1. **Call to Order:**
   a. **Welcome and Introductions:** Mark Poffinbarger, Deb Henderson-Guenther, Amy Thomson, Tricia Thompson, Priscilla Matthews, John Lui, Jenny Neugart, DeLeana Strohl.
   b. **Approval of agenda:** Motion to approve by Mark. Seconded by Jenny. Motion carried.
   c. **Secretary’s report:** will upload minutes to WRA website. Contact sheets for the board will be completed in January.
   d. **Treasurer’s report:** DeLeana sent out the treasurer report prior to the meeting. We did receive our rebate check from NRA from 2011 on. DeLeana is reconciling the amount to make sure it is accurate.

2. **Old Business**
   a. **Membership Retention:** membership training offered by NRA. Ideas that other states have done: Let new VR staff know of benefits of association, recognition of rehab professionals, community service events (such as food drives, toiletries), membership drives to getting new members signed up, free CEU for quarterly trainings for brown bag lunches, etc.
      i. Any ideas to increase our membership: better effort with our website marketing, maybe offering a free webinar (though we would lose money on this), community service events, marketing during planned webinars.
      ii. We could find out why people keep renewing through a survey perhaps. The LTE will create a survey to see why people let their membership lapse vs. those who renew memberships.
      iii. The newsletter could do a spotlight interview with members who are lengthy members and ask why they are WRA members and continue to be one.
      iv. Could we share the newsletter with others outside of WRA? We could ask WRA members to share the newsletter with others. We could focus the newsletter on membership.
   b. **WRA non-profit status:** We cannot use NRA’s non-profit status on our own, we have to file for this ourselves. DeLeana will be working on taxes for 2012 so we will have non-profit status and can offer receipts to financial and non-financial contributions. Priscilla is trying to find the fee amount for 501c3 status registration (DeLeana has found we are ineligible for this status).
   c. **Facebook page:** Stout students are still on break. We’ll discuss at the next meeting.
   d. **Review of chair positions and duties:**
      a. **Website:** Mark
      b. **Program:** Colleen
c. Legislative: Kyle
d. Membership: DeLeana
e. Public Information: Jenny
f. Nominations and Awards: Priscilla
e. Trainings: we have our February training set for Feb. 28th from 10-11:30am on the Culture of Poverty. Deb will send the info to DeLeana and Mark as soon as possible. The price will be higher this year.

3. New Business:
a. General Membership Meeting: We will have a social hour at the conference and will have a call in number for the March meeting time. Info will also be in the newsletter and given out in email.
b. Scholarships: WRA will offer 2 student scholarships. WRCEA is offering 1 student scholarship for registration or hotel costs. WRCEA could partner with Stout with covering all costs for the conference.
   i. Do we want to offer to also cover the exhibitor fee for people with disabilities to sell items? Motion to support at least 1 person’s exhibitor fee at the conference by DeLeana. Seconded by Mark. Motion carried. Deb will look into some outside funding for this as well. Deb will have the application posted on the RFW website.
c. Strategic Goals for 2013:
   1. Net gain of 10% of new members for 2013. (ex. If we have 90 members in Dec. 2012, we want to increase by 9 people in 2013.).
   2. Maintain our membership. We would like to see a zero loss of members (unless for relocation or death).
   3. Provide at least 3 quality trainings to our membership on relevant topics through online webinars.
   4. We will establish our non-profit status in Wisconsin in order to offer members charitable tax deduction receipts if requested.
   5. Conduct a Facebook contest to obtain at least 75 total followers (we have 57 now).
      Motion by Mark to accept the 2013 Strategic Goals. Seconded by Priscilla. Motion carried.

4. Committee Reports:
a. Program: next meeting is next Friday. Deb’s meeting with Thomas will need to be rescheduled. WRA could try to recruit vendors or sponsors or also donate items for the raffle.
b. Legislative: no report.
c. Public Information: Holiday edition went out in December and the next one will focus on membership in March.
d. Membership: DeLeana is the new chair and would like a team to work with.
e. Website: Mark will continue to have registration for Hmong and Ethical considerations trainings. We will offer this for the next 6 months at the same price as last year. The link will be sent to new registrants. Amy will see if we can make the links private. Mark is checking into how our website can be connected to our Facebook page, and also RSS feeds that
send you an email when things are posted on the website. Mark will work with Tim on this.

5. **Chapter Reports**
   a. **Student Chapter**: no report
   b. **WRCEA**: have more members interested. First meeting is 1/23. Will have a goals discussion. Training opportunities and increasing membership and involvement of board members.
   c. **JPD**: will offer an employer award at the RFW conference. Waiting to hear if DVR should get this info, or if JPD is continuing as a chapter of WRA. Hopefully we’ll hear back soon.

6. **Meeting schedule:**
   Second Friday of the month from 1-3pm.
   Next meeting is Friday, February 8th 1-3pm.

7. **Adjourn at 2:40.**