

Insurance Women of Toledo
Minutes of July 17, 2003 Special Board Meeting

Members Present:

Lisa Hochradel
Traci Shook
Nancy Homan
Barbara Hofferle
Sue Derian
Deb Gomez
Jenny Bruns
Sue Jergens
Carol Sheets
Bev Hammond
Mary Hertzfeld
Sandy Fintel

Members Absent:

Marla Wholf
Donna Wymer
Becky Stewart
Sandy Dobbins
Mary Hertzfeld
Cathy Krueger

Past Board Member Present:

Sandy Powder
Kathy Turley
Sandy Forgette

Past Board Members Absent:

Anna Gartner
Deb Gaffir
Sandy Mominee
Rose Ann Koperski
Mary Maynhart
Julia
Nancy Meyer
Carol Reid

Noting the presence of a quorum, President Lisa Hochradel called the meeting to order at 6:30 PM at her private residence, Luckey, OH.

Ms. Hochradel began the meeting by stating that this session was called for a two-fold purpose: 1) to brainstorm about how to promote the organization from within as well as solicit new members, and 2) exchange materials between the incoming and outgoing Board Members.

Proceeding, Ms. Hochradel stated that she had Tike Stickers available for anyone who would like to hand them out. She also announced that there would be a formal Board Meeting in August.

Discussions then commenced regarding the following facts and ideas:

- The Association is changing
- There is a desire to get to know the present members
- There have been requests to concentrate on Women's Issues
- There are Community Issues to consider
- It may be possible to use the 50/50 Raffle as a way to send a member to Conference. The drawback would be that National requires all monies to benefit the Association as a whole, due to its IRS status as a non-profit organization.
- It would be a good idea to honor new members at the September meeting
- IWOT would like to compile a New Member Handbook
- IWOT would like to have its members' photos on the website
- IWOT will definitely have the Board Members listed on the website
- IWOT may post insurance related jobs on the website for free

- There is an NAIW Perspective Member Kit

Tracy Shook announced that Anna Gartner had delivered a healthy seven pound daughter on July 16th at the Toledo Hospital. The baby was named Alaina Rose. Mom and baby are both well.

Attention then turned to the IWOT Website. Carol Sheets stated that sponsorships for advertising on the site were \$100.00 per ad. Letters are to go out to potential advertisers in August or September. It was decided that advertisers would be billed annually, rather than pro-rate per calendar year, to avoid turning down new business. The discussion then turned toward the appearance of the ads and how they would look better if they were laid out along the side of the page. Kathy Turley added that the association needs to keep the cost at \$100.00 and that we need to have the ads up and running within two weeks. It was also reiterated that reports from Board Members need to be provided in full and in Word form via e-mail so that they can be cut and pasted into the site. This will keep the site maintenance down, as changes are what drive the cost up. Ms. Hochradel stated that she now has global e-mail instructions and will provide those to Board Members. Members were asked to send their ideas to Ms. Jergens or Ms. Sheets. The discussion ended with Ms. Shook stating that IWOT was noted as Dan's best customer.

The dialogue progressed on to Networking Weekend. IWOT will be hosting the event on the weekend of September 12, 2004. Costs were discussed, as well as the idea of having a progressive dinner/scavenger hunt. Jenny Bruns stated that she could get a discount on a bus for transportation to the different restaurant locations. Using a Water Taxi was also discussed. Those with ideas and information will report at the formal Board Meeting in August.

Kathy Turley opened the discussion regarding Conference. It was stated that Conference can be held no later than April and reports are due in to National in June. The first choice for date would be the week after April. The second choice would be the last weekend in March. Location choices mentioned were The Wyndham Hotel, The Radisson and The Wingate. UT also sent meeting information. Once the date is set with the hotels, then a name can be chosen for the event. Ms. Shook suggested that IWOT hold a contest to come up with a name. It was stated that requests for donations needed to go out by fall time on IWOT letterhead. It was also stated that IWOT will need approximately \$75,000.00 to pay for the event. Costs associated with the event are payment for registration, a speaker, most meals, 1st Timers Lunch, President's Luncheon, Entertainment, Gifts and the finale party. The final statement regarding Conference was that there needed to be a separate checking account for the event funds and a Conference Treasurer appointed.

Bev Hammond proceeded to provide an idea for fund raising. She recounted her successful use of "Nickel Bags" in the past. Nickel Bags are small, cloth bags with a drawstring. People are asked to put their nickels into the bag at the end of each day. The change is not missed, but amounts to quite a bit when the bag is filled. When filled, the bag is then turned in to the fund raiser contact. Ms. Shook reminded Board Members that all sales for fund raisers require the collection of sales tax, and that perhaps the Nickel Bags would be a good method for collecting donations.

Ms. Gomez then announced that the Horizon Plan is located on the National website. New Member Manuals are available. Ms. Shook stated that she will be updating the Insurance Women Power Point presentation.

Ms. Hochradel reminded members that Industry Night is the organization's first big event upon reconvening.

Sue Derian provided a report on the status of Member, Deb Gaffir. Deb is undergoing chemotherapy for Bone Cancer. She will have at least six courses of therapy. She is doing as well as can be expected, but is becoming restless at being home all the time. Cards and words of encouragement would be appreciated.

Ms. Hochradel went on to suggest that an idea for a fund raiser would be "jar recipes." The question arose as to whether or not food is taxable. The idea was posed that we should ask for a donation rather than sell the jars.

Ms. Shook stated that she would like to get IWOT rookies involved with events and activities. Some additional ideas regarding Industry Night were discussed as follows:

- There could be a play
- A play would be inexpensive entertainment
- "Quick Sand Mutual" was discussed
- Mercy Health Partners could be contacted (Ms. Shook) for speakers on Women's Issues

Ms. Hochradel then made a final suggestion about how to involve current members and draw new members. She recounted her experience from National with her "Grow Dammit" rock story. She suggested that IWOT could do something similar and have members "take care of the rock." She suggested that IWOT could make a game out of decorating the rock. Further discussion to take place at the formal Board Meeting.

Ms Hochradel ended the discussion by stating that the next Board Meeting would most likely be held either Wednesday, August 20th or Thursday, August 21st. Once a poll was taken she will e-mail the final date and time to all Board Members.

Meeting was adjourned at 8:30 PM.

Respectfully submitted,

Barbara L. Hofferle
IWOT Secretary