

WIFCA BOARD MEETING MINUTES

April 5, 2016

Call to Meeting:

President Don Walesewicz called the meeting to order at 7:50 a.m.

Members Present:

Don Walesewicz, Pete Stollberg, Roger Hegg, Sam Hughes, Gordy Potter, Wendy Werner, Nate Hall, Bob Steinberg, Liz Allen

Members Absent:

Fred Jaeckle, Marty Schallock, Bill Huss, Jay Zurn, Steve Ulik, Bruce Klainot, Steve Walter, Kurt Meiers, Ray Weinstock

Minutes Review:

Roger noted that in the Membership Report an error was made; it said that Carpet City was counted twice, when it was supposed to be Carpet's Plus. Liz mentioned that she was listed as absent, but she did attend. Bob is not listed as attending or not, however he also did attend the March meeting. Gordy made a motion to approve the minutes with the edits and it was seconded by Don.

Treasurer's Report:

Roger Hegg reported on behalf of Treasurer, Fred Jaeckle. The revenues for the month of March were \$1,425 and expenses were at \$867. Year to date revenue is \$10,998 with year to date expenses running at \$4,907. As of March 31st the checkbook had a balance of \$6,022 and the savings account of \$21,312 for a combined total of \$27,335. Fred noted in his emailed report that he plans to add some additional columns to the financial spreadsheet in order to facilitate the 990 tax reporting form. He would do this sometime in May after he returns to WI. Nate made a motion to approve the treasurer's report and Wendy seconded.

Membership and Executive Director Report:

Roger Hegg reported as of the meeting date we had thirteen associate, three retail-only, and forty-six joint members. We are now able to re-coup up to \$10,000 in reimbursements from the WFCA. Roger said he will attend the WFCA affiliate summit scheduled August 24th in Orlando. WFCA covers a majority of the expenses but WIFCA would have to cover a few, and these could come out of the reimbursement funds from WFCA. Pete made a motion to approve the membership report and Nate seconded.

Training:

There was discussion in regards to any progress about negotiating cost of the space that Quinn Distributors had offered for a training facility. Nate mentioned that he had not been able to reach Robert Vardon to discuss, plus he said that Rob Quinn had been out of the country. Nate said that he is currently developing curriculum for a class on high-end carpet installation through the Natural Fiber Installation Certification (NFIC). Roger requested that Nate needs to give him plenty of advance notice before this class runs to allow retailers the opportunity to apply 60 days in advance for scholarship funds.

Spring Meeting:

There was much discussion about the upcoming spring meeting which is a panel discussion about claims. Wendy asked about the reason for having an attorney as one of the panel members, and Roger explained that he is an industry moderator, and he would be valuable to have at the meeting. Roger envisioned that each panelist would first have time to speak without questions. After much discussion, it was decided later in our debate that we should only allow five minutes per person. If we allowed ten minutes each, as had been discussed previously, this would take up the majority of the meeting time. Nate suggested that it may be wise to meet with the panelists earlier in the day prior to the meeting to discuss how the meeting will take place. Gordy suggested that we should have rules of engagement stated in advance. Wendy said there should be a time limit for each person to respond to a question, and a three minute limit was agreed upon. It was also agreed someone should have a timer. Bob suggested that we should have Roger solicit questions from the membership in advance of the meeting that we would use for the panelists, rather than to use the index cards on the tables the night of the meeting. Wendy said it would be even better if the board members who are retailers could try to come up with questions in advance and submit them to Don. Roger said that he planned to have a table in the front with five microphones, one for each panelist and one for the moderator. Bob asked to confirm if Don would serve as the moderator, and Don agreed to do this as president. Bob suggested that Don would review the rules of the panel discussion with the panelists and the audience prior to the event. Don wanted to know if we should be concerned about any guests who could be agitated due to the tenuous nature of the discussions, and wondered if the hotel has any kind of security measures in place. Roger stated that he is confident that we will not have to be concerned of any kind of incident. Sam requested that we summarize all that was discussed and agreed upon. Here is a summary:

1. Each speaker will have five minutes to speak prior to the Q&A session.
2. We will generate a list of questions in advance of the meeting; our retail board members will try to solicit questions, and Roger can also try to solicit questions from the general membership. Bob had suggested we come up with a top-ten. list.
3. Each panelist will have a maximum of three minutes to respond to a question. Don will help to steer questions to different panelists based on their field of expertise to prevent one or two panelists from dominating the responses.
4. Don will review the rules of engagement before the event gets under way so the panelists and audience will have a clear understanding of the format.
5. We will have a board member with a timer in order to keep the three minute cap on response time.
6. We will try to get the meeting underway earlier than usual; perhaps as early as 7:05 or 7:10, and we would state that it would end by 8:45.

Golf Outing:

Roger reported on the golf outing from an email that Bruce Klainot had sent him prior to the meeting. Greg Essig, the owner of Western Lakes Golf Course confirmed the date is set for Tuesday, June 14th. The cost will increase by \$1.00 per golfer over last year or \$80.00 per golfer, which will include lunch, dinner with 3 entrees, and 2 drink tickets plus all of the support materials. Bruce will be going over soon to discuss menu choices and final details. Plans will have to made for the "give away gift" also.

Adjournment:

Sam made a motion to adjourn the meeting and Liz seconded. The meeting was adjourned at 9:05 a.m. by President Don Walesewicz.

Respectfully Submitted: Bob Steinberg, substitute