

WCO Board of Directors Meeting

Buck & Honey's, Sun Prairie, WI

Tuesday, August 25, 2015, 5:00 p.m.

Roll Call: Kevin Shinnars, Matt Digman, Troy Meyer Kathy Vander Vinter, Dick Kraus, Ike Lemmenes, Maria Woldt,

Absent: Adam Danzinger, Troy Schneider, Cole Olson, Bryce O'Leary

Approval of Today's Agenda – Dick moved, Kevin second

Approval of Minutes – March 20, 2015 meeting – Dick moved, Kevin second

Treasurer Report (Woldt for Meyer) – Troy was running a little late from Farm Tech days, so the financials were presented and discussed. Overall, WCO is in a strong financial position. \$21,000 was invested this summer as directed by the board for long term benefit.

Executive Director Report (Woldt) –

Projects Update/ Investments / WCO Foundation concept / Non-renewals / Sponsor prospects

Sponsorship: 15 Gold, 6 Platinum, 8 Silver. There were a few non-renewals from 2014, but there was some consolidation and two who have been hard to reach for renewal. Maria continues to follow-up with our two non-renewals – Versa and MacDon.

Membership: As of August 1, there are 148 WCO members. This is an increase in roughly 50 members from this time last year. Much of this is due to the continued success of the symposium. We need to make sure that as many people as possible attend the symposium. A list of non-renewals was circulated and the vast majority did not renew due to an employment change. Maria will follow-up on a few non renewals who might have overlooked it.

WCO Foundation Concept: WCO is exploring what it might take to create a fund/charitable foundation for our scholarships. Our idea was that money earmarked for scholarships and education-related grants for members would be housed in a different account and would have the opportunity to grow with interest. Additionally, members and sponsors could choose to donate to this fund and get a tax benefit.

Start-up fees might be a bit too big fro WCO to do alone, so the ideas was brought up to ask MFA and PNAAW if they had interest in joining forces. More to come on this.

Scholarship Committee - 2015 Scholarship Updates – 2014 winners were verified, paid and announced along with the call for 2015 applicants. We collected seven high quality applicants for 2015 and three \$1,000 have been chosen, Students must verify their grades after the fall semester and then they will be paid in January.

Recruitment/Nomination Committee (Woldt for Olson) – There will be two spots open on the board. Dick Kraus (at large) and Adam Danzinger (corporate) will finish their second terms. Names have been discussed for candidates and a call has been put out to the membership via the newsletter to gauge interest.

Again this year, candidates will fill out a form with their bio information. They will also get a calendar of dates for WCO events that they should plan to attend. It will be printed in the Annual Meeting program and ballots will be printed with names and a spot for a write-in.

Maria will make contact with potential board member candidates and ask them to complete the board interest form.

Newsletter / Media Committee (Meyer) – The July newsletter went out the second week in January and was well-received. The next newsletter is the November issue. November is the the issue where we thank our sponsors and build up for the conference.

Since the conference is our biggest source of members, we are thinking about ways that WCO can pre-promote the event to the ag community in general – and the importance of renewing / joining WCO at the time of registration.

WCO plans to send a postcard to all WCO members and sponsors as a save the date and a link to register or get more information.

We will be having a booth at the symposium where we plan to showcase our new banners and booth materials.

Special Projects Committee (Digman) -

Certification program update – The 2016 certification event is planned for March 18 at Fox Valley technical college. Preliminary plans are underway for the topics. First meeting of the special projects committee will take place in the fall.

Member Survey Update and timeline & data collection plans – A member survey is being developed with plans to launch this fall. Data to be presented at the January conference. Survey will be conducted online.

Safety / Regulations Committee (Kraus) –

No real updates. USCHI has not retained the services of their Madison lobbyist as the issue is mostly being resolved. Operators are working within the confines of the regulations and making due.

Education / Conference Committee (Vander Kinter, Danzinger) 2016 Conference topics – Topics for the conference were discussed and the schedule is taking shape. Conference call with the three groups will happen soon to discuss topics and make sure that there isn't any additional cross over. Employee Management/recruitment/retention session with PNAAW is being planned and a national level speaker is being flown in to cover the topic.

Old Business - Bylaw update. Minor tweaks are needed for the Bylaws. Mostly verbiage, but might be time for a review of committee structure and functionality. Looking for a chair/champion for this effort on the board with assistance from Maria.

New Business – None at this time to report

Adjourn/Next Meeting - Next meeting will be December 9 @ 6 p.m. at the Lemmenes shop in Waupan.