



Great Lakes Chapter

January 24, 2020

The Great Lakes Chapter Meeting was held at Hilton Garden Suites in Schaumburg, IL. The meeting was called to order by Kristin Emming. In attendance was Kristin Emming, Kent Erhardt, Jolene Wisinski, Nick Ajster, Ty Lein, David Lloyd, Terry Hopman, Rebecca Smith and Mark Juedes. Molly Costaris, Todd Hoppe and Keith Arnold joined via conference call. Jeremy Gritton and Julie Luedtke were absent.

The meeting was called to order at 8:00 am by Kristin Emming.

Minutes: The meeting minutes of the October 17, 2019 meeting were distributed by Kristin Emming, President. The minutes were reviewed with a motion made to approve the minutes by Nick Ajster and seconded by Jolene Wisinski. Motion carried.

Treasurer's Report: Ty Lein, Treasurer, discussed the Chapter's finances. There have been little changes since the last board meeting in October 2019. The fund balance as of 12/31/19 is \$26,641, consisting of \$20,860 in checking and \$5,781 in CDs.

Membership Report: Mark Juedes and Kristin Emming reported on behalf of Jeremy Gritton for membership. For calendar 2019, through November 2019, there were 11 adds and 11 drops in total. There has been good feedback from the dropped past members on why they left the organization. Most of them left the industry. Emphasis was made to continue to replace the dropped members through their replacements.

Education Committee Report: Todd Hoppe, Education Chair, presented. There was little to update on since the October 2019 meeting. Todd asked for thoughts on how to do more for the education committee and asked for potential replacements or co-chairs for himself. Kent Erhardt added that at the national level, the education committee is focusing on promoting the CLNs available. There was discussion on holding a CFO-type conference and opportunities with Mid-America Coop Council's transition as Rod Kelsay is retiring this year. There was some interest in putting on a CFO and 'new' coop member training sessions the Thursday morning of the annual chapter meeting. Todd plans to reach out to Rod to gather ideas and thoughts. There was also discussion on sending recommended CLN's to new members.

Chapter Development Report: Kent Erhardt gave the Chapter Development report. Kent is going to invite Mike Mayhew, the National Chapter Chair, to the June 2020 Annual Meeting. Kent discussed national correspondence. National's goal is to get 15-20 people attending the national meetings. Kent requested that board members watch for continued communications from National. Specifically, Mike is looking to assemble an executive committee made up of

approximately 5 people who would provide continuity at the national level. Anyone who has interest should reach out to Kent or Mike.

Newsletter Report: From the October meeting, Keith stated he needs to step down from newsletter as he does not have capacity to keep up with commitments. Rebecca Smith will be replacing Keith as the newsletter chair. Rebecca's goal for newsletter is to get her 1st newsletter out by the end of March 2020 and will attempt to get quarterly newsletters out to the members. Rebecca Smith will be controlling the emailing of the newsletters and will look into issues we have had in the past with members not receiving the newsletters.

National Director Report: Kent Erhardt provided the report. They continue to plan the Portland National meeting. National is working with a firm called 'Higher Logic Software,' which specializes in setting up communities specific to that person's area of interest (such as banking, CFO, tax, Great Lakes Chapter, etc.). There would also be historical search options for articles linked to a search term. This is still in the beta stage. Kent expects if everything continues to go well, it will be rolled out in the summer of 2020. There is also continued efforts to revitalize the A&A committee to increase participation.

Time and Place Report: Jolene Wisinski led the discussion regarding time and place in Michigan for the June 2020 Annual Meeting. It will be in Holland, MI at the Double Tree Hotel on June 11th and 12th with rates at \$119/night. Jolene has a block of rooms set aside and rooms are held in that block until May 11, 2020. There will be a 'save the date' communication going out soon. Breakfast will be held in a separate room, similar to last year's format.

Jolene presented breakfast and break food options. Jolene also has lined up a night event on Thursday evening for Holland Princess Dinner Cruises. The rates are approx. \$50/person and we would be required to book at least 60 people to book the boat for a private event. Meals and dessert are included. Jolene will look into dining options, including a child-friendly option. It is cash bar; the Chapter will likely provide 2 drink tickets to attendees, or consider open bar. Jolene will line up bus transportation between the cruise and the hotel.

Program Report: Keith presented the program report. Terry Hopman will be co-chairing and assisting Keith as needed. Todd Hoppe had some ideas on speakers and will follow up with Keith and Terry. The following are 'set or nearly set' presentations.

- Jolene Wisinski volunteered for the assurance/accounting update
- Rebecca Smith volunteered for the tax update
- CoBank will be presenting on the financial and ag markets
- Land O'Lakes will be presenting on 'how to put on a good presentation' – which will incorporate presentation skills, use of graphs, how to make reviewing data visually appealing, etc. Land O'Lakes could also present on a number of other topics.

Other ideas included a regulatory update, technology in ag, FFA chapter presentation, social media, marketing and connecting with members. Keith's wife, or someone at her firm, may be available to present on the marketing/social media topics.

Ty Lein discussed scanning in his financial documents ahead of the annual chapter meeting so that the audit can be done ahead of time, electronically. Kristin Emming will look into who was on the audit committee in the prior year and follow up with them to see if they are interested.

Kent Erhardt mentioned the possibility of a retiree rate for registration at the annual chapter meeting. A separate fee for retiree members will be considered, the amount discussed was \$150 (\$25 less than regular rate). Discussion was also brought up regarding 'buying down' the registration fee with excess chapter funds. It was decided that a formal budget be put together before an official decision is made. It was the consensus that the chapter would likely buy down the registration fee again for quests (not attendees).

Program materials will be emailed out to paid participants for the chapter annual meeting several days before the meeting. Any presentations that are not uploaded and ready to distribute a couple days before the annual meeting will be printed by the presenter and available at the annual meeting.

Other Business:

Brief discussion was held on how to attract new committee members. There will be a survey for committee interest going out in the next newsletter in March 2020.

Motion was made to adjourn by David Lloyd, seconded by Nick Ajster. Motion carried. Meeting was adjourned at 11:29 am.