

**WISCONSIN ASSOCIATED OF WORKER'S COMPENSATION ATTORNEYS  
MINUTES FROM THE BOARD MEETING HELD ON FRIDAY, April 5, 2013**

Board Members Present:

President: Mark Parman  
President Elect: Charlie Domer  
Past President: Mark McGillis  
Treasurer: Krysta Walsh

Cherie Gon, Dennis Wicht, Tom Landowski, Ryan O'Connor, Curt Lein, John Jokela,  
Dan Arndt, Melissa Kirschner

The meeting was called to order at 11:06 a.m. by President Elect Mark Parman.

Approval of the minutes from December 7, 2012 meeting: John Jokela clarified that he did not participate in that meeting even though the minutes stated that he participated. There was a motion to approve minutes. The motion was seconded and the minutes were approved.

**Website Remodel:** presented by Tom Landowski

Landowski recapped the project. The project to remodel the WAWCA website started project on September 22, 2012 and he has been working steadily on it ever since.

A kickoff meeting took place on January 3, 2013 between the vendor, McGillis and Landowski. At the meeting there was a discussion about the overview of project, graphic design, a plan, a list of task, and a timeline for project completion.

Since the January 3, 2013 meeting they have been working on four major projects:

1. *Begin a template or graphics layout for website*

- They have gone through 3 drafts. The 4<sup>th</sup> draft (and hopefully final) will be done and approved next week
- When the draft is done he will send everyone on the board a copy

2. *Development of navigation plan and page list*

- Navigation plan (map): basically the design of tabs and links and how go from those to the particular topic or link.
- Page list: inventory of all of the pages that the user will be able to see and access from the website.
- The Page list is very involved because they need to know the content of each page and where it will come from. Some of this information already exists but some of it will have to be created.
- He has spent the last 60 days working on these two things.

- These in conjunction with graphical layout are most important things to complete do because these go to the programmer. The programmer uses this information to create the program for the website.
- End of next week all three should be finalized and headed to the programmer.

3. *Communication with John Griner to contribute photographs*

- If Griner will take the photographs then WAWACA can save money by not having to purchase photographs from a vendor.

4. *Most difficult move the existing content to the remodeled/new website and create the missing content.*

- Very involved process and expect he will be asking a lot of different people for help to accomplish this task and will divide the tasks into the smallest pieces possible.
- Examples: On the new website there will be a link that will contain a link of all of the past officers etc. Someone need to bring up to date, type and put into a pdf.
- Other examples: new disclaimer, digital copies of table of contents of past seminars manuals, past minutes/pdf, pdf for wage benefit chart, Act, Code provisions, won't ask people to take on major projects but would like some help
- 60 days anticipate to get content under the way. Tom will do a lot of the work himself.

Everything in on track and the goal is to launch website just shortly before the next seminar and to unveil it at the next seminar.

The website will contain more and easier links to calculators for permanent total disability, social security reverse offset and reducing all current claims to present value.

Gratitude was expressed to Landowski for the work he has put into the project.

Landowksi has been impressed with the vendor. Down payment has been made. Total cost \$4200.00.

Nominations for 2014 Year:

Need a president elect:  
 District 2: John Jokela interested  
 District 3: Tom will stay on  
 District 4: Trish Sandoz

Treasurer: unknown if Krysta Walsh wants to continue the position  
 Secretary: unknown if she wants to continue position

Mark Parman will send out a general notice to all members that committee members willing to serve again but also taking nominations. WAWCA will also take nominations for open positions if available.

### **Scholarships:**

Krysta will do the presentation for the UW-Madison scholarship.

Marquette happens at summer WAWCA seminar but Charlie Domer when find out when this scholarship will be presented. He will follow-up with Tom Domer to find out who was chosen and will e-mail Parman the name of the recipient and information about the presentation of the award.

### **Summer Seminar:**

The summer seminar will take place on July 25, 2013 at the Marriot Middleton with Eric Pease and Jessica Almazar as the co-chairs. The brochure is scheduled to go out by May 1, 2013

There was a discussion regarding whether or not to do another iPad give away. The general thought that was that it seemed to help people stick around for the last sticker. The cost would most likely have to come from WAWACA because last year there was no interest from sponsors regarding paying for the iPad.

Parman will talk to Eric or Jessica regarding more to offer our sponsors. Under the design of new website sponsors will get advertising. Their names and logos will be prominently displayed on left hand side of the website and above the name will be a rotating image of all of their logos. Users will be able to hit click on name and will be re-directed to the sponsors website. Hopefully, this will make sponsors happier. There has been negative feedback from because not enough people are talking to them at their booths.

There was a discussion about the possibility of have a attendees could have vendors sign once they went to their booth. Upon completion of the card or percentage of the card they would and not enough feedback. This would increase the complexity and could require another prize in addition to the iPad. Parmen will discuss this idea with the co-chairs.

The cost of the seminar was discussed out of order after discussing the treasurer's report (see below.) Last year we charged \$120.00. Spring 2013 seminar was \$100. In addition, there is a \$30.00 membership fee.

Last year there was a loss at the summer seminar and the reasons for the loss were discussed. Attendance was down last year's summer seminar. Hotel expenses were high and the booklets almost doubled. It appears that the booklet cost can be blamed for the loss.

A motion was made to approve a fee of \$120.00 for the summer seminar. The motion was seconded and the fee of \$120.00 was approved.

**Treasurer's Report:** Krysta Walsh gave this report

\$28,349.97 in our checking account. This amount may be higher because there are couple of checks lingering for dues. Walsh did not think that there were any more than \$100.00 in checks that had not been deposited. Check to website vendor cleared. Scholarship amount paid back in September. Hotel check has not cleared.

WAWCA current membership is 140 people. Walsh is going to follow-up to make sure people were not double counted or sent their dues to the wrong person.

Spring Seminar: \$2400 profit. One vendor has not given paid. Attendance was up by about 20 people. All expenses have been paid.

Walsh will print an actual breakdown for board about seminar and where money is coming from.

A motion was made to approve the treasurer's report. The motion was seconded and the treasurer's report was approved.

**Miscellaneous Business:**

Dave McKone at Lindner & Marsak had e-mailed Walsh about obtained the e-mail list from WAWCA members to send out information about a wine and appetizer fundraiser scheduled for July 18, 2013 to raise money for Tim Schumann Scholarship fund.

There was a discussion about sending out mailings to everyone on the list. The intention is has not been and will not be to give the membership list out. We do not give the membership list to vendors.

Mark McGillis will let Dave McKone know that he can send us the information about the event but that we will send out the list.

Wicht asked if he could also have information about the Benkart Golf Outing scheduled for May 31, 2013 sent out in this manner and it was agreed that he could.

Landowski indicated that as part of website update we need to include a privacy statement about how WAWCA uses a members e-mail and name. We need to reduce our policy to writing. All requests have to go through the board. Dennis Wicht will draft first privacy policy.

Next meeting will take place the night before summer seminar at Delaney's in Madison, Wisconsin.

The meeting ended at 11:56 a.m.

Minutes prepared by Cherie Gon