



Simpson with clients Jan Gentry and JaNell Gentry Rose, owners of J&H Western in West Monroe, La.

with him?" she shouted, not knowing she was addressing the senior vice president of sales. Her tirade demonstrated the fierce loyalty of Simpson's retailers. They all call him "Mr. Jim," and many greet him with a hug when he walks through the door.

Georgia's line allows Simpson to sell to a variety of customers. He serves not only Western stores, but outdoor retailers as well, and even small downtown department stores. One client has three big rigs that are driven to factories in the area, where they fit employees with the steel-toed shoes that Osha requires.

"I see a resurgence in retail, because people are hungry for customer service," Simpson said.

On his visits, he demonstrates all the Georgia hallmarks, from chemical resistance to safety features.

"All those things are good, but today, comfort is most important," he said. "Ten to 15 years ago, you broke work boots in. Nobody wants to do that anymore. Everybody wants 'out of box.' Just put 'em on and wear 'em."

Simpson admits an aversion to all the new technology today's sharp young sales reps use to do their jobs. "They just need to remember Monday morning to start their cars. They have everything else."

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