

Don welcomed everyone to the 107th annual meeting of the Shoe Service Institute of America annual convention.

We had a moment of silence for 3 in our industry who passed away this year.
John Blum of Empire Leather.
Steve Shoop
Bob Warren of Southern Leather.

There are 55 tables at the show this year.

New this year.

The SSIA bags that have been so popular have be redesigned.

The SSIA has partnered with I. Sachs and several shop to run a coop ad program featuring a video billboard on a very high traffic corner in downtown Chicago. It featured the new slogan:” Shoe repair. It’s more than you think”

A video of this was show.

Also Steve Sachs showed a model of a traditional billboard that was run in Lansing

In the past the SSIA has run several national add campaigns for substantial amounts of money. None of them were very effective.

The out going Treasurer Steve Sachs of I. Sachs Sons in Chicago Il. Presented the financial report. We have approximately 68,000 in the bank before we pay for the show.

3 board members are ending there terms.

Mary Jackson, Steve Sachs and Jim Ambrose.

Three new board members to replace them are

Paul Angelus of Angelus Shoe Polish, Rick Meyer of Ruby Leather Company and Harry Loewenberg of Southern Leather Company.

Sandra Verbruggen of Fast Feet shoe repair in Delaware who managed the silver cup contest reported that there were 29 entries for the silver cup.

The new Board of the Shoe Service Institute was sworn in.

Don Rinaldi	President	Supplier	petronioshoeglue@aol.com
Blase Knable	Vice President	Supplier	bknabl@hotmail.com
Bob Berman		Wholesaler	aderma.orange@sbcglobal.net
Mike Morelli	Secretary	Repairer	mike@brooksshoeservice.com
Harry Loewenberg		Wholesaler	hloewenberg@southernleatherco.com
Raul Ojeda		Repairer	raul@ssia.info
Rick Meyer		Wholesaler	rmeyer@rubyortho.com
Sandra Verbruggen		Repairer	fastfeetde@aol.com
Paul Angelos		Supplier	paul@angelusshoepolish.com