

WIFCA BOARD MEETING MINUTES

September 15, 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, Steve Walter, Liz Allen, Nate Hall, Wendy Werner, Don Walesewicz, Bob Steinberg, Sam Hughes, Pete Stollberg, Ray Weinstock

Members Absent:

Jay Zurn, Fred Jaeckle, Marty Schallock, Gordy Potter, Bill Huss

Minutes Review:

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 August of .92 cents and expenses of \$564.36. Year to date revenue is \$29,215.01 with year to date expenses running at \$24,804.88. As of August 31st the checkbook had a balance of \$3,103.79 and the savings account of \$21,607.54 for a combined total of \$24,711.33.

Membership and Executive Director Report:

Roger Hegg reported WIFCA/WFCA joint memberships stayed the same at 44. Retail only membership remains the same at 1 and individual associate members increased to 19 with the addition of EJ Welch.

Training:

Steve Ulik asked if there was any interest in approaching the membership with the idea of sponsoring a job fair which would help promote the various installation trade options available to labor force. Bob Steinberg inquired if a Craig's List ad might be used to help promote the installation trades and cultivate potential installers. Sam Hughes discussed the use of Facebook advertising in his business and its potential use as a tool to attract new hires. Nate Hall commented on other potential options that are being looked at by the WFCA to attract new installers including the new CFI training facility in Forney TX and the S600 carpet installation standards which were recently adopted. All ideas were welcomed and further discussion was tabled for the next meeting.

Fall Meeting:

Roger Hegg reported the fall meeting will be held Tuesday, October 20th, 2015 at the Country Springs Hotel in Pewaukee. The flyer announcing the fall meeting was passed out and reviewed. The board discussed editing the flyer to more dramatically highlight the importance of the meeting. Various modifications were taken into consideration and revisions will be made. Other ideas were discussed to encourage attendance such as promoting the meeting to installers, targeting specific business owners who normally don't attend and offering sponsorship opportunities to those who might not want to pay. Extra copies of the flyer will be printed out and given to those floorcovering reps who serve on the board to pass out during their sales calls. Everyone on the board is hoping for a big turnout.

New Business:

Steve Ulik recommended any new business be tabled until the next meeting.

Adjournment:

Bob Steinberg made a motion to adjourn the meeting and Don Walesewicz seconded. The meeting was adjourned at 8:57 a.m. by Steve Ulik.

Respectfully Submitted: Kurt Meiers