

SSIA Conference Call

May 13, 2014

Attendance: Jonathan Shaffer, Don Rinaldi, Bob Berman, Sandra VerBrugen, Paul Angelos, Rick Meyer, Mitch Lebovic . Notes by Gina Berman Absent: Jim MacFarland, Marcello Coronell, Steve Sachs.

Old Business

Financials: Bob said the Bank statement came today and there is \$82,264 in the bank sans any checks that haven't cleared. Bob would like to open a Visa that gets cash back so the shows make enough money to pay for Gina to take notes for the year and some other things. Cash back visa gives 1% of purchases. Bills can also be paid with it and then a check made out to the visa. The printer can be paid with it via phone call instead of waiting a week for a check. Airline tickets can be purchased as well. Plus a lost or stolen debt card can wipe out your account. Whereas, a credit card will stop unusual things and give you your money back. It's protection.

"Cobbler" Movie: Advertising and PR suggestions.

Presentation given to Don from Jim with costs by Karen Barker from FL. He'll send out via email.

Karen's proposals:

First Phase \$23,000 Advertising (countryish theme) Cute ad with country girl with legs in the air and boots on. And then there is another one with a guy wearing shoes. She wants \$4500 an Ad. And \$2000 to come to the show to do seminars.

Jim, Dana, and Karen are still working out details of 2nd Phase.

Directors candidates:

Paul, Rick and Sandra, are willing to continue(all for a second 3 term). However, Rick would like to bow out in a year. Mitch will put out open positions on the web site for nominations. Voting will be done at the Show. We can also take nominations from floor at that time. Don made the motions that we except the slate of candidates to continue another term. Bob seconded it. All approved. No oppose.

Philadelphia Show:

SSIA Party? Most suppliers are willing to kick in, so we should be ok. Mitch has already acquired several thousand dollars. Mitch is still working on a budget for food and heavy H'ors d oeuvres. Friday's conference Meeting time is 12:00 to 3:00. So people can either fly in Friday morning or do set up before the Frankford party. If you get there earlier come down to the room and we can set up for the meeting and start right when Rick gets there. Sunday afternoon will meet for a little while to go over problems and take notes for next years.

New Business

By Law change up for voting

Wholesale: Any firm, company or corporation who is a wholesale-distributor of multi-brands of manufactured shoe repair or boot repair products, or similar products, shall be eligible for Membership as a wholesaler member. The Board of Directors shall have the authority to determine the eligibility of any applicant for membership and may consider all relevant facts including, but not limited to, the following:

- a. The number of manufacturers whose products are resold by the applicant to independent retailers.
- b. The length of time the applicant has been in business as a wholesale-distributor.
For the purposes of this Section, "independent retailers" shall not include any retail outlet in which the applicant or any officer, director, employee or partner of the applicant, has any financial interest including, but not limited to any direct or indirect ownership of stock, leases, loans or the like.
- c. The number of independent retailers who recognize the applicant as a wholesale-distributor of shoe or boot repair products.
- d. The size and nature of the applicant's warehouse facility and its location with respect to any retail outlet.
- e. The type of catalog or merchandise listing which the applicant uses in the sale of the products it distributes.
- f. The nature of its sales staff and other services which it provides to its customers.
- g. The method which it uses to deliver products to its customers.
- h. Any other factors that the Board of Directors feels are relevant.

This definition of a wholesaler. It requires a wholesaler to have a physical location, not sell from a car or truck. It keeps a repairer who may also sell products to his or other stores from membership. I guess it says you cannot be both a repairer and a wholesaler. I think it will give future boards better criteria for determining membership.

It would be nice to tighten up the Supplier definition. I know we cannot say a buyer cannot sell direct to repairs. I am not sure if that is really against the law, but Mitch I think you believe it may be.

Our present By Law for Supplier membership uses the term manufacturer. We do have some suppliers who may not actually manufacture some of its products. For example, Petronio does not manufacture Multi-Purpose or All-Clear cements. They are made by Renia and packaged by Petronio. Should we also add "shoe and boot repair products" in this ByLaw?

Our present By Law for repairers makes only shoe repairer or retailers eligible for membership. What about a boot or saddle maker, or any maker or repairer of leather products? Maybe just add bootmaker. Or maybe just say shoes includes any and all footwear, including boots, sandals or any other footwear.

Also, I always was under the impression that an Associate Member could not vote. The By Laws do not say that. What do you all think about Associate members voting?

The By Laws speaks in terms of the Board setting dues. What about membership fees? We now charge a new member a \$1,000 one time membership fee.

We also need to, if we have not done so already, permit notices by posting on the web site or sent by email. I see no reason why posting notice of our annual meeting cannot be done on the web site. In most states legal notices need only be published in a newspaper.

Paul made the motion to accept the bylaw change and worded above and Rick seconded it. All approved.

Facebook administrators for the next few months for the shoe repair page and the consumer page:

Steve Sachs, Jim MacFarland, Mitch, Sandra. Marcello has been taking a lot of heat on the FB page so he has stepped back for some of the things he has done. Marcelo and Sandra have mostly done the consumer page and we need more input from others.

Meeting adjourned at 5:45 EST