

# SHOE SERVICE

The Newsletter of the Shoe Service Institute of America

Spring 2015 • Volume 4 Issue 2

## 2015 SSIA CONVENTION HEADED TO JACKSONVILLE

### Hyatt Regency Jacksonville Plays Host July 25-26

SSIA is headed to Jacksonville, FL for its 111th Annual Convention. The Hyatt Regency Jacksonville will host the event July 25-26, 2015.

As this newsletter goes to press, SSIA's room block at the Hyatt has just filled up. If you have not made your hotel reservations, visit [www.ssia.info](http://www.ssia.info) for a list of nearby hotels.

You can check with the Hyatt to see if they have had any cancellations. SSIA secured a special room rate of \$109 single/double. You can call 1-888-421-1442 to see if rooms have become available. You'll find a link to the hotel's web site at [www.ssia.info/convention](http://www.ssia.info/convention).

#### Register Today

SSIA's convention will feature seminars to help shoe repairers with repair techniques and management and marketing strate-



Shoe Systems Plus will be bringing back its Cobblers Challenge in Jacksonville. Grind a block of wood into a ball and the fastest participants will bowl for cash prizes at the end of each day.



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gies. The weekend will be loaded with networking opportunities to learn from peers and build relationships that will endure after the convention ends. The centerpiece of the weekend will be SSIA's expo. Exhibitors from around the world will be on hand displaying shoe repair products, retail items, machinery, point-of-sale systems and other products designed to make your business more profitable.

There is no charge to register for the show. You can register online today at [www.ssia.info/convention](http://www.ssia.info/convention).

#### Member Benefits at the Convention

This year's convention will feature special benefits for members only. Chief among them is only members will be invited to SSIA's annual meeting and Silver Cup Awards breakfast Saturday morning. The cost is \$10 per person. Members will also receive a t-shirt, a cloth bag and promotional items. If you want to join SSIA for breakfast and are not currently a member, please join at [www.ssia.info/join](http://www.ssia.info/join).

SSIA will also be hosting a Saturday night reception for members only. There is no cost to attend. The reception will feature heavy hors d'oeuvres, a cash bar and entertainment.

#### Attention Exhibitors

There is a limited amount of space still left on the exhibit floor. We have held the line on prices from last year and enlisted the help of member finders to ensure a solid turnout. To reserve your booth, visit [www.ssia.info/convention](http://www.ssia.info/convention) or contact SSIA headquarters at 410-569-3425.

# SSIA CONVENTION

## Jacksonville Seminar Line-Up Features New Topics/Speakers

SSIA has lined up several new speakers to present seminars at its Jacksonville convention. Here is a sneak preview. Register for the convention at [www.ssia.info/convention](http://www.ssia.info/convention).

**Front Counter Customer Service:** Join Lisa Hubbs to discuss ways to increase customer loyalty to your shop, grow sales, while educating your customer on how to protect and repair their items. Lisa is the co-owner of Gagliardo Shoe Repair in St. Joseph, Michigan.

**Be a Healthier Cobbler:** Raúl Ojeda, owner of Willie's Shoe Service in Los Angeles and bespoke shoemaker of Don Ville shoes will share helpful suggestions on how to get and stay healthy, while balancing the physical demands of your shoe repair business.

**Expand Shop Profits:** Third generation cobbler, Ronald Nijdam, owner of Quick Cobbler in Vancouver, Canada will share creative suggestions and examples of how you can expand your shop's profitability and customer base.



**Elevating Rips—Specialty Work:** Fourth generation craftsman and owner of Bedo's Leatherworks in Virginia, Steve Doudaklian, will share examples of specialty sewing solutions and techniques that can apply to everything from furniture to leather goods.

**Ask the Experts:** This is your chance to ask shoe repair questions and techniques from Grand Silver Cup winners Chuck Bolinger and Jim McFarland.

More topics will be confirmed as the show approaches. Be sure to check online at [www.ssia.info/convention](http://www.ssia.info/convention) for details.

*Your Complete Shoe Care Program*

An advertisement for shoe care products. It features two main sections. The left section is for Fiebing's products, including a large jug of '4 Way Care' leather conditioner, a bottle of 'Leather Sole & Heel Edge Dressing', a box of 'Leather Dye', and a bottle of 'Salt Stain Remover'. The right section is for Kelly's products, including 'Mink Oil', 'Wax free Leather Lotion', 'Shoe Polish', 'Shoe Cream', and 'Cork Renew'. The ad includes logos for both brands and contact information for The Fiebing Company.

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**Fiebing's SALT STAIN REMOVER**  
removes salt stains from leather and fabric footwear  
NET 4 FL. OZ. 118 mL

**KELLY'S Mink Oil**  
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NET WT. 3.0Z. (85g)

**KELLY'S Wax free Leather Lotion**  
for fine leathers

**KELLY'S TAN Shoe Polish**  
NET WT. 3.0Z. (85g)

**KELLY'S Shoe Cream**  
NET WT. 1.4Z. (39g)

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# SILVER CUP AWARDS

## Silver Cup, World Cup Finalists Announced

Entries have been judged and finalists have been announced for SSIA's Silver Cup and World Cup competitions. The finalists are (listed alphabetically):

### Silver Cup Contest

Glenn DiMauro  
Steve Doudaklian  
Rachel Drumheller  
Ruben Espinoza  
Tom Hiers  
Billy McCabe  
Ronald Nijdam  
Tony Piccoli

### World Cup Contest

Steve Doudaklian  
Raul Guayta  
Peter Holmér  
Al King  
Donald Myers  
Eddie Welkamp

Awards will be presented at SSIA's 111th Annual Convention in Jacksonville July 25.

"The work was outstanding this year," said contest judge Larry Schupbach. "Congratulations to all who entered. You should be proud of your work."



Schupbach is a Grand Silver Cup winner, as are fellow judges Chuck Bolinger and Jan Van Passel.

Since the late 1930s, the Silver Cup Contest has recognized excellence in shoe repair craftsmanship. SSIA's founders recognized that quality craftsmanship is at the core of success in the shoe repair industry and created the contest as a means to recognize and promote it.

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## Support the Companies that Support You

The following companies are supplier members of SSIA. Their support of this association helps us bring you this newsletter, our conventions and everything else we do. Please support them as they support you.

Angelus Shoe Polish Company  
Arbelsoft Inc.  
Birkenstock USA, LP  
Boris Shoe Components Supply  
C.A. Zoes Mfg. Co.  
Casali SNC dei F.lli Casali & c.  
Computer Systems International  
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Del Toro Suelas  
Fiebing Company Inc.  
Fitday Enterprise, LLC  
Foam-Tex Solutions Corp.  
Gateway Shoe Machine Inc.  
Guard Industries  
H.S.I. International  
Hickory Brands  
International Shoe Equipment  
Justin Blair & Company  
Keys Wholesale Distributors, Inc.  
Kiwi Shoe Care  
Landesman Bros. Inc.  
Landis International, Inc.  
Lincoln Shoe Polish Company  
Lyons & Volpi  
Moneysworth & Best  
Pecard Leather Care Company  
Pedifix Footcare Products  
Petronio Shoe Products  
Quabaug Corporation  
Renia GmbH  
RSV Enterprises  
Sellari Natural Wax Company  
SFS Associates, Inc.  
Shoe Systems Plus Inc.  
Sole Choice, Inc.  
Soletech, Inc.  
Spenco Medical Corporation  
SRE Importers Corporation  
Tacco International  
TARRAGO Brands International SL  
Tarrago USA, Inc.  
Tauer & Johnson, LLC  
Toe Armor  
Topy, S.A.  
URAD Products (Dynamique 9, Inc.)  
Vibram USA



## SSIA PROMOTIONS

### SSIA'S SPRING PROMOTIONAL MATERIALS AVAILABLE ONLINE

The second of four promotions for SSIA members is currently available for download from the members-only section of SSIA's web site. Themed, "Spring Cleaning," the materials remind consumers to develop a home care regimen for their shoes using products available from shoe repair shops. The image of a young boy shining a shoe also sends the message that shoe care is something for young people as well.

"The more we can encourage consumers to take an active role in caring for their shoes, the more we will see them in shoe repair shops and the more products they will buy," says SSIA President Paul Angelos. "We want them to understand that the things they can do at home can make a big difference in the appearance and lifespan of their shoes."

SSIA's quarterly promotions include artwork for a poster members can reproduce for their shop, a press release that can be personalized or sent to the media as is, artwork for a bag stuffer members can reproduce and hand out to customers and a Facebook header graphic for members who want to add the theme to their Facebook page.

"This is the next step in SSIA helping its members promote shoe repair and promote their businesses," says Angelos. "If you want to promote shoe repair but don't have the time or resources to devote to creating materials, you can simply download them from the SSIA web site."

Instructions on how to use the materials are available on the SSIA web site. Just click on the members-only button and log in to find them.

## SPRING CLEANING



**SHOE REPAIR: IT'S MORE THAN YOU THINK**

#### Winter Promotion Still Available

SSIA's winter promotion themed, "Shop the Shoe Store in Your Closet," is also still available. SSIA will produce one promotion per quarter and build an archive of materials for its members. The next promotion will be themed for National Shoe Repair Awareness Week and will be unveiled at SSIA's convention in July.

#### Additional Posters Available

Several sample posters were prepared based on SSIA's slogan, "Shoe Repair: It's More than You Think." These are also available for download from the members only section of the SSIA web site.

**SSIA Shirts and Aprons Available**  
SSIA t-shirts are available in black and pink. SSIA aprons are available in black Visit [www.ssia.info/apparel](http://www.ssia.info/apparel) to see them.

# SSIA'S GOT TALENT! SEND YOUR AUDITION TAPE

How do you make a great event even better? Get SSIA members on stage to perform.

At the suggestion of Miami Leather Company's Lee Efronson, the Saturday night gala at SSIA's 111th Annual Convention will feature SSIA's first annual SSIA's Got Talent competition. Here's how it works. Record yourself performing your special talent and send the recording to SSIA headquarters (webmaster@ssia.info). SSIA's esteemed judges will evaluate the audition tapes and the finalists will be invited to perform live in Jacksonville.

Contact SSIA headquarters if you have any questions and start preparing your audition tapes today!



## BYLAWS AMENDMENT TO BE PROPOSED IN JACKSONVILLE

The SSIA board of directors will ask for a vote of the membership on the following Change in the By-Laws. The vote will be held at the Annual Meeting on July 25, 2015.

### Present By-Law to Article 8:

Section 1. A majority vote of the three membership categories present and voting shall decide any question submitted to the members at any annual meeting.

### Proposed New By-Law:

Section 1. a. A majority vote of the three membership categories present and voting shall decide any question submitted to the members at any annual meeting. (No change.)

Section 1 b. Any vote of the membership on any question, including a By-Law change, may be made either at the Annual Meeting or at any other time by a vote of the membership electronically, either via the SSIA Web Site or via e-mail.

The board recommends this amendment to make it easier to conduct the association's business using 21st-century communication tools.

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I. Sachs Sons  
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J. H. Cook & Sons, LLC  
J. Weiner & Associates, Inc.  
Kaufman Shoe Repair Supplies, Inc.  
Konomos Distributing  
LaBelle Supply Co., Ltd.  
MacPherson Leather Co.  
Miami Leather  
Montana Leather Company  
National Leather & Shoe Findings  
O. Baltor & Sons  
Oregon Leather  
Raymond Tignino & Son  
Ruby Leather Company  
Saderma of Los Angeles  
Saderma of Orange County  
Southern Leather Co., Inc.  
State Leather



## JOIN SSIA TODAY!

Visit [www.ssia.info/join](http://www.ssia.info/join) to become a member today. You can join online or download an application to return by mail.

## SHOE REPAIR IN MARYLAND HAS A “SUNNY” FUTURE



*Sunny Yoo operates Hakky Shoe Repair and Alterations in Maryland's Arundel Mills Mall. Just 26-years-old, he is excited about his future in shoe repair.*

This month, SSIA caught up with Sunny Yoo. Sunny and his family operate two Hakky Shoe Repair locations in busy Maryland malls. Just 26-years-old, Sunny represents the generation of shoe repairers who will be carrying this industry into the future.

### How did you get started in shoe repair?

I started in the shoe repair business when I was 15-years-old. At first, it was something I did in the summer to help my father. Over time, I picked up more knowledge and learned to do more. It became an invaluable skill set.

My father bought a franchise store in Virginia. I grew up going to the store. After I graduated from middle school, I started shining shoes.

We have two stores right now. One is in Arundel Mills Mall (Hanover, MD) and the other is in Owings Mills Mall (Owings Mills, MD).

When we first opened the Arundel Mills store, it was my first time by myself. I had no one with me. It was kind of scary working for customers while they waited. But those times gave me passion and confidence to do more. I love what I do.

**You opened stores in two of Maryland's busiest malls. Mall locations seem to be less common for shoe repair shops**

**today, largely because of the costs associated with malls. How are you able to make that work?**

The rent is higher than the average shop, but since we don't have to spend any money on marketing or advertising, that compensates for it. Being at the mall guarantees a bigger draw. Small businesses specializing in custom repairs are rare these days. People aren't aware that these services exist. The mall location gives us exposure to customers who might not otherwise be aware of us and generates a lot of business.

We are in very high traffic malls. When people pass our stores, they notice shoe repair and alterations. They stop by, look at the store and ask questions about the services we provide. Then, next time they come to the mall, they bring work with them.

We offer a variety of services in addition to shoe repair. We do purses, leather jackets and luggage. Clothing alteration is also a significant part of our business. Without it, we couldn't make the mall rent.

**Why the choice to open a franchise store rather than doing it yourself?**

For us, it was a lot easier getting into the business with a franchisor (Hakky) – mainly from the standpoint of finding

the appropriate resources. We tried going to the mall first, but that didn't work out. So we turned to Hakky and that helped open the door to the mall.

Hakky also provides us with a corporate identity (logo, colors, etc.) and made it easier for us to buy the machines that we needed.

**Is Hakky's concept of while-you-wait service in a mall still viable?**

There is always room for improvement and fine tuning. You have to be the right kind of person – energetic, skilled and dedicated. You have to do quality work. Fast does not mean cutting corners. And you have to understand your costs to make sure the system works.

Not everything is "instant." When we have a lot of work, we try to get more time. Special work will take about a week. But most sole jobs and heels are same day or next day.

**You mentioned that a mall location eliminates some advertising and marketing expenses, but you must do something to promote your business?**



I built a web site for our two locations ([www.cobblermd.com](http://www.cobblermd.com)). I also update our store information on social media – Facebook and Instagram.

**What is your experience regarding success on social media?**

Facebook and Instagram work the best for me. We have advertised on Facebook which has generated traffic to our page. When people see what they like, they come to the store. We get people who find us on Yelp, Facebook and our web site. Social media is very useful for businesses. It has been a big help to us.

**How did you develop the skills necessary to operate a shoe repair shop?**

I spent a lot of time watching my dad work on shoes. He didn't let me do the repairs while he was in the store, but I learned the basics – what kind of glue to use, what kind of soles to put on. After he went home and I was there by myself, I would try the jobs one by one – heels, soles. I made mistakes. But as I did it, I got better and better.

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**All colors mix with White Sugar for pastel effect.**



Though rent in one of Maryland's busiest malls is expensive, the traffic in the mall compensates for it. Sunny spends very little on marketing and advertising because hundreds of prospective customers pass his shop each day. Several of them come in, ask questions and bring work when they return to the mall.

**Mall hours are grueling. Are you required to be open whenever the mall is open? How do you staff your shops?**

The mall is open 10 a.m. to 9:30 p.m. Monday through Saturday. Sunday it's open 11 a.m. – 7 p.m. If you close early, you get fined. If you open late, you get fined. You have three days off all year – Christmas, Easter and Thanksgiving.

I work this store. My father works the other store, and my mother spends time in both stores. So we have three people working two shoe repair shops.

I'm doing this by myself – shoe repair, shining, cutting keys, sales, customer service, picking up and dropping off.

**What are the best things you've done to bring customers into your store?**

Having custom tailoring has really helped. Customers bring their clothes for alterations and shoes for new soles and can pick them up at the same time.

But the main reason we are able to retain our customers is not because of any special idea or implementation, rather it is the amount of time, energy and effort we spend on the business. It is not your average nine to five job. It's a lot of hours for me. I work harder and work long hours. But I feel rewarded for my work. The pay is good. The best part is I am my own boss. I am an expert with my tools and I provide a very custom service in a mass-produced culture. People appreciate that.

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# MAKING THE MOST OF YELP

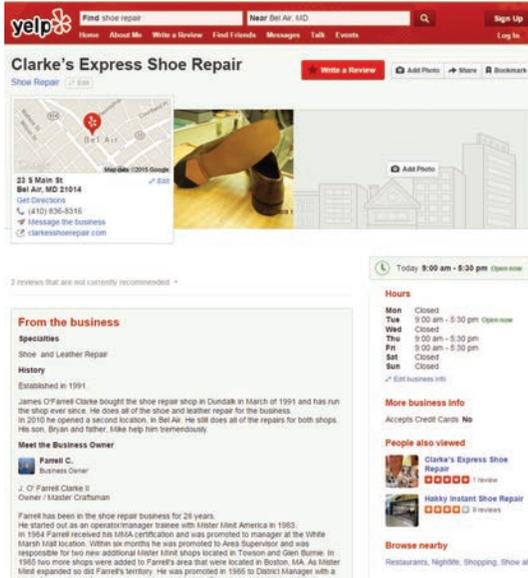
*Editor's Note: I was at dinner the other night with some shoe repair shop owners when they started talking about their Yelp reviews. One of them asked, "What is Yelp?"*

Here are some ideas on how to claim your business on Yelp, with plenty of tips on setting up your page, handling negative reviews and managing your account.

## Claim your Yelp Business Page

The first step to using Yelp as a small business is claiming your Yelp Business Page. Your business may or may not already be listed on Yelp, but when you officially claim ownership, you get full control over how it appears in listings. Doing so also grants you access to a wide range of tools to manage your page, interact with customers, purchase ads and more.

Chances are, if you haven't already created a Yelp listing for your company, someone else has. If your business is already listed,



Yelp allows business owners to claim or "unlock" their business page.

## Optimize your Yelp Business Page

After claiming your Yelp Business Page, the next order of business is to optimize it with the right information and to upload plenty of photos. Optimizing your page will paint an accurate picture of what your business is all about and what it has to offer. It can also help customers easily find you and even boost your search engine rankings.

To optimize your page, make sure it has all your information is up to date and visible. This includes your location, contact information, hours of operation, price range, parking options and other details. Location is especially important,

as 27 percent of Yelp searches are made specifically to find a business's location.

Be sure to also add color to your Yelp listing by posting photos of your business, products or services. Don't be afraid to

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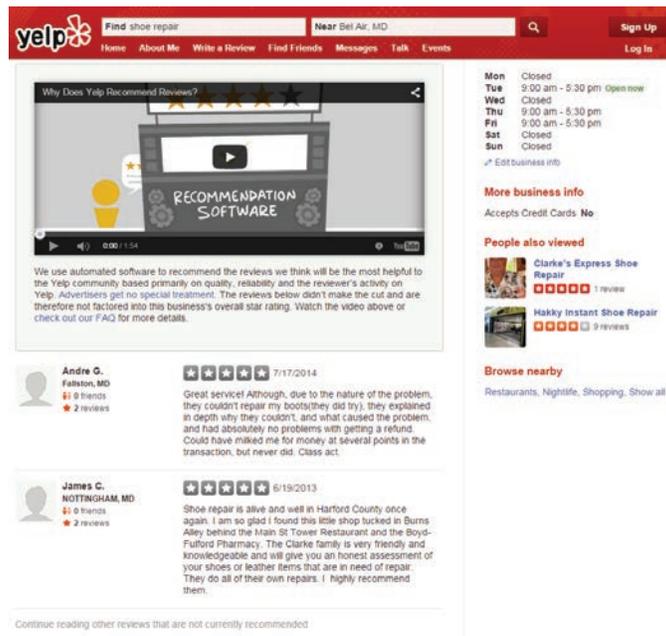
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get creative. Some photo ideas to consider are the front of your business so it's easier for people to find, interior photos so customers get an idea of your establishment's look and feel, and photos of your staff, which help to humanize your business.

### Managing negative Yelp reviews

No one likes negative reviews. It's even worse when the customer isn't always right, or when a customer simply just wants to complain. However, negative reviews can also be due to miscommunication, unintentional oversights on your part and genuine snafus by your staff. Whether those negative reviews and low ratings are warranted, managing them is critical to how your business looks to future customers and, ultimately, your business's success.

The key to successfully managing Yelp reviews is to strategically interact with negative reviewers — without being too defensive or, worse, lashing out at the customer.



Although there's virtually no way to change or delete reviews — and Yelp definitely doesn't allow you to pay or incentivize customers to do so — your response to the reviewer can make a world of difference.

- Be professional, take a deep breath and stay calm. Even if a customer is raging, remember that the individual is still a paying customer whose loyalty you can still save.

• Respond quickly, but keep responses "short, sweet and to the point."

• Always thank reviewers for their business and feedback.

• Be honest with yourself and address legitimate issues. Build trust by explaining to customers how you're going to remedy those issues, for instance, with changes you're planning to or have already made.

Think a review is phony? Flag it. Yelp is aware that some reviews are false, and thus the site allows businesses to flag them for removal. These include reviews that are hearsay or contain misleading information.

### How to get higher placement

Like with many things on Yelp, you can't pay the company to boost your ranking. And unless customers are searching specifically for your business name, listings for a type of business are, by default, sorted based on the customer's selected location. Yelp's algorithms are also a big mystery, meaning no one but the company knows how or why one business ranks above another.



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Nonetheless, there are a couple things you can do to help your business place higher than your competitors: buying advertisements and increasing your exposure.

### Can buying advertisements give you a higher ranking?

Yes and no. Purchasing ads on Yelp won't necessarily place your shop above another from down the street, at least not within the listings themselves. What purchasing ads can do is promote your business using ad banners that appear above all listings.

For example, if a customer searches for "shoe repair" near that person's zip code, your shop — where a reviewer mentions shoe repair — that's a few miles away may appear as an advertisement above all shops in the area. This isn't always guaranteed, and the banner will be clearly marked as an ad with a note that your business paid for that space.

### Increase your exposure

Yelp listings are all about exposure. The more reviews your business has, the higher it will appear in both Yelp listings and on search engines. To rank higher than your competitors, your game plan is to get more reviews than they do.

This is particularly the case with search engines. For instance, the more reviews and online presence your business has, the higher it will appear when customers do a search on Google.

### How to get more reviews

Getting more Yelp reviews isn't rocket science. You don't need fancy marketing campaigns and gimmicks to entice customers. You don't even need money (paying customers or offering incentives for reviews is a big no-no that can result in huge legal fines and even Yelp publicly outing you). If you offer quality products and provide top-notch customer service, regular Yelpers will want to leave reviews. There is, however, one other simple thing you can do to help drive reviews: Just ask.

The obvious way to ask for reviews is to verbally request them from customers. But if you're shy or don't want to seem pushy, another option is to bring it to

their attention using assets you already have.

Be careful, though, to not annoy customers. The idea is to strike a balance between omnipresence and subtlety. Place a sticker on your window, a friendly reminder on your menu and marketing materials, and then the Yelp review plugin in the footer of your website.

Another option is to place a link to your Yelp Business Page wherever you can. Try linking your Yelp listing in your email signature or on your company website. One of the best times to ask for a review is right after a transaction. If you include a link to your Yelp profile on your Thank You page after a user fills out a form, you don't have to worry about hurting conversion rate.

## KAUFMAN HOSTS OPEN HOUSE

Kaufman Shoe Repair Supplies had an open house on Sunday, May 3, 2015 from 6:30 AM to 3 PM. Sponsors included Shoe Systems Plus, JR Leather, and GTO Italia. Raffles were held and door prizes were given away. The event was held at their new location, 621 Sackett Street, Brooklyn, New York 11217

Wholesalers who want to announce open houses in future newsletters should send announcements to [webmaster@ssia.info](mailto:webmaster@ssia.info).





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## NEW VIBRAM INITIATIVE PROMOTES SHOE REPAIR ON A GRAND SCALE

What do you get when you when you join the talents of those shoe repairman and shoe repair women, who make Shoe Repair their passion and the global brand leader in Shoe Soling products? You get the Vibram Sole. The Vibram Sole Factor program is the latest in a continuation of Vibram's decade's long commitment to the Shoe Repair industry. This Vibram Sole Factor project will blend the true experience of visualizing actual shoe repair in progress, with a global media campaign to promote the benefits of shoe repair and fashion forward personalization of the consumer's favorite footwear.

Vibram Sole Factor will shine a light on shoe repair in a way few if any have ever done. The first phase of the project will be the role out of the Vibram Sole Factor Mobile Cobbler shoe repair van. The High Top, Built Tough, made in the USA, Ford Transit Van, complete with matching trailer, will be outfitted with a full complement of Supreme shoe repair equipment. Capable of doing most any

repair; the shoe repair experts who will exhibit their talent for the entire world to see, will do so with the best of equipment in a stylish and inviting atmosphere. Espresso anyone??? With a planned first stop at the Go Pro Games in Vail, Colorado, a second event at the Outdoor Retailer Show in Salt Lake City Utah, as well as being on display at this year's SSIA event in Jacksonville Florida. The Vibram Mobile Cobbler van will be seen by more than 80,000 event goers across the USA. Not to mention being seen by all those it passes on it's already planned 15,000 miles of travel in just its first few months. The Vibram mobile cobbler is planning to crisscross the US all in the promotion of, and consumer education about Shoe Repair. The Vibram Mobile Cobbler concept is already underway in Europe, traveling to various outdoor activity and sporting events.

In phase two of the project Vibram will launch a worldwide media campaign educating the consumer as to how they

can personalize their shoes thru the talents of those who do Shoe Repair. Adding to the already well know consumer benefits of extended life, continued comfort and service from your best pair of shoes. The Vibram Sole Factor project media campaign will provide a picture perfect example of how the consumer can personalize his or her current or even brand new pair shoes. Making them a one of kind, made just for me, style..... Vibram will make available a broad range of unique sole styles in a pallet of colors that will allow the consumer to see his or her shoes in a NEW LIGHT.....Vibram will work with our dedicated and talented friends with today's industry to find the right partners who share their passion and desire to continue a great heritage of design, development and product creation that Vibram is known for.

As this exciting project take shape and nears it launch watch for further updates.



**vibram** SOLE FACTOR

**A POWERFUL NEW FACTOR IN PERSONALIZED FOOTWEAR**

The new Vibram® Sole Factor Project blends the age-old art of shoe repair with modern visualization and personalization technology.

For the first time consumers will have the ability to not only repair their shoes with the best soles available, but also create bespoke footwear customized to their tastes.

**We've Got Sole.  
You've Got Options.**

**LAUNCHING SPRING 2015** **#SoleFactor**

# SSIA CLASSIFIEDS

SSIA's classified advertising section is available to shoe repair shop owners or shoe repairers desiring to sell or buy shoe repair businesses; to employ help or find employment; or to offer for sale or to buy machinery or equipment.

Advertisements in this section cost \$25 and run for three months on the web site and appear in this newsletter. Visit [www.ssia.info/classifieds](http://www.ssia.info/classifieds) to submit your ad.

While SSIA will not knowingly accept advertisements that contain misleading representations of items offered for sale, it does not assume responsibility for the accuracy or truthfulness of advertisements in this section. Buyers of any offerings in this section should make their own investigations.

## Boston-Busy Thriving Business

Boston downtown, busy, fully stocked, high end shoe repair for sale. Great opportunity for a motivated, talented, experienced shoe repairman. Established in 1917, owner is retiring. This all cash business is currently open only on weekdays. For sale at \$125,000. Santacross Distinctive Shoe Service 617.426.6978 ask for John or email [johntanglin@gmail.com](mailto:johntanglin@gmail.com).

## Shoe Repair Shop for Sale in Sunny San Diego!

Profitable shoe and handbag repair shop for sale in downtown San Diego. Shop also provides expert clothes alterations and outsourced dry cleaning services for additional streams of revenues. Low rent (5 years left on lease), established and loyal clientele, great downtown location, website, email and all commercial accounts. Shop comes fully equipped with all the needed materials and fully functional machinery. NO DEBT or Accounts payable due. Training available with owner working with you for the first month. This is a great opportunity to own your own business. Please call JP @ 858-220-1707 or email [acequities@gmail.com](mailto:acequities@gmail.com) for more info.

## Seattle Cobbler Needed

Great wages, monthly bonus, paid vacation and a signing bonus pd. after 1 year! Broadway Shoe Repair in Seattle has openings for both a full and part time experienced cobbler. Full service, busy shop, in business for 29 years. Please call or email Sue. 425-785-2498 [sue.n.luhman@gmail.com](mailto:sue.n.luhman@gmail.com).

## Leather repair technician needed

Anthony's Leatherworks in Orange County California is seeking a qualified experienced person who can perform leather repairs & alterations on motorcycle leathers. Knowledge in repairing purses, belts, other leather items is a plus. All interested parties please contact Greg at 949-388-5269 or e-mail [info@anthonyleatherworks.com](mailto:info@anthonyleatherworks.com).

## Shoe Repair shop for sale in California

Anthony's Shoe Repair has one of its stores located in a community shopping center in Newport Beach, California and has been established for over 35 years. Sales for 2014 were \$223,000. This store has a very loyal and vast customer base. All equipment, improvements, inventory & accounts receivable are included for a price of \$98,000. Call Greg @ 949-388-5269 or e-mail @ [info@shoerepair.com](mailto:info@shoerepair.com).

## Shoe Repair shop manager needed

Anthony's Shoe Repair in Orange County, California is seeking a person for a shoe repair manager. Must be familiar with shoe, rip and other leather repair services. Contact Greg at 949-388-5269 or e-mail @ [info@shoerepair.com](mailto:info@shoerepair.com).



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**NANO SPRAY**  
MINK OIL

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**DANGER**

**Nano-Science Technology** provides the ultimate protection for your footwear and garments. This anti-stain protector penetrates every single fiber at the molecular level. It shields articles with an invisible layer without affecting the breathing capabilities of leather and textiles.

**Treatment suitable for all materials:** natural leather, suede and fabric, synthetic fibers and weather treated garments such as Gortex™.

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**Weather elements bead up and roll off the surface of material.**

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#### Machines for sale

- Speedmaster 8 with 2 rolls of wire \$500
- Nosecone 12 boot model with 1 roll of wire \$800
- K Stitcher \$2400
- Lockstitch McKay Besser \$8000
- Time-Master Brush-Master buffing unit \$350
- Boot model heel wheel - floor model \$800
- Heel popper \$200
- Nibbler \$150
- Repco McKay chain stitch (works)\$100
- Lavaredo press swing arm \$2800

Located in Chesterfield, Missouri - 20 miles west of St. Louis. Please call Mike for information or questions. 314-540-7539.

#### Full Shop Set-Up

Sutton Landis 2000 Finisher, Nose Cone 12 Nailer, Nose Cone 8 Nailer, 2 Heel Wheels, McKay Lockstitch, K-12 Landis Stitcher, Vamp Machine Stitcher, Hand press, Jack, Auto Soler Heat Master, Stretchers, A lot of Trimming Blades For Sutton 2000. E-mail me for more products and pictures, garyaschyan@yahoo.com.

#### Experienced Cobbler Needed

111 year old business in Jacksonville fl, looking for experienced professional cobbler in all aspects of repair good pay and paid vacation must relocate to Jacksonville fl please call or e-mail cobblergreg@yahoo.com, 904-354-9770.

#### Shoe Express - \$60,000 OBO

For sale shoe repair shop. We have been in business for over 20 years, with established clientele and excellent location. Must sell business due to retirement. The seller is motivated and flexible. Call 425-269-2030.

#### Shoe Repair and Leather Shop for Sale

Turn key shop for sale. Asset sale. All major, minor equipment, inventory and fixtures. All equipment near to new and well maintained. Asking 15,000. Call or text 618-967-4621.

#### Cobbler Needed-Sunny South Florida

Cobbler needed for very busy repair facility in South Florida. Nobile Shoes has been serving South Florida for over 25 years. Come join our winning team. All aspects of shoe repair and modification experience are needed. Call or email for more details. 772-220-0845 or dan-nobile@nobileshoes.com.

#### Shoe Repair Business For sale. Sunrise Florida

Shop also offers Alterations with their own private room to work out of...25 Years with a very established clientele..1200 sq. feet with low rent (8 years left on lease). Shop comes fully equipped with all the needed materials and fully functional machinery....The location is perfect in a busy shopping center with parking never being a problem. It's a must see if you want to make a lot of money.... Shoe Repair \$150,000 annual gross.. Alterations \$40,000.This store has never advertised.

(word of mouth only) asking \$150.000. call Chuck 954-389-0615 (The70s@aol.com)

#### For Sale: Established Fitzgerald Shoe Hospital, Business

ESTABLISHED BUSINESS FOR SALE, FITZGERALD SHOE HOSPITAL, in Fitzgerald, Ga. 70+ year established business in sales and only shoe repair in area. Lady's husband passed away and she is ready to retire. Great business for someone to step into with repairs and sales. Only repair store in area. People come from all around to buy and get repairs.

#### Shoe Repair Business for Sale

Profitable 30+ years Shoe repair and leather shop for sale. Everything that you would need to own/operate a successful business. Owner looking to retire due to health problems. This is a well-established shop with a very faithful clientele. This offer includes machines, and stocked inventory. Located in Ohio contact information: Lorieal Crump (937)242-2400 Or Email: 1vicshoes@gmail.com

#### Turn Key Equipment Only Cheap!!!

For sale: Sutton S2000 finisher, Auto-Soler Nailer, Sutton heel wheel, Comet 8 nailer, Sutton McKay 296A stitcher and boxes full of materials. Motivated seller. Make me your best offer. Local pickup or can ship anywhere in USA, Canada and Mexico. Please call Michael, 305-998-9935.

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- Dalplex Sheets
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