

Wisconsin Motor Carriers Association
Membership Committee Meeting Minutes
September 10, 2025
American Family Field Milwaukee, Wisconsin

Call to Order:

The meeting of the WMCA Membership Committee was called to order at 2:00 p.m. at American Family Field in Milwaukee.

Attendance: Dan Johnson, Dave Batterman, Kurt Kruger, Patrick George, Pauline Jaske, Susan Jaske, Craig Zeller, Matt Grove, Pam Jones, Andy Ryther, and Jeff Green.

Quick recap

The meeting began with a discussion of past due accounts and membership issues, focusing on specific member cases and payment statuses. The membership committee then explored strategies for retaining current members and attracting new ones, including ideas for creating new initiatives and improving communication. The group concluded by addressing challenges with event attendance and engagement, while discussing potential solutions to increase membership numbers and improve overall participation.

Addressing Past Due Accounts

The meeting focused on addressing past due accounts and membership issues. Several members were discussed, including 10th Street, FedEx, and various trucking companies, with updates on contact changes and payment statuses. The group agreed to follow up on outstanding invoices and membership renewals, with specific tasks assigned to Kim for one case. **A motion was made to accept the membership report by Dave Batterman, seconded by Pam Jones. Motion carried.**

Membership Retention and Recruitment Strategies

The membership committee discussed their mission and strategies for retaining current members and attracting new ones. They explored ideas such as creating a Maintenance Council and developing an "elevator pitch" to better communicate the organization's value. The group also touched on challenges in recruiting new members, particularly in the trucking industry, and the need to change the narrative around membership to emphasize its community-focused benefits.

Improving Event Attendance and Communication

The group discussed challenges with communication and event attendance, particularly regarding newsletters and calendar invites. Craig Zeller suggested sending calendar invites for events to ensure better attendance, while Dan Johnson highlighted the limitations of newsletters and the importance of direct communication. Susan Jaske mentioned an opportunity related to trucking fees increasing by 10%, which could impact company operations significantly. The discussion also touched on the Wausau event's low attendance and the need for better planning for future events.

Membership Engagement Strategy Discussion

The membership committee discussed strategies to increase engagement and membership numbers. They explored ideas such as creating a dedicated membership director role, implementing targeted communication strategies, and developing new member benefits. The group also considered adopting successful practices from other state associations, such as roundtable discussions and leadership programs. While some members were enthusiastic about these ideas, others expressed caution about taking on too many new initiatives. The committee agreed to continue the discussion at their next face-to-face meeting in December.

Adjournment: The meeting was adjourned at 3:10 p.m.

Minutes prepared by:

Dan Johnson

WMCA