

Wallcovering Installers Association
June 6, 2017 | Board of Directors Meeting

Minutes

The meeting was called to order by Vincent LaRusso, President, at 7:35 PM EST.

Roll call was taken by Bob Banker, Secretary.

Present:

Vincent LaRusso, C.P., President
Mike DiGilio, C.P., Vice President
Heidi Wright-Mead, C.P., Treasurer
Bob Banker, Secretary
Cyndi Green, C.P., Immediate Past President
Susan Macuna, C.P., Central Region Director
Pam McCartney, South Region Director
Michelle Corl, Mid-Atlantic Region Director
Shelly Wilkins, C.P., Mid-Atlantic Region Alternate Director
Dave Adams, Northeast Region Alternate Director
Dennis George, C.P., West Region Director
Greg Laux, Associate Chair

Absent:

Jack Egan, Northeast Region Director
Michael King, South Region Alternate Director
Doug Wenzel, Central Region Alternate Director
Joel Ellis, West Region Alternate Director

Secretary's Report:

A motion was made to accept the minutes of the Board of Directors huddle teleconference on May 9, 2017. The motion was seconded and approved.

Treasurer's Report:

Heidi Wright-Mead, C.P., shared that we are about 33% down spending wise compared to 27% last year. Income from the Central Region Workshop and International Tech Tour are slightly inflated because the expenses have not hit yet, and the expenses from the Installer are not shown in April. Wright-Mead,

C.P., shared that we are doing well and are in the black at this moment. We have trimmed down on costs with our less expense website.

The 2017-2018 budget was reviewed and voted on for approval. A motion was made to approve the budget. The motion was seconded and approved.

Member Services Committee report:

Report as submitted.

Communications Committee Report:

Report as submitted.

WIAF Committee Report:

Report as submitted.

Nomination/Election Committee Report:

A question was raised about the deadline to confirm the slate for the 2017-2019 Executive Committee. Kay Lowe confirmed that the slate needs to be announced via e-mail at least 60 days prior to the National Convention, which is July 10.

2017 Convention Committee Report:

A question was raised about whether the pre-convention courses would be accredited. It was discussed that we can offer certification for parts of the program, and that Alan Rada will be teaching an accredited class at the Convention. It was noted that we are sharing flyers to advertise the pre-convention and convention to local paint stores in east and south Texas.

A question was raised as to where the business meeting will fit into the schedule. Lowe confirmed that the business meeting will take place during the welcome breakfast on Friday, September 8.

Discussion continued about accreditation possibilities for the pre-convention classes. A concern was raised that historically these classes are accredited, and it appears that we are not offering that opportunity this year. It was shared that the intent of the Hanging Modern Wallcovering pre-convention course is set up to offer one-on-one training, and not as much on certification. This course in particular is a new opportunity for us to engage with non-members and novice installers. This is a great opportunity for installers new to the trade to develop their skills, and be encouraged to join the WIA as a member.

The convention courses were reviewed and a question was raised about what audience we are catering these classes to. General discussion took place about the courses, and it was expressed that this year's courses have been developed to teach attendees about technical and professional demands in their industry. Michelle Corl and Shelly Wilkins, C.P., requested that their course title be changed to

“Exploring Unique Wallpaper Designs to Increase your Business”, instead of “Mastering Unique Wallpaper Designs to Increase your Business”. The class will be 45 minutes and will explore some unique designs, rather than promise that attendees will master them.

A question was raised as to how many vendors we have committed to attending the convention. Lowe shared that we have several that are interested, specifically Thibaut Wallcovering. Lowe also shared that the online registration for the convention will open on June 7, 2017.

The convention schedule was discussed further and it was asked if the convention course titles are descriptive enough of the session. It was noted that we are receiving descriptions from each speaker that will detail what each course will entail. Including the course descriptions on the schedule will help to clarify any questions about what the focus of each class is.

Craftsmanship Awards Committee Report:

A question was raised about why the voting process will be different this year. Lowe shared that some regions have fewer entries per category than others, so to avoid this unbalance we are offering the voting at a national level in two rounds: commercial and specialty, and residential and small spaces. The voting platform used this year will also be more user-friendly and streamlined.

Awards Committee Report:

Those on the call were encouraged to submit a nomination or make a recommendation for a nomination.

National Associate Member Committee Report:

Report as submitted.

Education Committee Report:

Report as submitted.

Website Committee Report:

The board was asked to review and approve the social media guidelines that the website committee developed. It was expressed by some on the call that the version A is wordier, and version B appears more concise, organized and avoids punitive measures. In response to this it was mentioned that if the original situation arose due to lack of terms that a more detailed policy is needed. Several agreed that we need to lay out our expectations clearly in this guideline, as well as the steps we'll take if someone violates it. It was noted that that in version A it states that the admin is responsible for monitoring posts and there is not an appeal process.

A vote was taken by all on the call of what version to approve. The group majority voted for version B, with the expectation that steps listing consequences for any violations will be added to version B.

ACTION ITEM: The national office will e-mail the board an updated copy of version B that includes details about warnings and action steps. An e-mail vote will be taken on June 27, 2017.

Marketing Committee Report:

Report as submitted.

Regional Director Reports:

Macuna, C.P., shared that she has been getting calls from people that are interested in joining and want to take classes. She suggested developing a small workshop that can teach those new to the trade about basic skills and benefits of joining the WIA. This workshop can be hosted around the country. It was shared that local chapters sometimes feel cheated because there aren't any classes in their area. It was also suggested that we ask our members to volunteer to host a class. Hosting rolling workshops can also generate revenue for the WIA, and we could offer more certifications as well. It was discussed how we can be sure to retain members from a workshop, and not just offer discounted education to someone who isn't interested in joining. It was suggested to offer a basic class for non-members and then more high-level classes to members only. Wright-Mead, C.P., shared that hosting large-scale workshops will need major budget approval but should be considered in the future.

International Workshop Tech Tour Report:

Macuna, C.P., shared that the International workshop was amazing. Mick Wells and Gary Stanley, along with their wives, did a great job with the planning. It was shared that Meystyle is very interested in coming to a future convention and hosting a class on their LED lighted wallcovering. They also had the opportunity to discuss paste with Anstey, and about the differences between their paste and past made in the US. Anstey is willing to test paste and put in recommendations for American and Australian hangers. We'd like to connect with Romans and Gibson Gardner to participate in a paste test. It was mentioned that we are considering hosting another International Workshop in two years or so, and are considering Australia or New Zealand for the tech tour site.

Regional Director Survey Results:

Thos eon the call were reminded to submit any additional survey results to the national office by June 20. Regional Directors were encouraged to make notes about the calls and follow-up with members in their region.

Greg Laux shared that his vision for marketing will be directly linked to survey results. The sampling provided to date shows that we have a large amount of installers that are older and will retire soon, and less that have employees or apprentices. This is something to take into great consideration when developing strategic plans for 2018. Mike DiGilio, C.P., shared that we need nearly 24 long term members yearly. It's a large task but we are working hard moving forward. It was suggested that we start recruiting students and young adults to grow in the trade and become members. DiGilio, C.P., shared that members of a local chapter make it a point to work with each new member that joins their chapter. This has been very successful and is something to consider for our chapters. It was shared that

a young adult attended a local workshop and joined immediately with hopes to receive more training. Now members of that chapter are working with this installer to help him grow in the trade and build a relationship with him. It was suggested that a mentoring program may be helpful in gaining more young installers as members.

Old Business:

It was asked whether we had developed and sent a letter to the ASID to date. Lowe shared that we have not, but will work on developing this. The plan is to send these letters to ASID designers requesting they send us information for local installers. We can then reach out to these contacts and recruit them to become members. It was also suggested to send letters to various paint stores and non-member installers. It was also discussed if we could consider developing a QR code or business card that we can send to paint stores and hand to prospective members.

New Business:

Wright-Mead, C.P., shared that we are working on getting RFP's for convention sites for 2019. We are considering Indianapolis, Nashville, Detroit, Florida and Charleston as sites for 2019.

Those on the call voted on how many huddles we should have this summer prior to our meeting in September. The majority vote was to have one huddle and schedule it for July 25, 2017. Lowe will e-mail out a calendar invite two weeks prior to the call.

With no further business . . .

A motion was made and seconded to adjourn the meeting at 9:37 pm ET. The motion passed.

Submitted by,

Bob Banker
Secretary