

SSIA Minutes for

Conference call April 21, 2015

Attendance: Bob Berman, Paul Angelos, Don Rinaldi, Jonathan Shaffer, Sandra Van Bruggen, Holly Malfoze, Debbie Hyatt, Marcello Coronell, Mitch Lebovic, notes: Gina Berman Absent: Steve Sachs

Is there a Quorum: Yes

Adoption of March minutes: Bob Berman made the motion to adopt the minutes of March conference call and Jonathan seconded. All in favor.

President report: Notified suppliers about the open board position twice. No wholesalers wants the position. On the supplier side Scott Kravitz from Fiebings and Renia put their names in the hat.

Vice-President report: on FB shops are seeing how nice other shops are and are remodeling to make it look better.

Suppliers, wholesalers, and repairers heads(report of any concerns):

Old Business

May 1 newsletter- Bob suggested going to an electronic newsletter due to the costs involved. (Mitch) Reason the newsletter is printed is the readership is better when its printed. Advertising has been raised to help defray the cost. It costs around \$50,000 a years for printing and postage. Helps the advertising and shows. Sole tech Ad- Saffir ad is a product that is sold direct. Do we want to pull it. **Sole Tech-** (Paul)The ad lists some of the items that are direct sale like Saphir. Should that be in our publication as Saphir is a direct item? Suppliers comment is one of the items they sell they sell direct to shoe repair shops. The same wholesaler said if that is what it is then he wants a booth in Jacksonville to show what he sells to the shoe repair shops also.

(Don) the real issue is that the by laws do not say anything about selling direct. This is an unwritten rule that has been in place since the SSIA was founded. The SSIA was started by wholesalers. It was a wholesaler organization. suppliers could come to shows. The rule was you had to sell through a wholesaler to come to a show. I do agree that trade organizations cannot pass rules that are in restraint of trade or unfair. But you can have an organization that is made up of certain kinds of members. I do not believe there is a law that says if you have an organization of wholesalers, you have to permit people who bypass wholesalers join. I know of no law that says you cannot limit membership to those who conduct their business in a certain way. But the issue is that we do not even have a by law that covers this. So there is no rule against what any of the suppliers are doing.

(Don)The SSIA needs to stop being the police and wholesalers that are upset can run for the board and change things. He thinks that this may force the SSIA to go back to just wholesalers. (Debbie) the SSIA has no bylaws preventing it. If the complainers want to change it they can become board members.

(Mitch) the bylaws define a supplier as someone who sells wholesalers and are approved by a handful of wholesalers. The SSIA does not need to micro manage the suppliers.

Paul motioned to accept the Ad the way it is, Debbie seconded it. All approved.

(Sandra) on FB shops are seeing how nice other shops are and are remodeling to make it look better.

Convention items- Room for Jacksonville are now \$134.00 and up with the ssia promo. Mitch will try and expand it. Sandra is working on Door prizes.

Walk through on Hotel is 8:00 Meeting and breakfast is 9am-12noon Friday Supplier/wholesaler meetings are after the convention Saturday. \$10 for everybody for breakfast. Breakfast is 8am-9am and meeting is 9am-1130.

Plastic bags- Mitch ordered and Bob paid for them.

Cloth bags- Marcello is ordering for him and Sandra with their logos. The others are going to be general. They will be 87cents. (Paul) we need to be ready with pricing and samples at the show. Forms with prices. Also bags for stuffers at the show. The bags will take 7-10 days from ordering.

Silver cup-

We had 17 silver cup entrees which is 34 pairs to judge and 9 World Cup entrees which is a other 18 pairs to judge of a total of 26 entrees which was 52 pairs to judges.

(Probably close to the maximum of shoes they could judge in one day)

ad 20 different shoe repair shop participated. One shop had 5 employees and 2 people entrees both contest. (Just so we are clear)

The judges decide to award 8 people in the silver cup contest:

1 grand silver cup, 2 gold awards, 3 silver awards and 2 bronze awards.

In the World Cup contest they decide to award 7 people

1 World Cup winner, 2 gold awards, 3 silver awards and 1 bronze award.

The list of finalists are in the newsletter and will be on SSIA FB site and website. Award winners will be announced in Jacksonville.

Convention 2016- update on the hotel search in Overland Park, Kansas Mitch sent out a visit of the hotels and the specs of each with the price of food, rooms, meeting rooms, etc. Of the three two are fine. Steve votes for the Marriot. Mitch also agrees that Marriot wants our business and has dropped the price.

Board replacements

Repairer replacement- Holly can run two terms since she is a fill in for Jim. Wholesaler replacement- for Bob - status of notice we plan to post about serving more than 2 terms Supplier replacement- there is none.

promotional material- Mitch will order posters and have promotional materials for Jacksonville and printed posters. Mitch will announce in the newsletter. All promotional materials are also available for members for free on line. The board approves Mitch perusing contract with Marriot.

New Business

Supplier that wants to rejoin and has sent in his application from TRG He voluntarily dropped out and wanted to sell direct. He now wants to rejoin and sell at the show. He is a full blown shoe polish company. Don made a motion to accept him and Paul seconded it. All approved. He will make up his dues.

Wholesaler from Australia wants to join and come to Jacksonville. H. Lefler company. Full line company. He qualifies in all levels. He plans on coming to Jacksonville. He hasn't sent in the application but will unless there is objections. So far there is no objections.

Things to do before the next meeting:

1. Mitch- order some posters for purchase by non-members for convention.
2. Marcello- order Bags Bring to convention for sale to non-members and give one to members. If they wish to order, will have them email you for a bulk order.
3. Sandra- finish convention giveaways and badges. Have tickets for Breakfast in the packet for those members or ones that paid.
4. Bob send check for newsletter.

Meeting ended at 6:49 PST or 9:49 EST