

MHA Executive Director's Board Report July 13th, 2008

Since returning from Wildacres, I have developed a log book for certified heater masons. The log book shifts the responsibility of documenting continued education credits to the mason and directs them to send the log book to the Exec. Director every five years. The log book was sent to the education committee (Mike Gilmore) for review and edit.

Shortly after Wildacres, a newsletter was published. The newsletter is sent to the Associate membership, Full members, and the board of advisors. To date, when a newsletter is sent out, approximately 65% of the membership opens and reads it. According to national standards, that is a very good figure.

The bookstore continues to be active even without the Portfolio. When the portfolio is ready to be published, I will offer the new drawings to the membership as a supplement. We will now be printing on both sides of a page. Because we have added additional pages, the size and weight of the portfolio will need to be addressed.

Mid June I attended the 4 day Midwest Renewable Resource Fair in Custer, WI. With the help of Bill Wiedenhoeft and Jeff Kuczarski we did a good job of education. In addition to the 800 plus brochures that were handed out, much time was spent explaining the masonry heater concept. The MHA trade show booth is adequate however; I feel we need some kind of model or physical piece that demonstrates how a heater functions. Depending upon the marketing committee's long range plans, a new booth display might be needed.

There have been a large number of inquiries about membership. Presently a person from Hungary is sending in an application form.

Doug and I have been working closely with the new bookkeeper and putting MHA finances on an on-line QuickBooks edition. Doug is doing the vast majority of the work but works with me on my future input into the system. This system will greatly improve future financial reporting.

Lastly, even though Wildacres is about 10 months away, I have been in contact with Tom Trout about the progress of the building project at Wildacres. I am working on a keynote speaker and 4 seminars (with instructors) and Doug has solicited a huge auction donation from Tulikivi. He is awaiting final word if it is a go. I will be working with Glenn for more ideas and firming up some more seminars. I am waiting for the member survey about the last Annual Meeting at Wildacres from John Rousseau to see if the membership liked the meeting format.

Richard Smith
7/13/2008