

## **USCHI BOARD OF DIRECTORS MEETING**

CONFERENCE CALL  
Tuesday, July 12, 2016

The USCHI Board of Directors held a teleconference meeting on Tuesday, the 12<sup>th</sup> of July, 2016. President Hughes called the meeting to order at 6:00 AM CST. Board members present were President Taff Hughes, Vice President Greg Thurman, JC Schemper, Mark Anderson, Glen Jantzen, Monty Dunn, Morgan Crabtree, Advisor Jon Orr and Operations Manager Mandi Sieren. USCHI regular member present was Dave Hermesch.

### **AGENDA**

Was reviewed by all. It was requested that discussion of registration fees, High Plains Journal credit, Cindy Crockett, and Melody with Lamp Public Relations be added to unfinished business. It was requested that discussion of convention drink tickets and Harvest News discount be added to new business.

### **MINUTES**

June 14, 2016 minutes were looked at and discussed. Monty Dunn moves to approve the minutes and seconded by Greg Thurman. Motion carries unanimously.

### **TREASURERS REPORT**

June financials were looked at and discussed. Late payment of 990T tax documents was also discussed. Greg Thurman moves to approve report and seconded by Morgan Crabtree. Motion carries.

### **OPERATION MANAGERS REPORT**

Mandi reports that Peterson Farm Brothers and Katie Dilse are confirmed for the 2017 convention. Convention sponsors so far are Ag Insurance/Meadowbrook Insurance for lanyards, New Holland confirmed Platinum, and Krone would like to add Bronze. Danielle from Purple Wave had to move, so they will hire someone new who will work with us. Mandi is working with Nebraska Wheat, Corn, and Soybean boards on kids' events and a booth. AV quote has been given to board members. Mandi and her mom went through all old moving boxes and files from Hutch office. Those have been organized and stored. New website is live. Midwest Peterbilt and Wilson Trailers are new members, Mandi will continue to work on recruiting. Mandi has also received complaints about members not being online or receiving the Harvest News. Their payments of dues back in December/January were not documented, so with Taff's approval, Mandi credited a few members half of their dues for 2017 since they did not receive member benefits for the first half of 2016. The next few weeks, Melody, Mandi, and a designer will work on new brochures, convention vendor registrations will be online, and overflow hotels will be contacted.

### **2017 CONVENTION**

Mandi updates the board on convention planning progress. She asks about the opening ceremony idea. It was discussed and decided to not hold this. Mark brought up a speaker idea. Jon updated Mandi on how the Platinum sponsor/Board dinner works.

Cindy Crockett, Scholarship Chairperson, joined at 6:18.

Timing of introducing board candidates was discussed. It was decided to introduce candidates right after Katie's speech and at Friday's lunch. Thursday lunch was discussed and it was decided to hold it in the

banquet space as usual. Mandi asked if the timing of the Vendor/Board meeting was OK. This was discussed and it was decided to hold a simple breakfast at this meeting on the trade show floor on Friday. Scheduling of convention board meetings was discussed. It was decided to hold our preconvention board meeting Wednesday at 8 AM. Greg Thurman would like to call Jim Kappel and ask him to head up the trade show and compensate him. The board agreed to this. It was also decided to close the trade show at noon on Saturday. Mandi requested that the board consider the AV quote and Sunbelt Rentals needs. She also came across a lot of lanyards from 2016 convention and asked what to do with them. It was discussed and they will be mailed to Degelman. She also asked what to do with all the signs that say 2016. The board agreed we had no other option but to throw them away. Signage for convention was discussed so this doesn't happen again. Mandi also had a request from the Funk family to sponsor a hospitality time or something at the convention. The board discussed and would like to do a toast one night for Allen. Mandi will be in touch with Darrick on this.

Melody joined the meeting at 6:45.

## **MELODY WITH LAMP PUBLIC RELATIONS & MARKETING**

Melody requested that the board approve the tab layout design for the strategic plan. Board discussed and approved. Melody also requested that the board approve that she and the designer continue to work together to have \$750 worth of these printed. Board discussed and approved. Melody also mentioned she would like to know if the John Deere Harvest Support trailer would be available for the Ag Appreciation Day. They could do some sort of media day for USCHI at no cost too. Timing for these events would be during the Montana State Fair, August 12-20<sup>th</sup>.

## **CINDY CROCKETT/SCHOLARSHIP COMMITTEE**

Cindy requested that the scholarship chairperson receive complimentary hotel room nights for the convention. This decision was tabled until the next meeting. She also updated the board on her and Darren Wick's work on updating scholarship guidelines. Cindy also had some questions about how memorial scholarships and funds work. The board discussed funds and endowments. Mandi also brings up scholarship monies rules and regulations questions. She will make sure the recipients are aware of how monies are to be dispersed.

## **2019 CONVENTION BIDS**

Mandi gave the board statistics as far as where our members are located. 62% of our members are located in Nebraska and south. Morgan, Monty, and Mandi made a complimentary site visit to Amarillo this past weekend. Mandi reported on each potential site's good vs. not so good qualities. Good qualities for Amarillo – Amarillo's location is at intersecting interstates and close airport, many attractions and activities, open catering, convention center (including meeting rooms and Globe News Center) is available at NO cost, super easy to work with, can move in everyone at almost the same time, PA system in center, gorgeous new hotel, allow us use of their software to design trade show floor. Amarillo's not so good qualities - only hotel across the street has 226 rooms, next is 4 blocks away, others off of I-40; trade show will be split up between 3 rooms and hallways.

Good qualities for Hot Springs, Arkansas - hotel has complimentary cooked-to-order breakfast, 2-room suites will all be newly renovated, hotels are on each side of center, historic downtown within walking distance for activities, convention center is beautiful and perfect space, in the middle of only urban national park, meeting rooms shouldn't need any AV (podium, speaker, mic, projector, screen, use of house sound), no sales tax on room rental, during horse racing time. Hot Springs not so good qualities -

closest big airport is Little Rock (about an hour), location is questionable, trade show floor is all halls + arena floor; host hotel rate is a bit high, but overflows are close and cheaper.

Board discussed options. Greg Thurman moved to select Amarillo, Texas as the site for our 2019 Annual Convention. Monty Dunn seconded. Motion carries unanimously. The board would like to keep Hot Springs as an option, so Mandi will request Hot Springs Visitor's Bureau attend our 2017 convention and let them know we have a few people that would like to do a few complimentary site visits.

### **FACEBOOK POST**

The board was concerned about acres being made available to people other than our members when farmers are not realizing we are not North American Custom Harvesters. It was discussed and decided that USCHI will run additional advertising encouraging farmers to contact us if they have harvest acres available.

### **CDL RESTRICTION/INTRASTATE ISSUE**

Mandi had a member call in with an issue about the intrastate CDL restriction. Exemptions and issues were discussed. Taff will contact the member for more info. Issue was tabled until next meeting.

### **REGISTRATION FEES**

At the last meeting, registration late fees were not discussed after the original fee change to \$225. The board discussed and decided to keep registration late fees at \$250 for 2017. This may be increased in the future.

### **HIGH PLAINS JOURNAL**

Mandi was approached by High Plains Journal about doing a trade out on booth space for them and advertising for USCHI, giving \$500 to USCHI's advantage. The board discussed and decided we will not agree to any swaps.

### **CONVENTION DRINK TICKETS**

Taff requested that Mandi get the board the bar bill from the 2014 Wichita convention. Issuing drink tickets and past bills previously provided to the board were discussed. The board decided to issue drink tickets for the auction and entertainment nights for the 2017 convention.

### **HARVEST NEWS DISCOUNTS**

Mandi lets the board know that our current policy as stated on our ad rate sheet is to give a 20% discount for those that prepay for a full year. When renewing some advertisers for our Harvest News, she discovered that some advertisers were given a 15% discount for prepaying for 6 months. So she has only been allowing the 20% for the full year, which may upset those that received a special rate in the past. Mandi will email the board on who received different discounts.

Next meeting set for August 9th at 6 AM.

Motion to adjourn by JC Schemper at 8:19 AM and seconded by Morgan Crabtree.

JC Schemper, Secretary