

# SSIA Conference Call

**April 21, 2014**

Meeting started 8pm:

**Attendance:** Marcello Coronell, Jonathan Shaffer, Don Rinaldi, Bob Berman, Sandra VerBrugen, Steve Sachs, Paul Angelos, Jim MacFarland, Mitch Lebovic and guests Dana Huval and Karen Barker. Notes by Gina Berman

Absent: Rick Meyer

Since Karen on the call along with Dana, it was decided to start with the PR and her and then have her get off.

## **Old Business:**

### **Karen with the PR firm on promoting shoe repair and the Movie.**

Karen Barker from FL- main thing is Identity awareness and develop a digital campaign to drive people to look at it and think of it as a career. It's a specialized field. Based on centuries old trade, it's an art, and not something you can learn from the local career school.

Why do we need to develop- cobblers are closing, people aren't getting their shoes fixed. Utilize digital campaign to make dollars go further. Develop a universal targeted general idea that can be used anywhere.

Magazine called Real Simple, would be good to target and advertise in Magazine. Down in redneck territory, work with Nascar (for Cowboy boots and such) work with little league for gloves and get branded.

Karen will do a Seminar at the Conference on downloading and utilizing ads and where to advertise. Need to Develop downloadable something from SSIA so that when they print it out it always has the logo.

Target the Green industry. Maybe Offer a canvas bag. Print some bags branded with the Logo. Speaking of Logo, it needs tweaking. First develop a better Logo.

Most people don't know what SSIA is. The main thing is to get the word out first.

Philadelphia Airport signing, bus signing, and a billboard going to the show. Target consumers, but make the repairers and wholesalers aware and want to come on board and benefit from the advertising.

Karen will put some things together for Philadelphia and get to us next week. She also will come to the show and give a seminar on how to download the posters, where to advertise and how the store should look.

## **SSIA Party at the Conference**

Saturday evening. Mitch said Sherry's idea of Menu is \$16,000. SSIA needs to either scale back or get sponsors. All the suppliers and wholesalers want to be together Saturday evening. It builds camaraderie and closeness.

Paul brings up the point that this is the SSIA venue and we should set the precedent. (It was suggested during the week in emails that SSIA always have a Saturday evening Party to keep everyone together and have the suppliers, along with SSIA sponsor it for members only. That way it will be a perk along with the breakfast for members) Wholesalers do not have to one up the others for each event and compete .

It was decided that the Board meeting will be at 12:00 Friday. (during the week it was changed to 11am to accommodate the people going to Frankford party.

The Suppliers and wholesaler meetings will be at 12-1:00 on Saturday before the convention.

Show opens Saturday at 1:00pm-5:00 pm

**What to do with Tarrago?** Is SSIA going to let him become a member and show at the show.?

It was suggested that SSIA needs to remove Ron Ryder from the membership. Soletec will now distribute Tarrago products and will be showing them.

#### **Netherlands Silver Cup awards**

Congratulations to Jim MacFarland who won the silver cup in the Netherlands.

Meeting was adjourned at 10pm