

SSIA Conference call

Tuesday Oct 23, 2013

Attendance: Don Rinadi, Bob Berman, Ira Freedman, Blasé knabl, Marcello Cornell Inglesias, Sandra Verbruggen, Paul Angelos. Absent: Mitch Lebovic, Steve Sachs, Rick Meyer.

Newsletter schedule for 2014. How many issues? When do you want them in the mail? I will develop the production schedule from there. How did it look and response.

FB response was really good on the newsletter.

Newsletter was excellent. Everyone really liked it and the Silver cup winner pictures that were posted. At the same time doing membership drive and listing renewal in newsletter.

Next issues should be: Jan, May, Sept. Don motioned, Paul seconded. All were in favor.

SSIA Signage.

Mitch will have a draft of the sign promoting SSIA membership prior to the call and some ideas for moving forward with that project.

Not done. Ira, sent Mitch design for draft. Ira will get a quote for a graphic artist.

2014 Show

Door prizes, party, cost of brunch, etc.

Leave door prize the way it is from local wholesalers.

The brunch: no non-members. Advertise it as a membership meeting. Announce it in the May Newsletter about the membership meeting.

Frankford Leather and Mike Leiberman are doing a Party on Saturday after the show ends. Everybody is welcome.

New Business

A movie is coming out that is called the Cobbler. About a 5th generation Cobbler who gets his grandfathers old sewing machine. It's an opportunity to promote shoe repair.

FB pages: We have a consumer page and a shoe Repair page. Consumer page is for wholesalers and the board to post pictures pulled from repairers.

SSIA is setting itself up for a law suit for allowing Bullying on it's repairer page. As a board we need to come up with rules on banning for language abuse, bullying, or a personal attacks on companies or people. So far 2 people have been banned.

The first offense is a ban of 30 days. 2nd offense is 60-90 days depending on offense. 3rd is a letter of apology to the board and all wholesalers, repairers, and suppliers to be posted on FB and a possible permanent ban.

As we were having the meeting and discussing issues and looking at the FB page someone noticed that Ira is posting everything all board members are saying on FB. Don and the board talked to Ira about the confidentiality agreement and not posting discussions. If he wanted to post a final vote on something the board decided on it was OK but not a discussion.

After Don asked Ira if he can keep what they discuss confidential and be impartial and Ira said no, that his first allegiance is to the repairers not the board.

Don Made a motion that Ira be removed from the board. Paul seconded. 2 voted no, 5 yes to immediately remove him from the board.

Paul made the motion to appointment Jim McFarland to fill Ira's spot for the remainder of his term. Marcello seconded. All voted in favor of removal.

2015 SSIA SHOW

2015 show will be SE locations and Mitch, Paul, and Jim McFarland will look into what is the best location.