

Wisconsin Pottery Association – Monthly Meeting Minutes Tuesday, 13 September 2011

Business Meeting Attendees:

Dorothy Russ, President	Steve Dana
Michael Waidelich, Vice Pres	Chris Swart
David Knutzen, Treasurer	Dede Bangs (new member)
Betty Knutzen	Art Wendt
Barb Huhn	Eileen Wendt
Tim Zinkgraf	Pat Wolowic
Heidi Hahlen, Secretary	Ellen Wolowic

Treasurer's Report: After call to order by President Dorothy Russ, David Knutzen reported that the WPA checking account balance was \$11353.70. Dave also reported that attendance was down from 372 in 2010 to 324, but with the increase in entry fee from \$5 (\$1860) to \$6 (\$1944), there was a net increase of \$84. Tim reminded everyone that the state cut employee salaries just 2 days before the show and may explain some of the drop in attendance, and every acknowledged that our show is a discretionary activity. Dave also reported that Jim Riordan only spent \$865 of the \$1500 budgeted for advertising this year. As reported at the June meeting, Jim kept the advertising in Yesteryear and AAN but did not purchase an ad in the Antique Explorer, Olde Tymes, Antique Week and Treasure Map. In addition, Rose Lindner did not purchase an ad in the State Journal and Heidi did not purchase an ad in the Madison Magazine. Heidi reported that one attendee looked for the ad in one of the antique journals that we did not advertise in but luckily, she had written it in her calendar last year. Heidi reviewed all the on-line calendar sites that she placed the show and reported that she saw the Channel 3 morning daily calendar announcement of the show.

Secretary's Report: Heidi Hahlen reported that there are currently 49 members with 2 lifetime members. There were 4 new memberships from this year's show and one renewal. Heidi introduced new member Dede Bangs, of Madison, who states she used to be a member several years ago. The other new members are: Linda Rielly, from Bettendorf, IA, Steve Schoneck, from Newport MN, and Joan Van Kessel from Rockford, Il. Jeff Greenberg of Sun Prairie. She also reported that the bylaws have been tentatively approved with several suggested changes. She asked that the bylaws be added to the October agenda for review and final approval. Tim Zinkgraf agreed to put the past WPA meeting minutes on the website; Heidi will email them to Tim.

Show Report: Annual Exhibit and Show & Sale, Saturday, August 27, 2011: Pictures on Pottery: Art on American Pottery and China

Chris Swart distributed a copy of the draft of next year's lease for the Exhibition Hall. The specifics remain the same with a 3% increase of \$125 (\$4260 in 2011, \$4385 in 2012). Chris reminded everyone that ours is one the last pottery shows, as those that have gone by the wayside were intended to money making ventures while our only requirement is that our show only break even. After a short discussion, everyone voted that we should proceed with another show and sale and sign the lease.

Copies of Jim Tyne's 2011 Show report and financial summary were distributed in Jim's absence. There were 47 dealers in the 40 booths (132 tables) including 3 new dealers to our show. This year's expenses (Exhibition Hall rental, advertising, show cards, postage, insurance, linens, table refund, and printing costs) to date are \$6483.96, and revenue (booth rentals, ads, show gate) to date are \$9144.00, with net revenue of \$2660.04. This is up from \$1810.54 net revenue from the 2010 show and \$1082.84 net revenue from the 2009 show. Jim talked with many of the dealers with reports that sales were 'good', 'poor' and 'ok'. In light of the drop in attendance, we did ok. In summary, Jim reported that from his perspective, everything fell into place and the show went very smoothly. He also thanked Tim Zinkgraf for re-designing this year's show card making it appear much more stream-lined.

Everyone acknowledged the quality of the show again this year. Steve Dana and Barb Budig did a great job with gathering all of the wonderful pieces of pottery, and the display was well done. Steve expressed his thanks to members who shared pieces from their personal collection for this year's display. Betty

Knutzen also expressed her thanks to everyone who volunteered to help with the various responsibilities as again, everything went smoothly.

New Business:

It's time to begin working on next year's speaker calendar. Jim Riordan, Barb Huhn, et al, will meet to start making inquiries of possible speakers. Heidi recommended that 2 or 3 Saturday or Sunday road trips be included in the calendar to offer an opportunity to attend a WPA activity for those who live too far away to make Tuesday evening meetings.

David and Betty Knutzen asked that a committee be established to determine the feasibility of putting a book/booklet together to feature all of the Century House pictures that Art and Eileen Wendt have taken to document the history of this Madison based pottery. Betty acknowledged that a grant was submitted to the Wisconsin Historical Society several years ago but it was denied. Chris Swart, Ann Waidelich and Betty Knutzen will meet with the Wendts to investigate and produce a draft document.

Tim Zinkgraf requested funds to update the software that he uses with the WPA website. He expects that it will cost \$100 - \$150. A vote was taken and this expenditure was approved.

Old Business:

Everyone was again reminded that articles are due to Ori-Anne Pagel by October 15th. The following deadlines are January 15, 2012, April 15, 2012 and July 15, 2012.

Program: Member's Choice

14 WPA members shared their recent finds and purchases, so it was another great opportunity to learn from each other.

Next Month:

The October presentation will feature Jim Tyne and his display and knowledge of vintage Catalina Pottery. Hope everyone can join us for next month's meeting and presentation.

Respectfully submitted by
Heidi Hahlen, WPA Secretary