

Ssia board meeting July 15 2011

A discussion was started about becoming part of the National Shoe Retailer Association. How do you become part of a larger organization without losing the unique identity of the SSIA?

Don had has discussion with the NSRA about doing this. We could do it on a limited basis. They could manage our membership and record keeping.

Toni Knable has volunteered to organize the ssia 's database. This seems to be a duplication of the NSRA merge idea. It was decided to put it on hold until we get more information from the NSRA.

Jim A. How much does it cost for the NSRA to run our organization.

We need the NSRA to give us proposal.

Why don't shops join the ssia? The main reason seems to be they don't perceive it to be a value.

Do we have the resources to offer something to our members?

Rick from Ruby leather states that he believes the biggest long-term problem in the industry is the aging shop owner.

Is the silver cup a value to the membership? The silver cup needs new rules to reflect the changes in the industry.

Raul's presentation on the new web site. New and modern website solely to market to the consumer. He thinks we need to spend some money to hire a professional to design it. Also the site would list all shops currently in the SSIA data base but feature the member shops. Could the SSIA consider spending some money on buying traffic or clicks to the site. This might be a way to offer some value to the members.

Can the wholesalers ask shop to donate money to the ssia? The wholesalers would match the money. This could be a potentially ongoing revenue source for the SSIA

Motion for the ssia to pick up hotel charges. Motion passed

Who will give out the silver cup? 3 people will be getting awards.

68,000 in the bank. 10,000 more in receivables. The show will deplete that by 20,000

Bags.

Balse has a new company to produce the bags at a cheaper price.

Motion to allow Euro International to join as a wholesaler pending payment of his dues

Also R & B medical supplies. Jim A provided his application and his check. Motion passed.