

Wisconsin Motor Carriers Association
Membership Committee Meeting Minutes

February 4, 2026

Meeting Called to Order: 10:03 a.m.

Meeting Adjourned: 10:23 a.m.

Attendance

- **Craig Zeller**, Chair
- **Howie Heaton**
- **Pam Jones**
- **Susan Jaske**
- **Matt Grove**
- **Kim Conradt**
- **Lisa VanderMause**
- **Dan Johnson**

1. Welcome and Introductions

Craig Zeller opened the meeting by welcoming **Lisa VanderMause**, who has joined the WMCA as **Vice President** and will be assuming membership responsibilities from Dan Johnson. Lisa provided a brief introduction and expressed enthusiasm for her new role.

The **minutes from the previous meeting were reviewed and approved**. The **January membership report** was presented, including an updated list of members who are currently **30 days past due**.

2. Membership Renewal Follow-up

The committee reviewed members who are **30–60 days past due** on renewals.

- The group agreed that **WMCA staff will send second follow-up invoices** to all **30-day past due members**, unless a committee member can confirm direct contact or a payment update.

- Discussion included a desire to **streamline the membership outreach process**, shifting more follow-up responsibility to staff rather than volunteers.
 - **Kim Conradt** reported outreach to **Bison** and **Northland** regarding their renewal status.
 - **Lisa** requested clarification on the membership status of the **Latino Academy of Workforce Development**, especially given their **February 19th upcoming event**.
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3. Trudell Challenges

The committee discussed ongoing engagement issues with **Trudell Trailers**:

- Craig noted a **membership reduction** at Trudell.
 - Lisa offered to contact her **brother-in-law, Ron VanderMause**, to gather more information or potential contacts.
 - Susan shared an update from **Pete Hirt** regarding truck fleet management, including an expected payment on a pending invoice.
 - Kim and Lisa discussed attendance and coordination for upcoming **fleet-related events**, with Lisa preparing to attend in order to meet key individuals.
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4. Industry Updates

Members shared recent business activity insights:

- **Howie Heaton** reported **positive movement in order board activity** and progress with **renegotiated contracts**, indicating encouraging industry momentum.
 - Craig described a meeting with a challenging customer and noted that his company is prepared to **turn away freight** if necessary.
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5. Upcoming Meetings & Events

- The committee confirmed the next membership committee meeting will be held on: **March 25, 2026**, at **Stoughton Trailers**, prior to the quarterly board meeting.
 - WMCA will coordinate securing a **private room**.

- An updated membership list will be **sent out in early March** for committee review.
 - The group discussed the **Latino Academy of Workforce Development event** scheduled for **February 19th**, with Kim coordinating membership follow-up.
 - Planning began for the **summer quarterly meeting**.
 - Kim indicated that **June may be difficult** for Schneider to host due to scheduling conflicts.
 - She will check with **Eric at Schneider** to explore dates or alternatives.
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6. Action Items / Next Steps

WMCA Staff

- Send second follow-up invoices to **30-day past due members**.
- Walk Lisa through the invoice-resending process.
- Discuss on Friday whether Lisa should begin outreach to **60+ day past due** members.
- Secure a private room at **Stoughton Trailers** for the March 25 meeting.
- Distribute the updated membership list in **early March**.

Lisa VanderMause

- Complete training on the membership invoicing/follow-up process.
- Reach out to **Ron VanderMause** for contacts or insight regarding Tradell.
- Coordinate attendance for the March 25 meeting.

Kim Conradt

- Follow up with the **Latino Academy of Workforce Development** regarding membership and the February 19 event.
- Contact **Eric at Schneider** to explore options for hosting the summer gathering.

Meeting adjourned at 10:23 a.m