

SSIA Conference call minutes for August 25, 2015

8pm EST call in number:877-326-2337 code:1563699

Attendance: (Should be): Paul Angelos, Jonathan Shaffer, Holly Mahfoze, , Debbie Wyatt , Sandra VerBruggen, Steve Sachs, Phil Wadzinski, Pat McCabe, Bob Berman Notes: Gina Berman Absent: Marcello E Coronell

Quorum: Yes

Vote on adoption of old Minutes: Minutes from the convention. Motion to approve the minutes of the convention meeting. Pat motioned to approve the minutes from the weekend and Paul seconded. All approved. **I didn't hear who actually did this so contact me so I can correct this.**

Presidents Report: None been on the road

Vice President: It was a great show

Treasurer Report:

The bank statement said we have \$40,806.25 But checks for \$10,201.30 were written Check for the newsletter postage is \$3500.
Balance in the bank is \$30, 605

Suppliers, wholesaler, and repairer Reports:

Convention reports Wholesaler meeting, Lee had a suggestion to increase the dues and have a 50/50 drawing. He also talked about giving a new membership packet. Suppliers will also increase the dues. Dues for suppliers and wholesalers are \$250.

Sandra said that the repairers that are not members are the ones who take most of the stuff. If they are not members they should have to pay to get into the show if a non-member.

Phil- said he wasn't aware of non-members not being charged. The suppliers are worried that the repairers would not come if charged. Holly said that Steve Dudalican said people came out loaded.

The security guard doesn't check those going out. Holly thinks that suppliers should have a goodie bag from each table with their name on it. Gina suggestS (like the shoe reps) that samples on the table get drilled or marked as SAMPLE ONLY so that no one takes them.

Show rules need to be addressed at the next meeting.

Old Business:

Mitch- What he does now and who takes over for 1)billing 2) Membership 3) convention preparation and follow through 4) website etc.

Mitch would like to do some of the promotional stuff for us and web site. He is the best person to put the minutes on the website.

Mitch uses a service for the conventions. They find the hotel. They can also arrange for someone to make sure at the hotel that everything is working or if people need electrical etc. Mitch is thinking about the possibility of doing the convention.

Jonathon said that billing didn't go out so a lot didn't get paid. Mitch is moving in October. A mailing address needs to be addressed immediately.

Gina said that you need a company that handles non-profits to do the major things. Maybe using the same company of the PFA and NSRA.

We may have to do it in a few stages.

Next year convention (who?) Mitch sent a list from the convention so we know how many rooms are taken up just by the exhibitors. How many extra for shops and wholesalers etc..Mitch sent out a list of everyone who had rooms but they weren't separated from suppliers and repairers and wholesalers. We need to up the room block. The hotel room block Mitch sent out on May 6th and it was booked at that time.

Show floor rules: you need to be a supplier or distributor that handles the line in order to be in that booth DM Group Spain

Free Calling: Pat McCabe set up a great conference call. We should set up a call next week to check it out and try it.

Membership How do we grow? Gina had suggested after our meeting in Jacksonville that the membership application gets blown (advertising term)into the newsletter so that every shoe repair receives it once a year. Holly has suggested that all the mail come to her in the interim. And she can help out with membership. Pat is willing to work on membership and he is buying 200 bags for Miami Leather.

Need to send an application to Go-Leb@comcast.net He was at the convention and said he has not received an application. Mitch said he can join by going to the website. Someone needs to call or email him to see if he did it.

Shoe Repair Awareness Week: The website has great information for shoe repair week and advertising. Mitch has set out everything on the website but has 1 more to come out just before repair week. If wholesalers want to get involved in repair week, they can get a press release also to promote.

Glen DeMaruo is getting a lot of press on his Silver Cup.

Advertising: rules we need to write it down for all to see. Lets work on it at the next meeting. There is nothing in the bylaws that says certain things can't be done. Pat from Miami Leather said that there should not have been a problem with the Ad that was run with the list of

wholesalers that carry it. Jonathan said the SSIA doesn't allow wholesalers to run Ads. All ads need to say contact your local wholesaler and not list the wholesalers.

Steve is having an OPEN house to show machinery in Michigan and a lot of suppliers are supporting it. Some calls have been made to both Paul and Steve as to why are they supporting SRI that wants to take down the SSIA. This is a mini convention even though this is an OPEN HOUSE. Paul doesn't think this an SSIA issue and others can have any open house they want.

Jonathan makes the motion that no wholesaler names on the Ads. Steve seconded it and all voted yes with one abstention of Pat because he doesn't understand.

Fabric Bags: Sandra has 500 in her garage. The website also needs to have an order form for stores to order with their logo name on the opposite side and have it shipped to them and paid directly from the store to the site. Someone needs to take Marcello's spot and also be responsible for the bags.

New Member packets: Where do we stand and who is keeping track?

Officer votes: President/vice Pres/sec/treasurer Treasurer: who will be the treasurer

Newsletter has not gone out yet. Bob just paid the \$3500 for the newsletter postage so it will come out.

New Business:

SVIG own membership Sandra wants them approved for their own application. We need to address the issue of 8 wholesalers approving a supplier. Sandra thinks it too much and it should be lowered. Paul thinks the Suppliers should get together and discuss it.

Officers

Steve wants to step off as secretary because he said he doesn't have time. He will stay temporarily. Phil nominates the slate of officers. Paul as President, Sandra as Vice president, Steve as secretary until one is voted on and Bob will temporarily write checks and act as treasurer until one in voted on and approved. Steve seconded it and all approved.

The rest of the things to talk about is tabled until next meeting.

Projector purchase
Printer Purchase for Sandra for convention use

1. Paul will call a couple of organizations of cost for nonprofit and contact Suppliers on the Ad approval for wholesaler names or on AD rules and bring to the board for approval. This way something will be written for everyone to see.
2. Holly will have membership mailed to her house
3. Sandra's mom will do the billing temporary billing

MEETING ADJOURNED AT 9:30PM

