

WMCA Membership Committee Meeting Minutes
March 5, 2025
Fiserv Forum, Milwaukee

Meeting Summary:

1. Call to Order & Approval of Minutes

- The meeting was called to order by Craig Zeller
- **Attendees:** Craig Zeller, Andy Ryther, Susan Jaske, Pam Jones, Jim Ban, Carrie Legg, Patrick George, Geoff Erdman, Rob Silito, Kim Conradt, Dan Johnson, Maddie Minik, and Neal Kedzie.
- The previous board meeting minutes were reviewed and approved with a motion and a second.

2. Membership Report Review & Updates

- The committee **reviewed the February membership report** and discussed member renewals, outstanding payments, and recruitment efforts.
- **Renewals & Pending Payments:**
 - Fleetworthy's renewal was uncertain due to ongoing merger-related confusion regarding billing.
 - Dan Johnson reported mixed messages from Fleetworthy's AP department, leading to delays beyond 120 days.
 - Other members yet to renew included Northland, Samba Safety, Blaine Supply, Martin Brower, Lahew, and BullCorp.
 - Samba Safety's representative Wayne was mentioned, with plans to check in with Zach regarding Northland.
 - Penske's involvement in Blaine Supply and Martin Brower's fleet leases was noted as a factor in renewal discussions.
- **New Members & Engagement Efforts:**
 - UPS has committed to returning as a member after previously halting association memberships nationwide.
 - UPS has received an invoice but has not yet processed payment; their return is considered a positive sign for WMCA.
 - Potts Trucking joined WMCA, with involvement led by their driver Guy Fredrickson.
 - Fredrickson had previously worked for another company and brought POTS Trucking into the association.
 - The company's owner, Ann, was actively engaged in discussions.
 - BullCorp is a new member, but they have not been responsive despite outreach efforts.
 - Dohrn Transportation completed a merger with US Special and Sutton, bringing them into membership discussions.
 - Dennis Peonisch from Sutton Transportation was involved in keeping them engaged with WMCA.

3. Member Engagement & Networking Initiatives

- Proposed "Apps and Taps" Networking Events:
 - A new initiative was suggested to boost engagement and attract new members.
 - Concept: Host casual networking events where current members bring in non-member trucking companies.
 - Locations under consideration included La Crosse, Superior, and other key Wisconsin cities.
 - Sponsorship opportunities would be pursued for event funding.
- **Discussion on Sporting Events & Outreach:**
 - The idea of regional "shootout" sporting events (such as a clay shooting event) was considered but deemed unlikely for 2025.
 - Meeting locations and networking efforts were discussed to increase association participation.

4. Industry & Regulatory Updates

- ATA (American Trucking Associations) Updates:
 - ATA is monitoring labor-related regulatory changes, especially regarding independent contractor status.
 - Bob Costello is leading ATA's efforts on tariff policies and economic trends.
 - The trucking mergers & acquisitions market remains active, leading to membership retention challenges.
 - WMCA continues monitoring federal and state policy changes that could impact Wisconsin carriers.

5. Discussion on Membership Meeting Frequency

- The committee debated whether to continue monthly meetings or switch to quarterly meetings.
 - Some members felt monthly meetings allow for quick decision-making.
 - Others questioned whether the participation rate justified the frequency.
 - The decision was made to continue monthly meetings, especially since virtual options (e.g., Zoom) make attendance easier.

6. Other Business & Closing Remarks

- Potential member recruitment strategies were discussed, including leveraging existing industry relationships.
- The importance of association events, safety meetings, and DOT scale inspections was emphasized as a key benefit of membership.
- Motion to adjourn was made and approved.
- **Meeting adjourned at 2:48 p.m.**

Key Takeaways:

- ✓ Membership retention remains a focus, with some renewals pending due to corporate restructuring.
- ✓ UPS's return is a major win for WMCA, signaling confidence in the association.
- ✓ New member engagement efforts are underway, including Potts Trucking and Dohrn Transportation.
- ✓ "Apps and Taps" networking events will be explored to increase member recruitment.
- ✓ Monthly meetings will continue to ensure timely discussions and decision-making.