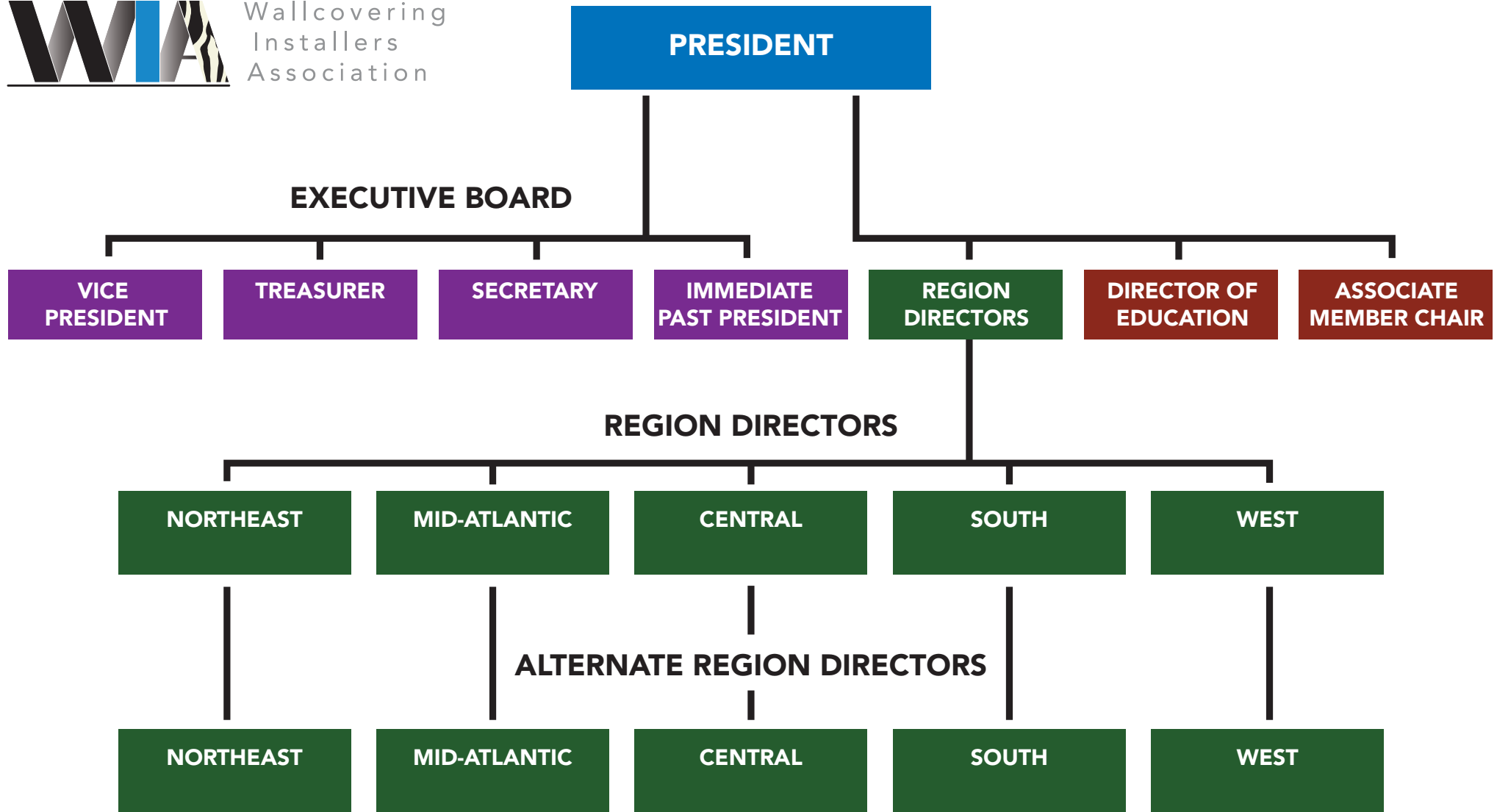




# **WIA Organization and Committee Structure 2023 - 2024**



Wallcovering  
Installers  
Association



*All committees report to the full Board of Directors*



Wallcovering  
Installers  
Association

# 2023 - 2024 Board of Directors



*All committees report to the full Board of Directors*



Wallcovering  
Installers  
Association

# REGIONAL ALIGNMENT

- Northeast
- Mid-Atlantic
- Central
- South
- West

## West Region

Also: Western  
Canada and Asia

## Eastern Canada

MB  
ON  
QC  
NL  
PE  
NS  
NB

## Western Canada

YT  
NT  
BC  
AB  
SK  
NU

## Central Region

Also: Australia and  
Europe

## Northeast Region

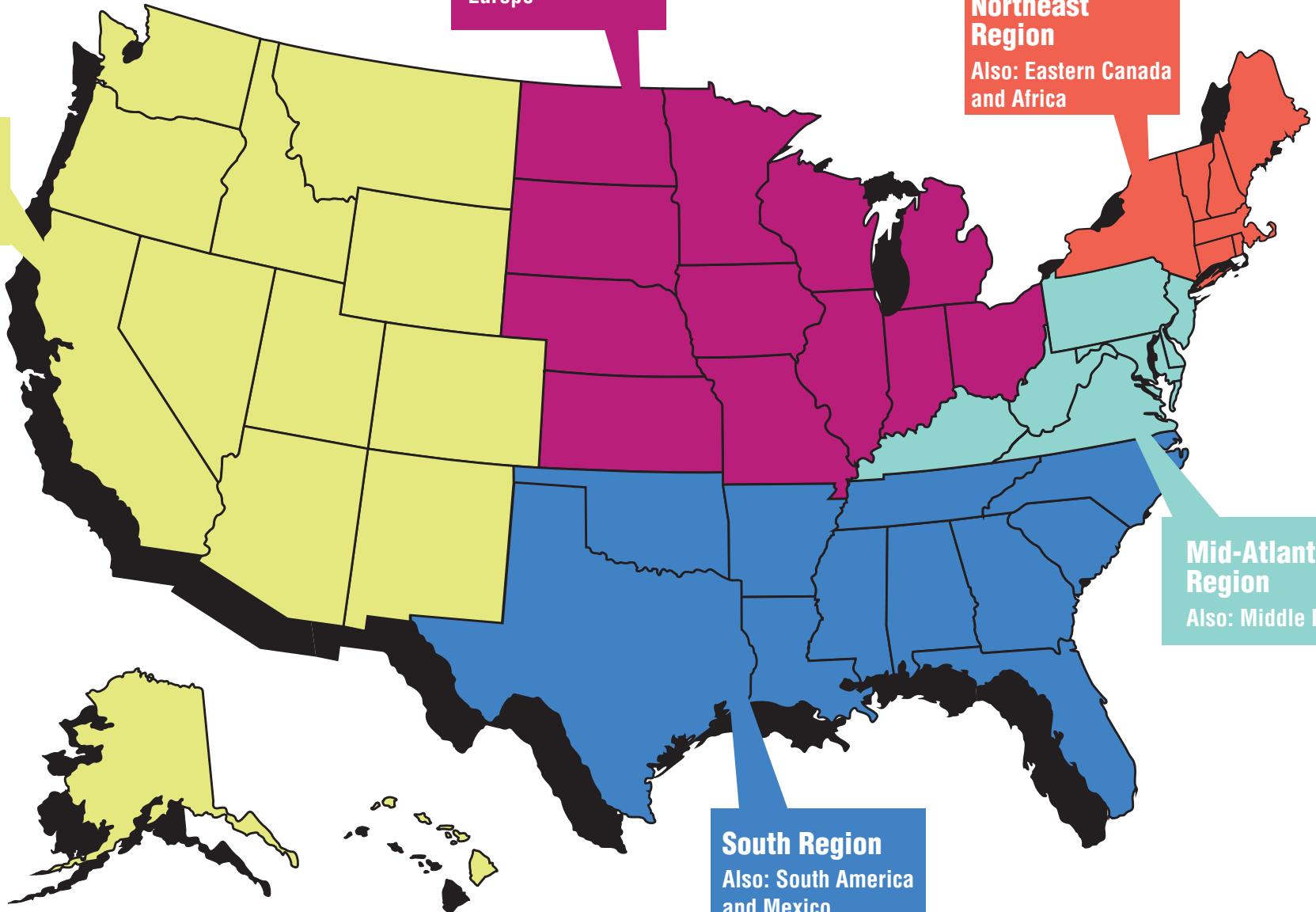
Also: Eastern Canada  
and Africa

## Mid-Atlantic Region

Also: Middle East

## South Region

Also: South America  
and Mexico



# WIA Organizational Chart

2022 - 2023 Board of Directors	2023 - 2024 Board of Directors	Reports to:	
<b>Executive Board:</b>		WIA President	
President: Michael DiGilio	Shelly Wilkins		
Vice President: Steven Kaye	Pam McCartney		
Treasurer: Shelly Wilkins	David Dubose		
Secretary: Gary Lucas	Ami Byers		
Immediate Past President: Vincent LaRusso	Mike DiGilio		
<b>Regional Directors and Alternates:</b>		WIA Executive Board	
Northeast: Richmond Mead	Richmond Mead		
Northeast Alternate: TBD	TBD		
Mid Atlantic: Ami Byers	TBD		
Mid Atlantic Alternate: TBD	TBD		
South: Jeanette Gilbreath	Jeanette Gilbreath		
South Alternate: Montte Villarreal	Montte Villarreal		
Midwest: David Dubose	Tim Schanz		
Midwest Alternate: Tim Schanz	TBD		
West: Heidi Wright-Mead	Heidi Wright-Mead		
West Alternate: TBD	TBD		
<b>Additional Board Members:</b>			
Director of Education: Greg Laux	Greg Laux		WIA Executive Board
Associate Member Chair: Joanne Berwager	Joanne Berwanger		WIA Executive Board
Executive Vice President: Nancy Terry	Nancy Terry	WIA Board of Directors	

**Note: All committees report to the WIA Board of Directors through their appointed Chairperson but are not a board member.**

## WIA Committees:

Committee:	2022 – 2023 Chair	2023-2024 Chair	Reports to:
<b>Convention</b>	No Chairperson	TBD	WIA Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> Planning, coordinating and developing the content of the national convention. Working with the Education Committee for preconvention training. Present final agenda to Board by March.</li> </ul>			
<b>Communications</b>	Jennifer Curtis	TBD	WIA Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> Development and distribution of four newsletters annually.</li> </ul>			
<b>Education</b>	Greg Laux	Greg Laux	WIA Board of Directors/WIS Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> Accreditation courses, online education and webinars to include educational videos and podcasts as well as Youtube channel. Oversees the issuance of certificates and maintenance of the master accreditation list. Acts as liaison to the Wallcovering Installer School.</li> </ul>			
<b>Standing Rules/Bylaws</b>	Inactive	Inactive	WIA Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> Review existing bylaws and create the proper language as needed at the behest of the board.</li> </ul>			
<b>Finance</b>	Shelly Wilkins	David Dubose	WIA Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> Works with the committees, RD's and board to craft an annual budget.</li> </ul>			
<b>Member Services</b>	Steven Kaye	Pam McCartney	WIA Board of Directors
<ul style="list-style-type: none"> <li>● <b>Responsible for.</b> <ul style="list-style-type: none"> <li>- Awards: Assembling the committee, managing the process, presenting at the convention</li> <li>- Craftsmanship Awards: Manage chairperson of programs (Chairperson: Jeanette Gilbreath)</li> <li>- Coaching Alternate RD's on associate contacts</li> <li>- Manage Region Directors interaction!</li> <li>- Membership Retention: oversee the retention process</li> </ul> </li> </ul>			
<b>Marketing</b>	Nancy Terry	Nancy Terry	WIA Board of Directors

## **Convention Committee**

- **Mission.** To coordinate the production and execution of the annual convention.
- **Responsible for.** Planning, coordinating and developing the content of the national convention. Working with the Education Committee for preconvention training. Present final agenda to Board by March.
- **Goals (in hierarchy).** Insure that event matches the net profit targeted in the budget. Boost attendance to meet or exceed the target. Work with Marketing and Communications Committees to promote.
- **Strategy.** Hold bi-monthly meetings with the committee September to June. Weekly meeting June to September. Work with home office event management for hotel needs. Work with Communications and Marketing to secure interest. Identify topics and instructors for event. Secure outline for sessions by April. Committee works with an advisory committee of Education, Communications and Marketing committee.
- **Critical concerns.** Future locations will be held in confidence. Future committee chair is appointed by the board. Current committee will groom future committee chair. Future committee members are recommended and secured by this committee and chair. Will work in concert with the Financial committee as well as the Membership, Marketing, Education and Communications committees and home office staff.
- **Critical Dates/ Committee calendar.** Announcement of chair will happen in March the year prior to the convention. Convention team will be assembled upon the close of the prior year convention. Financial requirements will be submitted October 15. Board meeting in March, year of convention, agenda, program pricing and instructors are to be signed and submitted to board along with session outlines. Committee will report at each board huddle as well as meetings. Hold bi-monthly meetings with the committee September to June. Weekly meeting June to September. Estimated budget to be reviewed with incoming committee by October 1.
- **Elements which get handed over to management for final execution.** Agenda, instructor list, speaker session layout, tour information. All hotel communication for venues go through home office.
- **Metrics.** Understand the 5 year rolling financials. Past convention chair will debrief. Committee will remain apprised of attendance numbers.
- **Financials (Current Budget).** Estimated budget to be reviewed with incoming committee by October 1. Committee will be mindful of the required net income. Financial requirements will be submitted October 15.

- **Outsourced actions.** Marketing, design and printing services.
- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held, and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))



## **Communications Committee**

- **Mission.** To create four newsletters annually.
- **Responsible for.** Development and distribution of four newsletters annually.
- **Goals (in hierarchy).** Gather and assimilate messages from Region Directors and Committees for content in the newsletters. Digital asset management and library.
- **Strategy.** Work with the newsletter writer. Insure that articles are relevant.
- **Critical concerns.** (This is where the committee lists its concerns about how to do what they have been tasked to do. It is also where the board or management can highlight aspects of the committee role that need particular attention.)
- **Critical Dates/ Committee calendar.** Publish newsletter on quarterly schedule. Committee will report during the normal quarterly reporting cycle to the Board of Directors. Committee will have budgetary requirements for the upcoming year, presented to the financial committee by October 15.
- **Elements which get handed over to management for final execution.** Home office is responsible for securing the newsletter writer.
- **Metrics.** Timely publications.
- **Financials (Current Budget).** Budget is set through annual budgetary process. Committee will have budgetary requirements for the upcoming year presented to the financial committee by October 15.
- **Outsourced actions.** Coordinate content with newsletter writer and layout/design with graphic artist.
- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held, and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))

## **Education Committee**

- **Mission.** To encourage, develop and promote member driven education.
- **Responsible for.** Accreditation courses, online education and webinars to include educational videos and podcasts as well as Youtube channel. Oversees the issuance of certificates and maintenance of the master accreditation list. Acts as liaison to the Wallcovering Installer School.
- **Goals (in hierarchy).** Maintain the learning management system. Develop and submit the master list of classes to the board. Upon approval of list, determine the sequence of classes and submit a multi-year plan. Produce 2 – 3 classes per year.
- **Strategy.** Coordinate webinars in concert with the Marketing Committee. Build webinars in support of the release of classes. Develop and oversee the thematic content of region workshops. Identify classes for formal online accredited classes and work in concert with the Convention Committee. A minimum of one accreditation class will be held at the Convention which will be turned into an online class. Oversee mentorship program.
- **Critical concerns.** (This is where the committee lists its concerns about how to do what they have been tasked to do. It is also where the board or management can highlight aspects of the committee role that need particular attention.)
- **Critical Dates/ Committee calendar.** Preconvention class must coordinate with Convention. Committee will report during the normal quarterly reporting cycle to the Board of Directors. Committee will have budgetary requirements for the upcoming year, presented to the financial committee by October 15.
- **Elements which get handed over to management for final execution.** Any contracts for classes, prior to execution. All registrations will be handles by the home office. Final list of accreditations is presented to staff for integration with website. A description of the accredited class will also be presented in a native file. Coordinate all education delivery methods with home office staff.
- **Metrics.** Reports on any financials are reported back to the committee by home office staff. Reports to include number of attendees in each class and workshops.
- **Financials (Current Budget).** Committee will have budgetary requirements for the upcoming year, presented to the financial committee by October 15. The board will compensate accredited class/online lead instructors with one-year WIA membership dues and one full conference attendee registration.
- **Outsourced actions.** Learning Management System and required audio visual needs.

- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held, and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))

## **Bylaws Committee**

- **Mission.** To periodically review and assess the compatibility of the bylaws according to the current goals of the organization.
- **Responsible for.** Review existing bylaws and create the proper language as needed at the behest of the board.
- **Goals (in hierarchy).** They are assembled by the board. They take the request. They do research. They compare the existing bylaws. They may consult with a retained attorney. They advise and report to the board. They present for a motion which is brought to the board which is ultimately presented to the membership.
- **Strategy.** Plan for execution will be determined in concert with the board.
- **Critical concerns.** (This is where the committee lists its concerns about how to do what they have been tasked to do. It is also where the board or management can highlight aspects of the committee role that need particular attention.)
- **Critical Dates/ Committee calendar.** The board will determine a deadline at the time of the assembling of the committee. Once assembled, the committee will report during the normal quarterly reporting cycle. Once tasks are complete, the committee is disbanded by the board.
- **Elements which get handed over to management for final execution.** Deliver final language in a native file as well as minutes from the meetings leading up to the recommendations.
- **Metrics.** Follow budget allocation and meet critical dates.
- **Financials (Current Budget).** The board will allocate a budget. Any additional funding will be considered upon request through the board voting process. If additional funds are required, requests can be made at the quarterly reporting or a special allocation can be made. Committee will have budgetary requirements for the upcoming year, presented to the financial committee by October 15.
- **Outsourced actions.** Consultations can be made from a retained attorney.
- **How this committee intends to function.** This is a standing committee of ad hoc members. Quarterly reports are to be submitted to the board.

## **Finance Committee**

- **Mission.** To monitor and insure the financial health of the organization.
- **Responsible for.** Works with the committees, RD's and board to craft an annual budget.
- **Goals (in hierarchy).** Responsible for reporting four times per year to the board of directors. Begins development and assimilation of the next year's budget in October with the final product submitted in December huddle with voting in January.
- **Strategy.** Orchestrate the committees to provide financial needs. Require and hold committees accountable for income and expenses submitted. Treasurer to assimilate board goals into the budget and financial processes. In particular, advise, recommend and report on income and expense issues and specifically revenue. Focus items include income from dues, net profit from convention and education as well as expenses from marketing and website.
- **Critical concerns.** Balanced budget, matching growth needs with declining membership numbers, preserving savings tools.
- **Critical Dates/ Committee calendar.** September release budget form. October 1 present convention committee draft. October 15<sup>th</sup> receive budget requests. December submit final budget draft and update the convention five year average. January approve final.
- **Elements which get handed over to management for final execution.** Proposed budget.
- **Metrics.** Balance budget and maintain savings as possible.
- **Financials (Current Budget).** (Please define the components of the current budget. It is useful to break that down into line items of "here is how we intend to spend that money, and on what specifically.")
- **Outsourced actions.** Coordinate with home staff and cpa.
- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held, and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))

## **Member Services Committee**

- **Mission.** To enhance the member experience.
- **Responsible for.**
  - Awards: Assembling the committee, managing the process, presenting at the convention
  - Craftsmanship Awards: Manage chairperson of programs
  - Coaching Alternate RD's on associate contacts
  - Manage Region Directors interaction
  - Membership Retention: oversee the retention process
- **Goals (in hierarchy).** Membership retention. Promote awards presentations. All committees and subcommittees are to present their annual calendar to the treasurer in the January board meeting.
- **Strategy.** Monthly membership drop list goes to RD's. Subcommittees and Committees to supply calendars.
- **Critical concerns.** How to deal with dropped members. Dealing with defiant members and non members.
- **Critical Dates/ Committee calendar.** Calendars from each committee will build this piece.
- **Elements which get handed over to management for final execution.** Winners lists.
- **Metrics.** Measure dropped members, movement to retiree and new members. Measure current members quarterly.
- **Financials (Current Budget).** Project membership and provide dues income estimate to financial committee by October 15.
- **Outsourced actions.** (Please identify the scope of actions if outsourced to a third party, the goals of that action and the vendor, contact and contract associated with that outsourcing.)
- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held, and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))

## **Region Directors**

- **Mission.** To be the outward face and the liaison between the board and the members.
- **Responsible for.**
  - If viable, holding one workshop or one meet the Guild event per year.
  - Personally or virtually interact with chapters.
  - Provide board reports on the quarterly basis.
  - Maintain fiscal and fiduciary responsibility. Understand the financial interface.
  - Facilitate member needs.
  - Membership Transition: Contact new members and dropping members.
  - Attend in-person and virtual members.
  - Table top video for convention.
  - Coordinate responsibilities with alternate region director.
- **Goals (in hierarchy).**
  1. Membership Communication/interaction - ongoing
  2. Convention support/ and promote: Table Top Video – June 1
  3. Reactive/stimulate chapters
  4. Submit quarterly board reports
  5. Understand and accomplish budgetary goals
- **Strategy.** Visit chapters. Participate in events and workshops. Develop advertising materials.
- **Critical concerns.** Chapter participation. Membership recruitment and retention. Participation.
- **Critical Dates/ calendar.** RD's to capture regional dates and integrate with Google Calendar. Board report due dates.
- **Elements which get handed over to management for final execution.** Table tops, shutting down chapters, non-compliance, Facebook infractions. Member complaints. Chapter formation information. Changes in chapter status: opening or closing.
- **Metrics.** Financial reconciliation of events. Membership status. How many goals were met? Quarterly board report.
- **Financials (Current Budget).** Understand budget and financial requirements. All funds are made to WIA or channeled through WIA electronic accounts.
- **Outsourced actions.** Nothing to be outsourced. All through headquarters.

- **How do the Region Directors intend to function?** Teleconferences or video conferences as needed or as part of board huddles.



## --- **Committee**

- **Mission.** (Define the intended reason for being for this committee. This is commonly a longer term definition, set by the board and management and then handed to the committee.)
- **Responsible for.** (List everything which this committee is responsible for, such as: events, recurring items, one time annual items, etc. Again, this may be a list handed to the committee by the board.)
- **Goals (in hierarchy).** (Please place the 3-5 main goals of the committee into a proper hierarchy, with #1 as most important and #5 as least. Please include any significant dates for each goal to be achieved or to be analyzed. These goals will be discussed and refined in conjunction with the board.)
- **Strategy.** (Please define the strategy that the committee will use to achieve those goals. Strategic plans will have critical steps and elements outlined/defined.)
- **Critical concerns.** (This is where the committee lists its concerns about how to do what they have been tasked to do. It is also where the board or management can highlight aspects of the committee role that need particular attention.)
- **Critical Dates/ Committee calendar.** (Please define the most critical dates involved in the actions to implement the strategy for achieving the goals. These can be fixed calendar dates or they can be relevant dates (say 45 days prior to convention, as an example.)
- **Elements which get handed over to management for final execution.** (Please define the overlap where a committee can only do certain tasks and then management must take over the execution of those tasks.)
- **Metrics.** (Please define how the committee intends to measure the achievement of the goals. These can be defined by the board or left to the committee in some cases.)
- **Financials (Current Budget).** (Please define the components of the current budget. It is useful to break that down into line items of “here is how we intend to spend that money, and on what specifically.”)
- **Outsourced actions.** (Please identify the scope of actions if outsourced to a third party, the goals of that action and the vendor, contact and contract associated with that outsourcing.)
- **How this committee intends to function.** (Here, please describe the committee members, how meetings will be held (phone? Zoom?), how frequently they will be held,

and any other pertinent details about how the committee is to function (such as: are the committee members to remain anonymous?))

## **WIA Website Useful Information Guide:**

Current Board of Directors: <https://www.wallcoveringinstallers.org/about-wia/national-board-of-directors/>

Bylaws: <https://www.wallcoveringinstallers.org/wp-content/uploads/WIA-Bylaws-as-of-8-19-14.pdf>

Minutes: <https://www.wallcoveringinstallers.org/members-section/wia-minutes/>

Mission and Vision: <https://www.wallcoveringinstallers.org/about-wia/>

Chapters: <https://www.wallcoveringinstallers.org/contact/find-a-chapter/>

Associate Directory: <https://www.wallcoveringinstallers.org/become-a-member/associate-membership-directory/>

Logo Guidelines: <https://www.wallcoveringinstallers.org/members-section/wia-logo-usage/>

Newsletter Archives: <https://www.wallcoveringinstallers.org/members-section/wia-newsletter/>