

WIFCA BOARD MEETING MINUTES

February 11, 2014 via Teleconference

MEETING CONVENED:

Steve Ulik called the meeting to order at 8:05 a.m.

MEMBERS PRESENT:

Roger Hegg, Jerry Daniels, Sam Hughes, Fred Jaeckle , Bruce Klainot, Kurt Meiers, Gordy Potter, Bob Steinberg, Pete Stollberg, Steve Ulik, Steve Walter, Wendy Werner, Jay Zurn

MEMBERS ABSENT:

Liz Allen, Nate Hall

MINUTES:

After corrections, a motion to approve the minutes was made by Roger Hegg and seconded by Jay Zurn. The minutes were approved.

TREASURER'S REPORT:

Fred Jaeckle reported that the checkbook had a balance of \$9,336.06 and savings of \$14,611.01. The total revenue for January was \$3,450.00; and expenses were \$3,389.06. Fred is waiting for our federal tax form so he can file it. Fred stated that he was having difficulty processing credit cards. After he contacted our processor, they claimed we had an old machine or perhaps we had damaged or dropped it. Fred will investigate further.

MEMBERSHIP and EXECUTIVE DIRECTOR REPORT:

There are now 5 Retail Only and 34 Joint Memberships. Previously there were 25 Joint Memberships. There are now 14 Associate Members. Previously there were 9. Kudos to those members who have helped bring in these new members.

TRAINING:

There was nothing to report on training.

SPRING MEETING

A local speaker, Deeatra Kajfosz, from Menomonee Falls has been selected. The scheduled date for the Spring Meeting is May 6th. It is suggested attendees bring smart phones, laptops or iPads, as it will be an interactive meeting. The general topic is "Bridging the Gap, Selling to Multiple Generations". We are looking at the Country Inn & Suites as a venue, but this is to be confirmed. The speaker cost would be approximately \$1,000.

NEW BUSINESS:

Sam Hughes has some ideas on updating our web site with Word Press. This would enable us to add files, update, use the Google calendar and more. Hosting of the website can change, so our cost goes from \$360 to \$60 per year. Approximate cost to update our site would be \$650 to \$750. The Board agreed for Sam to go ahead and start the process. Sam will work closely with Roger. They will try to have a sample template by the next Board meeting.

Some of the bylaws need to be altered. Changes presented were to expand the Board size to 20 from the current 15 and to increase the Treasurer's term from 3 years to unlimited. The WIFCA membership will receive a ballot to approve the bylaw changes. Roger will promote Retail Board Membership on the bottom of the ballot as well.

World will be having their annual meeting in Orlando for affiliates from May 21st to May 23rd. We only have to pay for one round trip air ticket. Roger Hegg stated that he could attend. Steve Walter made a motion to approve the attendance of Roger. Fred Jaeckle seconded the motion and the motion was approved.

NEXT MEETING:

The next meeting will be at the Machine Shed on Tuesday, March 11, 2014 at 7:45 a.m.

ADJOURNMENT:

Roger Hegg moved to adjourn and Bruce Klainot seconded. The meeting was adjourned at 9:06 a.m.

Respectfully submitted,

Steve Walter