



**Board of Directors Meeting
February 8, 2023, at 10:00 AM MT**

Call to Order

Bob Decker called to order the FPDA Board of Directors meeting on February 8, 10:15 AM MT. The following were in attendance:

Bob Decker
Jeff Behling
Bill Haley
Tom Nicholson
Greg Wissman
Josh Williamson
Alan McCay

Steve Velderman
Zach Reddick

FPDA Staff:
Amy Luckado
Courtney Truelove
Maria Koustenis

Review/Approve Board Meeting Minutes

Bob Decker called for a vote to approve the FPDA Minutes from the Board of Directors meeting held on December 15, 2022. A motion was made by Josh Williamson and seconded by Steve Velderman; the meeting minutes were unanimously approved.

Financial Reports

Tom Nicholson reported the financial reports through the end of December 31, 2022. Tom informed the board that five out of the last six years have been a loss. The reserves should have at least \$343k for a year's worth of operating expenses, and it is currently only \$140k. He noted that attendance at meetings and membership are not back to where they were prior to COVID. In order to increase reserves, it is important to increase revenue and decrease expenses. One way to do this is by increasing the registration fees and ensuring we are promoting and getting as many attendees as possible. It's also important to cut expenses at the Summit so we are making more money per attendee.

Marketing & Value Prop Task Force Update

Courtney Truelove provided an update on membership. She stated that at the end of 2022, there were 133 current members. Invoicing for 2023 dues began in November and follow-up communications have been sent monthly. To date, a total of 65 companies have renewed their membership. Courtney reminded the board that a list of unpaid members was attached to the meeting invite. She asked the board if there was anyone on the list that they knew of who was no longer in business. Courtney also shared that she has scheduled a membership committee call for March 1.

ACTION: FPDA Staff will make calls to unpaid companies.

Amy Luckado provided the marketing and social media stats. Facebook continues to be the highest social platform. The image of Jeff & Bob passing the gavel was the highest viewed image. Emails continue to have a high open rate of 30% which is higher than the industry average. Amy reminded the board to send pictures from meetings to her so they can be shared on social media.

Education Task Force Update

Amy Luckado informed the board that the committee has been meeting monthly. The webinars will continue to be focused on the *Lunch with Leadership* as well as UID Year Round. Joe Calvello will be holding a webinar in March presenting how to use the benchmarking dashboard and industry update. Bob Decker will be re-doing

his original topic again so that a full discussion with attendees can be had. Tom Nicholson will present in September on Health Insurance and Bill Haley volunteered to take the open spot in July.

Amy noted that to date there are 11 FPDA members registered to attend the University of Innovative Distribution. She reminded the board that any attendee registered for the event under FPDA will provide a kickback to the association. Five of those in attendance are FLM participants. Bill Haley will also be attending.

Future Leaders In Motion group is enjoying the program and looking forward to UID. FLM will be participating in a coaching session in February. Amy will ask the marketing team to focus promotion on all of the participants' titles who are participating in the program, it is not only for sales managers.

ACTION: Trish/Courtney will add a slide to the webinar template to advertise the FLM program.

ACTION: Amy will look for the FLM commercial Bill filmed with Blake, to see if the information is up to date.

Industry Summit

The Summit Planning Committee met in the morning and decided Fort Worth, Texas, would be the location in 2024 and Maria Koustenis will investigate Lake Tahoe for 2025.

The board discussed ways to get additional attendees to increase revenue. The board would like to review a list of attendees and which companies are bringing multiple attendees to the Summit. The list should also include employees' titles to better gauge who is attending. Another way to gain attendance is to invite members of other associations and offer the member rate.

ACTION: Amy to send the board a list of attendees broken down by company.

ACTION: Amy to investigate inviting members of other associations to the Summit at the regular registration rate.

Other Business

Ways to partner with vocational schools or technical colleges like Hennepin Technical College were also discussed.

ACTION: Amy will contact Hennepin Technical College and Donna Pollander – International Fluid Power Society.

Amy reminded the board that nominations will take place in September. She provided a list of potential candidates for review. The board provided additional names for outreach to determine interest. These included Justin Scullen for Young Executive, Randy Hydrick, Bert Kaufmann, Mark Steiner, and Ross Surratt.

Upcoming Meetings

March 27 Board of Directors at 2:00 pm EST

Adjournment

The Board of Directors meeting was adjourned at 12:48 MT.

Respectively Submitted by:

Amy Luckado
FPDA Executive Director