

Minutes of November 27, 2018 SSIA Board Meeting

Free Conference number is 712-432-6100 and enter code 15151347#

Attendance: Todd Roberts, Jim McFarland, John McLoughlin , Phil Wadzinski, Pat McCabe, Mitch Lebovic, Laurie MacPherson, Jesse Pasternak, Eddie Gitlin and Shannon Embry

Quorum: Yes

- 1) Meeting was called to order by Jim at 8:05 PM.
- 2) John made a motion to approve minutes from October 23, 2018 meeting. Shannon seconded and motion was approved unanimously.
- 3) **President's report-** Jim reported that he saw Eddie and John at the recent trade show in Wiesbaden.
- 4) **Vice-President's Report-** Phil reported that 47 more room nights were credited to SSIA and we don't owe the hotel any money on our room guarantee.
- 5) **Treasurer's Report-** John reported that we have roughly \$78,000 in the bank after open checks are deducted.
- 6) **Old Business-**
 - a) Orlando Convention update – The Board agreed to keep our room guarantee at 400 and Shannon agreed to work with Jim on recruiting presenters for our convention seminars.
 - b) Todd agreed to replace Shannon on the Board's Membership Committee; joining Jesse & Pat. This Committee will meet in late January to make membership renewal phone calls.
 - c) 2020 Chicago Convention Proposals – Mitch will e-mail information on possible sites before our January Board meeting. Site visits will be made in late January or February. Phil volunteered to join Mitch on these visits.
 - d) SSIA Videos – Jim will have a proposal from Kirby Allison by January Board meeting. He thinks it will cost 3 or 4 thousand dollars to produce 8 videos.
- 7) **New Business-**
 - a) The next Newsletter will feature an article on Molly. Ads are due by Christmas. The print schedule approved by the Board is listed below:

	Winter	Spring	Fall
Advertising Announcement Sent	11/30/2018	01/29/2019	06/26/2019
Deadline for Ads and Articles	12/20/2018	02/28/2019	07/25/2019
Postage Advance from Treasurer	12/20/2018	02/28/2019	07/25/2019
Draft to Board of Directors	12/26/2018	03/12/2019	08/09/2019
Comments/Corrections from Board Due	12/28/2018	03/14/2019	08/13/2019
Newsletter to Printer	01/04/2019	03/18/2019	08/15/2019
Newsletter Mailed	01/14/2019	03/28/2019	08/26/2019
Newsletter Received*	01/21/2019	04/08/2019	09/05/2019

*Delivery date is estimated. No guarantees with the USPS.

- b) Jesse suggested SSIA needs to make a You-Tube Channel and believes Kirby is the person to help make it happen. Both he and Shannon said creating these videos and updating our shop locator on the website will help us retain and attract new shoe repair members.
- 8)** The next meeting was set for January 9th at 8:00 PM.
- 9)** Meeting adjourned at 8:31 PM a new record!