

WCO Board of Directors Meeting

Sky Club Supper Club, Plover

Tuesday, August 12, 2014, 5:30 p.m.

Minutes

Roll call: Kevin Shinnars, Adam Danzinger, Troy Schneider, Cole Olson, Kathy Vander Vinter, Dick Kraus, Ike Lemmenes, Maria McGinnis

Absent: Matt Digman, Daryll Manthe, Troy Meyer

Approval of Today's Agenda. Kevin moved, Ike second.

Approval of Minutes – March 25, 2014 meeting, WPS Farm Show. Kevin moved, Adam second.

Treasurer Report – Cole moved, Adam second

Executive Director Report (McGinnis)

Projects Update / website, radio, brochure, admin,

Joint meeting/Media Training with PNAAW at WPS

Membership ideas: Membership was discussed. Membership applications should be mailed to all winners of gift cards at Farm Technology Days.

Twohig law office would like 30-40 applications mailed to their office.

Membership incentives were discussed. A program will be started that will provide sponsors with the opportunity to earn \$25 towards their sponsorship fee for every member that they sign up. For example, if a dealership wanted to offer memberships for their customers (at their own expense), they could earn \$25 towards their WCO sponsorship fee – not exceed the amount of the sponsorship. They simply need to list on the application their dealership name.

The same program will be available for individual members as well. For example, if an existing member recruits a new member and his name is listed on the application, \$25 will be applied towards his next year of WCO membership. Incentives cannot exceed the cost of the membership.

Kevin moved to accept the program, Adam seconded.

Scholarship Committee (Shinnars)

2014 Scholarship Updates – talked about winners: Joe Tauchen, Nate O'Leary and Kelsey Woldt. Winners have been notified and will receive their payment as soon as they submit their fall semester grades in December.

The discussion was had to increase the dollar amount of the scholarship for 2015. The decision was made to offer three \$1,000 scholarships. Adam moved, Ike second.

Recruitment/Nomination Committee

Daryll was not at the meeting, but BOD candidates were discussed. There will be two spots up for re-election in 2015. Cole expressed interest to run again. Daryll is finishing his second term and thus is not eligible to run again. Names were discussed and two candidates will be contacted. Daryll Woldt and Bryce O'Leary. In the future, we need to target an ag lender for one of the corporate spots. Denmark State Bank was discussed – Chuck Rabitz.

A new Board Interest Form was developed to incorporate into a new recruitment program. There is a need to increase the professionalism of the election process. We need to compile a slate going into the annual meeting and a simple form is a way to do that.

A call for BOD nominations will be conducted via email and the newsletter to increase fairness. A ballot will be developed with candidate bios and photos for the annual meeting.

Newsletter / Media Committee

Troy was absent, but a timeline was discussed for a newsletter. We need to get a Fall Newsletter ready with the following articles:

Call for BOD

Membership Incentive

New Sponsorship Program

IoH update

Conference Teaser

Special Projects Committee (Digman)

Certification program update – Matt was absent, but he sent an email with an update. The Special Projects committee is working on a WCO Certification program that will incorporate safety and insurance benefits.

Safety / Regulations Committee (Kraus)

Dick handed out an article from Dairy Today by Jim Dickrel about IoH. There was a joint booth with UW-Extension at Farm Technology days about IoH.

More information to come about a safety training. It might be an aspect of the WCO certification program. More updates to come.

Education / Conference Committee (Vander Kinter, Danzinger)

Speakers for the Symposium are generally booked in September. Adam indicated that he would be getting in touch with Beth from MFA to see when the conference call would take place to talk about topics. From there, WCO topics will be presented to set schedule. Speakers will be contacted after the conference call.

Old Business

Update on 501c5 Status – (McGinnis) – We are still working out a few details before we will have Non-profit status in place.

Corporate Resolution, review and vote – (McGinnis) – a corporate resolution was drafted by Maria and reviewed by Twohig Law office. This corporate resolution gives the WCO BOD the authority to invest money on behalf of the organization. Dick moved to accept, Kevin second.

Bylaw update – we need to have our non profit status in place before by-laws can be changed or updated. A review was conducted in the spring for most of the changes. There are no fundamental changes, rather it's more of a review to “clean up” language and make it more tailored to WCO.

Next meeting will be in December

7:30 p.m. Adjourn – Kevin moved, Adam second