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## NORTHWEST MISSOURI FINANCIAL WOMEN MINUTES OF FEBRUARY MEETING February 11, 2010

The February meeting of Northwest Missouri Financial Women was held on Thursday, February 12<sup>th</sup> at Bandana's in St. Joseph. Nodaway Valley Bank hosted the meeting. President Cindy Wilson called the meeting to order and welcomed everyone. There were 36 members/guests present. Cheryl Bilby gave the invocation and all enjoyed a delicious meal.

The program was presented by Erica Wheeler, entrepreneur and co-founder of Zag Bag Designs, LLC. Erica shared information regarding the initial startup of Zag Bag Designs and various trials/tribulations that impacted the business during its first 5 years of operation. She discussed issues such as word of mouth advertising, declining economy, and winter weather which all play a significant role in the business.

The November 2009 meeting minutes and treasurer's report of \$5,431.17 were previously circulated to the group; a motion was made by Cheryl Bilby to approve as mailed. Donna King seconded the motion and the motion to accept the minutes and treasurer's report was approved.

Old business included discussion of progress made on developing the organization's website. Currently the website is not live but it is out there. As we are coming closer to being able to publish the website, a decision needed made regarding the cost of the site. The two cost scenarios presented were publishing the website with or without advertisements space. The cost associated with allowing other companies to advertise on our website was: \$4.08/mo (yearly) or \$4.95/mo (month-by-month). If we do not allow any advertisements, the cost would be: \$8.25/mo (yearly) or \$9.90/mo (month-by-month). A motion was made by Mari Ferguson to establish the website ad-free; the motion was seconded by Lori Miller. Kanna Helton made a motion to contract the website on a yearly basis for the cheaper rate. This motion was seconded by Beth Mead. Further discussion on the website revolved around content suggestions for the website. There were mixed feelings regarding posting the member's pictures on the website. This idea was intended to help new members recognize fellow members. However, some did not like the idea of their picture being available on the site. Instead, it was suggested that we post the member's name, employer, position, and contact (email address). Other ideas presented were: quotes about the organization, posting past speakers and topics, and showcasing pictures taken during meetings.

New business included ideas for the organization's logo. Printouts of three suggestions were passed around for everyone to look at, along with the invitation for member's to submit ideas of their own. No decision was made on the logo, voting will commence at a later time. Other discussion included current issues in banking with ODP compliance and the new requirement for customers to opt in/out of overdraft privilege. It was mentioned that the biggest problems foreseen with these new regulations is that 1) even the examiners can't answer the bank's questions and 2) document wording cannot be changed to better explain the new rules to our customers (requiring extra pages being included for this explanation).

Announcements included Donna King's son is currently training at Lackland Air Force Base in Texas. Many members extended their appreciation for the service Donna's son is providing to our country.

After a tough round of Valentine's Trivia, the door prize was won by Felicia Hendrix of UMB. She won a romantic Valentine's gift basket of wine and wine glasses (etched with NMFW).

Future meeting dates:

March 11, 2010	UMB Bank
April 8, 2010	BTC Bank

With no further business, Cheryl Bilby made a motion to adjourn which was seconded by Donna King.

Respectfully submitted,

Jill Gockel, Secretary / Treasurer

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Treasury balance as of February 18, 2010      \$5471.08