

## **SSIA San Diego Board Meeting July 26, 2013 12noon**

**Attendance:** - Don Rinaldi Blasé Knabl, Paul Angelos, Bob Berman, Ira Freedman, Mitch Lebovic , Rick Meyer, Sandra Verbrugen. Meeting notes; Gina Berman

### **Secretary and notes:**

Gina to put together a secretary's book with notes, insurance policy, and mission statement. Keep records of illness, flowers, cards, etc and be directly the assistant to the secretary.

Don motions to hire Gina to keep the records. and Blasé seconds. All approved.

**Newsletter:** Need someone to be in charge of the Newsletter. Sandra will continue to input. In the meantime give articles to Sandra. Looking for someone to be in charge and come up with articles (from whoever). Blasé got an offer from Mitch to do the newsletter. Previously Mitch could not get a newsletter out on time. We would like Mitch to know that if the newsletter is not out on time we wont continue to have him work on it. How many pages should the newsletter be. Don would like to have 12 pages. The one after the show needs to have a membership form included and show pictures and go to all shoe repairers not just SSIA. 3 A year May 15<sup>th</sup>, Sept 15<sup>th</sup> and Jan 15<sup>th</sup>. Blase makes the motion to hire Mitch to do 3 newsletters a year. Paul seconded. All approved. All articles need to be to Mitch at least 20 days before newsletter is due. All approved.

**Advisory committee:** The board is always reacting. The advisory committee could keep the board continuing to keep the board moving and pro-act instead of react. This committee listens to the membership and advises the board to what the membership wants.

Supplier member, wholesale member and shoe repair member be on the advisory committee. So they would listen to suggestions and complaints and bring them to the board.

Ira will be the repairer members. Paul will be the supplier members and Steve Sachs will be wholesalers advisory committee.

Membership criteria: What is a supplier member? 4 wholesaler members that will vouch them that is selling their product. Don thinks all the wholesalers should be notified before they are let in.

What is a wholesaler member? Needs to have a physical location that was never another name that was bankrupt. What is a repairer member?

(Pull off of previous notes)the definition of supplier and wholesaler.

Don makes the motion to have the proposed advisory committee. Ira seconded. All approved.

**Mission Statement:** The objectives of the association shall be to promote the welfare of the shoe service in general and the members of the association in particular by every lawful means.

**Strategic Plan:** Don thinks that you should leave it to the new board but he feels it's a waste of money for an organization this size. Blasé thinks we should spend the money and get a plan. Paul has been on boards before that come up with a great plan and no one implements it. Gina said the same thing happened with her organization. The overall consensus is to do the plan as a board off of the outline of the plan that Gina has.

**Silver Cup:** How often. Entrees must be sponsored by a member wholesaler. Entrees need to be presented in each show. How to keep it just for U.S. Have a Don DiRinaldo silver cup for just the U.S. every 2 years and have an Artistic award, a silver cup for the International entries. Every two years. Gold silver and bronze awards for just the U.S.A. The shoes need to be shown every year in the display case at the convention where ever the convention is at. Each trophy with the shoes need to be presented in the newsletter.

How do we get more entrees? 24 entries, 9 were from U.S. the rest were Canada and International.

Ira came up with a great idea to increase membership:

Membership package: T-shirt, decal for window, welcome letter, what a silver cup winner is, a value credit. Downloadable signs to print. Newsletter recognition of new members shops. Free hotel room for a winner for next show. Charge for seminars for non-members and free for members.

Website: members are to be listed first

Marcelo: is working on creating a link for people who like shoes and click on the link for 3cents for local shoe repair.

Meeting adjourned at 3:00