

Minutes for SSIA Conference call

Tues Jan 27, 2015

8pm EST

Attendance: Paul Angelos, Bob Berman, Jonathan Shaffer, Holly Malfoze, Sandra VanBruggen, Steve Sachs, Marcello Coronel. Absent: Don Rinaldi, Mitch

Quorum: Yes

adoption of old Minutes: Jonathan motioned to approve the minutes of Dec 16.2014, Bob seconded and all approved.

Supplier, Wholesaler and repairer reports: none

Old Business:

Newsletter. Must be in store before March 1st for shops to prepare for Movie opening of March 13th.

Wholesaler board seat- options are two leave Rick until convention, or have 2 people in each category. Denise took his name out. Scott Lapin, Debbie Wyatt are nominated for the seat position.

Jonathan- we may need to bring it up to the membership at the meeting, that if they don't step up and volunteer or we may not have a board. There is 26 findings houses to pull from. Suppliers is also limited. There are plenty of repairers to pull from.

We have to set in motion a Bylaw change to be able to vote at the meeting. The bylaws say you can vote by proxy.

A discussion of the pros and cons of having a smaller board or larger board and having some old timers vs new blood and new views.

Any change needs to be announced 30 days out that there will be a vote.

Sandra nominated Debbie Wyatt for wholesaler board seat. Holly seconded it. All approved.

Posters/flyers for advertising- Mitch put some posters on the website that can be printed out at Staples/Fed EX etc for members.

Movie Promotion

Jim has sent several emails to his contact person, who told him that she has been in contact with the new owners and has told them all about us and the industry and how important Blasé and he was (along with SSIA) to the Movie. The marketing campaign for the movie will not start until Mid to end of month of February but that they would be in touch.

Mitch came up with a package for the movie. SSIA.info/thecobbler

Poster to download, pr to give to the newspaper, and how to talk to the media. This package is available to members only.

Board members need to view and all get back to Mitch quickly so he can put it into the newsletter.

Silver cup / World Cup

15 for Silver Cup and 11 for World Cup

We had the same number at this time in 2013. Excepting entries until March. There is a minimum number to have it.

Bags- Marcello sent out a picture of the bags to everyone. He will order for his shop and they will throw in 300 and we can take to the convention. Sandra and Holly also want to order. We can take to the convention and give away as the convention bag. They are about \$1.09 a bag. Marcello will put in an order of 600. The SSIA logo will be on one side and “shoe repair, it’s more than you think” on the other.

New Business:

New Applications for supplier/wholesaler

Request from a key company an Associate/affiliate member. Dues are \$250 and they are not a voting member. Plus they buy a table at the convention.

Goodyear would like to be members again. Roland distributes them. They need to fill out an application.

Randy Lipson wants back on SSIA page. He was voted to remove 5 to 3 previously.

A discussion of his antics over the last two years and its finally calm now. It would send a clear message to all that we stick by our rules and keep him off.

Meeting Ajourned 9:30