

## SSIA Board Meeting

Friday July 24, 2015 Jacksonville 9am- 12

**Attendance:** Paul Angelos, Bob Berman, Don Rinaldi, Jonathan Shaffer, Holly Mahfoze, Debbie Wyatt , Sandra VerBruggen, **Absent:** Marcello E Coronell, Steve Sachs, **Notes:** Gina Berman

**Quorum:** Yes

**Vote on adoption of old Minutes:**

**Presidents Report:** Mailing List needs to be updated

**Vice President:** None

**Treasurer Report:**

**Year End Financial Statement:** Where can we cut costs? ( Newsletter, some silver cup awards) Comparison on 2013 and 2014 Can be sent to all board members.

There is close to \$20,000 in the bank. Costs of show are paid already but we are spending more than taking in. The newsletter is a huge expense to print and mail and advertising doesn't cover it.

Who is going to keep track of the expenses now? Discussion of whether to hire someone or keep it in house. Jonathan will look into hiring someone from Quabaug.

**-Suppliers, wholesaler, and repairer Reports:**

There will be Meetings at 5pm Saturday

**Old Business:**

Talk about who is taking over for Mitch.

**Positive things** he did that we need to continue is the website and all the promotional things and Convention. He will no longer do membership, financials and convention.: **Next year convention** (who?)

**For the future of Financial- How to keep costs to do within line to cost of revenue of membership, newsletter, bags, silver cup.**

**Check in**

Reusable bags One per shop Handed out with bag stuffers

Shirt- one per shop

Poster- one per shop

Purchase more at \$1.25a bag or 4 \$5

Purchase more at \$10 Aprons \$15

Available for download on the website

**Newsletter:** How many a year and Who is going to do it? The Original Green Industry needs to be **GREEN** by NOT printing. The suppliers said that they would not pay what they are paying to advertise if the newsletter was on line. So the problems is keeping the newsletter pay for itself.

The costs are about 31000 a year.

The newsletter costs 7700 and revenue is 7300. So we are close to breaking even but losing money. If Ad costs were raised to 700-750 instead of \$500 it would pay for itself.

## **BAGS**

The plastic bags cost is \$12,450 for the year.. Costs of a box for repairer is 22.00 a box. The SSIA is losing money on the bags. Advertising on the bag is \$2000. The costs to print and supply is 21.60 a box. It was agreed upon that the SSIA will not order plastic bags again next spring due to several factors including cost, not being green, and that not many repairers order them anyway. The Bags last about a year so we are looking at long term savings. There are states that are banning plastic bags anyway, so the SSIA should keep "green" by not doing a plastic bag. All agreed that they will not be ordered next year.

**Cloth BAGS** They look great but need the website on them. With the cloth bags, the bags can also be going to other businesses like shoe stores. It was suggested that the website needs to be on the bags in the future. Bags cost about \$1.20 with everything. They will sell for \$1.25 a bag or 4 for \$5. How will bags be ordered? Website order with shop name on back?

**Membership: How do we get people to rejoin?** There are so few repairers who want to join.

Mitch- all organizations usually have most costs that are paid by suppliers. They are usually only a supplier organization and are much bigger and draw a bigger crowd. They get the benefit of getting their stuff in the face of wholesalers and customers.

There was a discussion of suppliers, wholesalers and repairers and going back to what it was before.

Mitch said that even when it was free there were only 400 repairer members and now there are 297 so it wasn't a huge difference.

With the posters, media kit and Shoe repair awareness weeks stuff that Mitch has put together, being a member has more perks and hopefully more people will join in the future to access the members only are on the website.

There will be a repairer meeting tomorrow and Sandra will bring up to them about how to grow membership and or raise dues.

Sandra brought up that in Europe things are different and everyone wants to join because there is a sense of caring. In the USA its more about what they GET for joining. Hopefully the new things available to entice everyone to join.

Debbie- lets start adding in the newsletter "what can we do for you"

## **Cutting Costs**

Mitch said that if you really want to save costs that you need to look at the conventions and costs of certain things.(Party, breakfast, shirts, bags, coffee, etc. do you really have to give it away for free. )

Costs of the show has gotten out of had with all the things that we are trying to give away to the repairers. Everything that has been added of value to the convention costs but we aren't asking the people to pay. Breakfast cost is 35.00 a person but we are only asking 10.00 a person.

The Saturday night party is costing 10000. Pluse we are picking up the difference in breakfast.

Silver Cup expense \$5383 so far.

**In Kansas we need to spend \$15,000 on food costs that include the party, and a continental breakfast, and board breakfast. We need to make a decision by Feb for where we spend the money.**

**Shoe Repair Awareness Week:** Mitch put together a great program for the repairers. The website has great information for shoe repair week and advertising. Including Posters to download and talking points.

**Bylaws: Paul will bring up the changes we are proposing on the term limits at the membership meeting tomorrow. The reason for the change is that no one is offering to take Bobs place and he is termed out.**

## **New Business:**

**Vibram- Bill Ells**

**Vibram Van**

22 foot van for USA 55foot trailer truck for Italy

Vibram derives its business by the selling soles. They have a brochure that explains that soles but that the local shoe repairman can do zippers, etc. This will grow and create buzz for shoe repair.

Most of all the soling is in Italy but some is made in Asia. There is one distributor wholesaler that has signed on already to carry the complete line.

The brochure will have pictures of shoes before and after repaired. This will reach millions of people and will be good for the SSIA.

This is to reach the consumer!

For the Website (which is what the repairers are concerned about) sending in the repairs.  
Send in the shoes to New Shoe.....pre printable label or address. New Shoe will repair/add a sole.

**Meeting Adjourned 12:15pm**

**July 26, 2015**  
**Sunday Board Meeting 8am**

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**Attendance:**

Pat McCabe, Paul Angelos, Bob Berman, Holly Mahfoze, Jonathan Shaffer, Phil Wadzinski, Kevin Donahue

Absent: Marcelo Coronel, Steve Sachs

Kevin Donahue- Thank you for your time. Yesterday at the suppliers meeting the suppliers came up with a list of things that should be available to new members. There should be a welcome back for all new members with goodies the suppliers furnish. Vibram volunteers to put the bags together and mailing them from Vibram.

Debbie thinks the welcome package should be separate from the Show. Mailed as soon as they join with a welcome letter. Letter can state website, phone numbers, how to get posters, etc..

You also need to get the financial end in order. Being able to go on line and know what you have immediately and where is the money coming from. There can be two people that can go on line at any time President and Treasurer to find out what we have. There also needs to be someone to do the billing.

A decision needs to be made on how the SSIA is going to do the books. There is the possibility of going in house to a supplier to volunteer to do the books using one of their programs. If not someone is needed to do quick books.

Kevin thinks that the newsletter costs are too much and should be electronic. Postage alone is 3500.

For the phone line a cell line was considered and then the phone could be passed around. Holly agreed to add a cell line to her phone.

Holly would get the questions answered by the person she thinks can answer.

Debbie- Doesn't think that board members should be answering questions on FB.

Sandra, Johathan thinks the question should be answered once that its not board forum.

We need a person to take over membership. Membership mailings aren't complete or mailed to old members. (after the meeting Gina suggested putting membership applications in the newsletter that goes out to all the shops)

Pat said We need to Stick to the agenda in the future with time limits. The conference calls go to long and anything longer than 90 minutes is too long.

The conference calls are too expensive. \$2400 year to date. Pat said that the free conference line is available.

He made the motion to use them and Debbie seconded it. All approved.

Mailing list is not totally accurate and needs to be updated. Gina will update it as postcards comeback from our mailings. The mailing list is from Vibram that updates it every 3 years.

Pat suggests that Miami Leather would be willing to try and increase membership and bill in increments to their customers.

Debbie suggested staying with the same hotel chain to get a better rate and will deal with one person that always has what we need for the convention on a list.

For convention checking in person, the board members suggested having the local Wholesaler and one member check the hotel.

Email and phone number check list needs to be mailed to all board members to that everyone has them.

Meeting adjourned at 10am