

Women On Wheels®
October 2022, Quarterly Board Meeting

Women On Wheels® Inc.
Board of Trustees Meeting
GENERAL MEETING Minutes New Final Nov 5, 2022
October 15, 2022

The General Meeting of the Women On Wheels® (WOW) Board of Trustees (BOT) was called to order via the Zoom conference by Carol Skala, BOT & President (CS) at 11:25 am ET on October 15, 2022.

Swearing in of New Trustee

Nancy Mustachio, Trustee took the Oath of Office from Carol Skala, President. The Confidentiality Statement, Oath of Office and PCI Security documentation form were all signed by Nancy.

In attendance were: Carol Skala, BOT & President (CS), Sue Frish, BOT & Treasurer (SF), Marilyn Vershure, BOT & Secretary (MV), Trustees: Gwenn Gee (GG), Donna Schoenfeldt (DS), appointed Trustee Nancy Mustachio (NM).

Members Present October, 2022: Stephanie Reed-MO, Laura Mitchell-GA, Janice Seiller-IL, Marlene Morris-MN.

The Mission Statement was read by Secretary Marilyn Vershure:

To unite all women motorcycle enthusiasts for recreation, education, mutual support, recognition and to promote a positive image of motorcycling.

Meeting Agenda was reviewed by (CS)

Approval of the July 2022 BOT meeting minutes. Motion (GG) 1st, (MV) 2nd motion passed.

Member Comments: None

CONSENT AGENDA: Reviewed by (CS)

Note: Items under the Consent Agenda are considered and enacted on a single motion. There is no separate discussion of these items prior to the Board vote unless: 1) a Board member requests that an item be removed from the Consent Agenda for separate action or 2) a member requests an item be removed and this request is, in turn, proposed by a member of the Board of Trustees for separate action.

Request Approval of Standing Committee Reports as submitted (see attachments)

- A. President's Report
- B. Budget & Finance
- C. By Laws & Operations Manual
- D. CD/A Coordinator
- E. Election
- F. Insurance/Sanctioning Coordinator
- G. Magazine
- H. Mileage Coordinator

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- I. Members Voice
- J. Nominating
- K. Office
- L. Participating Dealer
- M. Public Relations
- N. Strategic Planning
- O. Technology
- P. Trademark
- Q. 2022 Ride-In™
- R. Future Ride-In™

Items Removed from Consent Agenda (if any): None

Motion to approve Consent agenda by DS, Seconded by SF, there was no opposition and motion carried.

Carol set a 5 minute break from 12:25 to 12:30. ET

Old Business

1. **Sue/Carol** - Review 2023 Budget -The checking account is Stable. Our membership is still declining. We will be making the last website payment December 1, 2022. That was for the basic website. We don't have a projected cost for marketing yet. The insurance bills will come in January, so the budget will be worked up then.
2. **Sue** - Finance - Checking \$31,000, Vanguard \$119,000 is our rainy day (emergency) fund. \$4,300 profit from the Ride-In™ but P & L shows (-\$2,300) from regular business activities. Membership: 8 years ago **1,600**; 2021 **777**; now **538** full members. Insurance is our largest expense, marketing will be the next one coming up. Taxes depend on our investment income.
3. **Sue/Carol/Trina** -Technology -The new webteam will be decided at the Jan BOT meeting. We still have two databases that still don't work together. The system no longer captures the emails that the system sends out. We still need mass emails. The old database is Access and is not compatible with the new website. The office computer will no longer be supported with its Windows 8. This has all of our membership data, magazine mailing labels, and info that goes to the CD/A. The manually adjusted renewal dates are gone. Nancy is in IT and she recommends that we get what we need. You get what you pay for. We are still working out the kinks on the renewal program. Sometimes the renewal button pops up and sometimes not, for both members and PBP. Since we have so many options this program does not handle as we need. We are looking at other program options. Please be patient.

4. **Carol**- Bylaws and Operations Manual - The RIC planning guide is being updated by the 2023-2024 RIC C-chairs. This is an addendum to the Operations Manual. The old Handbooks and The Operations manual was totally revised 3-4 years ago and will be an ongoing process, it will always need to be updated as time and items change.(GG) made a motion that we approve the updated RIC Planning Guide. (DS) 2nd, Motion passed.

Carol made a motion to take a half hour break. Be back at 2:00 ET. Actually resumed at 2:50 ET.

New Business

1. **Carol** - BOT - Resignation- Jordan Baez. Carol swore in New Trustee Nancy Mustachio. Sharon Elmore will be appointed starting Jan 2023. On October 8, 2022 , we received a resignation from Trina Michaelis, stating personal issues starting immediately. We will not fill her spot for the rest of 2022.

2. **Marilyn/Sue** - Ins - We are still trying to put together a standard waiver for all chapters. We are working with the insurance company to try to get the rates down. We are hoping to get a standard waiver for all members, support, etc. We are hoping that members would only have to sign with their WOW renewal. Janice, as CDA coordinator feels that the CD's already have too much to do than to deal with waivers too. We are going to see if we can use the renewal signature for the members would suffice, but I think they will probably still require a waiver for non members.

3. **Janice Seiller**-CD/A - TN Chapter: Crossville Wind Catchers. First new chapter in 4 years. (MV) made a motion to approve, (GG) seconded, motion approved. Janice is concerned about CD burnout, because there are not enough members stepping up to help out. We have 5 chapters that will probably close at the end of the year. That will leave us 36 chapters.

4. **Carol** - Office - We need a new computer, this one is aging out, Old archives are on many different programs. WOW BOT files need to be cleaned out before it's full. Used 2.5 of 15 Gigs. Carol has started downloading archives on a one drive. Some of those are so old that they can't even be opened. We need to come up with retention procedures and add them to the operations manual. WOW has 2 G drives. Membership files are only on Access. and one is only for the BOT President & Secretary. We are trying to organize those files now. We will be putting into place a retention program for old records. Sue suggests we buy a new laptop computer.G-drive is backed up on Carol's computer. Pam Eddy and Pam Rusk are both using their personal computers. Nancy will check into a cell phone with voicemail. This one could be turned off at any time since we don't have a Spectrum account anymore.

5. **Donna**- 2023 Ride-In™ Update - Gwenn, Donna, Marilyn and Laura working on the registration form for 2023. All items are coming into place for Harrison. Future RIC - 2024 Marilyn Vershure and Laura Mitchell are the co-chairs. We are already looking at locations for 2025 and 2026.

6. **Gwenn**- Mileage/Riding Program - Ride-In™ survey. The mileage contest will be a calendar year for your own personal best. Shaine Bare that was helping with this had a really bad motorcycle wreck in Arizona. She is still in critical care. The ending mileage is also on the beginning form. Maybe the mileage awards could be done at opening ceremonies, making the closing banquet shorter.

7. **Donna** - Magazine - The fewer magazines printed = higher cost: 1st qtr 687, 2nd qtr 600, 3rd qtr 500, 4th qtr 400. Erin Murphy (with Dairyland) will be assisting Margaret Wraight with editing and proofreading. October 29th deadline for Jan magazine. Send images in PDF form. Only a few mail-ins have been received. Margaret has moved to NY and is taking care of 2 ailing parents. Magazine price is \$25. Actual cost of magazine \$26.40 for 2022. 4th Qtr magazine was the Ride-In issue with 36 pages all in color. We are committed to produce the magazine digitally and in color. Due to rising costs, the GEM membership may have to increase in 2023.

8. **Carol** - Trademark - Wild WOW shut down on Facebook. We actually had to get some legal advice because they could have been confused with us..

9. **Sue** - Webteam - The website continues to be a work in progress. We are still having to manually transfer info between the website and the database. It is not working as expected. Carol, Sue, Nancy, Chuck and Christine are working on this. Members and businesses are having trouble renewing. We still need a program to create magazine labels, reports, and members' data. Right now this data has to be entered twice. We are trying to simplify the web, office, social media, payment and data entry processes.

4 components to the website:

- 1) Website - tells who, what info
- 2) Purchasing: membership, Cafe Press, Ride-In™, STRIPE - payment processing company,
- 3) Member access: Ride-In™ lists, minutes etc.
- 4) Database - Access - must be able to pull historical data.

In January, we will try to come up with a budget, including a new laptop, the cost of maintaining the website and a program that will make it all work together. They all need to be restructured to work together with: Website, IT, Office, CD reports, access, Microsoft, and Quickbooks. Renewing and subscriptions are not working as we expected. Our basic package did not include all that we needed. Example: the Renew button may or may not come up for members or PDP to renew..

10. **Carol** - Marketing - We have a conference call with Vantage Marketing this week. Members are still wanting an updated logo. The Phoenix still needs to have a web presence. Marketing needs to be the focus next year. Carol will stay on the marketing team. We are meeting with Vantage which is a Global Business Project Team. We have 2 teams for a total of 12 high school kids. Carol, Marilyn and Laura are going Nov 10th to their school in Minneapolis. Dec 12th, they will give us presentations and we pick the winning team. Marketing Team: Carol, Sue, Marilyn and Nancy. Carol - we also need to do something now. We are researching how many members we had then and now. Who are our largest competitors: Motor Maids, Gold Wingers, Babes Ride Out (Event Based), Litas are growing. Who are we? We are from our 40's to early 70's. Most Followers - Instagram, who are in their high 50s-60s. We are looking for a market of 35-50 year old ladies. Who do we want to be? We are definitely not millennials. We need more exposure to the general public. We are great! Join us for fun!. How can we decide where we are going? We have a lot of moxy and we are looking for

more like souls who are adventurous. We want to make them a part of us. Vantage has 3 inquiries: 1) Data, what do we ride and what age? 2) They want to interview current members and past WOW members. 3) What age bracket are we looking for? 4) Where do we find new members? Dealership open houses, MSF classes, empty nesters, We can target the high school students' parents, Facebook groups, AARP magazine ads or articles. Donna - Start your bucket list. Marilyn - Fulfill your youthful dreams! We are mentors, B & B's, towing, see the backroads of America, and we have lots of camaraderie! Nancy - Join because you want to, AMA Shows, what do we get out of it? Sharon - Ad in AAA. We are looking for outdoor people, horse people, we get a lot of healthcare people, printing people, mechanics, RV people, Travel magazines, boating magazines, Big Toys.

11. Carol - Presented and congratulated the 2023 BOT Officers: Marilyn Vershure President, Donna Schoenfeldt, Vice-President, Gwenn Dailey-Gee Secretary, Sue Frish Treasurer, Nancy Mustachio Trustee and Sharon Elmore Trustee. We still have one open position for 2023-2025. BOT meetings for 2023: Jan 21, 2023, April 22, 2023, July 4, 2023, October 21, 2023. (CS) made a motion to accept 2023 Officers. (GG) 2nd. Motion passed.

(MV) made a motion to adjourn the October BOT meeting at 4:38 ET. (NM) 2nd. Motion passed, meeting adjourned.

Respectfully submitted by Marilyn Vershure, BOT Secretary

A. President's Report

As of October, all chapters of Women On Wheels® have been provided the opportunity for a visit from the President. As a result of these meetings, several concerns have been raised – Women On Wheels® general outreach, membership recruitment & retention, chapter roles & leadership “burnout”, and frustration with the website renewal process. Additionally, updating our website/technology, creating social media, formulating/implementing a Marketing Plan, and recruiting members for Board Of Trustee & Committee roles are a priority. Additionally, I will continue to attend regional WOW events.

A Marketing Plan needs at minimum three steps: awareness, recruitment & retention. These areas will need financial investment to allow us to reach new members.

- **AWARENESS:** Women On Wheels® needs to be seen in the world. The role of evangelizing and outreach must become a component of ALL members. While President, I brought attention to Women On Wheels® through my travels & social media. It has not been enough to reach the huge number of potential members who do not even know the organization exists.
- **RECRUITMENT:** Finding members and guiding them through the application process is step two. Part of this is following up and creating a path from observing WOW as an organization to participating as a member.

- **RETENTION:** What are we doing to follow up with our members? Are we filling their expectations so that they will continue their membership?

Existing Concerns that have surfaced:

- **CHAPTER STRUGGLES:** The role of Chapter Director needs reassessing to address leadership “burnout”. Planning and implementing rides/events becomes exhausting without needed support.
- **WEBSITE/TECHNOLOGY:** Specifically, the membership renewal process needs addressing. We must improve our site to create a better experience for the membership users, the general public as well as the WOW team members who work with the programs. We need to address Participating Businesses and the Ride-In Registration forms in the months ahead.
- Recruiting members for Board Of Trustees & Committee roles are a priority.

Positives:

The 2022 Winona Ride-In was a great success.

Local WOW events have developed and often include regional participation. It is my hope that as my term draws to a close in December of 2022, the distribution of responsibilities will continue to transition from the Board of Trustees to include more Women On Wheels® general membership volunteers. This distribution of roles has made the leadership experience more manageable and provides a step into the Board Of Trustee roles for the next election cycle and ideas to revitalize as we take aim on the future.

Respectfully submitted by Carol Skala, President, Board of Trustees

B. Budget & Finance Report

Women On Wheels® is in good standing with \$32,208 balance in checking accounts as of 9/30/22. We are able to pay our bills and maintain necessary balances in the accounts. The Stripe fees are \$45 more than those in PayPal last year as of 9/30/22.

Royalty commissions received from CafePress significantly increased in 2022 due to the 40th Anniversary shirt, \$466 thru 9/30/22.

Quarterly dividends, and year-end capital gains from Vanguard continue to be accepted as cash deposits to aid in the cash flow for the organization. We received \$1,955 in dividends thru 9/30/22, though the market value of investment has decreased. The value as of 9/30/22 is \$119,080.

Preparing the 2023 budget for January 2023 meeting. Based on January BOT decisions, the Treasurer will finalize and upload to the WOW books.

Materials and forms are being prepared for 2023 Ride-In™ registration which will begin on January 1, 2023.

2022 BOT Reimbursement Request form updated; it reflects the IRS 2022 standard mileage reimbursement rate which increased the last half of 2022.

Respectfully submitted by Sue Frish, Board of Trustees, Treasurer

C. By Laws & Operations Manual Report

Operations Manual - We continue to update our working version of the "Operations Manual". The RIC Planning manual is being updated.

Respectfully submitted by Carol Skala and Pam Eddy, Committee Chairs

D. CD/A Coordinator Report

Current Active Chapters	41
Current Ambassadors	8
New Chapters Approved	1 pending
New Chapter Applications in Process	0
Chapters Dissolved	0
Chapter Officers Resign/Reassign	1
Ambassador Resign	1
Requests for Chapter Charter packets:	0
CD/A Handbook Update	Ambassador rename and role
Notification of COC/Grievance Forms submitted or in process	0

CD Contacts:

- None

CDA Handbook Pages/Forms:

- Manual changed to reflect new role for Ambassador and responsibilities; grievance process; and Code of Conduct

Facebook CDA Forum - Updates:

- No changes

Chapter Charter Packets:

- Tennessee Chapter pending Board Approval using Crossville Wind Catchers as a name. Recommend approval of this new chapter. No additional chapters pending at this time.

Chapter Logos/ Materials shared with Trademark:

- None

Ambassador Resignation:

- None

Membership Monthly Reports:

- Sent within the first 7 days of month to all Chapter emails - 5 chapters have not yet complied with requests for a separate (non personal) email.

Other Notes:

- Recommend 2022 renewal form be put on WOW website as Google form like 2021. We will work with the Webteam. This captures the minimally needed information of changes to the chapter email; chapter leadership; and events that will be considered to repeat in the coming year to feed to PR, if the chapters choose to allow it.
- 2+ chapters alluding to closure in Dec, 2022.
- New Ambassador nominations coming in with voting late Q3 with installation of new Ambassadors January 1, 2023 for a 2 year term.

Respectfully submitted by Janice Seiller, CD/A Coordinator

E. Election Report

There have not been any elections or activity for this committee during this quarter. There will be two open positions on the Board of Trustees beginning 2023. There has been one volunteer to step forward for consideration.

Respectfully submitted by Gwenn Dailey-Gee, Trustee, Board of Trustees

F. Insurance/Sanctioning Report

Insurance

Business Owners Insurance: Covers business personal property (computer, printer, phone, etc.), loss of income, embezzlement, etc. Paid as if the office were still located in NE. Wherever the “office” is located, the policy needs to be written in that state. It is written for “office” now in Illinois. When the BOT moves the handling of “office” tasks to another state location, we need to consider insurance implications. Do we really need this going forward as volunteers use their own computers etc?

Due – February 18, 2023. 2022 Premium was \$613.00

Directors & Officers: Covers claims for damages against officers and directors.

January 29, 2022 – January 29, 2023.

Due – January 25, 2023 2022 Premium was \$1,412.00

General Liability: covers claims for damages against the organization and chapters, expires April 8, 2023.

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Period April 8, 2022 – April 8, 2023

Due March 25, 2023

2022 Premium was \$2,824.26

Based on membership count – premium generally declines a bit, as membership counts decline

AMA Annual Charter Renewal

We will compile a list of 25 WOW members in good standing, who were also AMA members with valid AMA membership through January 31, 2023. The 2022 charter renewal was \$100.

Board members are required to maintain AMA membership, must annually view the AMA Risk Management Workshop video, and sign an affidavit that they have viewed the material

2023 Ride-In™ Sanction and Insurance

- Adult and minor AMA liability waiver forms are the same as 2021.
- AMA's event Sanction for International Ride-In™ will be \$300-600 depending on
- the forecasted attendance.
- Event liability insurance is with Jones Birdsong. Will be approximately \$900 for Ride-In™

Submitted by Sue Frish, Treasurer & Insurance Liaison

G. Magazine Report

The Oct, Nov, Dec, 2022 issue was mailed out after Sept 6th. It was put on the web September 13th. Sue Frish sent labels to Roberts Printing. Margaret Wraight was working from her homes in Ohio and New York. She put the items for the Ride-In™ together. 36 pages on 80 lb stock.

Respectfully submitted by Donna Schoenfeldt, Magazine Chair

H. Mileage Coordinator Report

The mileage committee has developed a shell of a Pilot Mileage Program. Currently, there are 53 members participating in it.

- It will continue to run through December 31, 2022. Members will have until January 10, 2023 to fill out the ending mileage.
- The committee is looking at making it a year long program to capture your (members) "Personal Best" mileage. This would include the off-road riding members.
- Personal mileage bars and patches will continue to be given out as members meet the requirements and request the bars and patches.

- Form to be used by members:

https://docs.google.com/forms/d/e/1FAIpQLSdYbUsq2YLenRa93hjr8_W4I3JDP_tzJCxBrcJ6odZYFD8hQA/viewform?usp=sf_link

Respectfully submitted by Gwenn Dailey-Gee, Mileage Coordinator

I. Members Voice Report

No report

J. Nominating Report

The Nomination Committee received no self-nominations applications for the 2023 Board of Trustees. There have been members that were nominated by other members. They were contacted and respectfully declined at this time.

Sharon Elmore has volunteered for the position of a trustee on the board of trustees for the 2023-2025 year cycle. Here is her information:

Most relevant professional background:

A. 2009 to Present - Minneapolis, MN – Retail and PBM (Pharmacy Benefit Management):

Positions held - Pharmacist in Charge / Staff Pharmacist / Clinical Pharmacist

Pharmacists possess a wide variety of skills in order to manage a business, communicate with health care professionals and comply with state and federal regulations. All this is done with one goal in mind – to provide healthy outcomes for patients served.

A few examples of a pharmacist's professional skills that relate to Women On Wheels® members are:

Objectively interpret WOW's® policies, procedures and bylaws.

Evaluate and communicate the importance of issues being addressed by the Board to all members.

Professionally resolve member complaints and questions.

Apply manageable solutions to issues facing the Women On Wheels® organization and its members.

Volunteer Activities and Professional Organizations:

President of the Student Council, School of Natural Resources, University of Missouri – Columbia, MO - 1985 - 1986

President of the Student Forestry Society, School of Natural Resources, University of Missouri - Columbia, MO, 1988 - 1989

Student Representative on the Recreation Curriculum Review Committee, School of Natural Resources, University of Missouri - Columbia, MO - 1989

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Volunteer at the Raptor Rehabilitation, Treatment and Education Center, University of Iowa, Iowa City, IA - 1994 to 1998

Advisory Board Member, Women's Resource and Action Center, University of Iowa, Iowa City, IA - 1995 to 1998

Member of the Training and Advisory Committee, Family Planning Council of Iowa -1997 to 1999

Member of Future Net – Iowa leadership network concerned with issues of adolescent pregnancy prevention, health and parenting. Iowa City, IA - 1997 to 2003

Serve on Board of Directors – 1999 to 2003

Executive Board of Director Member / Secretary – 2001/2002

Board member of the Lynwood Condominium Homeowners Association, North Liberty, Iowa – 2004 to 2006

B. 1994 to 2005 – Iowa City, IA – University of Iowa College of Public Health and Dept. OB/GYN

Positions held – Research Study Quality Assurance Coordinator / Retention Manager / Health Care Assistant

A research program is not unlike a volunteer based organization such as Women on Wheels®. It is only as successful as the ability to recruit and maintain a high level of participant involvement. A major portion of my responsibilities were to make sure that the studies stayed on track. That meant employees had to be trained, budgets balanced, and documents submitted accordingly. I recruited, screened and enrolled hundreds of participants. It was important to us that each person felt that they were contributing to the future of women's health, and indeed they did. The first study, in conjunction with Merck Laboratories, was for the development of the Gardasil HPV cervical cancer vaccine. The second study was for an osteoarthritis knee trial which is still following its participants today.

Respectfully submitted By: Gwenn Dailey-Gee, Nominating Committee

K. Office Report

Sympathy card:

Card sent to Marty re passing of wife (Marty is our Magazine Editor).

Office Operations:

With our new website, many of these tasks have updated and the manual is being adjusted to reflect this.

Membership & Registration:

The office continues to work with the Webteam regarding membership renewal & database situations. The conversion to our new website has improved some interactions but has also created a new set of complications as the new website technology does not merge with the old access database system. As of October, there

are still two database systems being updated on a daily basis – this needs to be resolved. Also, verifying current membership status has its challenges as the free version of Ultimate Membership Pro does not seamlessly fill our needs regarding membership, renewal and database records. We continue to develop our membership rosters, magazine label print files, and expired/renewing members from our old Access Database program.

Telephone:

The current account with Spectrum will need to be relocated with another provider as Spectrum does not support mobile accounts without a “landline” connection.

20/30 year badges:

The final order of 20/30 year badges has been ordered. In a cost savings measure, beginning in 2023, Women On Wheels® will provide a “Member Since XXXX” badge upon reaching 20 years of membership. No longer will a separate 30 Year Badge be created/paid for by Women On Wheels®. (Should a member wish to have a 30 year badge, it can be ordered by the member through the office). As a note, these are different from the “year bars” which hang from the Lady Rider Pin – those included with the membership package and are available upon request.

Submitted by Carol Skala & Pam Eddy, Office Co-chairs

L. Participating Business Report

This program has had its bumps and bruises through the changes on our website. We have had some renewals come through, but there were delays in the process. In Wisconsin, we are taking goody bags to the dealerships to encourage them to use the free memberships.

Respectfully submitted by Donna Schoenfeldt, PBP Coordinator

M. Public Relations Report

Public relations is a process of strategic communication that builds mutually beneficial relationships... (Public Relations Society of America).

Topics needing further development in 2023:

- Marketing session advice is needed to provide guidance regarding promotion of Women On Wheels®. Specifically in areas of demographics, organization description, bundling of benefits, publicizing the organization/benefits and targeting market placement.

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- We still need to create a cohesive message for Women On Wheels®. The mission statement & goals of WOW needs revisiting.

Marketing:

The creation of a Marketing plan is needed. Many of the PR goals are interwoven and the marketing will drive the application of Public Relations tasks. We are hopeful that through partnership with the students/school program we will be able to make some progress on a marketing plan.

Social Media (Instagram/Facebook):

Increasing activity on our social media pages has been a continuing goal. I have posted regularly recently highlighting our regional chapter activities and participating dealerships. Hashtag lists are available in the Operations Manual – Public Relations section. At this time our Instagram followers are 1090 and Facebook Public Page is followed by 10,165 people (we are no longer seeing follower growth on these pages).

Communication within and about WOW:

We must continue to cultivate additional relationships with the public. What additional ways shall we use to make ourselves known?

WOW Activities:

2023

National Events: **January** BOT meeting (Google), **April** BOT meeting (Google), **July** BOT meeting (at Ride-In™), **July 2023** Ride-In™: Harrison Arkansas, **October** BOT meeting (Google).

Regional Gatherings: **March** -Iowa Cabin Fever , **April** - Atlanta Croozapalooza, **May** - East Coast IFRD Rally, **June** - Missouri State Rally – **August**- WOW WOW, **September** - MidWest Rally,

(2024 – Tentative)

National Events: **January** BOT meeting (Google), **April** BOT meeting (Google), **July** BOT meeting (at Ride-In?), **October** BOT meeting (Google). **July 2024** Ride-In™: Out West

Submitted by Carol Skala, Chairperson & Board Liaison

N. Strategic Planning Report

Part One: Summary of the State of the Organization: We still need to create a cohesive message for Women On Wheels®. The mission statement & goals of WOW needs revisiting as we move forwards.

A) Leadership/Board of Trustees - A concern is to recruit additional BOT applicants and supporting volunteers. We continue to encourage participation in critical committees to lighten the leadership responsibility. In the absence of a BOT election, volunteer applicants will be appointed.

B) Revenue and membership enrollment - While membership levels are not dropping as rapidly, we need to invest in recruitment & retention.

C) WOW Activities – National & Regional: Our annual featured event will be in Harrison, Arkansas in 2023. Existing annual events are encouraged to open to larger regional participation.

Part Two: 2022 Focus – Membership Experience & Role of Chapters

A) Marketing: This MUST drive all our decisions for without members we will not have an organization. Specifically, we must create an active plan and allocate financial resources to invest in our future. With our diminished membership, we will not see the growth we need by word-of-mouth.

B) The membership package:

- Do we meet the financial, emotional, social expectations of our membership? What “soft” benefits does a member receive that we do not advertise yet should?
- Informing members of their benefits and local/regional/Ride-In™ events - marketing & using events as an introduction to WOW.
- Reaching potential members through marketing of Women On Wheels® to the motorcycle community.

C) The role of the Chapter: Create opportunities to “reignite” at the local/chapter level to give existing chapter leaders additional support and “retirement” options after years of service.

Part Three: Long Term Major Tasks to Address:

A larger Strategic Plan has been created and incorporated into the Strategic Plan Operations Manual. It will be the task of the membership to provide the volunteer power to take on these tasks in the months/years to come.

Respectfully submitted by Carol Skala, President

O. Technology Report

Items accomplished:

1. Monthly meetings have resumed after a short break for Ride-In™ activities.
2. We are continuing to learn how to update the new website.
3. Member renewals continue to frustrate our members
 - a. We will research ways to streamline the renewal function
 - b. The auto renewal option should ease the process

4. Other Items accomplished:
 - a. Shut down 2022 Ride-In™ registration
 - b. Removed 2022 Ride-In™ items
 - c. Updated chapters and Participating Businesses pages
 - d. Changed Magazine rate effective Oct 1st to \$25
 - e. Setup the Ellie sightings page for 2023 Ride-In™

Respectfully submitted by, Sue Frish, Board of Trustee Treasurer & Web Team

P. Trademark Report

Currently we have 3 possible trademark infringements we are working on.

1. Presently we are addressing the “Wild Women on Wheels” from the New Mexico area. I reached out to the group and spoke with 2 of the admins. The conversation was not well received. I informed them that the name Women On Wheels® is a registered trademark and asked them to change their name. They quickly added the word “Wild” to their title, however the words Women on Wheels® remained. I reached out once more stating that although they slightly changed their title, a trademark infringement still existed. This conversation turned hostile on their side and communication ceased from them. The BOT recommended legal action. Thus the “Wild Women on Wheels” in New Mexico is being pursued via cease/desist letter from our trademark lawyer. The letter was sent via certified mail to all 3 admins 9/27/22. We requested a response by 10/7/2022. As of Monday 10/3/2022 the page had been taken down, the content is no longer available. We consider this issue to be resolved.

2. The 2 remaining groups “Women on Wheels Michigan” and “Wow !!! Women On Wheels®” information will be forwarded to the 2023 Trademark liaison. Although these are not large groups compared to the aforementioned group, trademark infringements exist.

These matters are ongoing and discussion will continue with the BOT.

Respectfully submitted by: Trina Michaelis, BOT - Vice-President

Q. 2022 Ride-In™ Report

- The 2022 Ride-In™, in Winona, MN did generate a net profit, even after incurring the cost of the special 40th Anniversary celebration events.
- Items ordered: 119 Ride-In™ T-shirts, 35 Phoenix neck gaiters, 50- 40th Anniversary Tervis cups. All items were sold.
- Special events in 2022 highlighted the Winona area: Winona Little Warriors Drumline, Lakeview Drive Inn root beer floats, picnic at Lake Winona Park, hypnotist show by Aaron Repinski, and the Co-Chairs area ride.

- Polaris Corp brought the Indian and Slingshot demo and they appeared to have steady interest. We also observed members of the general public stopping at the demo truck.
- Comments about the New Member/First Timer Attendees, and Support Member rides were very favorable. Thank you, Cris Baldwin, for planning and leading those rides.
- The swap room was a hit, with only one box left of unclaimed treasures. Jo Johnson from Winona took the items to find new local homes.
- Thank you notes were mailed or delivered within a week of the Ride-In™ closing.
- Final attendance: 241 + 7 walk-ins during the event; 224 attended the Wednesday picnic; 217 attended the Thursday banquet. 40 1st time attendees.
- 31 states represented and 1 International country: Nova Scotia, Canada
- The Oct/Nov/Dec 2022 magazine contains pictures and a recap of the 2022 event.
- The 2023 Ride-In™ mascot was released and the 2023 Ride-In™ location is Harrison, AR. Information was passed out.

Respectfully submitted by Trina Michaelis, 2022 Ride-In™ Co-Chair

R. Future Ride-In™ Report

This program has been very busy. The 2023 Ride-In™ in Harrison AR is set with Co-Chairs Gwenn Dailey-Gee and Donna Schoenfeldt. We have a Ride-In™ team working 2024 with visits to South Dakota. Co-Chairs will be Marilyn Vershure and Laura Mitchell. We also have Cindy Whitlow working on a 2025 location.

Respectfully submitted by Donna Schoenfeldt, Future Ride-In™ Chair
