

## **WIFCA BOARD MEETING MINUTES**

**December 10, 2013 at the Machine Shed**

### **MEETING CONVENED:**

Steve Ulik called the meeting to order at 8:01 a.m.

### **MEMBERS PRESENT:**

Roger Hegg, , Fred Jaeckle , Sam Hughes, Bruce Klainot, Gordy Potter, Bob Steinberg, Pete Stollberg, Steve Ulik, Steve Walter, Wendy Werner

### **MEMBERS ABSENT:**

Liz Allen, Jerry Daniels, Nate Hall, Kurt Meiers, Jay Zurn

### **MINUTES:**

A motion to approve the minutes was made by Wendy Werner and seconded by Bruce Klainot. The minutes were approved.

### **TREASURER'S REPORT:**

Fred reported that the checkbook had a balance of \$3,022.81 and the savings account of \$18,609.68. The total revenue for November was \$4,128.14 and expenses were 4,081.53. There are still expenses for reimbursement from WFCA and the 2013 donations to mail out. Steve Ulik will be presenting a check of \$1,750 to Feeding America within a week. There is approximately \$2,600 due from WFCA, however since they don't cover travel expenses for speakers this may be reduced by \$300.

### **MEMBERSHIP and EXECUTIVE DIRECTOR REPORT:**

Membership applications have gone out for 2014. To date, we have one Retail Only and nine Joint Memberships. JM Carpets and Vic's Flooring are two new members who have joined. Follow-up emails will be started to encourage membership signups. Roger Hegg will call Fall Meeting attendees to see if they will join in 2014. A membership committee comprised of Pete Stollberg, Roger Hegg, Sam Hughes, Bruce Klainot and Steve Ulik was formed to provide further ideas to increase membership.

### **FALL MEETING REVIEW**

It would have been helpful if Bill Yeadon had handouts to substantiate some of his information. There was not enough information on performance results due to the newness of the products. It was suggested that a square room layout would have been preferred. Future speakers will be encouraged to maintain a one hour time speaking limit. Other venues will be explored for future meetings. Steve Ulik suggested Cash & Carry Caterers as a potential source as a food service provider.

**New Business:**

Sam Hughes has some ideas on updating our web site. He will give a report back to the Board. All training info will be listed on the web site. At the Fall Meeting, a member mentioned that some builders are having difficulty finding finish carpenters. With the building industry slow, many carpenters have left the trade and he wondered if we lost installers to the same fate. Also, as business picks up, what affect this will have on our industry.

**Spring Meeting:**

Steve Ulik suggested we send a letter to the top 50 retailers to get their ideas for speakers and/or topics. The WFCA has a recommended list of speakers available. Wendy Werner will do some research on a speaker focusing on marketing to millennials. The Spring Meeting tentative dates are May 6<sup>th</sup> or 7<sup>th</sup> of 2014.

**Next Meeting:**

The next meeting will be a teleconference on Tuesday, January 14, 2014 at 8:00 a.m.

**Adjournment:**

Bob Steinberg moved to adjourn and Fred Jaeckle seconded. The meeting was adjourned at 9:16 a.m.

Respectfully submitted,

Steve Walter