

## SSIA Conference Call

September 23, 2014

**Attendance:** Paul Angelos, Bob Berman, Steve Sachs, Don Rinaldi, Jonathan Shaffer, Marcello Coronel, Sandra Verbruggen, Rick Meyer, Absent Jim McFarland, Mitch Lebovic Gina Berman: notes

Paul motioned to adopt the meeting minutes of the last 3 meetings from the conference Weekend and August 18<sup>th</sup>. Don seconded. All approved.

### OLD BUSINESS

#### **Presidents – Status of Kayrn**

Kayrn hasn't been in contact with any member of the board or committee for weeks. She has missed all the deadlines and presented nothing. She has not even submitted an invoice that Paul asked for in August. All the board members discussed what she has and hasn't done in phone calls, writing up press releases, and things for the SSIA website. Everyone is in agreement that she hasn't done what the board contracted her to do for shoe repair week. She knew how critical this was for the members. This inaction tells us that she will be detrimental for the upcoming movie release by wasting our valuable time and possible missing deadlines there also. Paul made the motion to terminate Kayrn's contract and Steve seconded it. Vote was taken and all approved. **Paul will draft a letter to her stating our displeasure of her inaction, tardiness, and undone promised items on the contract. The contract is terminated.**

**Vice-President-** Nothing other than the posters on the website.

**Treasurer-**Funds available in account (We now have a credit card) We have \$52,000 in the bank now but still have some bills to pay. We should have \$45,000 in the bank after.

**Secretary-** nothing to report

#### **Committee head reports -**

**MOVIE-** Movie was sold and will be out in the spring. We don't know anything yet on dates or exactly when it will be out. When Jim gets back will inform us of the status.

**Update on Shoe Repair Awareness week-**Sandra- :downloads of the posters are available on SSIA site, and then they can take to the printer.

**Posters:** The posters that Mitch did don't have the wording on it and need to be worked on. The ones Sandra did would not be good resolution blown up. Mitch changed resolution and put on SSIA to download.

For the shops that don't know how to do it, we should have instructions in the newsletter. Rick said it has to be available to all the members to make it worth the effort. Paul – then why would you be a member? There has to be something for the members. Rick – why do all this work if all the repairers can't know and download? A discussion about this once of letting the non-members print the poster and then a **blurb would be put in the newsletter** on the availability of it for members in the future.

Paul made the motion that this poster of "shoe repair awareness week" be available on the website for all shoe repairers even non-members. Rick seconded it. All approved.

Paul- if we had the ability to man a booth at the conference with “shoe repair awareness week” paraphernalia it would be good. Also have some info on when it was passed and what they should do with it. Gina volunteered to man the booth since Sandra and others are busy at the entrance and she is there anyway.

Paul read parts of what the “July 3<sup>rd</sup> 1994” Proclamation from when congress approved the week. We have to look at what it says whether its the 2<sup>nd</sup> week or certain days. Its open to determination.

**Repairer DUES-** Sandra will put it on the repairer's page and see what they say.

Paul-We can't do more things at the show and not change revenue. Trying to get the shops to join won't change whether the dues are free or \$250. Rick- we have the vehicle in the newsletter, and in the wholesalers to constantly talk about joining the SSIA in mailings. Salesmen will talk about all the things we are doing and why they should join.

**SHOPPING BAGS-** Marcello is working on the bags with a company. It is a \$35 plate fee for our printing on one side of the bag but they are waving it if we order over 10,000. For certain colors its between 76cents and other color 78 cents. Shops can then have their shop info on the other side. It would be 7-10 business days for the order to be ready.

Don- we should put it in the newsletter that we have an ecco friendly bag. Rick- we have to or will never get to 10,000. If there is any hope of getting the word out we have to tell them, and how to sell or give to the customers. Rick- to do this right we need to not rush this. If it takes a little while to get this right and decide on forms, etc so be it.

Don- putting a teaser in there to get the repairers excited for the bags and coming availability would be good so that we can be ready once available.

**SHOW Committee** – Tabled until next meeting since Mitch is not here.

**Newsletter-** Still in works and not at printer yet. The Renia article held that up this last week. Don called some other Suppliers of Glue and discussed the Renia article on the newsletter. They were all in agreement that the article reads as an ad and puts other glues down. The SSIA will not put an article in the paper for free about one persons glue over another. If he wants to take out an Ad then he can say it. Jonathan also thinks it reads as an AD. Bob- it's our newsletter and can decide what we run. Jonathan made the motion to remove and Don seconded the motion to remove. All approved.

The newsletter will have the picture of the poster and say something about joining and can pull the poster from the SSIA site to print. Sandra will talk to Mitch

Non-member advertising: Paul/Bob: We should allow ads by non-members but charge more for the AD. Anyone that sells products to shoe makers, Don- motions to accept non-members advertising as long as they are not involved in shoe repair. Otherwise they need to be a member. We can take it as a case by case basis. Bob seconded it. Bob- suggested that one or two people look at all advertising. Seconded by Rick seconded. All approved. The newsletter needs to say that we are accepting non-members Ads as long as its not shoe repair related.

**2016 Show site**.-tabled until next meeting

## **NEW BUSINESS**

Silver Cup- committee: Sandra- We need to decide on a date for the date shoes are to be in now and put in the newsletter since people are busy in winter and during the holidays. Silver cup judging is April. It's fall so we need to let them know in the newsletter. Sandra will get with Mitch and Jim and decide and Mitch can add it to the newsletter before it goes to print.

Membership renewals: tabled

**FB and SSIA WEBSITE:** Advertising, announcements, ect Before each newsletter Mitch needs to send out an email to all wholesalers that if you have an open house, you can list it in the newsletter. Just call Mitch with dates. Keep it on the board Agenda that it goes on every newsletter.

Questions the Board has for Mitch:.

Paul- is there any check list for the newsletter?

Sandra- is there a total from the convention? Did Mitch add it up? Ira's check hasn't cleared yet. The board would like to know the total from shirts, new memberships, etc.

Meeting was adjourned at 6:15