

SHOE SERVICE

The Newsletter of the Shoe Service Institute of America

Spring 2018 • Volume 7 Issue 2

SSIA CONVENTION

SSIA Set for Baltimore Convention July 21-22

SSIA's 114th Annual Convention will be held at the BWI Airport Marriott in Baltimore, MD July 21-22, 2018. It's time to finalize your plans to attend. Here is what you need to do.

Make Your Hotel Reservations

SSIA has secured a group rate of \$139 per night. This rate will be honored until June 27, 2018 or until SSIA's room block sells out, whichever comes first. SSIA's room block often sells out long before the deadline, so make your reservations early.

To reserve a room, call 410-859-8300. Be sure to tell them you are with SSIA. You can also reserve a room online by visiting www.ssia.info/convention and clicking on the reservations link.

Register for the Show

Show registration is free, but it pays to register in advance to minimize your time at the registration table in Baltimore. You can register by visiting www.ssia.info/convention and clicking on the registration link.



Member Benefits at the Convention

This year's convention will feature special benefits for members. Only members are invited to SSIA's annual meeting Saturday morning. This is a chance to participate in decisions that impact the association and provide input into its direction.

Members will also receive a t-shirt, a cloth bag and promotional items. If you want to join SSIA and are not currently a member, please visit www.ssia.info/join.

SSIA will also be hosting a Saturday night reception for members only. There is no cost to attend. The reception will feature heavy hors d'oeuvres, a cash bar and entertainment.

Attention Exhibitors

There is still space left on the exhibit floor. We have enlisted the help of member finders to ensure a solid turnout. To reserve your booth, visit www.ssia.info/convention or contact SSIA headquarters at 410-569-3425.

If you are looking for things to do in the Baltimore and Washington, DC areas, visit www.visitmaryland.org or www.washington.org for ideas.

Support the Companies that Support You

The following companies are supplier members of SSIA. Their support of this association helps us bring you this newsletter, our conventions and everything else we do. Please support them as they support you.

Angelus Shoe Polish Company
Arbelsoft, Inc.
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Pecard Leather Care Company
Pedifix Footcare Products
Petronio Shoe Products
Renia GmbH
SC Johnson
Sellari Natural Wax Company
SFS Associates, Inc.
Shoe Systems Plus
SoleTech Inc.
SRE Importers Corporation
SVIG
Tacco Footcare International
Talaria LLC / Pedag USA
Tarrago Brands International
Tauer & Johnson, LLC
Toe Armor
Topy S.A.
TRG Bestnets USA, LLC
URAD Products
Vibram USA



PRESIDENT'S MESSAGE



See You in Baltimore!

I know last spring I said my farewell to SSIA members as president. But, like Michael Corleone said in *The Godfather Part III*, "Just when I thought I was out..." I promise, though, this really is the last message I will have the honor of writing as SSIA president.

I want to thank the great board I have had the pleasure of working with this year — Vice President Jim McFarland, Treasurer John McLoughlin, Secretary Pat McCabe and directors Jesse Pasternak, Phil Wadzinski, Laurie MacPherson, Ed Gitlin and Shannon Embry. I am proud of the work we've done for SSIA and you should be as well. I will always be thankful for the opportunity I was given to head this great organization.

Also a special thanks to my mother, Maria De Smet, my biggest supporter. She is always willing to help me and the SSIA. She has been a truly great help for the SSIA. She stores a lot of SSIA items and has driven them to the past seven conventions. She has worked diligently at the SSIA conventions and on other projects as well. We can't thank you enough!

It's hard to believe a year has gone by and we will soon be in Baltimore for SSIA's 2018 convention. It will be another great show, with great seminars and educational opportunities. Check our convention schedule for times and updates regularly.

Book your room at the BWI Airport Marriott the SSIA rate will be honored until June 27 or until SSIA's room block sells out. I encourage you to do this now.

Online registration is open for the show. Visit www.ssia.info/convention and click on the link to register. Online registration is free and will save time when you get to Baltimore. Your name tags will be ready for you at the registration table.

The rules and entry forms for SSIA's 2019 Silver Cup and World Cup contests have

been posted to SSIA's web site. Visit www.ssia.info/awards for details.

Speaking of contests, we had a few winners in the Netherlands shoe competitions this year. Congratulations to Steve Doudaklian from Bedos Leatherworks in Falls Church, VA for winning a top award. Rachel Drumheller from Fast Feet Shoe Repair in Wilmington, DE and Martin Sugg from Timeless Shoe repair in Thunder Bay, ON won silver awards. Sunny Yoo from Cobbler & Company Shoe Repair in Hanover, MD won a bronze award.

Our 2019 convention will be in Orlando, FL at the Wyndham Grand Orlando Resort Bonnet Creek. This will be a great location to bring the family. It will include the presentation of the 2019 Silver Cup and World Cup awards, and we expect a great turnout.

My time is up on the board. It was an honor. I served a total of eight years, one to complete the term of Gino Mina, two three-year terms of my own, and an additional year to add experience to a relatively new board. I will always help the SSIA if I can. I wish the new board the best!

SSIA is always looking for leaders from each segment of the industry. If you are a repairer, wholesaler or supplier member and would like to serve on the board, please let us know. You can e-mail Mitch Lebovic (webmaster@ssia.info) or me (sandra@ssia.info).

Finally, I would like to thank my fellow board members, supplier members, wholesaler members, repairer members, seminar speakers and all our volunteers for their support and encouragement. The SSIA would not be here without all of you!

I look forward to seeing you in Baltimore!

Sandra Verbruggen
SSIA President

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JOIN SSIA TODAY!

Visit www.ssia.info/join to become a member today. You can join online or download an application to return by mail.

AFTER 12 YEARS AWAY, MARTIN SUGG FINDS HIS PASSION FOR SHOE REPAIR IS TIMELESS



After a 12-year hiatus from the industry, Martin Sugg opened Timeless Shoe Repair in Thunder Bay, Ontario. Now five years into the continuation of his shoe repair career, he considers it the best decision he ever made and has a true passion for his craft.

Martin Sugg's shoe repair story began as the timeless tale of a teen in need of a job. He found that job at a Moneysworth & Best franchise in a nearby mall. Following a five-year stint with Moneysworth & Best, Martin moved west and went to work for Mister Minit as a regional manager. He was with them for five years as well.

After 10 years in shoe repair, Martin left the business in search of fame and fortune. Twelve years later he found neither, but realized he did find the business he liked most – shoe repair. It just took a 12-year hiatus to sink in. So he moved to Thunder Bay, ON and opened Timeless Shoe Repair. After five years, Martin considers it the best move he ever made.

Timeless Shoe Repair was a brand new business. We spoke with Martin what it took to get the business off the ground, how he made it successful and how he plans to continue that growth.

Shoe Service: Starting from scratch with no existing customer base had to be a challenge. How did you do it?

Sugg: I opened it up on a real budget

and it has grown from there. I knew I did not want to be in a mall again, so I'm in a stand-alone building that has another business in it.

I just put the sign up, put up my Facebook page and opened the business. Thunder Bay is pretty small. We're about 110,000 people. There was only one other shoe repair shop in Thunder Bay – an older guy who was not able to keep up with all of the work. He was happy to see me and he sent a lot of people my way.

I built the business by word of mouth. I deliver the best service and the best quality products I possibly can and, so far, that has spoken for itself.

And for me, it was the best choice I could have made. If you love what you do, you'll never work a day in your life. I love coming to work. I have a passion for shoe repair. It is fun to me. I feel very blessed. I don't grumble when I go to work.

Shoe Service: What are the best things you've done to bring people into your store?

Sugg: The best thing I've done is join and participate in social media groups geared toward our industry such as SSIA and Shoe Repair International (SRI). That has made a huge impact – learning how to get new customers from other people's experience. It's been everything for me. The best thing I ever did is get connected to the industry through the Internet. It's kind of ironic for an old trade, but the Internet has changed it.

Number two is shoe laces. I stock as many shoe laces as I can. I let all of the shoe stores in town know that I carry laces. The shoe stores don't carry much of a selection these days, but that's where people who don't know about shoe repair go for laces. All of the shoe stores in Thunder Bay know where to send people for laces.

Then when people come in and see how many laces I have, I'm the first stop next time.

It has also been excellent for turning non-shoe-repair customers into shoe repair customers. Many people who come in for laces have never been in a shoe re-



When asked what brings new customers into his store, Martin Sugg quickly replies, "laces." Shoe stores in Thunder Bay don't carry many laces, yet that's where people think to go first. Martin has made sure all of the shoe stores know where they can send their customers for a wide variety of laces.

pair shop before. They don't even know what a shoe repair guy does. When they ask what we do, that's my opportunity to create a shoe repair customer.

I give them my list of services and they say, "Yeah, I have a pair of shoes at home I can bring in."

The third thing I've done is enter com-

petitions such as the Silver Cup. The free media coverage is invaluable.

I have received a lot of media coverage from awards I've won around the world. Maybe it's because Thunder Bay is a small community and this is an unusual thing. The news is always looking for positive stories. They are always reporting on the bad things going on in the

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world. They like to hear positive, encouraging stories. When I send out press releases, they came flying in here looking for interviews.

That is free advertising. I couldn't afford to pay for it. I'm on the front page of the newspaper. You can't buy that.

That's huge. Even today, half of the customers who came in congratulated me. They saw me in the newspaper yesterday. There was an article about my silver award in the Netherlands contest.

A woman came in today and brought shoes just to support me. She wanted

to have work done by the shoe repairer winning the awards.

The media after the Silver Cup award was crazy. I was on the national news. I was on the front page of the local newspaper. I was on television. Plus they all have web sites and social media. It was unreal. There was a flood of new customers. Going back to my previous point, I would have never known about the Silver Cup contest without SSIA or SRI. I would have missed all of that publicity and business.

Shoe Service: What advice do you have for those who might enter the Silver Cup contest or others around the world?

Sugg: Just do it. Don't think twice about it. I have had doubts about some entries and didn't submit them. Afterwards, I regretted it. Who knows, I might have won something. Now I don't know because I never tried. You have to take that doubt and get past it.

At first, I thought I was competing against all those other people. But what I realized is I'm competing against the scoresheet. You're competing against yourself. If 12 people do gold-level work, they'll give 12 gold trophies. It's not like there are only three trophies up for grabs. It's about doing your best work to achieve the score. The only thing you can do wrong is not enter.

Shoe Service: How to you prepare your contest entries?

Sugg: I think about it for quite a while before I start. I take my time. There is no rush.

One of the biggest challenges is finding shoes. I am closed on Mondays. Every Monday I go to four different thrift stores and I'm on the hunt for shoes. You have to go consistently. You can't just go once and hope to get a good pair. I have also found shoes on e-bay. That's half the battle – finding the right shoes.

I do the same repairs I always do only I do it a lot slower. I pay more attention to every step.

Coming Events

July 20 and 23, 2018
9 a.m. - 2 p.m.

Frankford Leather Co
1820 Byberry Road
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215-244-0400
Warehouse tours before and after the SSIA convention

July 22, 2018
3 p.m. - 5 p.m.

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Shoe Service: What is the biggest challenge in running your business?

Sugg: I need more help. I want to find a good person who is worth the time, effort and expense for me to train to do the work right. It takes a special skill set – a special blend of personality and hands-on skills. It's tough to find the right person in our industry. Some go through a lot of people before they find the right person. I found one person who is awesome, but I still need more.

I always try to have a high school student. There's a class called co-op to get work experience. They work for free and they get a high school credit and something to put on their resume.

Unfortunately, young people are not lining up to come to the shoe repair shop. Either they don't know what it is or they have no ambitions to be a cobbler.

However, when I have a co-op student, the reaction is always the same. "This was the coolest experience." They get more from working with me than sweeping floors at a gas station. They always enjoy it.

Shoe Service: How do you view the future of shoe repair?

Sugg: We're currently at or near rock bottom numbers in our industry with older people leaving and a lack of young people coming in. If we're at rock bottom, the only direction to go is up.

You see these micro breweries and whiskey distilleries popping up. A lot of people are getting into old-school stuff including leathercraft. You see people building forges and getting into blacksmithing.

Young people are environmentally conscious and don't want to throw things to landfills.

I think in the next few years, shoe repair will become more popular. Among young people, there are artisans looking for different avenues of expression. They are going to gravitate toward shoe repair and shoe making. Maybe I'm optimistic, but I think we're going to see growth in our industry.



Martin Sugg feels shoe repair will become more popular among young artisans searching for avenues of expression. He predicts a resurgence for shoe repair.

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Seven Steps to Dealing with Bad Online Reviews

Every company deals with negative reviews on a site like Yelp or Google. As long as these sites stay active, negative reviews will pop up from time to time. That is inevitable.

Here are seven steps to minimize the impact of a negative online review.

Read the Review Carefully

Make sure to note:

- The date of the incident in question
- The specific location the writer is talking about
- The tone of the piece (funny or really angry)
- Names or descriptions of potential witnesses
- Descriptive words of the incident that took place

These are the parts of the review you can use to either defend your position or refute the attack altogether. When you're reading through that review, go slowly. Take notes, if that helps you to slow down, or read the comments aloud.

Research the Issue

In a perfect world, an online review wouldn't come as a surprise. You'd be there, at the source, when the customer lost faith in the company.

But, as one small business owner, tells the Washington Post, 80 percent of complaints come to the notice of SBOs via review sites. Most come as blind attacks, so that means you'll need to use the review to figure out what happened.

Talk to the people mentioned in the review, and ask for their take on the situation. Ask if there were extraordinary circumstances that could have explained the problem. Look closely for issues you can explain, or causes for the complaint,

so you'll have something to discuss in your response.

Research the Writer

As part of your research, you'll also need to dig into the details of your reviewer. Try to understand:

- How often this person posts negative reviews: All the time? Just sometimes?
- Other places this person goes: Are they local? Far away?
- Tone of reviews: Is this a funny person writing for the LOLs, or is this someone who tries to be thoughtful?
- Popularity of the writer: Someone with a lot of followers and a lot of clout might merit a much deeper, more considered response than someone writing to an audience of one or two.



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Knowing more about the writer can, help you keep your emotions under control. If you're dealing with someone who always writes negative reviews, you'll know the attack on you doesn't merit deep research or severe company overhauls. And, if every review is negative, you'll know that your writer is a person that might never be happy.

Start with an Apology (But be Careful!)

The typical response to an issue brought up on a review site starts with the words: "I'm sorry." Those are two very powerful words that can soothe many concerns.

But you'll need to be careful about how you build on that apology. In some cases, the screwup is really yours. In others, the issue doesn't lie with you at all. In most cases, you'll know exactly where your review falls on that spectrum, after you've done your research. And that can mean the difference between: "I'm sorry we messed up," and "I'm sorry you feel that way."

Explain the Issue, and Your Solution

Outline exactly what happened on your end of things, and what the consumer did or did not do to make things worse or better. Detail how you're working to ensure the same event never happens again. Or, this is where you defend your company against an attack that has no merit.

Remember Your Audience

As you're writing, it's easy to get really personal about the attack and your response. You might feel as though you're writing to just that one complainer, in that one space. But remember: Yelp has a 1/9/90 Rule, per the corporate website. That means one percent creates content, nine percent edit content, and 90 percent just consume content.

When you're writing, aim for that 90 percent. Those are the people who haven't yet had the pleasure of your shop's goods and services. They're not biased against you or what you can do. At the moment, they have no opinions at all.

And since an estimated 90 percent of consumers say Yelp impacts purchase decisions, it's vital to win over these undecided votes. Do it by remaining professional and impersonal. You're writing about a specific moment in time in which there are two points of view. Be passionate about your business, but don't get personal. Your future consumers will thank you for that.

Monitor Your Reputation and Repeat, as Needed

Finally, don't rest when your response is complete. Be on alert for another review that needs your attention. Keep checking back to gauge the response to the words you wrote.

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NEW PROMOTION AVAILABLE FOR MEMBER DOWNLOAD



SSIA has created a new promotion for members to download. Visit www.ssia.info to get your copy.

The theme of this promotion is shoe stretching. It is intended to remind consumers of shoe stretching, of course, but also the variety of services that are available at shoe repair shops. It is designed to help you start the conversation about what you can do to help your customer that they don't even know yet.

The materials consist of artwork for a poster, artwork for a bag stuffer, a press release you can copy and send to your local media and a Facebook header graphic you can use on your business Facebook page. Previous promotional materials are available to members on the SSIA web site as well.

SSIA SEEKS BOARD MEMBERS

SSIA is looking for leaders from all three segments of the industry (repairers, wholesalers and suppliers) to join its board of directors. The SSIA board is comprised of three members from each group and meets monthly via conference call and in person at SSIA's convention to direct the association's programs. If you are interested in volunteering, contact SSIA President Sandra Verbruggen at sandra@ssia.info.

GET YOUR SSIA Apparel

You can order SSIA t-shirts and hoodies from tspring.com. To learn more, visit the SSIA web site (www.ssia.info) and click on the link on the home page of the site.





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10 THINGS EVERY SMALL BUSINESS WEBSITE NEEDS

Here are the essentials that every small business website should have for it to effectively help you do business.

1. A clear description of who you are

Clearly state your name and sum up your products or services right on the home page. Tell people this is the website they have been searching for. A clear description will attract the visitor's attention immediately and encourage them to stay longer.

2. A simple, sensible Web address

Don't make things complicated. Your domain name is like your brand. It should be easy for a user to type.

Get a .com domain as users are conditioned to type that extension when they enter a Web address. Avoid dashes (which can cause SEO headaches) and numbers (which can cause confusion for customers).

3. An easily-navigated site map

Be sure your navigation is clearly laid out. Use dropdowns in the navigation menu so the visitor can see the content under every heading from virtually any page. Make it very easy for your visitors to find what they are looking for, or what you want them to know.

4. Easy-to-find contact information

You wouldn't want to lose a customer to a competitor just because you made it difficult for them to get in touch with you. The best place for the contact information is the top left or top right corner of the home page. It is also a good practice to include contact information in every page of the website in the footer or side bar.

Include several ways to contact you -- phone, e-mail, and a standard contact form, are all good options. Also include your address, and even a link to your location in Google maps.

5. Customer testimonials

Honest words from others help make your products or services more tangible to customers who are visiting you online. They help your potential customers to
www.ssia.info

build trust in you, especially if you are new. And they help shoppers to confirm whether the product or services meet their needs.

6. An obvious call to action

Tell the online visitors literally what you want them to do with clear tones of command. For instance, you may want them to call you now for free quote, or sign up to your exclusively online coupons, or add products to the online shopping cart.

7. Know the basics of SEO

Your website won't do you as much good if no one can stumble upon it. Become familiar with the SEO basics to make it more accessible by search engine.

You don't need to employ mysterious, SEO types to rank well on the search engines. Simply make sure your website is coded correctly. That means using the correct keywords throughout your text, putting in plenty of links, naming your page titles and URLs correctly, and employing images and videos.

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8. Fresh, quality content

For many businesses, your website is your first impression on a customer. You want to give them what they're looking for, and perhaps even give them a reason to keep coming back.

Fresh content is a goldmine for SEO, as well. You can keep your content from getting stale (and give your company some personality, too) by incorporating a regularly-updated blog or connecting in your social media feeds.

9. A secure hosting platform

Having your online information hijacked is a nightmare, and it could cost you customers. It is imperative that you have a secure, trustworthy hosting company to keep the bad guys out and your content up and running.

10. A design and style that's friendly to online readers

Web surfers have short attention spans.

Keep in mind three style points for online writing:

- Break things down into short paragraphs, with headers
- Use bullet points
- Highlight important words or phrases.

In the end, simplicity and basic colors are the best bet. The content is the focus.



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SSIA CLASSIFIEDS

SSIA's classified advertising section is available to shoe repair shop owners or shoe repairers desiring to sell or buy shoe repair businesses; to employ help or find employment; or to offer for sale or to buy machinery or equipment.

Advertisements in this section cost \$25 and run for three months on the web site and appear in this newsletter. Visit www.ssia.info/classifieds to submit your ad.

While SSIA will not knowingly accept advertisements that contain misleading representations of items offered for sale, it does not assume responsibility for the accuracy or truthfulness of advertisements in this section. Buyers of any offerings in this section should make their own investigations.

Machinery for Sale

Machinery for sale in working order. Two Rapid E curved needle stitchers. Sutton S-2000 finisher. Auto Soler swing arm press. Auto Soler boot model nailer. Singer 29K60 long arm patch machine. American 5 in 1. Located in Houston area. Please e-mail redwingkaty@msn.com or phone 281 744 5754 and make an offer.

Boot Shop For Sale: Retail and Repair

Established in 1986. The owner is retiring. Retail boot shop that specializes in quality merchandise along with footwear repair. Includes the inventory of Red Wing Shoes along with a full assortment of footwear accessories. It is a very busy shop and serves a large drawing area. Includes two commercial buildings (one is occupied by the boot shop, the other is rented out), all footwear and accessory inventory, all repair equipment and inventory. and training in repair if needed.

TURN KEY OPERATION. Located along U.S. Highway 2 in Havre, Montana. This is an opportunity you will not want to pass up. \$265,000. Contact finestb@icloud.com.

Cobbler Wanted

Established San Diego based company seeking full-time specialist to repair and clean high fashion shoes and handbags. Master level experience required. Contact Chuck Horst at 619-246-5895.

Complete Shoe Repair Shop for Sale

Selling two long arm Adler patchers motorized, a Whitefield finisher set with press, two lockstitch McKays and on Sutton chainstitch McKay, and a brush unit, a nosecone nailer and an outer sole press, straight needle. I also have three sewing machine flat tables with motor. Mor miscellaneous items also available. All in working condition when put into

storage. Please contact me with questions at 614-625-3730 or shoemechanic@yahoo.com. James. Only serious inquiries please.

Full Time Shoe Repair Position

Full time experienced shoe repair position. Busy location. Beautiful Raleigh North Carolina area. Great schools and great place to raise a family. Call 919 828-2988 or e-mail hshoerepair@mindspring.com.

Experienced Shoe Repairman Wanted

Experienced shoe repairman wanted for busy store. Must do patch work/rip work. Suffolk

County, Long Island, NY. Please call Len at 631-466-0387.

Shoe Repair Equipment for Sale in Beaver, UT – 200 Miles North of Las Vegas

All equipment for starting a shop, Landis L aristocrat stitcher, Champion stitcher, Sutton mckay, Sutton Landis S 750 finisher, has all the attachments, Sutton Landis 725 brush polisher, Cinderella Auto Soler nailer, Comet 10 nailer Auto soler heel wheel, Champion 5 in 1, Auto soler nibbler, jack stand, plus over \$1,000 dollars in stock, plus a cast iron shear skiver 11-inch throat, and yes there is a naumkeg!




SUEDE & NUBUCK CLEANER



Item #13806
1 GALLON / 3.78 L



Item #13803
220 mL / 7.4 fl oz



Item #30805
Contains:
1 - 150 mL / 5.1 fl oz
1 - DELUXE SUEDE BRUSH

Strong enough to clean loose dirt and remove stains but gentle enough to preserve the texture of delicate leathers and fabrics. This non-solvent shampoo refreshes and restores the original look of suede and other materials. Our advanced formula increases stain and water resistance without discolouring the article being treated.

www.moneysworth-best.com

01/18

SSIA CLASSIFIEDS

Now asking \$6,000 for all, moving to East Coast soon. Local pick up. will help load into truck or trailer, or you arrange shipping. This is a great deal! First come first served.

Machinery for Sale

2 Landis finishers, Model 150-400. 4 stitchers, 1 Landis G, 3 American 1C 2B. 8 Auto-Soler nailers 6 to 12. One boot model. \$2,000. Contact Gene, 724-335-9539.

Shop for Sale

Manhattan Shoe Repair. Manhattan, Kansas. Interested parties call 785-477-4981 after 6 p.m.

Shoe Repair Equipment For Sale in Beaver UT – 200 Miles North of Las Vegas

All equipment for starting a shop, Landis L aristocrat stitcher, Champion stitcher, Sutton McKay, Sutton-Landis S 750 finisher, has all attachments, Sutton-Landis S 725 polisher, Cinderella Auto-Soler nailer, Comet 10 nailer, Auto-Soler heel wheel, Champion 5 in 1, Auto-Soler nibbler, jack stand, plus over \$1,000 in stock, plus cast iron shear skiver 11 inch throat, asking \$7,600, sold all as one or individual local pick up or you arrange shipping. 760-954-0712, or email at erniearlotti@aol.com.

Cobbler's Bench Shoe Repair – Washington Square (Connecticut & L St. – NW Washington, DC)

This is the largest volume Shoe Repair shop in DC. Full soles (\$145 – \$165 per pair with JR Soles and Heels). Thriving Retail business. Monday – Friday Hours 8 am to 5:30 pm. Wonderful clientele base. Shop is fully stocked and operational. Shoe Max POS system. Equipment in great condition, Besser McKay, Rapid E Stitcher, New Patching machines (2) and Skiving machine included. I am

looking for a professional Cobbler to Lease the store. License Fee and Inventory aid up front get you in. Call to discuss leasing terms. Available immediately, Joe Stern 831-741-6191 or joesme@me.com.

Shoe Repair Shop for Sale

Looking to retire from 35 years of success in repair & retail business with excellent growth potential. Located on main thoroughfare in sunny Fort Myers, Florida, shop is priced to sell. Call Carroll for details at 239-278-3566.

Cobbler/Shoe Repairman Wanted

Must be able to repair, restore, and improve shoes, boots, sandals, and stilettoes. Fixing zippers, belts, luggage, gloves, handbags, buckles, and other leather products is also something we work on. Master level experience required. Please call Lucia for an appointment, (760)743-5273 or (760)481-4300.

Shoe Repair/Shoe Store for Sale

Northeastern Pennsylvania complete shoe repair/shoe store for sale. Includes all machinery and large quantity of findings, polish, laces and treatments. Most equipment is modern. Sale includes real estate with a two BR upstairs and a separate garage. Gas heat, new roofs and only shop in the valley. Minutes to fishing, golf skiing, and state parks, Tremendous potential for orthopedic work and retail a very reasonable price for all. For more specifics call Bob at 570 489 4956 call by phone for more specifics at 570 489 4956

35 Years – BUSY Mom & Pop Shoe Shop FOR SALE \$100,000

Fully stocked with retail and repair inventory. Make money the moment you purchase and take over! VERY BUSY shop. Promise date STAYS 7-21 days out from drop-off. Located in a small strip mall, just off I-640, the main bypass around Knoxville. (I-40 goes right through the middle of the city.) Within 3

miles of downtown Knoxville & the University of Tennessee. Greater metropolitan area, (9 counties), boasts a population of 857,585 according to a 2014 survey.

Rent, utilities, and gross receipts are the only figures that will be given over the phone. Only serious in-person inquiries will be given more information. An added benefit of touring in person is the ability to inspect the shop's machinery and explore what the local area offers to residents. Price includes all retail stock, repair inventory, and machinery, (higher actual value than asking price). Call 865-274-9934 8 AM-8PM Eastern Time

Busy Shoe Repair Business For Sale

Very busy shop for sale, with large established customer base, including commercial accounts. Located in the beautiful Smoky Mountain area in Sevierville, TN. Shop includes Sutton Landis Grinder/Finisher Combo Machine, Shoe & Boot Stretchers, 5 in 1 Trimmer, Heat Lamp, Hydraulic Press, Compressor, Long Arm Adler Sewing Machine, Auto Soler Nose Cone – 13, Auto Soler Heel Wheel, Auto Soler McKay Long Arm, Landis K Curve Needle Sticher, 2 Jack stands with lasts. Tools and supplies along with shoe & foot care products also part of the inventory. \$50,000. Owner retiring – Training available if needed. Call (865) 453-7806 or email at beehiveshoe.luggage.repair@gmail.com.

FOR SALE – J & L Boot and Shoe Repair; Denver, CO

PRICED REDUCED – \$50,000. Well established, complete Boot and Shoe Repair Shop. Owner (87 years old) would like to retire and is motivated to sell! Same location for 35 years. One of Denver's Premier – 5 Star repair Shops. All equipment is in good working order, Large Inventory, Glass display Cases – with lights, High Traffic and Street Appeal in Busy Shopping Center, Easy Access, Ample Parking, Street Side Advertising, Large Customer Base. Will Train for 1 month if needed. Call 303-922-5773, 720-308-5763, or E-mail at: pantazesa@msn.com

Job Opportunity in Wilmington, DE

Searching for an experienced shoe repairer to join our team. Full or part time. Please contact Sandra Verbruggen at 302 670 6160, email at fastfeetde@aol.com or stop by our main shop at Fast Feet Shoe repair, (inside the concord mall) 4737 Concord Pike, Wilmington, DE 19803. Hours are Mon – Sat 10 am – 9 pm and Sunday 11 am – 6 pm.

SSIA BAGS AVAILABLE

SSIA has produced millions of plastic bags in recent years designed to drive consumers to the SSIA web site and promote shoe repair. Sponsored by member suppliers and available from member wholesalers in boxes of 1,000, the bags carry the theme, "Shoe repair ... It's more than you think."

Artwork showing what the bags look like is on the right. More sponsor logos are on the backs of the bags. The bags are stocked by several wholesalers. If yours isn't one of them, stop by the SSIA Facebook page and ask who has them. You will get a prompt response.



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