

SSIA Conference Call Tuesday Feb 18

Meeting called to order at 8pm

Attendance: Don Rinaldi, Paul Angelos, Bob Berman, Steve Sachs, Marcelo Coronell, Sandra Verbruggen, Jim MacFarland, Mitch Lebovic (late) taking notes: Gina Berman absent: Rick Meyer

Old business

Motion to adopt the minutes as written for the Dec and Jan conference minutes was made by Don Rinaldi, and seconded by Bob Berman. Motion passed unanimously.

POSTERS:

Posters attached that will be on the website. You can send to the printer right from the website.

Mitch will also make mention in the newsletter and on facebook about the poster contest and the winner will be revealed in Philadelphia.

Advisory committee heads: Report:

Paul- talked to a few suppliers about participation. Seems to be ambivalence.

Steve- sent out an email but no one responded.

Jim or Sandra or Marcello- repairers

Philadelphia Show:

Frankford is having a dinner at their warehouse on Saturday night for only those that they invite.

Mitch said that it would cost around us \$7,000 for a cocktail party that we can do directly after the show so those that want to can go to the dinner. SSIA members will get drink tickets at registration and the others can do cash bar.

Kaufman said he would go in for the cocktail party, splitting it with SSIA. At last year's show, they had agreed to having one together but Frankford changed their mind.

What about Silver Cup Seminar? Jim is doing a silver cup seminar. Sandra will bring the display case and some winners to display in the case for interest. (at registration area so people have something to look at while waiting.)

Jacksonville Report for 2015 Show

Hyatt Jacksonville was unanimously approved by all board members after the report emailed by those that attended to the suggested hotels. The Hyatt also wants to help support with a poster for the show.

Newsletter: Mitch will put a copy of the poster on Website of SSIA. Any SSIA repair shop can download to the local printer or Fedex/Kinkos to print. There will be a contest for a new poster in newsletter also (Mitch will add to Newsletter.and FB) The poster will have the SSIA Logo on it. There will be a poster on display at the convention for all to see. At the convention Don will announce the winner of the poster contest.

We are sending the Newsletter to all shops in the US. We agreed to send out to all shops at the last conference call. Don suggested that we make available to suppliers a page of advertising to add to the newsletter or an insert. Mitch will find out from printer if possible or if it would be easier to just add a page in the newsletter. . This can be something that a supplier may want to think about. We can do four a

year, so we can see how it goes. If necessary, we will have a waiting list for suppliers to get their insert into the newsletter. Paul will take the first issue. We can charge say \$1,000? The printer would be able to add the sheet from the supplier and send out.

The Cobbler Movie

Blasé had mentioned that the Movie producers will have our name in the credits for helping and to Promote the SSIA and shoe repair with the movie. Perhaps getting a list of places where the movie will be showing and working with those theaters to perhaps give away free shoe repairs to so many of the people who see the movie. Or get our posters in the theaters.

Jim will talk to them about using the logo or giving credit and also promoting the movie on the website. He will also notify the movie producers to see if they can send posters to repair shops to put up. Jim suggested an ad for supporting the local shoe repair shop. Marcelo will contact AMC theatres. Paul looked as we were talking at ad prices and it will run around \$300 a week per theatre. Jim suggested we tie in the fact that we are a non-profit and the environmental savings of repair that they might do for free.

Gina will call Two Ten and Soles for Soles and see if they will partner with the SSIA on this and have boxes for shoe donations at the local theatres showing the movie. Also, possible ad money.

Confidentiality Agreement

Don will draw up and send out to everyone. It needs to be signed and faxed back. We discussed this after Ira was posting while we were discussing

Facebook

Everything has been good for the most part the last two weeks. A few of the same people push the envelope and need to be removed if they get out of hand.

Sandra and Marcelo will post on Facebook that we need repairers to help out with the Newsletter. We need articles, etc. Let them know we would like them to help out.

Marcelo will post pictures on the consumer FB page from repairers. Don suggested asking suppliers for some pictures to post so that everyone is aware. Marcelo will try and keep it neutral but if a repair has a vibram or other logo on its sole can use it.

New Business

Acceptance of resignation of Blasé and nominations for replacement board member Bob Berman made a motion to except the resignation of Blasé and Don seconded it. All were in favor of excepting it.

SSIA BAGS? SSIA t-shirt and aprons (storage)

SSIA door prizes? Sandra would like the do this as she did for years before Blasé.

Blasé will continue to be in charge of T-shirts and aprons, since he has done for so long.

The board will appoint a replacement for Blasé's position over the next few weeks will ask people if they would like to be on the board. Two people have already offered:

Either Lana from Sc Johnson or Milt from Pedifix OK

Pedifix will set racks direct at show but all fill business goes through the supplier. Paul has asked some suppliers if they are interested and not many are interested at all. He will contact a few people and a decision can be made over the next week.

100 Year Certificates and Certificates of Appreciation (Blase! and anyone else we think should be honored.)

Gina posted on FB and has a lot of responses for repairers that have been in business a 100 years. Many are multi generational or have bought a shop from someone that sold. Paul suggested at 50 year and 75 year for repairers or a generational award. , Delgen Press in Clifton, NJ, has the plates for the 100 year certificates, so they can do them again without a problem for 50 and 75 years also. . Delgen Press also did a Certificate of Appreciation for the SSIA a few years back when a shoe repairer was turning 100 years old. This is just a Certificate of Appreciation from the SSIA, almost the same as the 100 year Certificate. We should also think about giving a few of these out at the meeting in July. We will let them know on FB that they can submit a name of someone who deserves a Certificate of Appreciation. Can be for years of service, winning an award, public service, etc

Silver Cup Committee

Jim needs more people for the committee since Blasé was on the committee. Marcelo is willing but Jim is looking for others too.

Conference all ended at 9:40.