

SSIA Conference call

Tuesday September 22nd 8pm Eastern time

Free Conference number is 712-432-6100 and enter code 15151347#

Attendance: Paul Angelos, John McLoughlin, 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:

Debbie Motioned to approved the Minutes of August 26th John Seconded all approved

Presidents Report: Sent out an email to association management places for costs. The places can do everything that Mitch was doing for about \$20,000 a year.

Vice President: none

Treasurer Report: **Bob Berman** As of August 31st Bank statement says \$40,735.93 Checks that haven't cleared are \$5393.42 Leaving a balance of \$35,342.51
Show expense: \$31,820.76 We don't know that show generated amount.
Silver Cup expenses: \$5,183.55
We probably should not give discounts on a booth. We don't know if the sponsorships for the Saturday night Show and the booths have been billed.
Holly thinks that all show fees need to be paid at least two months before the show.
John thinks we need at the facts before even talking to people on association management.
Debbie and John are looking into management companies.

Old Business:

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. That way no one is forgotten.

Pat called several shops in the FL area about membership and joining.

Debbie said there needs to be a campaign on why membership is worth it. The shops in her area don't see a reason to join.

Cost of membership for repairers is \$65.

Holly says that we just need to step out on your own and care about being a part of the organization and the repair family.

Convention 43 suppliers and 56 tables so the show should have made at least \$31,000 We don't know if all the booths were paid or billed for the tables or sponsorship.

shoe Repair Awareness Week: The website has great information for shoe repair week and advertising.

Mitch's responsibilities: All media work (newsletters, posters, promotional items, repair week)

Was membership List called?

Gina went through the list of email address passed around at the breakfast. Added 12 new email addresses to HER list and some are not on the list of members. They have no address or other information other than name of shop and the person's name and email. I have the updated repair list that someone needs to update on the website. SUGGESTION: That all members go to the site and update their information.

Pat has suggested that we come up with 3 committees and the different areas can come up with suggestions or do things without involving all 9 members. Membership, finance, and convention.

Everyone (supplier) on the show floor should be a member. It hasn't been fair the last few shows that people are selling on the floor at someone else's booth.

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.

Discounted Mug is the bag company name. Marcello dropped the ball but the bags look good. Now the bag company has the set up logo and bags can be reordered with the company name. Marcello is no longer involved so John will call them and find out the information.

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

New Business:

New Board seat-

Marcello is resigning and supports Steve. Sandra and Holly suggest Steve Dudaklian. Sandra motioned that Steve D is a board member and Steve Sachs seconded it. All approved.

Sandra brought up Debbie's comments made about her and a argument started that was not going to be settled.

Motion to Adjourn.

