

## WMCA Membership Committee Meeting Minutes

**Date:** December 17, 2025

**Time:** 11:45 AM – 12:30 PM

**Location:** Zeller Transportation, Hartford

### **Attendance:**

Dan Johnson, Dave Batterman, Kim Conradt, Carrie Legg, Britta Hegge, Patrick George, Andy Ryther, Craig Zeller, Howie Heaton, Matt Grove, Susan Jaske, Paige Anderson, and Bill Skinner.

The meeting was called to order at 11:45 AM, and the November meeting minutes were reviewed and approved. The primary focus of the discussion was membership strategies and recruitment for the Wisconsin Motor Carrier Association (WMCA).

The committee addressed challenges with current membership levels and explored new approaches to engage prospective members. Key strategies included leveraging existing member networks for referrals, utilizing technology to identify non-member carriers within specific geographic areas, and considering the hiring of a new Vice President dedicated to membership outreach. The group emphasized that this role should be sales-oriented and capable of promoting the association's value through direct engagement rather than relying solely on cold calls.

The committee also reviewed recent membership changes, including updates to renewal rates and enhancements to Safety Council member benefits, such as a 20% discount on seminars and webinars. Additionally, the group discussed outreach to private carriers and smaller trucking companies, recognizing the need for tailored engagement strategies.

A significant portion of the meeting focused on membership issues involving **Your Town Transport** and **Heding Trucking**, which currently pay dues separately despite shared ownership. Dan will follow up with Fay Urban to clarify this situation, as consolidation could impact membership counts. The committee also discussed vendor relationships, including a recent transaction with Webasto, an HVAC company acquired by Northeast.

The committee reaffirmed the importance of maintaining consistent standards for member recommendations. Engagement strategies were also highlighted, with an emphasis on quarterly meetings and connecting with first- to third-generation members.

The conversation then turned to the proposed Vice President role, outlining responsibilities such as building outreach plans, leveraging databases, and scheduling targeted visits to carriers. The committee agreed to aim for February 1, 2026, as the target date for next steps in the hiring process.

**Action items:**

- **Dan** will follow up with Faye regarding Your Town Transport and Heding Trucking membership status and prepare a job description for the Vice President role, initiating the candidate search by February 1.
- **Carrie Legg** will confirm Pete Hirt Jr.'s awareness of Maintenance Council involvement during a meeting on Friday.
- **Dave Batterman** will speak with Dennis next Tuesday about representation at meetings and follow up with a potential Vice President candidate.
- **Kim** will meet with Lena and Chloe on Friday to discuss Sargento's potential sponsorship of the Truck Driving Championship banquet.
- The Membership Committee will provide strategic direction to the new Vice President once hired.

The next meeting will be scheduled as a virtual session in mid-January after Dan returns from Washington, D.C. The meeting adjourned at 12:30 PM.