

**WPCF Board of Directors Meeting  
Dubsdread Banquet Hall  
Tuesday, November 7, 2006**

**Board Members Present:**

President - Ed Medici  
Vice President - Sim Seckbach  
Secretary - Karen Lee  
Treasurer - John Muccigrosso  
Dir. of Member Services - Christopher Chaston  
Dir. of Bridal Services - Tracy Marini

**Guests Present:**

Doug Forner  
Rhonda Haberkamp  
Jo Tripp  
Brandi Zrallack

President called the meeting to order at 4:45 P.M.

Christopher motioned to approve the October minutes and a second was received by Sim. Motion passed.

**Vice President Report:**

Need meeting locations for January - Sim is working on several different options and will finalize January in the next week. Entertainment and availability of hotel for the social will be extended to 4 hours.

**Upcoming Meetings :**

12/06 - Holiday Social - Florida Hotel & Conference Center (Florida Mall)  
3/07 - The Verandah Bed & Breakfast  
4/07 - First Presbyterian Downtown - will handle catering  
5/07 - Mission Inn

**Membership Report:**

Christopher will be following up by phone with members whose renewals have not been sent in. All delinquent accounts must be current by November 30, 2006 or membership will be considered expired and cancelled. Cancelled members will be required to remove the WPCF logo and any other public affiliation from all promotional materials.

Membership List was presented for review. Corrections and revisions will be made and list will be resubmitted.

**New Member Applications:**

Soundwave Entertainment Systems  
Lee Forrest Designs Inc.

**Treasurer Report:**

Account balances were presented. All RSVP's for general meetings are being entered in computer system and no shows will be billed. John is continuing to pursue credit card processing options.

Ed reported on a positive response from WPCF participation at the Southern Women's Show in October. The leads are being downloaded and will be posted to the Members Area on the WPCF website within 2 weeks. Ed will notify the membership when the leads have been uploaded.

Discussion was held on actual numbers of members who participated in the Southern Women's Show. Participants who have not paid the \$75.00 participation fee will be billed.

**January Bridal Show Update:**

Confirmed date of bridal show is Sunday, January 21, 2007 at Hard Rock Live. The committee is currently working on the marketing and advertising for the show and a photo-shoot has been set up for promotional materials for the show. Current booth fee is \$225.00 and must be paid by December 5 to take advantage of the discount. Help is needed in the areas of fashion show, door prizes, and gift bags.

Venues for the July 2007 and January 2008 bridal shows are currently being considered.

Karen Lee presented an idea for a Member Incentive Reward Program designed to increase attendance, participation, involvement and volunteerism within the WPCF organization and directly benefit members by reducing fees. A committee was formed to develop criteria for the award program and begin implementation. Karen will co-chair the committee with Mary Delello. John and Ed agreed to be on the committee in order to help with the development of the program. Karen will submit an article for the newsletter to inform the general membership about the upcoming Reward Program and to ask for additional volunteers.

Rhonda Haberkamp expressed concerns about the usage of different WPCF logos not consistent with the approved logo and current changes that have been made to the logo. Discussion was held on the addition of .com to the existing logo and Ed suggested that a graphic artist be hired to update the logo. Due to lack of time, this issue was tabled until the next meeting.

Meeting was adjourned at 6:05.

Submitted by

Karen Lee  
Secretary