

Wisconsin Custom Operators, Inc
Board of Directors Meeting following Safety Training
Fox Valley Tech - Appleton, WI / March 20, 2015

Roll Call of Directors

Kathy Vander Kinter, Cole Olson, Bryce O'Leary, Dick Kraus, Matt Digman, Troy Meyer, Adam Danzinger and Maria McGinnis Woldt present. Also attending special guest Bill Arneson (presenter at Safety Training)

President Kathy Vander Kinter brought the meeting to order at 2:25 pm. Minutes were reviewed from January 19th board meeting prior which was help prior to the trio meeting. Motion was made by Cole with a second by Adam to approve minutes. Minutes were then presented for the January 22nd board meeting, which was held following the annual meeting at Chula Vista. Bryce moved to approve these minutes with a second by Adam. Treasure's report was presented by Troy. Maria added that the money market account had not yet been opened for our lead in to the mutual fund investment project but it would be done soon. Adam made a motion to approve treasures report with a second from Bryce.

Exec Director Report (Maria):

The Spring newsletter was recently distributed. The new format has been very well received. Maria had some concerns that it was not stapled after folding, she will investigate. Maria some new signage / banners for use at today's training event as well as future activities and trade shows. They roll up for easy transport and add a classy touch to the events. Maria reported on her visit to the USCHI conference this January at Grand Island, NE. She felt it was very worthwhile and added that the WCO conference has significant education opportunities by comparison. Membership report - roughly 30-40 new members for 2015. There were also several members who did not renew. Dick mentioned that PNAAW has a membership for an entire custom operation instead of individual memberships for each employee like WCO. Everyone feels some of the turn over is simply operators bringing different employees to the event each year. Some of the new membership may also be attributed to the safety training session today. "Group Membership" could be something the recruitment committee looks at in the future. All present also agreed that we should make a contact to those who did not renew for 2015. Sponsorships continue to come in, recently added Tractor Central as Silver and Pottinger as Gold Level. Maria has been talking to Badgerland Financial who is still considering.

Scholarship: (Maria)

WCO will be offering 3 - \$1,000 scholarships for 2015. May 1, 2015 is the deadline for applications. News releases were sent out today to announce scholarship opportunities for 2015. Maria will also send notice to ag universities and tech schools. Membership will also receive a note and email as a reminder.

Recruitment/Nomination:

In 2016 the two board positions that will expire are: Dick Kraus / At Large and Adam Danzinger / Corporate - it isn't too early to start seeking qualified candidates. (Josh Harkenrider, Jim Kappel and Taylor Wiesensil were brought up) There was discussion of possible New Board Member Training. Maria said this is somewhat common in some other organizations she is involved with. There may be some value in teaming up with PNAAW on this issue. Dick expressed concerns of USCHI's position in Wisconsin. Noting that their motives may not always be in the best interest of WCO due to WCO's regional nature. He suggested that we maybe do not give them a page editorial in the 2016 Annual Meeting Pamphlet. Attendees and Board really appreciated the pamphlet that Maria produced for the annual meeting, very professional.

Newsletter/Media:

Bill Arneson asked about Public Service Announcements that were produced in 2014, are they available to rebroadcast through other outlets? Maria will check, if so she will distribute to other media outlets closer to season. We can also put them on our website.

Troy asked if we ever gave Fae the \$100 Gift Card that we settled on for her years of service? It has not been done but Kathy volunteered to handle the task.

Maria reported that Ad space in newsletter is going over well. Platinum sponsors receive an ad as part of their package. There may be more interest now that word is getting out!

Maria commented on the 2 new pull up banners ordered from Vista Print. Worked out well for this event at a cost under \$200. They will be useful in the future.

Special Projects: (Matt)

Today's meeting went well. This was a small, focused group. 1st speaker was maybe not the best, he got a little off topic (talked about issues across state lines). Klingenberg helped clarify things once he saw the confusion. 1st speaker spent too much time talking about federal law. Great response on Mary Bauer and David Anderson's sessions. It was tough communicating with some of the speakers ahead of time, especially Klingenberg. Maria explained that there was a last minute decision to scrap the pre and post quiz from the safety training. It was discussed with the speakers on the day of the event, most felt that we should not administer the quiz.

WCO could look at possibly attaining some testimonial from attendees for promotion. We could potentially video future safety events as well or hold a Webinar. Ideas were discussed for next meeting: Bryce thought "what to do in the event of an accident" would be beneficial. We could recreate the situation – incident, scene, investigation,

police, arrest, lawyer, deposition, victim's family, etc. We brainstormed on who could facilitate such an event: Middleton Fire Dept / Emergency Workers?

Safety/Reg: (Dick)

Met with Sen. Petrowski because of USCHI lobby. Maria, Dick and Tim F (Petrowski's Chief of Staff) met at the Capitol with Petrowski. Revisions to the IOH bill were discussed. A preliminary draft was actually emailed today relating to some potential changes.

Members need to fill out their permit applications! This could create an immense amount of paperwork based on all the different dates/routes/equipment. That is our best chance for town boards and local municipalities to soften their position. Multi-Jurisdiction Permits are off the table for now based on the feedback received.

Maria received an email from Greg Hubbard, current USCHI Lobbyist. He has replaced Jason. Greg wants to set up a meeting next with Ripp and Petrowski. Due to budget discussions in the legislators, it is unclear at this time when the second hearing on IOH revisions will occur. Greg Hubbard will be in touch with Jon Orr and Maria about plans to meet with members of the Ag committee.

Education:

Great feedback from conference survey. Maxed out on space at Chula Vista. 14 topics have been selected by the Education Committee. There was a conference call last month. There will be an Education committee meeting next week during WPS Farm Show.

Discussion was had about a WCO member survey that would be administered with help from USDA-NASS and include input from PNAAW. Results would be discussed at the 2016 Symposium. Matt Digman with support from the Education Committee will work towards this effort.

Move to adjourn: Kevin moved, Cole second. Meeting adjourned at 4:30 p.m.

Next meeting date is TBA – likely this summer prior to Farm Tech Days – since it is so much later this year.