

Minutes of July 20, 2018, 2018 SSIA Board Meeting

BWI Airport Marriott

Attendance: Sandra Verbruggen, Jim McFarland, Eddie Gitlin, Phil Wadzinski, Mitch Lebovic, Jesse Pasternak, Shannon Embry

Absent: Pat McCabe, Laurie MacPherson

Quorum: Yes

- 1) Moved, seconded and carried to approve the minutes from the June 20, 2018 meeting.
- 2) **President's Report-**
 - (1) Sandra had nothing to discuss outside of what was already on the agenda.
- 3) **Vice-President's Report-** Jim discussed The Hanger Project (www.hangerproject.com) and their desire to work with SSIA in some capacity to promote shoe repair. The Hanger Project plans to work with quality shoe repair shops to offer recrafting services. There was concern that the SSIA can't lend its name to a service that includes some members but excludes others. There was also concern that the Hanger Project wanted to use the wording "Silver Cup standards" in reference to the quality of its work. SSIA currently doesn't have any trademark regarding its Silver Cup Contest and decided to look into the cost of getting one. In the end, though SSIA can't lend its name to the project, SSIA is interested in hearing more about how SSIA and The Hanger Project might work together to promote shoe repair and invited Kirby Allison to attend a future meeting to discuss it.
- 4) **Treasurer's Report-** the Board accepted John's e-mailed report showing a balance of roughly \$117079 as of June 30

John also gave a report on the SSIA bag inventory. Bags are now being shipped by Petronio and Soletech following Soletech's purchase of Guard Industries. Soletech has agreed to continue shipping the bags. However, orders must be invoice from the SSIA office.

- 5) **Under Old Business-**
 - a) Everything is on track for the convention.
 - b) SSIA is once again facing a shortfall of rooms at the hotel. SSIA blocked 400 room nights at the BWI Airport Marriott. The contract required SSIA to fill 320 of those nights or face attrition penalties. Three weeks prior to the show, 331 rooms had been reserved under the SSIA block. However, cancellations since that time had dropped the number to 289.

The hotel has agreed to review SSIA's registration list after the show to see if there are people registered at the hotel that are not included in the SSIA block. Mitch will provide a list.

The importance of staying at the host hotel will be emphasized Saturday afternoon in each of the membership meetings.

- c) The Membership Committee reported that phone calls are underway to lapsed repairer members and they have had some success in getting renewals.

6) **Under New Business-**

- a) Sandra acquired the list of shops in business for 50, 75 and 100 years so future board can continue to present certificates.
- b) Sandra proposed a discussion making pre-registration for the convention a member benefit. The board will address it before the next convention.
- c) Two repairers have expressed interest in getting involved on the SSIA board or committees. Marc Lombardo and Stephen Oberhauser will be contacted by the new repairer board members to discuss how they might be involved.
- d) Sandra reported that those in charge of the German shoe repair contest ask if SSIA would collect all U.S. entries and ship them together to aid in Customs paperwork. The board decided this was not something SSIA should do and suggested it might be something one of SSIA's German members might want to sponsor.
- e) The Membership Committee reported that one of the challenges they face in making calls is a language barrier. It was decided to look into making some SSIA materials (web site, newsletter, etc) available in different languages. Spanish, Korean and Russian were identified as starting points.

- 7) Meeting was adjourned at 11:30 a.m..