

SSIA Board Conference call Tuesday August 14, 2012

call to order 8pm EST

Attendance: President: Don Rinadi, Vice president: Blasé Knabl, Treasurer: Bob Berman, Ira Freedman, Sandra Verbruggen, Harry Loewenberg, Paul Angelos, Mitch Lebovic. Gina Berman taking minutes.

Rick Meyer and Mike Morelli not in attendance

OLD BUSINESS

Show results and financials:

Show Revenue Booth Sales - \$37,500

Sponsors - \$7,300 (I. Sachs Sons and Ruby Leather for the reception)

Total Revenue - \$44,800

Show Expenses

Hotel - \$28,100, Marketing - \$3,900, Registration - \$1,000

Total Expenses - \$33,000

Profit from Show - \$11,800

Bob said the Balance in bank account was 97,729 end of July. Mitch said Hotel bills just came so they will be reviewed.

Ira was hired to take pictures at show and bill his bill is _____ Pictures to go on website with link on FB page.

Show was good but want better location or with something to do. Maybe put a package together for next show on transportation alternatives and other things to do for family members. Calling auto club with what to do in San Diego.

For show have silver cup presented at dinner. Don Rinaldi- Like the idea of dinner to get everyone together at least once a year.

Seminars at show well received concentrate on education or repairer and public.

Newsletter:

Harry-requests articles to fill 8 pages. There is one article from Mitch about show and Several ads. Need more content to fill newsletter. Need more ads.

7000 newsletters going out. Mitch suggests going 1st class for members and bulk for non-members.

Event calendar suggested for the newsletter for open houses, shows, etc.... wholesalers must submit event dates to be included for the quarter.

Trying to get information for this newsletter on the benefits of being an SSIA member. If not done within the week will In future newsletter s-benefits of being an SSIA member.

NEW BUSINESS

Discussion of Acor and broken rules

ACOR is not a wholesaler. He is a supplier that violated the rules in the industry. Violated the rules. Showed at show and collected emails then He also put out an email selling direct eliminating wholesalers. Harry Loewenberg motioned that he should be removed from SSIA . Blasé Knabl seconded the motion. Vote was unanimous.

Mitch- (Legality) has to show cause and notify member in order to expel. Must give 30 days to respond

New members: Sandra suggested a welcome package for each. Everyone needs to suggest a program or a way to get new members and more repair shops coming to SSIA. A list of benefits of being a member to go to Gina's email so that she can compile a list. Her email address is rberman3@aol.com

National shoe repair awareness week Oct 9th ? With the continued rough economy it's cost effective to repair, recycle, and renew. Someone (Mitch/ Sandra) needs to submit the information to the news and a little tidbit on the SSIA to get some free advertising.

How to get people aware of shoe repair and its benefits were discussed. Mitch brought up that in the 50's the Magazine tried to make the same awareness through several avenues that were not successful.

Next newsletter is suggested for January.

Meeting adjourned. 9:45 EST

