

NSAC – Great Lakes Chapter
Board Meeting, Conference Call
February 4, 2019 8 A.M. Central

Minutes:

Rebecca Smith called the meeting to order at 8:05 a.m. CST

The minutes of the August meeting were provided by Nick Ajster via email. After allowing for review, a motion was made by Molly Costaris and seconded by David Loyd to approve the minutes. Motion carried. Nick provided a Chapter Recognition update and noted we currently sit at 23 points. He noted we are still waiting on final membership numbers. We have reached out to Jeff Roberts to obtain the final membership numbers as of 12/31/18. He will finishing updating and email to Jeff Roberts by February 28th.

Treasurer's Report:

Ty Lein provided the treasurer's report. Ty indicated that the financials are in good standing, with no significant changes since our last meeting. We have built our fund balance up from 2016 about \$6,500. A motion was made by Nick Ajster and seconded by Kent Erhardt to approve the financials. Motion carried. Ty had not yet reached out to Jeff Roberts to see what is involved in the credit card process and the related costs, but will following this meeting.

Education Committee Report:

Todd has talked to a number of individuals in his firm to come up with some potential topics for webinars. Todd is looking for additional ideas. Free CPNs by National has made it difficult to get attendance at in person events. Last in person meeting was in 2015/2016. We would have to come up with some fresh topics to try and generate some interest. Todd will reach out to Mississippi Valley Chapter to see if they would like to do a joint event. He will also reach out to National and Midwest chapter for ideas on improving program materials and attendance. He will reach out to National to see if our chapter could get credit by putting on a CLN for National. We also discussed doing an in person education event around our annual meeting to increase attendance of younger individuals. Maybe provide an alternative session to those individuals for Thursday morning. Todd will reach out to Bill Erlenbush at National to see if he has ideas on a session and may be interested in leading that session.

Membership Report:

Jeremy Gritton provided a membership report via email. The report indicated that as of October 2018 there were 115 members for the Great Lakes Chapter and 1,512 NSAC national members. Mark Juedes led the membership discussion in Jeremy's absence. Jeremy and Mark will continue reaching out to members who have dropped to identify the reason they have dropped. They are finding a lot of times the reason is cost cutting at their employer. Mark thinks we need to do a better job of showing the value associated with being a member (such as free CPE). Discussed starting a membership campaign following the annual meeting, with an introduction of the campaign at the annual meeting this year. The Board discussed ideas for both incentives for referrals and for new members to attend the annual meeting. We then continued our discussion on gift ideas for the three Chapter members reaching significant milestones this year. Talked about maybe doing a Great Lakes Wall of Fame, where we would list the members on our chapter page and provide them with a commemorative gift. Mark and Jeremy will follow up with Jeff Roberts, to see what their process and criteria is for awarding the silver bowl. Jeremy, Mark and Becky will have a follow up discussion and bring ideas to the Board in March.

Chapter Development Report:

Still need a chair. Kent Erhardt encouraged everyone to send any suggestions we had for a new chair to him.

National Director Report:

Kent Erhardt provided an update. A couple new National directors this year. Discussed changing the quarterly TCA to a magazine and electronic format and giving the member the opportunity to choose how they would like to receive it. Discussed that National is now using podcasts hoping to better reach out to younger members. The Capital and South Atlantic Chapters are merging to create the Atlantic Chapter. Kent asked for suggestions for Silver Bowl nominees to be sent to Rebecca.

Newsletter Report:

Keith Arnold led the discussion. He indicated he cannot keep doing the newsletter by himself. He noted he would be willing to continue working on the newsletter in tandem with another person or committee. Keith will plan to get the first 2019 newsletter out in February and then another newsletter out prior to the annual meeting. He asked for any contributions to the February newsletter be sent to him by February 15. We will continue to use National to distribute the newsletter along with our normal channels. Keith will also check to verify any email address updates made through National have been made to his distribution list.

Time and Place Report:

Tara Guler led the discussion. The meeting will be held at the Tundra Lodge and Waterpark in Green Bay. Our Thursday night meal will be at Lambeau Field and the menu will feature tailgating items such as burgers, brats and hotdogs. We will add a place on the registration for people to identify any dietary restrictions. The evening event will be a guided tour of Lambeau Field. Tara is still working on customizing a tour for us and is estimating the tour will probably last 1 to 1 ½ hours. There are several golf courses in the area. We will wait for registrations to come in before setting anything up. Then we may reach out to Ralph Miller and/or Bert Johnson to spearhead that event. We will try to keep registration fees similar to last year. We will plan to revisit fees based on final pricing during the 2nd half of March. Notices of annual meeting will be sent out through the normal channels plus having national send that notice as well. We will plan to get information regarding the annual meeting out in early April, with follow up phone calls to local members a few weeks after that.

Program Report:

Sessions (6 plus Thursday morning session):

- Tax update –With reform, we discussed doing that presentation at the end of day one, in case it runs long (Tara and Jared will present the tax update)
- Accounting and Assurance update (Rebecca will contact someone from CLA to speak)
- Regulatory update (Jim Nolte, Wisconsin Agribusiness Association) Environmental issues and safety issue and OSHA compliance. Should be able to cover not only grain and farm supply but also dairy and other ag related industries
- Social media and how to use it as an effective marketing tool/limit unwanted use of social media (Todd has a couple speakers in mind)
- Attracting and keeping talented employees. Where do you find employees when you need them? Operators, Applicators, Office help, Management (Tara to check with Baker Tilly Search and Becky to check with CLA Search)
- Data Analytics and how to effectively use it. Examples of how it has been successfully used to impact business. Including Feasibility analysis (Tara to check on potential speaker)

- 2 Hour session Rod Kelsey –Thursday morning Mid America Coop Council (MAAC)
- Alternate presentations
 - o Managing time and relieving stress. Doing more with less
 - o Process automation – making things quicker and easier to free up time for analysis
 - o Ag Economic update (CoBank speaker or Andy North)

Materials: If we have presentations in advance, we will try to post to national in advance of the meeting so people can download, etc. If they don't come in advance of the meeting, we will provide on flash drives again this year.

Registrations will be sent to Baker Tilly in Madison to allow program chair & committee to better track attendees. Payments received will then be forwarded to Ty.

Committee tables – Discussed timing of when we would do the tables and logistically if we do actual tables. Maybe we introduce committee heads during welcome portion of meeting and add further discussion during the business meeting. Discussed putting together a 1 page summary handout to pass out at the annual meeting for each committee.

We need to build in time for national update (10 – 15 mins) – April Graves from national executive committee will be attending our annual meeting.

The next board meeting will be held via conference call during the 2nd half of March. Rebecca Smith will follow up with a meeting request.

Becky asked that all board members review the bylaws prior to our next meeting to identify any potential changes.

Adjourned at 12:30 p.m. CST with motion from David Loyd, seconded by Mark Juedes.

Attendees: David Loyd, Nick Ajster, Ty Lein, Rebecca Smith, Mark Juedes, Molly Costaris, Todd Hoppe, Kent Erhardt, Tara Guler, Keith Arnold and Jared Kempel

Not in Attendance: Kristin Emming, Jeremy Gritton and Julie Luedtke