

NSAC – Great Lakes Chapter
Board Meeting, Conference Call
March 21, 2019 10 A.M. Central

Minutes:

Rebecca Smith called the meeting to order at 10:05 a.m. CST

The minutes of the February meeting were provided by Nick Ajster via email. After allowing for review, a motion was made by David Loyd and seconded by Mark Juedes to approve the minutes. Motion carried. 2018 Chapter Recognition submitted on 2/24/19. We have been awarded 1 free annual meeting registration.

Time and Place Report:

Jared Kempel 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 and include appetizers, dinner and a sundae bar. Dinner will be \$28/person. Dinner is schedule to start at 6 pm and go until 8 pm. A cash bar will start at 5:30 pm and we will provide 2 drink tickets per person, as we have done in the past. The evening event will be a guided tour of Lambeau Field. We discussed doing two tours. Tour prices are \$12 for adults, \$11 for seniors and \$7 for kids (6-11). A short discussion was held regarding shuttle transportation to and from Lambeau Field. The time and place committee is still working on finalizing these details. We will be providing breakfast on Thursday and Friday. Thursday's breakfast will be a lighter breakfast and Friday will feature a hot buffet breakfast. Lunch will be on own on Thursday. We will have an afternoon snack on Thursday and coffee, soda, water and milk will be provided throughout the conference. We also discussed the availability of audio/visual equipment. It was noted that we will have a 10ft screen, projector, standing podium, mic and easel.

Newsletter Report:

Keith Arnold led the discussion. Keith will be sending an email blast regarding the annual meeting timing, location, etc. He also indicated he would add some additional information regarding the annual meeting in the newsletter, which he is hoping to send out by the end of March.

Program Report:

Sessions (6 plus Thursday morning session):

- Optional Session – Todd has talked with Rod Kelsey at MACC, and he is willing and able to do the 2 hr session. The potential topics are more management related. Possible coop panel for the 2nd hr to discuss major organizational or management changes in the past.
- Tax update – Tara Guler and Jared Kempel speakers (end of day on Thursday)
- Accounting and Assurance update – Mark Juedes and Jim Halverson
- Regulatory update – Tom Bressner from Wisconsin Agribusiness Association.
- Effective use of Social Media for marketing/policies – Todd Hoppe is having difficulty nailing down a speaker. Keith Arnold will see if his wife is available and willing to present
- Attracting and Retaining Talent – speakers will be from Baker Tilly and CLA
- Data Mining/Analytics – Including feasibility studies, real life examples – Tara does have a speaker lined up.

The next board meeting will be held via conference call during the next few weeks. Rebecca Smith will follow up with a meeting request.

Adjourned at 11:02 p.m. CST with motion from Molly Costaris, seconded by David Loyd.

Attendees: David Loyd, Nick Ajster, Rebecca Smith, Mark Juedes, Kent Erhardt, Keith Arnold, Jeremy Gritton, Molly Costaris, Todd Hoppe and Jared Kempel

Not in Attendance: Kristin Emming, Ty Lein, Julie Luedtke, and Tara Guler