

WMCA Membership Committee Meeting Minute
January 8, 2025 10:00 a.m.
Virtual Zoom Meeting

1. Call to Order and Attendance

- **Chair:** Craig Zeller called the meeting to order at 10:03 a.m.
 - **Attendees:** Craig Zeller, Andy Ryther, Susan Jaske, Mandi Hinrichs, Pam Jones, Rick Smith, Carrie Legg, Dan Johnson, and Neal Kedzie.
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2. Approval of Previous Meeting Minutes

- **Minutes from December 16, 2024,** were unanimously approved (Motion: Rick Smith, Second: Andy Ryther).
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3. Membership Updates

- **Dues Paid:**
 - TAB Bank and PJ's Trucking have cleared their dues.
 - **Membership Cancellations:**
 - US Bank confirmed it will not renew its membership due to pausing lending activities in the trucking industry.
 - Acknowledged US Bank's past contributions, including event volunteering, and discussed the potential for future reengagement.
 - **Fleetworthy Transition:**
 - Post-merger updates: Fleetworthy was acquired by BestPass, resulting in personnel changes. Membership contact information is being recalibrated.
 - **Other Membership Engagements:**
 - Quality Carriers: Noted a possible change in key contacts due to internal restructuring.
 - Northland Insurance, U.S. Marine Insurance, and other organizations were discussed for follow-up outreach to maintain engagement.
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4. Communication and Contact Challenges

- **Email Deliverability Issues:**
 - Persistent challenges with corporate firewalls (e.g., MailChimp emails being blocked).
 - Steps are being taken to confirm contact information, troubleshoot delivery issues, and ensure proper email receipt by members.
 - **Membership Data Accuracy:**
 - Reviewed existing member rosters to identify outdated or missing information.
 - Discussed methods to encourage members to self-update their contact details.
 - Noted the importance of maintaining accurate marketing and billing contacts.
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5. Proposal for a New Membership Category

- **Concept:**
 - Suggested creating a "Legacy" or "Friends of Trucking" membership to allow retired professionals or other interested individuals to stay involved with the association.
 - **Purpose:**
 - Support ongoing association activities, encourage continued engagement, and set the stage for potential donations or legacy contributions.
 - **Details Under Consideration:**
 - Open only to individuals, not companies.
 - Criteria could include a minimum tenure with the association or involvement in the industry.
 - Potential price point: \$100/year.
 - **Benefits:**
 - Allows long-term supporters to stay connected.
 - Offers opportunities for retired members to contribute via donations, wills, or trusts.
 - Broader potential by including "Friends of Trucking," which could attract political allies or others supportive of the industry.
 - **Concerns:**
 - Need for sponsor or vetting process to avoid misuse by individuals with anti-industry agendas.
 - Difficulty in reaching former members who have left their roles without providing personal contact details.
 - **Next Steps:**
 - Develop criteria and refine the proposal for discussion at the February meeting.
 - Plan to present the finalized proposal to the full board for approval.
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6. Operational Discussions

- **Membership Roster Review:**
 - Committee reviewed primary contacts to ensure accuracy and align marketing and billing records.
 - Identified specific cases for updates, such as Sheflin and Delsman.
 - **Directory Inclusion:**
 - Rick Smith noted the absence of independent contractors (e.g., retirees or individuals not tied to a company) in the membership directory.
 - Suggested a dedicated section for individuals wishing to stay involved.
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7. Miscellaneous

- **New Members:**
 - Welcomed two new members, Jones Transfer and Hosby Auctioneers.
 - Discussed assigning mentors or "buddies" to help new members integrate and utilize membership benefits.
- **Potential Follow-ups:**
 - Outreach plans for various members, including Pepsi of Eau Claire, Samba Safety, and Northland Insurance.

8. Next Steps and Adjournment

- The committee will develop and finalize the "Legacy/Friends of Trucking" proposal for presentation at the February 5, 2025, meeting.
- The next in-person meeting is scheduled for March.
- **Adjournment:** Motion to adjourn passed unanimously.