

Wisconsin Pottery Association Business Meeting Minutes

Tuesday, 13 March 2012

Special Order of Business: 2012 WPA Exhibit and Sale – Discussion of Ideas for Free Advertising & Publicity

Michael Waidelich, Jeff Tagliapietra, David and Betty Knutzen, Jim Riordan, Peter Flaherty, Chris Swart and Heidi Hahlen met before the business meeting to expand the scope of advertising for this year's show and exhibit, with hopes of capturing TV, radio, and print exposure. Anyone wishing to assist with publicity and advertising is welcome to join this group or make suggestions for contacts.

Business Meeting Attendees:	Michael Waidelich, Pres	Jim Riordan
	Jeff Tagliapietra, Vice Pres	Chris Swart
	David Knutzen, Treasurer	Betty Knutzen
	Heidi Hahlen, Secretary	John Matthews
	Christine Boone	Peter Flaherty
	Ellen Tyne	Jim Tyne

President Michael Waidelich called the meeting to order and distributed an agenda.

Treasurer's Report: After a call to order by President Michael Waidelich, David reported that the combined WPA accounts balance is \$10616.20

Secretary's Report: As of 3/13/12, there are 39 paid members, 9 unpaid members and 2 lifetime members. The Potocniks have decided to not renew this year but may return in the future. The Wisconsin Historical Society Annual report was submitted and the final approved set of WPA Bylaws was submitted to the Wisconsin Historical Society for their records. She reminded everyone that the next newsletter deadline is April 15. Articles, pictures and any interesting information should be emailed to Ori-Anne Pagel at newsletter@wisconsinpottery.org or mailed to her at 925 N. Gueldner Lane, Exeland, WI 54835

Old Business:

WADA Exhibit: Jim & Ellen participated in the Wisconsin Antique Dealers Association February 2012 show and explained that the WPA exhibit will be located in a large area (~10' x 18') just inside the entry door. There will be 2 or 3 locked showcases and 2 – 3 tables for our display pieces and WPA information, photos and publicity. It was suggested that video loop display of past shows and exhibits be developed. Set up for the event is Thursday evening and tear down on Saturday afternoon. Volunteers are needed for set-up, to man the exhibit and table on Friday and Saturday, then tear down on Saturday afternoon. A volunteer sign-up sheet will be started at the next meeting so please make time to volunteer. The question of insurance was discussed so Jim T. will inquire and report back at a future meeting. Please take a moment to check out the WADA website if you did not pick up a flyer at this meeting. <http://www.wisconsinantiquedealers.com/>

Century House Committee: Progress continues on the publication of the Century House book. It is expected that the book will be published and ready to sell at this year's annual show..

2012 WPA Annual Show & Exhibit, Saturday, August 25, 2012: The title of this year's exhibit is Wisconsin Stoneware 1850 – 1900. Jeff Tagliapietra and fellow stoneware collector Al Kohlman will provide most of the display pieces. Al will also contact other Wisconsin collectors to add to the exhibit. While there won't be the numbers of exhibit pieces, the stoneware pieces are bigger in size so the display should be very attractive. A suggestion to include Wisconsin stoneware bottles in the exhibit. The issue of insurance was again discussed. While it was thought during the early years of the exhibit that the insurance WPA purchased through the Alliant Center included coverage for the pottery, Chris Swart clarified that the \$900 fee paid to the Alliant Center only covers personal liability. Chris will investigate purchasing collector's insurance for the exhibit pieces and report at a future meeting. Jim Tyne brought the show cards for everyone to take and distribute to the antique mall, flea markets and shows. Jim will also include show cards in the contracts that he mails to the dealers.

New Business

Consideration of Fund Raiser for Local Potter: John Matthews gave everyone an update as to the status of Mary Pratt, a local self-employed potter, who has been fighting skin cancer and unable to work and attend shows for the past 6 weeks. During last month's meeting, John requested WPA to consider sponsoring a fund-raiser of some sort to financially support Mary and her family as she recovers from surgery and treatment. After some discussion of WPA's tax status, it was decided that WPA would support any fundraiser through advertising, the donation of pottery for auction and attendance at the fundraiser. It was also noted that anyone interested in purchasing her pottery can do so on-line at the following website: prattclaypottery.com.

Program: With an attendance of 27 pottery enthusiasts, Steve Drake shared his years of knowledge and experience collecting Native American pottery and artifacts, much of it from Wisconsin. He had baskets, pottery, arrowheads, and leather artifacts.

The next meeting is scheduled for Tuesday, April 10 so please plan on joining us at 5:30 pm for the business meeting. Bring that new pottery find for the Show & Tell and welcome Michelle Schumaker as she presents her collection of Czech Pottery. Laurie Farnum will also present her collection of Catalina Dinnerware.

Hope to see everyone there. Mark your calendar now so you don't forget.

Respectfully submitted by
Heidi Hahlen, WPA Secretary