

WIFCA BOARD MEETING MINUTES

April 9, 2013 at the Machine Shed

Meeting Convened: Steve Ulik called the meeting to order at 7:50 am.

Members Present: Liz Allen, Nate Hall, Roger Hegg, Fred Jaeckle, Bruce Klainot, Tony Marotta, Gordy Potter, Bob Steinberg, Pete Stollberg, Steve Ulik, Steve Walter, Wendy Werner, Jay Zuern

Members Absent: Jerry Daniels, Kurt Meiers

Minutes Review: The following corrections were made to the minutes: At the Brewer's game on September 21, 2013, seating will be in the Dew Deck section not the Loge section. The golf outing will be June 11, 2013. Notices for the Spring meeting should be sent five weeks before the meeting or approximately April 1st this year. We are working on the three big manufacturers for membership and Board representation. The process is in motion with Mohawk.

A motion to approve the minutes was made by Gordy Potter and seconded by Pete Stollberg. The minutes were approved.

Treasurer's Report:

Fred reported that revenues for the year are \$4,127.11 and expenses of \$10,846.53. The checkbook has a balance of \$5,964.40 and savings of \$13,604.16. March expenses were \$4,205.50 with revenues of \$ 1,200.68. Total expenses are high because of the monies sent for the Brewer game and the golf outing. Fred is continuing to deal with the IRS because we did not file in 2009 due to a lack of income. A notice stating our status should have been sent. We have received one reprieve and expect to receive a second. This issue will then be behind us. Congratulations to Fred for his good work. A motion to approve the Treasurer's report was made by Steve Walter and seconded by Steve Ulik. The Treasurer's report was approved.

Membership and Executive Director Report:

Roger stated that we have twenty-six Joint memberships, fifteen Associates and six Retail only members. Why our meetings are held in Milwaukee was asked. Roger reported 59% of membership is in the SE part of the state. 25% come from the NE and 16% from the West. Those proportions are our reasoning. Roger further reported that Scott Humphries will become the CEO of WFCA. Roger passed around the current list of all Board members and everyone confirmed their contact information.

Spring Meeting:

Roger thanked everyone for their suggestions to improve the flyer. A suggestion was made to include the golf flyer with the spring meeting flyer for next year. We will explore that option.

Roger cannot be present for registration this year. Wendy Werner, Pete Stollberg, Bruce Klainot and Steve Ulik will man the registration desk. Bruce will confirm that a larger room would be available if we would need it.

Golf Outing:

Steve Ulik has the current sponsorship list. Roger has some minor changes to be made to the sponsorship form so we can then start to contact sponsors. We will mail the forms soon, with personal follow ups shortly thereafter.

Facebook: We will wait for Kurt Meiers for an update on our Facebook status.

Brewers:

We discussed the fee for the game and tailgate. Bruce made a motion to charge \$89. Steve Ulik seconded the motion. It passed via a majority vote.

New Business:

Scott Lesnik contacted Steve Ulik about being our Fall meeting speaker. Scott has written a book about how his children were kidnapped and his ordeal to find and bring them back to the USA. His typical fee is \$5,000. He would speak for half price to our group.

We further discussed some concerns with the new soft yarns, their maintenance and where the liability lays, at the retail sales level, the manufacturer's level or the vacuum cleaner manufacturers. We decided it would be best for retailers to inform consumers on proper care.

A brief discussion was held about the advertising practices of Luna, Empire and the like. We were told that we needed three experiences and two legislators to back our findings before presenting facts to the Attorney General. They would need to prove that they sold these products at full retail within a 60 day span before their ad ran. We may revisit this in the future.

NEXT MEETING:

There is a DATE CHANGE! Our next meeting will be Tuesday, April 30, 2013, at 800 a.m. via teleconference.

ADJOURNMENT:

Gordy Potter made a motion to adjourn and Wendy Werner seconded the motion. The meeting adjourned at 9:08 a.m.

Submitted: Steve Walter

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