

US Women of Today  
Future Directions  
January 29, 2025  
Zoom Meeting

**Call to order** – Tracey Pierson called the meeting to order at 7:02 P.M.

**Volunteer to take minutes** - Maxine Turner volunteered

**Attendance** - Maxine Turner, Shellie Haun – NE; Jenise Teske, Jane Hanson, Lisa Hahn, Bonnie Waller, Shellie Matthes, Tevyen Sorensen, Mary Hansen – MN; Tracey Pierson, Michelle Thompson – IA; Julie Hutchinson – MA; Pat Sauline - AZ

**Approval of minutes** – November 21, 2024, minutes were approved as printed

**Additions or corrections to agenda** – None

## **New Business**

### **Committees**

- Bylaw Review – Michelle McGowan November 6<sup>th</sup> held bylaw review
  - Parli Manual needs to be done yet
- Membership/Extension – Shellie Matthes/Jenise Teske
  - Shellie Reported
    1. 2<sup>nd</sup> Trimester Growth +33, 88% Retention
    2. YTD – 163 News, 85%
    3. 3<sup>rd</sup> Trimester Base – 1,523
    4. Focus February – STEP challenge
    5. STEP 3 & 4 need to look at getting more to participate
    6. Power Point – Orientation on Website
    7. Task Force – Maxine Turner, Carmella Mongold, Daniel and Amy Kaiser
    8. Generic Brochure – Daniel Kaiser and Maxine Turner
  - Jenise Reported
    1. Extension Committee Meeting – February 18th
- Marketing-Facebook Page – Cindy Golbuff
  - Shout out Public Relations form – Reminder to use the form
  - Monthly Conversation with PR – Date: 2/101/2025. We will go over using FB and other ways to promote your chapter.
  - Annual Buckets of Sunshine at Year End : Safe Haven Shelter in Duluth. Items to donate listed on USWT Administration FB page and will be on USWT web page
  - Chapter PR Challenge: Send 2 of the following and all chapters will receive an incentive:
    - Chapter flyer
    - Chapter brochure
    - QR code to your chapter information
    - A chapter activity/event with your banner posted/brochures out (take a photo/email it to me)
  - The marketing meeting was held 1/15/2025.

1. Reviewed tips for a safe zoom meeting. This document will be put on the USWT website under member resources
  2. Reviewed webmaster contract language with a couple of housekeeping details.  
Webmaster contract up for renewal -Midyear 2026.
    - Marketing manual in process of being updated
    - Facebook Marketing challenge: to increase number of members on the USWT Administration FB page, USWT membership page.
    - Continue to promote USWT 40<sup>th</sup> anniversary and Year End 2025 celebration.
- Finance Committee – Bonnie Wallers
    - Have not met yet
    - Fudge Sales – orders to be taken for Home Delivery or Pickup at Annual Convention
  - Program Study Committee – Lisa Hahn
    - Community Connection – Daniel is checking what is feasible
    - Programming Committee has lots of challenges out for 3<sup>rd</sup> trimester
  - Material Review Committee – Tracey Pierson
    - Secretary Book – is typed – Future Directions will look it over at March meeting (she will highlight changes)
    - Membership Book – is being looked at
    - Parli and Treasurer Books still to be looked at
    - President Book – Jane and Tracey will work on this book together
  - Website Committee – Daniel Kaiser/Jane Hanson
    - Jane stated that Daniel gets the SIP's and Today's Leader up on website when he receives it
    - Daniel is still working on other items

#### **Ongoing Business**

- *Strategic Plan* –Cindy Urlacher (Chair)
  - No Report
- Why Committee - Chair Maxine Turner
  - The meeting will be held on February 20<sup>th</sup>, we will be looking at the Home Page

#### **Other Business**

- Annual host bids 2026 – Tracey has reached out to a state, but has heard no word
- Archives – Michelle will go to MN state office to weed out and start with current year to get them organized.
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**Next Meeting** – March 26, 2025 @ 7:30 PM CDT

**Adjourned** at 7:30 PM

Respectfully submitted,  
Maxine Turner  
Acting Secretary