

WCO Board of Directors Meeting
Denmark State Bank, Denmark, WI
Tuesday, July 11, 2017, 5:30 p.m.

Roll call: Bryce O'Leary, Bill Arneson, Derek Ducat, Ray Liska, Josh Bartholomew, Chuck Rabitz, Exec Director - Maria Woldt / Kathy Vander Kinter attended as well from Education Committee.

Absent: Cole Olson, Kevin Shinnars, Matt Digman

President Bryce O'Leary called the meeting to order at 5:33 pm

Agenda approval – Motion was made by Bill, seconded by Ray. Agenda approved.

Approval of Minutes (March 17, 2017 meeting) – Minutes were presented by Secretary Josh Bartholomew. Motion to approve minutes by Ray, with a second from Bill. Minutes were approved.

Email Vote for UW Extension Sponsorship - Motion to approve email vote by Bill, seconded by Ray. Minutes were approved.

Treasures Report - Chuck Rabitz presented the financial report. Since the March meeting there were \$5,693.68 in expenses and \$4898.10 in deposits. Total in checking \$77,646.08. Investments: \$22,623.67. Chuck also went over thank you letters we have received. Motion by Josh to approve, seconded by Ray. Treasurer's report approved.

Executive Directors Report: The 50 non-renewals were discussed. A list was passed around for everyone to identify people that they can call, text or talk to. If we can get some of those folks to renew, we will be in a good spot.

General policy updates were given.

Sponsors 100% renewed for this year.

WCO has been approached by Dairy Business Association to do a trade membership. There is not a 1 for 1 trade available, so it makes more sense to trade a Gold WCO sponsorship for a Silver DBA membership. The difference in price is \$300. Due to the fact the WCO is a paid PDPW member and the fact that DBA will represent our policy interests, and possible prevent WCO from having to hire our own lobbyists (or minimize), the \$300 fee is well worth the money. Motion to be a silver sponsor for DBA in return for DBA being a gold sponsor for WCO. Motion by Ray seconded by Chuck. Motion passed.

Whitney Baehr is the WCO communications intern. She is doing a great job writing articles, working on projects, etc.

New dates for Symposium in 2018 (Feb19-21) without PNAAW. We will go back to our normal dates in 2019.

Four press releases sent out, possible feature article being sent to Hay and Forage grower.

Committee Reports:

Scholarship Committee: Three recipients were selected for the WCO \$1000 scholarships. Once candidates present their first semester grades, checks will be issued to the winners in January. The winners are: Rachel O'Leary, Jake Kraus, and Kaleb Cauffman

Recruitment Committee: There are two spots up for election in 2018. SE and SW. Cole Olson has served his second term. Discussions were had on possible candidates. Bryce will run again for the South-East region. Maria will follow up on SW district member.

Newsletter/Media Committee: Josh reported what content is coming out in the July Newsletter. Discussions were had on ideas to promote WCO. Trade shows were discussed. If WCO decides to attend any trade shows, it will likely be the Oshkosh farm show. The WCO safety radio and TV spots are due for an update. Ideas for a "View from the chopper cab" safety TV spot was discussed with one of the Madison TV stations. Incentives also need to be explored with equipment dealers including a "WCO Member Discount".

Special Projects Committee: Kathy discussed the great success of and great speakers at the business development workshop. Many excellent comments from the event.

The survey was discussed. There have been some positive and negative outcomes as expected. On the positive side, operators use the results to show their clients what they can expect to pay for a service. On the negative side, some clients see a range of costs and demand that an operator offer service for the low cost without factoring in variables for that situation. Ultimately, the data is only as good as the operators who fill it out. It's only in its second year, so it's too early to determine one way or the other. Should the survey be conducted every other year instead of every year? The committee will discuss, but hopefully we can get more people to complete the survey.

Safety/Regulations Committee: Bill brought up some current issues he and many others are having with loH. DBA asked WCO to come up with the top three things that custom farmers would like to see changed about the law because there is a chance that some changes might be able to be made during current budget negotiations. We may need to add loH questions to the member survey. An open forum will be had at the Forage Symposium to discuss some of the member challenges associated with loH.

Education/Conference Committee: Bryce discussed some ideas to add excitement to the 2018 conference. Some preliminary topics include a chopper challenge, a panel discussion on collections, a panel discussion on diversifying operations followed by an open forum. There are other great topics under consideration as well. With the PNAAW group not part of the Forage Symposium, we will need to work hard to ensure that we have enough attendance to keep exhibitors happy.

Old Business

None

New business

It was discussed that anyone on the delinquent membership list be allowed to join WCO for \$50 and their membership will be good through December 2018. Ray moved and Bill seconded. Motion passed.

Adjournment

Ray moved to adjourn at 7:30 p.m. Chuck seconded. Meeting was adjourned.

Next meeting scheduled for Thursday, December 7 in Western Wisconsin. Looking in the Eau Claire area.

Respectfully submitted by Josh Bartholomew