

WIFCA BOARD MEETING MINUTES

February 10, 2015 – The Machine Shed

Call to Meeting:

Steve Ulik called the meeting to order at 7:49 a.m.

Members Present:

Steve Ulik, Roger Hegg, Bruce Klainot, Kurt Meiers, Gordy Potter, Steve Walter, Pete Stollberg, Marty Schallock, Wendy Werner, Don Walesewicz, Liz Allen, Bob Steinberg

Members Absent:

Nate Hall, Jay Zurn, Ray Weinstock, Teresa Tran, Bill Huss, Sam Hughes, Fred Jaeckle

Minutes Review:

After corrections, a motion was made by Steve Walter and seconded by Bruce Klainot to approve the minutes.

Treasurer's Report:

Roger Hegg reported on behalf of Fred Jaeckle treasurer we had revenues for the month of January of \$2,575.45 and expenses of \$4,398.74. The checkbook had a balance of \$7,459.00 and the savings account of \$13,602.54 for a combined total of \$21,061.54. Year to date revenue is \$6,125.00 with year to date expenses running at \$4,723.74. We are still expecting some additional reimbursements from WFC which was reported last meeting totaling around \$300.00. There is still a fairly large outstanding check written to the World Floor Covering Assoc. as of January 31, 2015 which inflates the checking balance slightly. The Federal Tax form 990EZ has been filed certified mail this year with a return receipt requested 4 months in advance of when it was due to avoid any late penalties.

Membership and Executive Director Report:

Roger Hegg reported at this point we have a total of 40 WIFCA/WFCA joint memberships. The new members who joined that were previously not members last year are Sundquist's Floor Covering, McCann Floors, and Seland's Inc. We have one retail only membership and 10 associate members. Roger noted our WFCA reimbursement level for membership is now in the 40-44 category. Interestingly enough at the 40-44 membership level category we lose \$1,000 in educational program, installation, and co-op funding support from WFCA. Roger noted it's worth pushing to get to the 45-64 membership category to take us to the \$6,500 level for reimbursement for that support from WFCA. Wendy Werner inquired about getting a master membership list to see if there are any dealers that board members are aware of that should be members. Roger will email the board a current membership and mailing list to use as a prospecting tool with the goal of enlisting new members. The WIFCA board member contact list was passed around for corrections as well.

Training:

Roger commented on the training program in Wausau that was reported last meeting. The training dates were moved up for ceramic and hardwood-laminate but the dates were not discussed. Don Walesewicz inquired about a carpet training program being held by CFI in Germantown and requested the board get more information from Nate Hall and Jay Zurn. The board also discussed recommending to CFI that they consider holding training seminars at more neutral site locations such as a hotels, distribution hubs, or other like type facilities which might help boost attendance. There's always the possibility that some dealers may be hesitant in sending their installers to a perceived competitor space for a training.

Youth Development:

Steve Ulik reported he had a discussion with Mary Ellen Flanagan who is the Youth Apprenticeship Coordinator for the Southwest Consortium in the Whitnall School District and signed up to start a student through their apprenticeship program right after graduation on June 1st. He passed out an information packet to the board outlining the program for the board to review. Bruce Klainot discussed the importance of WIFCA taking a leadership position in assisting our membership with the oncoming installer shortage by pairing up those schools that have apprenticeship programs in place with our dealer base. The Youth Apprenticeship Coordinators and Guidance Counselors in those particular school districts are the people who drive those programs and should be considered points of contact for the committee. The goal is to cultivate more interest in developing a floorcovering installation component within their individual programs. Marty Schallock mentioned Moraine Park Technical Institute is temporarily suspending their carpentry trades program for a period of time to reinvent it due to lack of participation. He thought now would be a good time to contact them to discuss putting something in place as part of that program for the floorcovering trades as well. The committee is starting to lay the groundwork and Steve Ulik will email to the board the contact information for the individual program district coordinators. The discussion was tabled until the next meeting.

Golf Outing:

Steve Ulik commented the contract was agreed upon with Western Lakes and a deposit was paid by Fred Jaeckle. The Gold Outing date is locked in as June 9, 2015. The committee will begin discussing door prize offerings and promotional pieces used for marketing purposes. Bruce Klainot will put together a menu of ideas to present to the board next meeting.

Spring Meeting:

The spring meeting will be held at the Country Springs Hotel on Tuesday May 12th. Tom Jennings from World Floorcovering will be the speaker. Roger is putting together a rough draft flyer and will have it available for the board to review during the next meeting. A dinner menu hasn't been selected to date and Roger is reviewing possible choices. The board discussed raising the attendance fee from \$35.00 to \$40.00 for members and \$45.00 to \$50.00 for non-members. Roger will implement that change. Bob Steinberg suggested embedding a short two minute video link highlighting one of Tom's presentations in the membership email blitz that goes out generate more sign-up interest. Bob also suggested pairing down the direct mail campaign for the spring and fall meeting to a more localized geographic area closer to the event with the goal of reducing marketing costs. Further discussion was tabled for a later date.

New Business:

A general dialog was held concerning the importance of maintaining the WIFCA website and making it more user friendly across the various technological systems used today including mobile and tablet technology. Wendy Werner pointed out we needed to update the membership list. On another note, Steve Ulik discussed an email he received from the World Floorcovering Association highlighting the various trade scholarships, extended warranties, online training, reimbursements, and other programs that add WFCA membership value. He encouraged the board to review the website and make note of those programs so they can communicate the advantages of joining WFCA and WIFCA when prospecting for new members.

Next Meeting:

The next meeting will be on Tuesday, March 10th, 2015, at 7:45 a.m. at the Machine Shed weather permitting.

Adjournment:

Gordy Potter made a motion to adjourn the meeting and Wendy Werner seconded it. The meeting was adjourned at 8:42 a.m. by Steve Ulik.

Respectfully Submitted: Kurt Meiers