

## WBEA BOARD MEETING

### Minutes

Grazie's Italian Grill, Stevens Point  
Saturday, January 8, 2011

Members present: Katie Grassel, Cindy Otto, Becky Ackermann, Jen Bishop, Debbie Stanislawski, Michelle Radtke, Scott Kosidowski, Mike Carpenter, Michelle McGlynn, Tina Trumbower, Josh Firgens, Trish Sabel, Erik Hill, Christopher Smith

Call to Order – Trisha Sabel

Meeting Called to order at 9:15 a.m.

1. Appointment of Parliamentarian

Mike Carpenter

2. Introductions

Board members introduced themselves including school and their primary interest in teaching.

3. Secretary's Minutes from September Board Meeting

Motion to approve the minutes by Tina, second by Debbie. Motion passes

4. Treasurer's Report

Treasurer's report has been placed on file for audit

Discussion was had on only paying \$150 for FBLA sponsorship vs the \$300 in the budget. It is up to the discretion to the treasurer.

Motion to pay \$240 for the purchase of Quickbooks software and tax forms. Motion by Mike, seconded by Josh. Motion passes

5. Old Business

a. Marketing Committee Update – Michelle Radtke

New Website is out, Member spotlight (change monthly to rotate with district) on the website. Content Experts is also being updated and added to the website only.

b. Job Description Updates – Tina Trumbower

Received update from board: Past President change. District Representative change: plan and organize Spring Update through communication with DPI and Technical College system. Work with Membership to maintain the database for current membership info.

Spring Seminar and Webmaster job descriptions are left open for discussion.

c. Proposed job description changes and revisions to positions-Josh Firgens

Add the position of (Chief) Information Officer and Marketing Director. The membership position would roll into the Information Officer and Business Manager will be rolled into Marketing Director. There was a discussion about Changing the Chief Information Officer to a continuous position so the member has a constant contact. Then it was noted that a 5 year term would be best for the organization with a 2 term maximum.

Recommendation from the board made to propose changes in the bylaws:

Article 6 section 7 Membership Information Processor should change to Information officer

Article 7 section 1 add Marketing Director.

Article 7 Section 5 Membership Information Processor be changed to Chief Information Officer. Appointed for 5 years with an ability to serve a 2<sup>nd</sup> term

Article 7 section 12 Business Manager changed to Marketing Director.

d. Website Development

Discussed the location of the links from left to right.

Many pages had direct links to PDF documents, but there was discussion and agreement on add the information to the page as part of the page and not just linking a PDF documents (job descriptions and Constitution are examples of this, as well as information for the Convention, do not just upload word/PDF doc to link to)

There are forms online for the submission of Awards and discussion on what email the forms should be sent to. Some board members were concerned that the school's filter would block content and applications would not be received. It was discussed using the email address that comes with our webhosting so they would be [XX@wbeonline.org](mailto:XX@wbeonline.org) and then the person responsible for checking the messages would change with new members. Also discussed adding forms for Scholarship and Russ Hosler award. Scholarship committee is going for with application form and submission of documents via the Web Site. Mike Carpenter was going to talk with Mary Margret about the application for the other award if it will be retained as word document or as a form

Discussion on the member's only site. All members will need to be added to the site manually and the database of paid members needs to be received from Josh in order for this to be completed. Member spotlight from past members will be available for members when they log in and it gives members a value added piece of being involved in the organization. Also discussed was the timeframe between joining the organization and getting username and address information for the website. Because the membership officer would need to contact the webmaster and then add them to the site, as well as deactivate the account if they have not kept their dues current for the next school year.

Katie asked for discussion on help in getting the content experts for the 16 areas and the member spotlight for the rest of the year, but was put back to committee to decide. As of the meeting, the February spotlight member idea was Allie Holtzer, but there were no members names for the content experts that would need to be added to the member's only section.

There was discussion on the layout of the executive board list and combining that page with the executive board job descriptions and terms page. Adding color pages and redesigning the page to be more attractive to the reader.

Katie will contact Scott Christy and continue to work on getting the full site up and running.

6. New Business

a. Business/Marketing Teacher Database

Huge disconnect between members database. The journal editor is not getting current database. Cvent has a cost if you enter person in manually. Lifetime membership. Josh and Cindee will need to combine the Cvent database and the excel database. Need to look into a discussion with a database expert to determine the best way to add and keep our membership up to date. Because the events in Cvent don't communicate the cvent list is not current and it can be pulled into excel but then duplicates need to be taken care off and manually checked.

7. 2010 Convention Report-Mike Carpenter

The Wisconsin Dells had a profit \$6,049.82 compared to a net loss of -\$84.46. Mike stated his view point that the Convention is not there to make money for the organization and other members stated their viewpoint of it is an opportunity to generate money to help and promote the organization.

District representatives are currently paying for attending the spring update. There was discussion on being able to have a district representative.

Motion made: District representatives do not need to pay for registration for Spring Updates. Made by Tina, second by Michelle. Motion passes.

8. 2011 Convention – Mike Carpenter

Tentative schedule was passed around. Looking at switching the conference to being done by Friday at 3 p.m. This would reduce hotel costs and possible make it more affordable for members to come and learn.

New teacher workshop will be the Wednesday before the conference. NCBEA will be doing 1 sectional for our conference so WBEA will need to come up with 4 sectionals.

Keynote session will be Friday morning, moving recognizing awards at the end of the opening session (keynote). Friday luncheon could potential just the Russ Hosler.

9. Membership Report - Cindy Loos/Josh Firgens

Discussion on the marketing committee to help promote the reason for joining the organization. What is the best way to have the database using excel to contact members to expiring members. Also the discussion is why is the membership report is confusing on the actual number of people who are actually paid members. **We are requesting the report changes that is not as confusing to the board.**

10. Business Manager's Report – Josh Firgens

Discussion on getting the Cvent contract signed and turned to lock in our rate.

11. Seminar Report – District Reps/Jen Wegner

They have had conference calls and the registration is on the WBEA website. Speakers have been organized.

12. Legislative Report- Jen Wegner

Jen will report when changes are made. Tina said she would be willing to fill in the absence of that

13. DPI Report – Jen Wegner

14. Wisconsin Technical College Report –

They have hired a person for this position. They interviewed 5 people. WBEA needs to send a letter to invite that individual to sit on the board for our organization

15. NCBEA Report – Debbie Stanislawski

NBEA membership for is passed out. You are automatically a member of NCBEA. NCBEA adds value to those who are members. NCBEA is a joint convention this year with WBEA in Green Bay. They are looking at ways to add value to your membership. There are looking at webinars for members and there are newsletters. Two periodicals 1 from NBEA and 1 from NCBEA. In the past NCBEA has just tagged onto the state convention now they are helping to plan sectional. There is also National Business Honor Society, handout was given. Solicited reviewers for the national business education standards and in the next year there should be new National Standards. Debbie does board meeting for NBEA and had to recruit members for the national organization. This is Debbie's last year in this position.

NCBEA is requesting a \$10 reimbursement for each member attending the convention. NCBEA president would like their room compensated to attend the convention.

Motion made to donate \$10 per person to NCBEA by Mike and seconded by Tina. Motion passes

16. *Wisconsin Business Education Journal* Report (Online) – Cindy Otto

Convention wrap up was mailed out. Get a copy for the Website.

Discussion on when the Journal is going online. Will work on going online when the website is up and rolling and members are entered. Discussion on making the journal online more visually appealing and sending in a teaser email to encourage members to go to the web site.

The next two editions Winter 2010 and Spring 2011 will be printed. All other journals after Spring 2011 will be provided only online.

17. Other

Can you pay on Cvent using paypal. There was discussion on last meeting on accepting payment via electronic check (entering routing number). There is an additional charge for those fees. There is an additional fee for using paypal

Cindy brought up the possible need to meet more often to accomplish our goals. There were many people who stated the need is there and what options are available. We talked about meeting virtually in Thursday, April 24 at 3:30 until 5:00. Trish will set up an agenda with committee updates and contact board members on how this meeting will take place.

**Thursday, March 24 at 3:30 p.m. there will be a meeting. No minutes need to be taken for this**

## 18. Committee Assignments and Task Review

### a. Advisory Council

Becky Ackermann: promotion and membership drive. Suggesting a brochure/newsletter to all schools with what is WBEA, the district reps (contacts) link to website, information on convention. Section on membership. Link to Cvent membership, dues information. Addition to budget. Investigate the QR codes (3D bar code)

What Can WBEA do for you: Website, convention, spring updates. Sent to all schools. Get information from all schools.

Send out to 09-10 lapsed members send a direct postcard with information and what is new for WBEA

District reps are sending out emails by this Friday for registration. Student representatives will encouraged to participate in the event

Discussion on use of membership numbers:

### b. Awards Committee

Nominations by March 1. Everyone on the board is encouraged to nominate someone for the awards. Go to the website for the nomination.

District Representative have the forms available at the Spring Update. Concerns about the email going through or getting caught on the filter. This will be work on to double check the functionality as well as creating an auto-completion reply email

### c. Nominating Committee

District 2 representative is vacant and looking to get that filled. President Elect there are names written down and will be contacted. Secretary, NCBEA, District 1 (3 & 4 will stay on). Marketing director is open and needs to be filled. Josh agreed to stay on for Information officer. Will look for someone to fill the Marketing director to start.

### d. Scholarship Committee

Timeline of event, letters will go out by. When students apply for the scholarship they will include their biography and picture along with their scholarship application on the web

### e. Membership Committee

Discussed merging data and joining. Working on updating the Life Members. Emails on June 1 to renew memberships.

## 19. Announcements

Mike discussed inviting to Sarah Baird to join the board to get a different viewpoint  
A push for Secondary members for the Russ Hosler.

Trish asked everyone to find 1 new member to join the organization and you will need to have a report on who it is at the next meeting.

## 20. Adjournment

Move to adjourn at 3:00 by Tina seconded by Michelle. Motion passes