

## Conference Call Minutes Jan 15, 2014

**Attendance:** Don Rinaldi, Bob Berman, Blasé Knabl, Marcello Cornell, Sandra Verbruggen, Paul Angelos. Mitch Lebovic, Rick Meyer, Jim MacFarland Notes: Gina Berman

**Absent: Steve Sachs**

### Old Business:

**Philadelphia Show-** Show information has been posted online and registration is now open for repairers.

. Exhibitor information is also online and a broadcast e-mail will be sent to exhibitors tomorrow to start the registration process. . A promotional post card and flyer have been designed and are ready to go to the printer. If Mitch doesn't hear back on corrections to the postcard drafts he sent then will move forward with them next week. Post cards get mailed to every shop on SSIA's list. Flyers get shipped in bulk to wholesalers for distribution to their customers.

**Suppliers meeting** will be an hour before the doors open Sunday. This way they can give feedback from the show on supplier issues during the show as well as others. Meeting will be Sunday at 9am to 10am.

Mitch will be looking for **Sponsors:** for signage and recognition from podium:

**Membership finalization:** of Supplier and wholesaler:- an email will be sent out and any wholesaler or supplier will have a week to say that they object to the membership before we except. Any membership . The Supplier for Lyons and Volpi however does not meet the criteria for membership. Therefore, in order for him to show, he will need to show in the Lyons and Volpi booth and Lyons will need to become a member.

Exhibit prices for 2014 show.

For reference on exhibit prices, here are the rates for 2014:

1 table: \$650 before May 1, \$700 after May 1

2 tables - \$1,200 before May 1, \$1,300 after May 1

3 tables - \$1,650 before May 1, \$1,800 after May 1

**Signs:** Mitch has sent out examples of posters. He is working on signs but needs input on subject matter for them. Posters can be either digital or printed and sold. Examples are attached

Repairers need to come up with ideas for posters and whether they need cowboy, ladies heels, mens, and the verbiage.

**Membership package:** Sandra will work on Membership package. Decals, free goods, welcome letter, poster. To be discussed and possibly voted on at next meeting months meeting.

**2015 show- Jacksonville:** Steve, Marcelo and Mitch will be going to Jacksonville February 6 and 7 to visit four hotels capable of hosting the 2015 convention. Mitch has attached the itinerary if anyone is interested. They will be meeting with a representative of the Jacksonville Convention and Visitors Bureau who will show them around. Mitch has also attached once again the initial proposals from each hotel. Please voice any concerns to Steve, Marcelo or Mitch before they leave.

**Facebook:** Has been much better with regards to swearing and causing problems. There was an ad/funny that appeared for a day by Tony but was quickly removed. He did however post later in comments and capital letters the supplier he likes to buy from along with the product. This upset the other wholesalers and some suppliers. It is requested the rules be finalized by the board and posted for facebook. Rules will be worked on for Wednesday's meeting, the 29<sup>th</sup> of Jan. and voted on then.

**Newsletter:** coming out next week. Mailing was only to be to members. After looking at costs of mailing and printing to all repair shops, it was decided that it was more "bang for the buck" for ads even if the cost of them went up a little. It is \$4,284.00 printing and postage to all 6000 and 400 members was \$1,923.00

Don made the motion to send every issue to every shop and Blasé seconded it. It was approved unanimously by all board members present.

### **New business:**

Proposal for upgrades for Jacksonville. Blasé

A \$100 donation was made to the Oncology department in Lieu of flowers for Loren Labelle's Mother Mary. Bob has the receipt.

Meeting was adjourned at 9pm