

Meeting called to order by president, Kathy Vander Kinter at 6:10 pm. All board members were present.

Minutes were read by Kathy for January 20th board meeting (pre-conference) - approved by Kevin, seconded by Adam. Minutes from January 22<sup>nd</sup> board meeting were then read. Correction was noted on scholarship committee report by Kevin. The year should read 2014, not 2013. Minutes approved with correction by Daryll and seconded by Adam. Treasurer's report read by Troy. Dick reported that one M&I CD was about to mature. Check will be issued at maturity and sent to Shelly for deposit. Treasurers report given by Troy - approved by Cole with second by Kevin.

Status Report presented by Exec Director, Maria - **new logo** has been designed and implemented with the help of Hay & Forage designer. **Website** redesign is in the works - will be completed soon. Maria explained / demoed new site. She is looking for member pictures to modernize the look. The "members only" section will be eliminated. **News Releases** were distributed recently relating to: Kathy as WCO president, IOH and scholarship deadlines. **IOH** involvement by Dick, Kathy and Jon Orr from USCHI was reviewed. **Non-profit status** - the process is active between Twohig and Maria to solidify WCO's nonprofit status. Completion in the near future looks promising. **PDPW** - Dick, Kathy and Maria discussed and decided not to attend the 2014 conference for various reasons.

Maria thought that WCO needs to focus on their "Brand" through trade shows, membership and sponsorships utilizing the new logo / identity. Maria and Cole suggested that the Corn/Soy Expo may be an opportunity for WCO as well. Radio USA with Pam Janke may be another outlet. Kathy and Dick thought that planting season would be a great time for a drive, Maria was going to discuss with Pam. Shirts were ordered by Maria for board members sporting the new WCO Logo - very nice! Board Members were asked to continue brainstorming EVENTS in the future such as: Safety, CPR, OSHA, Farm Tech Days, IOH, Tax Law, Legal Issues and others - any areas where WCO involvement could make a difference for the members. WCO needs to get creative on marketing its educational events. Continue to look toward social media: Twitter, Facebook and alike.

### **Committee Reports:**

Scholarship - by Kevin. Dates updated on the website for 2014. May 1st is the deadline for applications. There will be a reminder in the next newsletter and also a couple of e-mail notifications from WCO. Kevin also reported that one 2013 recipient did provide an explanation on why his grade point average fell just short on the minimum criteria.

Recruitment/Nomination - by Daryll. Cole's term coming up in SW region at the end of the year. Daryll's second term will close as an "at large" member. Board felt we should review by-laws to be sure we select candidates that meet the necessary requirements for future board members.

Newsletter - by Troy. 3 annual newsletters are planned again for 2014. WCO needs to update its promotional items now that the logo has changed. Adam moved that we allocate **\$2,000** for updating such items. Daryll seconded the motion. Fae's compensation was discussed for producing the newsletter. She was never paid the \$500 owed for 2013 according to Dick. The board agreed to pay her the 2013 \$500 plus an additional \$500 for 2014. Fae is also supposed to submit all expenses relating to the newsletter for reimbursement including materials and shipping.

Special Projects - by Matt. Current special project is WCO Membership Certification. Matt provided a draft of a certification survey for our members for discussion. What does our membership want out of this certification - Matt inquired? Upon quick review Kevin felt there was too many open-ended questions on the survey and that we really need to define what certification is and what the benefits will be (insurance savings / image / ??). Many feel it will be a movement to "preserve the customer's image of WCO members". Ike said the efforts to certify if some other groups come at a cost to the certifying member as well (training / travel / etc).

Safety / Regulation - IOH update was given. After the Dells Conference John Orr contacted Kathy and Dick. Everyone has their eyes on Wisconsin to see what outcome would be. USCHI hired a lobbyist (Jason Bauknecht) and Kathy, Dick and Roy L. went to Madison to meet him. They ended up testifying in the hearings on IOH that day! Jason was Rep Jerry Petrowski's Chief of Staff previously. Assembly has passed SB509 and it will go back to the Senate April 1<sup>st</sup> with amendments to Cat II implements. Under the new terms apparently the state patrol will not be issuing any tickets this year. Axle weight limits will be enforced with special allowances for IOH. Kathy attended a Kewaunee County meeting on the topic. Was thinking of some sort of Public Service Announcement that WCO could get involved with to educate the public on the topic. Maybe Cheryl S could help. CPR Training – planning on holding off for right now.

Education/Annual Conference – Adam / Kathy. Adam distributed a list of potential topics based on surveys and the education committee's meeting last week. Any other ideas are welcomed! Kevin asked about some "out of the box" ideas....how about planters? (JD, Precision, Kinze, and others)? Also how about H2A 101? Adam says he wants to reduce the list to 15 soon. Watch for email survey.

501C3 status in the works according to Maria. Corporate Resolution needs to be addressed in order to make better investment decisions in the future. Twohig says we can do it in house, Mark at Twohig's will help us draft the Resolution. We need the 501C3 status before we can make investments as an organization. We also can't update our bylaws without the 501C3 updates.

## **NEW BUSINESS**

Membership campaign ideas:

Sponsorship – discussed new set of "sponsorship levels" – possibly a \$1,000 or \$1,500 platinum level. This potentially could include a ½ page add in the newsletter.

General membership – Maria is targeting 15% growth – looking for ideas. 1) Possibly take left over education committee topics and use for newsletter articles and press release

topics. 2) Incentives for membership referrals? 3) Work with retail chopper dealers to offer a WCO membership to purchasers of SP harvesters

Adam D moved to adjourn meeting, Ike second – meeting adjourned

**Respectfully submitted by Troy Meyer**