

Wisconsin Pottery Association Business Meeting Minutes

Tuesday, 13 November 2012

Business Meeting Attendees:

Michael Waidelich, Pres	Jim Riorden
Jeff Tagliapietra, Vice Pres	Christine Boone
David Knutzen, Treasurer	Betty Knutzen
Heidi Hahlen, Secretary	Tim Zinkgraf
Jim Tyne	Ellen Tyne
Ellen Wolowic	Pat Wolowic

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

David Knutzen, Treasurer reported that the 11/13/12 balance in the checking and savings accounts is \$10351.81. He also received several dues renewal checks from members in attendance this evening and cash for the sale of one Century House book.

Heidi Hahlen, Secretary reported that there are currently 54 members, 3 complimentary members and 2 life time members. The deadline for the next WPA newsletter is January 15, 2013. Everyone attending the October presentation by Steve Hintze enjoyed his studio pottery as well as his stories.

Old Business:

2013 WPA Annual Show & Exhibit

The title for next year's exhibit is "Roseville: America's Decorative Art Pottery". This was the sales slogan that Roseville used in its advertising. We reviewed this year's show card and it was recommended that "18TH Annual" be added back in to the title of the show. The cost of parking may be increasing from \$6 to \$7 – this will need to be checked for accuracy. Again, the goal is to have the show cards ready for distribution early in 2013.

Century House Book:

Michael reported the copyright has been received and that 1 more copy of the Century House book has been sold. He also reported that Ann W. has contacted Donald-Brian Johnson about writing an article with pictures. No report as to how the book may or may not be selling at the Century House store or if Ann has contacted Doug Moe yet. Jeff T. reports that the Madison Antique Mall will have a locked case in the front of the store available for use in January. He suggested that we place several Century House pottery pieces in it and make the new book available for sale. He will investigate whether or not the mall will deduct the 6% sales commission. Information on how to purchase a book via PayPal is now on the website. If you have not yet purchased your copy, please bring money to the December meeting, order one on the WPA website or email Michael at lakelandave@sbcglobal.net to make arrangements for him to mail it to you.

2013 Monthly Meeting Presentation:

Jim R, David & Betty K and Barb Huhn have met and have several invitations out for speakers. The June meeting will again feature Steve Schoneck, Christine Boone will present in May and September will be "Member's Choice" so members can show off their purchases and finds from the summer. Jeff has extended an invitation to the gentleman who lent his stoneware bottles for the 2012 Wisconsin Stoneware Exhibit as well as to a friend who collects Blue & White Pottery. Anyone with a presentation idea is asked to forward your suggestion to any of the program committee members. Hopefully, a finalized schedule will be announced at the December meeting.

New Business:

Attracting New Members:

We discussed how we might attract new members, hopefully from the younger generations. We reviewed the membership card that was used several years ago. Everyone agreed that it is too wordy so several recommendations were made: reduce to 4.25" x 5.5" post card size and highlight the key points. Heidi volunteered to draft a revised card and email it to everyone at the business meeting for their review and feedback. The hope is to have membership cards for all members to distribute to local and regional antique malls, share with customers, and send to pottery studios within the Madison area. Heidi also suggested that we consider contacting Steve Hintze,

Johnson Creek Clay Studio, about possibly sponsoring the art tour brochure in exchange for the inclusion of some information about WPA. Heidi will email him to start a discussion.

2012 Annual Business Meeting and Holiday Potluck

Only 3 weeks 'til our WPA Annual Business Meeting and Holiday Potluck, **Tuesday, December 4 beginning at 6 pm**. Jim and Barb Riordan will again provide the hot turkey and rolls, so please bring your best dish to pass and your choice of drink. The paper plates, napkins, cups and silverware will be provided so just bring your smile and good cheer.

The next deadlines for the WPA Newsletter: January 15, 2013, April 15, 2013. Please email Ori-Anne Pagel at newsletter@wisconsinpottery.org with any show dates, articles or pictures for her to include in the Winter 2013 newsletter.

It's that time of year again – membership renewal for January through December 2013 is due. Please bring cash or your checkbook to the December Annual Holiday meeting. A single membership is \$20 and a couple membership is \$30. If you would prefer to renew your membership by mail, please send it to: WPA, PO Box 705, Madison, WI 53701.

Keep in mind, if you joined or renewed your membership since July 2013, your current membership is already good through December 2013 so you do not need to renew at this time. If you have any questions about your membership, please email me.

See you December 4th!

Thank you,

Respectfully submitted by
Heidi Hahlen, WPA Secretary
hshahlen@tds.net
608-712-9335 (cell)