

WIFCA BOARD MEETING MINUTES

March 10, 2015 – The Machine Shed

Call to Meeting:

Steve Ulik called the meeting to order at 7:53 a.m.

Members Present:

Steve Ulik, Roger Hegg, Bruce Klainot, Kurt Meiers, Gordy Potter, Steve Walter, Pete Stollberg, Wendy Werner, Don Walesewicz, Liz Allen, Bob Steinberg, Bill Huss, Jay Zurn, Nate Hall

Members Absent:

Ray Weinstock, Teresa Tran, Sam Hughes, Fred Jaeckle, Marty Schallock

Minutes Review:

After corrections, a motion was made by Roger Hegg and seconded by Don Walesewicz to approve the minutes.

Treasurer's Report:

Roger Hegg reported on behalf of Fred Jaeckle treasurer we had revenues for the month of February of \$3,575.52 and expenses of \$325.00. Year to date revenue is \$6,485.54 with year to date expenses running at \$5,115.74. The checkbook had a balance of \$7,834.33 and the savings account of \$13,603.06 for a combined total funds available of \$21,437.39.

Membership and Executive Director Report:

Roger Hegg reported at this point we have a total of 41 WIFCA/WFCA joint memberships which was increased by one since the last meeting. Door County Carpet One is the name of the new member. Roger mentioned the importance of trying to get to the 45 plus membership level before the end of March to take advantage of the increase in reimbursements available from WFCA at that level. The board will continue to approach targeted dealers to encourage them to join. The retail only membership levels had not changed since the last meeting. There are 13 individual associate members to date which was increased by three since the last meeting.

Training:

Jay Zurn reported the Germantown CFI Carpet Certification event was cancelled and there wasn't any new information to report about future rescheduling. Nate Hall commented on the recommendation put forth by the board during the last meeting regarding holding CFI certification courses in the future at a more neutral site location. One of the challenges the CFI board is faced with is the necessity of having a loading dock on site which rules out most hotel sites. Don Wales inquired about holding the events at a local distributorship instead. Jay Zurn commented some of the challenges facing that idea for a site is maintaining a consistent building temperature, large space requirements, and the use hours required for multiple day certification classes which can get in the way of day to day business. The board discussed alternative site ideas while keeping in mind those requirements put forth and decided further investigation will be required before more a neutral site location could be established.

Youth Development:

Steve Ulik reported Bill Huss of D & M Flooring America had a unique approach to developing his installers within his business. Bill discussed his training model with the board and said he conducts his own in house certification training programs which have proven to be successful. He is also working with the board of directors at the Fox Valley Technical College and hopes to encourage them to develop an installation certification program within their coursework offering. Bruce Klainot suggested developing a questionnaire geared to the dealer base with the hope of gathering more detailed information regarding individual installation services throughout the state. This information may serve to be useful in the future which could shed some light of developing the youth development initiative moving forward. Jay Zurn commented on some the challenges professional installers face in the market which include physical wear and tear, low net wage, wage competition, and individual cost considerations. These issues put forth which are both real and perceived may serve as deterrents to attracting new installers to the industry. The board discussed many of those challenges put forth and renewed their commitment to developing the youth development initiative.

Spring Meeting:

Roger reported most everything was in place for the spring meeting. He brought the Country Springs menu with him and discussed reducing the entrée selections down from three meat choices to two in order to save some cost to the membership. This will keep the total cost to members at forty dollars and non-members at fifty dollars. The board agreed with the idea and Roger will move it forward.

Golf Outing:

The Golf Outing date is locked in as June 9, 2015. Bruce Klainot asked Roger to forward him the gift vendor information used in the past for review. The committee will continue discussing prize options and will put together a menu of ideas to present at a later date.

New Business:

No new business was put forth to the board for discussion.

Next Meeting:

The next meeting will be on Tuesday, March 14th, 2015, at 7:45 a.m. by teleconference.

Adjournment:

Jay Zurn made a motion to adjourn the meeting and Pete Stolberg seconded. The meeting was adjourned at 9:03 a.m. by Steve Ulik.

Respectfully Submitted: Kurt Meiers