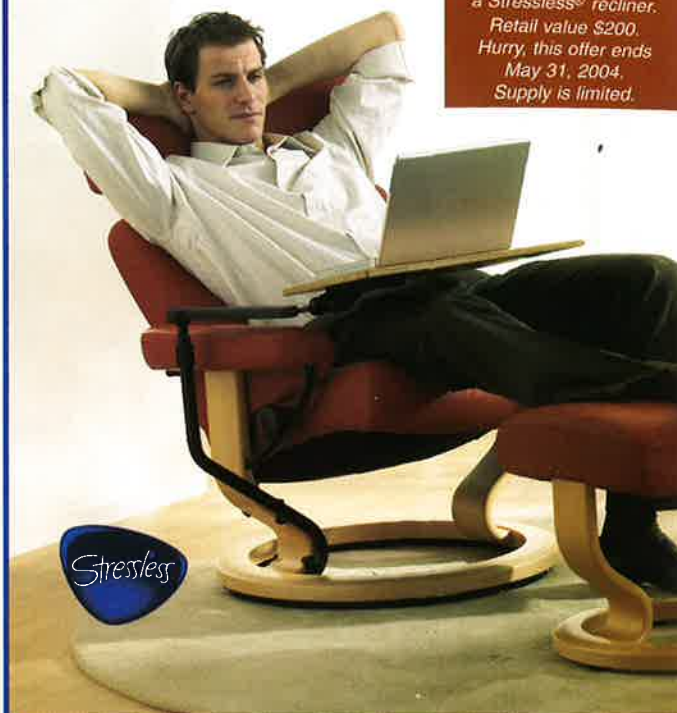
The Shoe Shoppe has been in the Target shopping complex since September 2002 when George moved his store from its previous location in El Dorado Hills. Approximately 40% of his customers are referred by the area's podiatrists, orthopedic surgeons, and physical therapists. All of his fitness and lifestyle shoes bio-mechanically provide your feet with the best fit and comfort. The brands you will find here are Birkenstock, Clarks, Mephisto, Naot, Ecco, Adidas, Asics, Brooks, and Mizuno. George used to focus solely on athletic shoes, but then he realized that most injuries come not from the shoes that you wear for an hour or so, but from those worn all day long.

Considering his passion for feet, I think you could call George "a foot man." So, get those tired dogs on over to The Shoe Shoppe and give George the opportunity to create, as he likes to say, more "efficiency, economy, endurance and enjoyment" in your life.

— E.M.

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