

**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**

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**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**.

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**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***