

## SSIA Conference Call

**Feb 3, 2014 8:00pmEST**

**Attendance:** Don Rinaldi, Paul Angelos, Marcelo Coronel, Jim MacFarland, Bob Berman, Mitch Lebovic, Sandra Verbruggen notes: Gina Berman

Absent: Blasé Knabl, Steve Sachs, Rick Meyer

### **Facebook Page: Should we leave it? Change the name? Or let it go?**

What exactly was said, and who said it, for the record is not important, but what was said in general is for the record;

- the principle benefit of facebook is to network, just like at the show that folks don't have time for at the show.

- facebook is social media, it's hard to control but it's to help each other out.

- some of the personal stuff helps the repairers come together. But not bad language or unnecessary attacks.

- **it comes down to 5 things. Have an administrator and take down bad posts or ban someone.**

**The 5 things are: no personal attacks, no commercial messages, no discussion of prices, no abusive profane, threatening or illegal materials, and no copyrighted materials.**

**Get those rules posted at the top of the page in the next 24 hours.**

- if we change the name, it will become a war.

--shoe repairers, for the most part, seem to post some good stuff normally. Once in awhile its bad though and needs to be taken down immediately.

As far as advertising, you can't be too sanitizing especially on comments, but on posts they should not be advertising. What is considered advertising? That will be a decision of the administrators.

- we can send a message to all people on FB page letting them know the rules once posted.

- should a non-member supplier be able to get on our face book page? All repairers should be able to but not wholesaler/supplier.

Sandra and Marcelo will go through the people they added and make sure a repairer or SSIA supplier/wholesaler

**Newsletter:** Mitch- it is going out to everyone so we gave the printers a little more time to do it. Going out next week.

Jim- how much is advertising so I can let JR know.

Meeting adjourned at 9:10 EST