



2011 SILVER CUP AWARDS

REGISTER TODAY!

The Shoe Service Institute of America is bringing back the Silver Cup Contest in 2011. All SSIA-member repair shop owners and their employees are eligible to participate, **including past Silver Cup winners**. In order to hold the contest, we need an advance commitment from at least 25 participants. To take your shot at the most prestigious award in the shoe service industry, follow these three steps:

- 1.** Complete this form and mail with \$20 entry fee and 2011 membership dues (\$45 for one year or \$100 for three years to:
SSIA Silver Cup Contest • 305 Huntsman Ct. • Bel Air, MD 21015
You can also register and pay the entry fee online at www.ssia.info
Form, entry fee and membership dues must be received by April 15, 2011
- 2.** Repair one man's shoe with a full sole and heel and one man's shoe (from a second pair) with a half sole and heel. Work will be judged on how well the shoes were restored their original, factory condition. (Details on reverse side and online at www.ssia.info)
- 3.** Submit your repaired shoes with their unrepaired mates to:
Petronio Shoe Products • 305 Cortlandt Street • Belleville NJ 07109
Shoes must be received by April 29, 2011

Name: _____

Shop Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Cell Phone: _____

E-mail: _____



details online at www.ssia.info



2011 SILVER CUP AWARDS

RULES AND REGULATIONS

Who is Eligible?

All repair shop owners and their employees, including past Silver Cup winners, are eligible to participate.

Rules and Regulations

This contest is designed to reflect the standard of "re-crafting" or "re-manufacturing" that has been set for today's shoe repairers. Winning entries should look like they just came out of the box at the shoe store.

A repaired shoe must be submitted with its unrepaired mate. "Unrepaired" means never before repaired. The judges need an unrepaired shoe to judge how well the other shoe has been restored to its original condition. Do not enter new or like-new shoes. Any previously repaired shoe or shoes not in need of repair will be disqualified and will not be judged.

What to Enter

You must enter one men's left full sole and one men's right half sole. Follow directions closely or your entry will be disqualified.

Men's Full Sole and Heel

Repair the LEFT shoe of a man's Goodyear welted shoe with a new leather full sole and a new heel. Restore the upper on the repaired shoe as well. (If you repair the wrong shoe or send a McKayed shoe, your entry will not be judged and money will not be refunded).

Men's Half-Sole and Heel

Repair the RIGHT shoe of a man's Goodyear Welted shoe with a new leather half sole and a new heel. Restore the upper on the repaired shoe as well. (If you repair the wrong shoe or send a McKayed shoe, your entry will not be judged and money will not be refunded).

The repaired shoes must be submitted with its unrepaired mate. "Unrepaired" means never before repaired. The judges need an unrepaired shoe to judge how well the other shoe has been restored to its original condition. Do not enter new or like-new shoes.

Any previously repaired shoe or shoes not in need of repair will be disqualified and will not be judged. (More shoes are disqualified because they were not in need of repair than for any other reason.)

Entries are to be restored as close as possible to the original appearance of the shoe. Uppers should be restored but the color should not be changed. Repairs should be completed with the same type of material that was on the shoe originally. The shape, size and balance of the shoes should not be changed.

If you repair the wrong shoe, your entry will be disqualified. Following directions is part of winning this contest and your shoes will not be judged if you cannot follow instructions correctly. Shoes with your store's name stamped on the shoe, sole, or heel will not be judged and money will not be refunded.

All entries become property of the SSIA and will not be returned unless return postage is included.

How to Enter

Prepaid Entry Fee Due January 31, 2011

All entrees must pre pay a \$20 entry fee that must be received before January 31, 2011.

Enter online at www.ssia.info or send a check payable to SSIA to:

SSIA Silver Cup Contest
305 Huntsman Ct.
Bel Air, MD 21015

Please note: You or your employer MUST be a SSIA repairer member in good standing to enter. (Good standing means dues are paid for 2011.) Membership dues are \$45 for one year or \$100 for three years for repairers and may be sent with your entries.

Shoes sent in without the entry fee will not be judged and the shoes will not be returned until the return postage has been received. The cup comes from England and must be ordered in February. If we do not have 25 prepaid participants by January 31, 2011, the contest will be canceled and all pre paid fees will be returned.

Send Your Shoes by April 29, 2011

The deadline for all contest shoes to arrive is April 29, 2011. Please send contest shoes to.

Petronio Shoe Products
305 Cortlandt Street
Belleville, NJ 07109

SSIA is not responsible for packages your carrier loses, damages, or that do not arrive before the April 29, 2011 deadline.

When will awards be announced?

The top three finalists will be contacted in May and their names will be announced on the SSIA web site. However, the Silver Cup winner will not be revealed to the public, to the judges, to the SSIA board of directors, or to the winner until the Silver Cup Awards presentation July 16, 2011 in St Petersburg, FL. The top three finisher's shoes will be displayed during the St Petersburg convention.

Contest shoes will be judged on or after April 30, 2011. Judges decisions are final.

The Silver Cup Judges are:

Robert DiRinaldo
Jim McFarland
Larry Schupbach

The judges are not eligible to enter this year's contest. Thank you for considering the Silver Cup Contest. Take time to carefully prepare your entries and we hope to see you at the Silver Cup Awards presentation in St. Petersburg, FL on July 16 & 17, 2011.

details online at www.ssia.info