

## *WIFCA BOARD MEETING MINUTES*

January 13, 2015 via Teleconference

### Call to Meeting:

Steve Ulik called the meeting to order at 7:30 a.m.

### Members Present:

Steve Ulik, Roger Hegg, Sam Hughes, Bruce Klainot, Kurt Meiers, Fred Jaeckle, Gordy Potter, Steve Walter, Pete Stollberg, Marty Schallock, Wendy Werner, Don Walesewicz, Bill Huss, Liz Allen

### Members Absent:

Nate Hall, Jay Zurn, Ray Weinstock, Teresa Tran, Bob Steinberg

### Minutes Review:

A motion was made by Steve Ulik and seconded by Steve Walter to approve the minutes as is.

### Treasurer's Report:

Fred Jaeckle reported that we had revenues for the month of December of \$11,485.27 and expenses of \$7,717.81. The checkbook had a balance of \$ 14,596.28 and the savings account of \$7,102.00 for a total of \$21,698.28. Wrapping up the year 2014 we had revenues of \$39,686.44 with expenses of \$40,835.00. This left us with a deficit of \$1,200.00 at the meeting point but we are expecting a final reimbursement from world in the amount of \$350.00. The reimbursements from world for the year were \$6,459.82. Max allowable from World is \$7,500.00. Roger noted he was pleased with the level of reimbursement we received from World for the year.

### Membership and Executive Director Report:

At this point, we have a total of 31 WIFCA/WFCA joint memberships. The newest members are HJ Martin & Son Inc., Coyle Carpet One, Superior Floorcovering, Millers Carpet, Blue Green, Schmidt Custom Floors, Floorquest, Creative Solutions for Design, and Dickow Cyzak Tile Co. We have one retail only membership and 8 associate members. It was noted all board members need to be members of WIFCA as part of our relationship with the board.

Roger noted our WFCA reimbursement level for membership is currently in the 25-39 category. While in this category we qualify for up to \$5,000.00 in reimbursements for advertising co-op, installation training, and educational programs and 2,500.00 for executive director salary for a total of \$7,500.00. Our next jump in category is 40-44 members and \$10,000.00 in reimbursement. Roger will be making some calls and conducting an email blitz to generate more membership interest. Steve mentioned he takes advantage of the training and educational reimbursement benefit every year up to \$500.00 and it's something we should discuss with members and potential members another benefit to joining.

## Training:

Bruce Klainot has been working on finding ways to encourage high school age students to enter the floorcovering installation trade. He contacted the Wisconsin Department of Workforce Development for guidance. They in turn led him to an agenda which is part of the youth apprenticeship program for DWD. They currently have six schools statewide in Burlington, Fond du Lac, Kimberly, La Crosse, Marshfield, and Tomah which provide a training pathway that specializes in the construction trades. He contacted the program administrator in Burlington and was told they have worked toward getting training for floorcovering installers in the past. One of the graduates of that program now works for Kettlers Floorcovering in Burlington as an installer. Bruce lobbied for forming a sub-committee to work on getting in contact with some of the schools mentioned. The goal would be to encourage them to develop a floorcovering installation training program within their curriculum. The board agreed with this approach and further action will follow. Marty Schallock, Wendy Werner, Steve Ulik, Gordy Potter, and Don Walesewicz voiced interest in forming the committee along with Bruce Klainot.

Roger noted installation training clinics coming up. CFI installation clinics in Wausau on ceramic will be held on February 10<sup>th</sup> and 11<sup>th</sup> and also a hardwood and laminate training on March 10<sup>th</sup> and 11<sup>th</sup>.

## Golf Outing:

Steve Ulik commented the contract was agreed upon with Western Lakes except for the commitment to reimburse us for the hole in one prizes. They will redo that portion of the contract, add it in, and email it over to him. June 9, 2015 is locked in as the Golf Outing date.

Roger Hegg asked for a review of the \$79.00 per person plus tax package. It includes a shotgun start of 11:30 am, 18 holes of golf, cart, practice range, locker and showers if desired, flag events, bag service, two drink tickets, box lunch and grill, dinner buffet, and one foursome at no charge. This is based upon 100 golfers attending.

Roger asked the board if the \$79.00 per person rate was still acceptable to the board considering the overall expense of the outing. The board agreed the rate was acceptable and should remain as is.

## Spring Meeting:

The spring meeting will be held at the Country Springs Hotel on Tuesday May 12<sup>th</sup>. Tom Jennings from World Floorcovering will be the speaker. There's no cost to the board for hosting Tom as a speaker. Roger Hegg and Steve Walter spoke very highly of his approach and think he will be a great speaker.

Liz Allen thought the board may benefit from offering an early sign up discount to retailers as an incentive if they wanted to bring their salespeople since it's a retail sales focused seminar. This approach may help increase attendance. A variety of ideas were put forward and further discussion will be required at the next meeting.

## New Business:

Steve Walter formally welcomed the new members to the board and thanked them for joining. Roger Hegg mentioned Mike Mitchell from Mitchell Hardware in Mineral Point who would like to hire someone who's interested in installation that could be trained as a potential heir to his installation business within eight to ten years. He's looking for any potential referral names from the board and other industry professionals.

Next Meeting:

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

Adjournment:

Steve Walter made a motion to adjourn the meeting and Wendy Werner seconded it. The meeting was adjourned at 8:26 a.m.

Respectfully Submitted: Kurt Meiers