EXECUTIVE MANAGEMENT COMMITTEE
JULY 23, 2015
KRISTINE GEARY, CHAIRMAN

INTRODUCTIONS OF COMMITTEE MEMBERS
Sandy Borowsky, Brenda Borwege, Bonnie Brown, Elaine Fickett, Krisine Geary, Kim Grzywacz, Crystal Howard, Micheel Wiltgen, Mary Young

BEST PRACTICES DISCUSSION
- 3 members on call had charter and tour, 2 members are service/equipment providers
- Policies vs Best Practices
  - Some had specific written policies and some members had undeveloped policies
  - Mary – Reward Card Program that is paying off with repeat business
  - Sandy – Quote Follow Up
    - Most members found it an area that they are lacking a focus but some are dealing with it by:
      - Having a “closer” assigned to clear the books
      - Training every staff member to take an quote/give a quote so the customer can purchase then and it doesn’t require a follow up
  - Cancellation Policy for Charters
    - Most have a deposit of $200 with a prorated cancellation fee based on date of cancellation

FUTURE TOPICS
- Hiring and recruitment
- Hours of Service
- Equipment Breakdown Network
- Sexual Harassment
- Safety/Safety Culture
- Business Diversification
- Identification of Women in the Industry and Getting More Women Involved
- Biggest Challenges in Industry and Solutions
• Peaks and Valley of Business
• Trends for Growth

Create a Linked In Group for Communication. Also, encourage use of the WIB FaceBook Page.

NEXT MEETING

COMMITTEE MEETING (CONFERENCE CALL)

• Tuesday, Sept. 22 at 2 PM ET
• Tuesday, Oct. 27 at 2 PM ET
• Tuesday, Nov. 17 at 2 PM ET
• Tuesday, Dec. 15 at 2 PM ET

WIB COUNCIL ONSITE MEETING

Sat., Jan. 9: 11 AM – 1 PM
Marketplace 2016, Louisville, KY