

SSIA Conference CALL

5pm PCF

Attendance:

Blasé Knabl, Paul Angelos, Rick Meyer, Harry Loewenberg, Bob Berman, Sandra Verbrugen, Ira Freedman, Mitch Lebovic and On later-Don Rinaldi. Meeting notes; Gina Berman

Old Business

Newsletter:

Harry A little light on content. Sandra has given a lot of input. 4 pages. Should go to layout Friday. It has been requested on the FB page that we rename the Newsletter to Shoe Service and use the old Logo. Discussion of the old name and new name and why change it. After a design we will discuss further. Let's pull the old articles and use one or two relevant articles.

Harry- suggested we put the Logo of the Shoe Service on the Newsletters.

Silver Cup: Blasé suggested Barry Croft be added as a judge for Silver Cup so that if someone falls out that we have more than one judge. Don and Blase wanted Mitch to be there to lay out shoes and take notes for the judging. Does anybody else need to be there? Don will set up the tables and layout the boxes with numbers. Mitch will take pictures and layout the shoes. Bob-We can use the pictures in future articles.

Convention:

Mitch-Burton has offered to have the reception sponsored. Saderma will be contacted by Mitch to see if they want co-sponsor also.

Saturday morning at the hotel we will have the annual meeting and Silver Cup Award.

Don- We need to have a picture of San Diego and articles about what to do while there on the website as well as FB. Mitch will update the Website with info.

Mitch- Do we want sponsorships? And what price ? \$100-1250. Same as the previous years.

Brunch- Is it free or paid? We need to use tickets if coming so we know how many people are coming. Can limit the number of people. Limited to 200 people.

Robert DiRinaldo's daughter has asked to present the Grand Silver Cup. They will pay to come themselves. Just ask to be invited to brunch.

Let people know right away that brunch is free but you have to sign up. Blasé has seen the account come up the last few years so wants the Brunch to continue to be free. Cost of brunch is about the same as last year. Rick- we should ask the sponsors who wants to sponsor breakfast and who wants to sponsor dinners or Silver Cup. Mitch- recommended just asking for convention sponsors and use the money where needed.

Ira made a Motion for free breakfast. Blasé seconded. All in favor. Bob and Don abstained from vote.

Mitch-Sponsorships will be sent out to suppliers. Don suggested deadline of May 1st. Have a sign or banner at the door as to who are the sponsors. Category of sponsorships Gold, Silver, Bronze.

Ira-Wholesalers should be targeted for Silver Cup sponsors and reception. Harry- suggests that the convention hosts are not being watered down with other sponsors of a few bucks.

Sandra- Are we giving door prizes this year? Everyone loved it. There were over 196 door prizes. Don- we'll do the same as last year. Sandra was in charge last year. No merchandise just coupons to hand out for free goods. Sandra- Looking into displaying Silver Cup. Gina will look into the display people down in San Diego.

Blasé- Suggested putting SSIA Logo on UPS shipping label to make people aware of SSIA. Harry suggested that it doesn't mean anything. A discussion of having a Logo on shipping by everyone on the pro's and cons.

2014 Philadelphia Show update by Mitch on a few hotels that can house us. (Will have more to update us on next meeting.)

New Business:

Meeting adjourned at 6:20

Addes to notes: email a few days after from Mitch:

I contacted Barry Croft about being our 3rd judge. Barry appreciated the offer, but had no one to run his store. I spoke to Jim Mcfarland & Sandra about our next choice. We have decided on Jan Van Passel (aka Jon) from Professional Shoe Repair in Wilmington DE