

SSIA Board Meeting November 2, 2011

Don
Balse
Paul
Bob
Sandra
Raul

Review of financial report shows little or no change since last review about 60 day ago.

Bags

Should we lower the price of the bags? Will it sell any more bags? It's not about the prices. It's about the getting the. Harry will draft a letter to the wholesaler advertising the bags. Don will distribute the letter and some samples bags.

Our current web site get about 10,000 hits a month from consumers.

The Show

Show committee
Mitch
Sandra
Mike
Rick

Rick has the idea to promote shoe repair as a career opportunity. Put up signs in shop near the show. Have a booth at the show and a place on the website to provide information about the show.

We all need to review the show to do list fill in what we think is missing.

We need to create a time line or deadline list and establish

Initial promotion to for the show should begin in February

We will have an ssia boot at the show.

We need to get the bags out in the area of the show.

Topic for the next meeting, which will be first week in December

3. Update the Website and raise consumer awareness.

