

After Show Meeting

Sunday July 21, 2014

**Attendance:** Bob Berman, Don Rinaldi, Paul Angelos, Jonathon, Rick Meyer, Sandra VanBruggen, Steve Sachs, Guest sit in of Mitch Lebovic, Harry Lowenburg and John MacLaughlin.

**Old Business:**

**Show reports**

Suppliers Report from meeting: Committee Head Paul

Fabulous meeting and were able to talk about many things. They weren't aware of many of the FB problems and agree there must be controls in place to maintain a decorum of professionalism. Marvin is a wealth of knowledge and has many ideas that the suppliers can do. Suppliers don't think it's a problem to have a high display and agree that the wall space should be higher priced.

Wholesalers Report from meeting: Committee Head Steve

All agree that they can get behind getting their salesmen to get repairers to come to the show and support it and learn. They will create an incentive to bring more repairers to the show.

The meeting was good. All agreed that Jacksonville will not be good for doing outside things and might not be a draw. There is nothing to pull. However, its central. Mitch will find out what it will cost to cancel but not that many people really go out and about during the show.

Wholesalers Revisit of the Friday to Sunday pull. Wholesalers that are sponsors of the weekend are supporting the industry by promoting it to all their customers. However, believe it should be in Miami. Rick said that all the Wholesaler agreed that dues are too low. At the meeting they all agreed to double.

Repairers Report: Committee Head Sandra and Marcello (nothing)

**Continuing officers**

Swearing in of the continuing officers of Paul, Steve, and Sandra.

**New Business:**

**Election of new officers:**

Rick nominated Paul for President and Bob seconded. All approved.

Jim Nominated Sandra for vice-president. Don seconded. All approved.

Don re-nominated Steve for Secretary. Rick seconded. All approved.

### **SSIA Show Party**

Party last night was good. Everyone had fun and didn't want to leave.

### **Jacksonville report**

There was support and that's why it was picked. Rick- the question becomes would it be a better show and have more attendance going somewhere else. Harry said he would host a national show in the future in his territory and get the support behind it.

### **Karen and PR-**

The information she presented to the board wasn't very affirmative and it was quick. Everyone came away not really knowing what the board was spending the money on.

Jim- the presentation she did at the seminar was amazing. There were only 12 people at it but the knowledge they got on how to go about talking to the media and presenting a newspaper article or information on "shoe repair awareness week" was really good. Especially if you were really good at that kind of thing.

Rick said he always approaches everything like it was his money. He said he needs more of a breakdown of what we are spending our money on. When it was broken down it makes sense.

Paul- feedback was give me a shot and I'll do it. She knows what she is doing but we need a plan. Rick- I was to see what she is going to offer.

She has to submit something broken down. Break down for us on a conference call.

Harry suggested that you have a conference call first and decide what you wasn't and need from her and what the focus should be for the week then have her on.

Don said She was asked for a basic price. We can't wait. It needs to be done next week.

Rick insisted that Mitch has the capability to do most of the things she was planning on doing. If she breaks it down into what each thing is he can do some and she can do the TV and media thing and concentrate on that PR.

Don had asked about some stock photos because he didn't want to pay \$4000 each for her to come up with ads. He found some stock photos and asked the person who took it if we can use and he said yes.

Mitch said that he can do press releases and such but doesn't have contacts to call the TV people like Ellen.

Everyone is in agreement of asking for a proposal of a breakdown of what she will do.

Rick said that we will never have national funding it has to be at a smart funding at local level.

One of the main focuses on shoe repair week should be "going 'green" and using canvas bags, saving landfills from shoes, and saving money by fixing shoes.

There needs to be the repairer name or logo also on the canvas bags if we are to get the repairers to support it and order. Whatever bag is used and design can have the back the store name if they order so many.

Harry- said he would host a national show in the future in his territory and support it.

Paul will poll suppliers on location of 2016 and Mitch will look into the possibility of moving the 2015 show to a different location.

Meeting adjourned.