

SSIA Conference CALL Monday August 18, 2014

Attendance: Paul Angelos, Bob Berman, Steve Sachs, Don Rinaldi, Jonathan Shaffer, Marcello Corenelli. With Mitch Lebovic and Gina Berman Absent: Sandra Verbruggen, Rick Meyer.

OLD BUSINESS

Paul Angelos gave Sandra's notes on the show and talked about the good pull the show had and new members.

Vice President: Sandra Left this message-

Shops registered and attended:

Saturday: 162 shops

Sunday: 67 new shops only! (this does not count the Saturday shops that may have also attended Sunday)

Total shop attending: 229

New shoe repair shop who became a member or renewed their membership: 59 shop (Mitch can you check?)

I do not have a people count as registration is so busy we do not count the people.

.Show report: Mitch Financial –

What the show cost/ how much was made/ how much left in coffer. \$15,000 for party. Show made a profit of \$1000. Show was around \$49,000 and brought in \$50,000. After all is said and done we will have around \$50,000 left and Karen will be \$7000 more.

Show successes: Good attendance of shops. Party and breakfast was such a hit and it would be good to continue. Suppliers had good pull and everyone liked Blasé's contest.

Show improvements:. Needs to be addressed:

Canvas bags. Jim- Bill Atchu found a company that does recycle bags. 88cents a bag. Paul- some shops will love the bags but how many shops will participate? Don- If we are spending the money to have Karen brand us then it's a natural progression to have bags and put our brand on one side

. Marcello- Uline has a 300 minimum for 86cents. Suggestion is for SSIA to print and order a bag that you can then order and have your shop printed on the other side and pay for bags. Suggest we send the shops to the site and order from the SSIA stock and have name printed on. This will grow over time and it's the best way to start until there is more pull.

Party

The Party was good for suppliers because they don't have to take folks out to dinner. Make it open to wholesalers to pitch in for the party too. Out of 34 suppliers about ½ contributed for the party. As part of the show agenda we should plan to have again and ask for more participation.

Discussion of raising dues. Don said the suppliers pay for the party and booth space and we can't ask them at this time to raise the dues.

Wholesalers dues can be raised but not doubled like someone suggested at the convention. Repairers pay \$45 and now they get a Tshirt, breakfast, and a party. The dues can be raised slightly. Discussion was tabled until next meeting in Sept.

Hospitality Room/board room: Have the room the board uses open to the suppliers and volunteers only, that way they can grab a quick cup a coffee and water. It was nice to have a room to go to and rest.
For exhibitors and volunteers only.

Forms wasted/delete dated form add space for date. Note from Sandra that over 4000 forms were pitched combined from both last year and this year, along with newsletters.

Mitch said he orders 3000 forms and they were to be dispersed to the wholesalers to promote the show and they over runs then sent to the show. They were printed and used for promotional items.

Newsletters had an over abundance this time due to printers and we didn't pay for the overrun. They were thrown out because they were too many printed by printer. (could have been given to the wholesalers to pass out to those that didn't come to show instead of pitched)

Coffee/water set up at registration area for people coming in to be left all day. This is an expense we don't need right now and we supply breakfast and a party for them. They can buy their own if they want it.

Newsletter: Mitch- Scheduled for Sept 15th and Status and articles are right on schedule. It will be out on time.

PR campaign: Jim/ Karen

Jim- Karen has contacted Sara Needleman and 12-14 news media people for free Public Service announcement of the Shoe Repair week of Oct 12-18. This was passed in 1994 but not many have taken advantage of it. They can use the local station and newspaper with the write up Karen will post on the website for use by members.

Movie Committee (Jim, Dana, Gina)

Movie to be released in Toronto in September 11th. The movie will then be sold and the SSIA will be introduced to the people it sells to, for promotion opportunities. . Mary Jane Skalski, the producer, has asked for an audience of Karen and Jim so they can meet and talk about promotion and posters in shops. Mary Jane has made about 20 different movies over the years. She has some ideas. She wants to talk with Jim about History of SSIA and the green aspect of the industry. Karen will talk about promotional ideas with shops and FB and media. She is heavily relying on social Medias for promotion and will do a write up on how to go about using and promotion and put on the site.

They will not be able to do all 7000 shops but the SSIA will select the membership and select shops to promote the movie.

You can type in IMDB and then put The Cobbler in the upper corner for info.

Jonathan made the motion to send Karen and Jim to Toronto to meet with them for 2 days. Bob seconded and all approved. The total cost will be about \$1200 for Hotel, and air.

2016 Convention sites

Discussion of possible sites for 2016

A number of my responses listed more than one city. Harry said he felt some of the Texas cities would be good and Houston is a large city and he also mentioned Dallas. He said Cincinnati is a good city but tough to fly into price wise.

Here they are: Chicago by far had the largest number of votes, Nashville Columbus Ohio, Cincinnati Ohio, Minneapolis, Canton Ohio, Memphis Indianapolis, St. Louis Detroit from Blaze

now I got other cities mentioned but I don't think Denver and some others are what we consider the mid west. We also need to identify what we are trying to achieve: Large Turnout or a different city to bring in other shops that have not attended

Discussion ensued but it was tabled until next meeting. Mitch can look at a few different places and have a better idea.

New Business

SSIA has talent for 2015 Show in FL- Lee Effronson wants to do something fun like this at the next event in Jacksonville at the party. He will run and do the prizes. People will send in audition tapes and he will pick 3-4 to do.

letter from Leonard Lang of Black Hills Boot, Tarp & Zipper Repair in Newcastle, Wyoming. Jonathon called him and he seems to be using a soft material. Jonathon made suggestions for him.

Fundraising for promotion of shoe repair during the movie can't be paid for by just SSIA. The repairers will all need to pitch in and also promote on their pages on social Media. Karen will write up a basic plan for social media for the repairers to follow and have a written statement for the local news media on FB.

List of things to do before next meeting.

Karen's New Media letter or write up for them to submit.

Marecello- info on bags

Get more info about the Movie from Jim and Karen after going to Toronto.

Check off list-

Poster available to download on website

New Media sheet for repairers to use

Get info on bags out to repair stores