

WMCA MEMBERSHIP COMMITTEE
December 16, 2024 Meeting Minutes
Truck Country – Deforest, Wisconsin
9:30 a.m.

In attendance: Susan Jaske, Pauline Jaske, Andy Ryther, Patrick George, Bob Schmit, Tony Carini, Bud Jaske, Maddie Minik, Kyle Kent, Dan Johnson and Neal Kedzie.

Susan Jaske Chaired the meeting in Craig Zeller's absence. She noted the prior meeting was November 6th and the meetings are by Zoom. It's the first Wednesday of the month. **The meeting minutes from November 6, 2024 were approved.**

Review and discussion of the membership report.

Dan Johnson mentioned that JBT did pay their membership dues, as well as ABC Supply that also came up to speed. Right now, we just have four members that are more than 60 days past due: Diane's Delivery Service, Cox Trucking, U.S. Bank, and U.S. Marine Insurance Group.

We have a handful that are 30 days past due. Dan Johnson reaches out to them on a monthly basis to remind them that their memberships are due. After four times of reaching out, if we don't hear back, we have to drop them. We have been making some progress there, but obviously we've got a couple that are starting to fall behind a little bit. We did have two new members, K&S Logistics and Ritchie Brothers Auctioneers. And then we had several canceled members, and most of them were due to non-payment of dues.

Andy Ryther called a lot of people last month and a lot of the comments was they wanted more engagement from the WMCA. Communication with those members needs to be increased. There was a discussion about which e-mail addresses are on file with the WMCA and how to reach members who have not provided an e-mail address to the WMCA, or maybe e-mails are being sent to spam folders. The question is that we have a primary contact for each company, but sometimes there's additional people there. And if they don't provide us with their email address, then how can we communicate with them? With bigger companies, the network people continually are changing and updating, and if you want to get something, you often need to go back and look for it periodically.

The WMCA used to do the newsletter twice a month, but it was changed to twice a week. And we're starting to use social media a lot more, Facebook and LinkedIn. Not everybody follows that either, but we're trying to just be a little bit better with that communication.

New Membership levels

Set to launch January 1st. We're going to be creating new membership levels based on the number of years that you're a member, we've already created the web page that shows everybody and what their membership level is. And then from that, you can click on and it'll show you what perks you can get for being at that level.

And then each year you can choose them, whether it's a free pass to the convention, or a free seminar, or something related to the golf outing, or a SWEF visit, or whatever. And you pick and choose, and you use them up during the year, and then the next year they just reset, and you can just keep using them. Find your company on the new Web page, see your platinum, gold, silver, bronze, and then choose your perks.

We've added more to the new membership for both allied members and for new members. We've already got the discount for new members, but we're adding more "soft costs". We've been hearing it when people either want to sign up or when they want to continue their membership, it's either we don't hear from you, or the other thing is, what do I get? So now we have an answer. Another thing, we've had good feedback from Safety for the NATMI courses, we're able to also give a discount

Andy asked if there a way to get an owner, a safety, and a fleet person overall, for the motor carriers? Can we make a request for all contacts in the company? Dan said it is possible in the membership form to add a spot for safety email, AP, and others. Andy asked if the committee could get the entire membership list for the next meeting, and then we just go through it and see if there's people on that that don't exist. Basically, go through the list and clean it up from time to time.

The committee will review the membership roster and other items at the next meeting, which is scheduled for 10:00 a.m. on Wednesday, January 8, 2025 via Zoom. Hearing no further business, the committee adjourned at 9:53 a.m. on a motion from Pauline Jaske, seconded by Patrick George. Motion approved, committee adjourned.

Respectfully submitted,

Dan Johnson

Wisconsin Motor Carriers Association