

Wisconsin Motor Carriers Association
Membership Committee Meeting Minutes
June 25, 2025 | 9:02 a.m. – 9:50 a.m.
Acrisure, New Berlin, Wisconsin

1. Call to Order:

The meeting of the WMCA Membership Committee was called to order at 9:02 a.m. at Acrisure in New Berlin.

Attendance: Dan Johnson Dave Batterman Kim Conradt Patrick George Zach Trepanier Pauline Jaske Susan Jaske Craig Zeller Matt Grove Pam Jones Andy Ryther Mandi Hinrichs

2. Approval of Minutes:

The minutes from the previous meeting were reviewed and approved by unanimous vote.

3. Roll Call:

A roll call confirmed the presence of the committee members listed above.

4. Logistics and Transportation Updates:

Updates were shared on the status of several companies, including GIC Logistics, Elite Carrier, and others. Members noted some restructuring and transition activity within these companies. There was brief discussion on Wade Brickell's departure from Samba Safety, CDL Powersuite, and his unclear current role as CEO.

5. Membership Changes and Recruitment:

The group discussed membership status updates and identified potential new members. Clarification was needed regarding whether two individuals from BMO serve on the board. Past-due members were reviewed, and strategies for new member outreach were discussed.

Companies discussed included US Special Delivery and Sutton Transport (recently acquired by Dohrn Transfer), and the merger of Drivewise with Fleetworthy.

It was noted that Klemm Tank Lines (now KAG) is discontinuing all state association memberships, concluding their 38-year affiliation with WMCA due to economic challenges.

Committee members reviewed and updated contact records for BMO Commercial Bank. Warren Green was confirmed as the billing contact; Nick Hilger was confirmed as the board representative. Additional outreach will be conducted to verify information and ensure accurate invoice delivery.

7. Northwestern Wisconsin Engagement:

The committee discussed challenges with member participation in northwestern Wisconsin. Strategies considered included regional subgroups, social gatherings, cold calling, and site visits to trucking terminals.

It was agreed to create a spreadsheet of existing members in the region and identify individuals to target for increased involvement.

8. Recorded Seminars and Networking Opportunities:

The group discussed transitioning existing webinars/seminars to a recorded format with on-demand access for a fee.

Ideas for professional networking events were presented, including “Happy Hour Professional Networking”. “Apps and Taps” would be remarketed as “Fleets and Eats”. Eau Claire was identified as the starting point for these efforts.

Potential events were considered in conjunction with the golf outing on July 15 and another engagement on August 13, with a focus on attracting motor carriers and trucking professionals.

Adjournment: The meeting was adjourned at 9:50 a.m.

Minutes prepared by:
Dan Johnson
WMCA