Meeting Minutes
IFMA Executive Committee Meeting
Meeting of Tuesday, October 9, 2012
Location: MATC West – 302 S Gammon Road, Room 136
7:30 a.m. – 9:00 a.m.

**Attendees:** Ron Rowe, Mike Schwartz, Leah Samson-Samuel, Patty Sweitzer, Jim Zirbel, Brett Wedekind, Barb Milan

**Item #1: Call to Order**

The meeting was called to order at 7:45 a.m. at MATC West. Ron Rowe and Mike Schwartz approved the September meeting notes with a note to correct Leah’s last name. It was listed as Samuel-Sampson and should be Samson-Samuel.

**Item #2 Officer Reports**

- **Treasurer (Tom Riffle)**

  Tom is not in attendance. No changes to budget. Mike asked for a motion to approve treasurer report and Leah Samson-Samuel and Patty Sweitzer approved.

- **President (Mike Schwartz)**

  Milwaukee won Small Chapter of the year. They will be having a party in San Antonio and Madison is invited, date and time- location to be announced.

  Madison will donate cheese basket - blow up cow - cheese head for the IFMA Foundation Gala Tuesday night October 30, 2012. Jim Zirbel will purchase.

  Tri-Chapter pins are ordered and will be delivered prior to World Workplace. Melissa from Green Bay designed pin, the pin has a landscape of Lambeau Field for Green Bay, A skyline for Milwaukee and the Capital for Madison. Our chapter ordered 125 pins and Green Bay will invoice us for the pins in November. This was a budgeted item.

  We will use the new logo for all Tri-Chapter advertising. There is $3500.00 in the accord back account which we may want to use to create the posters.

  October Monthly Luncheon will be held at the Sheraton
  November 20th Luncheon will be held at Cuna

  Photos have been taken of the Cuna facility which will be used to advertise the new luncheon forum at Cuna. We will also advertise by creating a web squad cast message, email blast and make an announcement at October’s lunch.

  Someone will need to notify the Sheraton – so if people show up for the luncheon they can be re-directed to the new venue at Cuna. (Possibly have an IFMA member at the Sheraton?)

  CFM study group planned for January 16th and 17th 2013
FMP Class schedule
Leadership Feb. 27th & 28th
OM April 24 & 25
Financial June 19 & 20
PM August 14 and 15

Two classes will be held in Milwaukee, one in Madison and one in Green Bay.

Mike wants to acknowledge those folks who received certification at the Tri-Chapter event.

- **Vice President (Kyle Roux)**
  
  Mike and Kyle will be meeting for lunch today.

- **Immediate Past President (Jim Zirbel)**
  
  No report

- **Lunch Bunch (JR Roethke)**
  
  Not in attendance – nothing to report.

- **Member Squad (Roberta Montague & Emily Rowe)**
  
  The Member Squad committee is planning their next event.

- **Show and Go (Ron Rowe & Jon Schneider)**
  
  We are currently looking for a financial speaker for meeting, no one in the wings. Mike may have a potential speaker; he will forward information to Jon Schneider.

- **Profession Development Task Force (Cindy Torsveidt, Brett Wedekind, Leah Samuel-Sampson)**
  
  Tri-Chapter date secured - May 10th
  April 15th ends early bird registration
  April 26th Registration closes
  American Family Insurance event location
  Task list created, working on securing a tour at Epic and a social the night before
  Need ideas for speakers

**Upcoming Events:**

Nov. 2nd BIM New Building to Operating Building to be held at UW Credit Union on University Ave.
Leah will send blast to membership after description of session is forwarded. Also will place event on web and announce at luncheon.

Nathan and Brett uploaded resume and job listing on web.
IFMA resume @ gmail.com created for the members to send
Google Calendar setup for committee meetings
• **Sponsorship Task Force (Barb Milan & Lorelle Micklitz)**

   It is almost time to start next year’s drive. Committee will meet in next 2 weeks, move back timeline – start January 1st and end drive March 30th.

   We hope to have packets ready by next executive meeting to approve before they go to COW. The packets and cover letters should be ready to go by middle of December.

   There were discussions about Birdie Brigade and Sponsorship Task Force working together. It seems they target the same sponsors for both events. They both work off associate members list. It was also suggested to possibly offer a platinum sponsorship.

   The group decided to table these discussions and set up a conference call with the two groups to discuss. A meeting will be scheduled.

   Rotating banner for gold sponsors!
   More advertising and luncheons for gold!
   Plaques are a negative investment for our funds.
   Advertising more fruitful!
   Leah has idea – logos on easels at luncheons.
   Need to recognize sponsors in a different way.
   No plaques next year!
   What do sponsorship logos do for us? We need to know what the companies can provide.
   Name time and face time needed for sponsors
   Barb will come back with ideas

**News Crew (Jennifer Hardebeck)**

Remember to get your stories in early!

• **IFMA 2.0 (Dick Pearson & Nathan Hanson)**

   Not in attendance – nothing to report

• **Team PR (John Desens & Brian Hoffman)**

   Discover IFMA moved to March 7th

• **Community Crew (Doug Sutter & Gene Post)**

   No report

**Birdie Brigade (Kim Keister)**

No report.

**Any other comments;**

Tuesday, December 11th Holiday Party at Capital Brewery – Also Ron Rowe’s Birthday
Next meeting conference calls 9:00 a.m. to 10:00 a.m.

**Old Business**
None

The meeting was adjourned around 9:00 a.m. with a motion by Jim and Leah with a unanimous vote.

Respectfully Submitted:
Patty Sweitzer, Secretary