



FOR IMMEDIATE RELEASE

Wisconsin Custom Operators Announce Membership Campaign

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MADISON, Wis. (April 25, 2014) — The Wisconsin Custom Operators, Inc. (WCO) is pleased to announce membership opportunities to individuals who engage in custom farming and the agri-business professionals who support their efforts.

WCO released a new brand identity including a new website in early 2014 and has increased overall promotional efforts. As one of the major stakeholder groups invested in the recently signed Implements of Husbandry legislation, WCO has discovered its niche – transportation, safety and education.

WCO members receive a variety of benefits:

- **Education:** The annual Symposium (January 19-21, 2015 in WI Dells), website and seminars throughout the year provide valuable information to members regarding relevant issues and topics impacting the industry.
- **Networking:** Members cultivate relationships that help create solutions to common problems and concerns.
- **Discounts:** Some WCO sponsors members provide CASH benefits members. Legal, accounting, and insurance firms are offering discounted rates to members. It PAYS to belong!
- **Strength in Numbers:** WCO offers a powerful voice that impacts change with issues that concern members. The bigger and more active WCO becomes, the more positive influence the group will have.

“The WCO Board of Directors has been working hard to create a more organized and updated image for the organization that communicates the value of the work we do,” said Kathy Vander Kinter, WCO President. “We recently hired our first Executive Director (Maria McGinnis) and continue to engage in issues that effect our members.”

WCO is an organization comprised of individuals throughout the state who derive their income in whole or in part from providing custom farming services. To learn more about the Wisconsin Custom Operators, Inc. including membership and events, go to www.wiscustomoperators.org or email info@wiscustomoperators.org

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