

## SSIA Board Meeting March 6, 2012

In attendance.

Don

Balse

Bob.

Mike

Mitch.

Rick

Paul

Harry

Sandra

Motion on long horn shoe company is no

Paul is working on the 100-year awards. Fiebing's has 3 companies that qualify. Don will have certificates printed and bring to show.

Motion to do 100-year awards is passed

Bags. We need to do a reorder. Do we recreate the bags from scratch It's a lot of work. There are 14 advertisers on the list. We could just re run the bags as they are. Mitch will email all to see if they want to sponsor the bags for same price. First come first serve. Need you info and logo by 4 15. If necessary we can solicit for new advertisers.

Don is researching a custom shoe company. A start up. They produce a last from a photograph. They would send the last and materials to make the shoe to a shop repair shop for assembly.

Do we want to give jimmy Benson a cert. We will but were not paying for him to come to the show.

Were sending out 5000 post card and flyers advertising shoes show.

Was half way thru the rooms for Chicago on Saturday and Sunday. All the rooms at show rate are booked for Thursday and Sunday night.

We need to review the hotel choice for 2013 in San Diego.

We all need to review hotel choices for San Diego and report to Mitch.

Doubtreee was first on Mitch's list. Deadline to report to Mitch is midnight on march 7<sup>th</sup>.

Were giving a free boot to pack shipping, insurance, Chicago shoe making school. The school wants to do seminar.

We need one new board members to replace Raul repairer member. Don will send letter to wholesalers looking for nominees.

Regarding the newsletter. We plan to start with 4 pages with a initial goal of two a year. The first one is to be mailed by last week of May. A second one in the fall.

Vote on a newsletter or membership or the Shop talk magazine.

Motion to do a new letter twice a year. Motion passed.

Sandra will produce the copy. Harry will edit. He will then send it out to the board for approval. 4 pages.

Mitch will post on the ssia site that there is a repairer opening on the board.

The last wholesaler directory was in 2008. We can't get in done before the show so we'll wait until after show.

Let's do a table at the show for the 2013 silver cup.

Rick Shoe repair career posters have been shipped to many wholesaler.  
He will follow up with wholesalers to make sure they are being handled correctly.