

USCHI BOARD OF DIRECTORS' MEETING
Conference Call
Thursday, September 8, 2011.

The USCHI Board of Directors held their regular monthly meeting with a conference call Monday September 8th, 2011. President Tracy Zeorian called the meeting to order at 6.00 am CDT. Those present were Vice President Kent Braathen, Secretary Taff Hughes, board members Dean Karau and Roger Sammons. Also present was Operations Manager Pam Shmidl. Board member Kirk Grove joined the call at 6:03 am and Treasurer Jon Orr joined the call at 6:09 am.

AGENDA was reviewed by all present. There being no additions or corrections. Kent made a motion to approve, with Dean seconding.

MINUTES of the August 8th meeting were reviewed, no corrections or additions could be found, therefore Dean made a motion to approve and Kent seconded, motion carried.

TREASURERS REPORT was reviewed. After a brief discussion Kirk moved to accept treasurers report as posted, Dean seconded motion carried.

OLD BUSINESS

SAFETY VIDEO & DOCUMENTARY

Topic was tabled as Conrad Weaver planned to join the conference call shortly. Conrad Weaver from Conjo Studios joined the call at 6:31am. Conrad first reported on the safety video progress, which is now in the editing mode as he called it. He is hoping to have the video done by the end of September and ready for a viewing. Then he will work with the writer on the accompanying handbook and have a finished product by early January. Jon asked if Conrad had shot some silage cutting footage yet, and if not when he planned to do so? Conrad hopes to complete that in the next couple weeks.

Conrad then reported on the documentary project and his trip out filming this summer for two weeks. He feels like he has barely scratched the surface of this and plans to do much more filming next summer. Conrad stressed his commitment to tell the story of the custom harvester's life. He also shared his campaigning plans for fund raising for the project and answered Roger's question about his proposed budget to the tune of \$270,000. With no further questioning, Tracy thanked Conrad and he left the call at 6:42 am CDT.

AG CONNECT

Board members had all reviewed the contract sent to USCHI to collocate our convention with Ag connect in Kansas City in January of 2013. There was some extensive discussion on topics of motel accommodations and discount rates, space and booth rental cost, meals and registration badges. Biggest issue of concern to all board members was a \$150,000 down payment in November of this current year to secure the

floor space at the exhibition for the estimated vendors and exhibitors. Taff and Jon both expressed their individual concerns. Jon is concerned about how much interest we don't make on \$150,000 in a year. Almost all present expressed their reservations in spending this amount, there followed a discussion on booth rentals and the increased cost to our vendors, but also taking into account their much larger exposure. This discussion was tabled when Conrad Weaver joined the call at 6:31am.

Discussions recommenced at 6:43 am CDT. Several questions and possible ways to reduce the \$150,000 non refundable deposit were discussed and were presented to Anita Sennett of Ag Connect when she joined the call at 6:55 am CDT. Tracy expressed to Anita the boards concerns about spending this amount and our proposals to reduce it, renting less floor space? Smaller deposit 25%? Anita replied the answers were not her call but would find out. She was encouraged to rejoin the conference call if she had any answers directly. Anita left at 7:01am CDT. Discussions continued and after studying previous convention profit and loss comparisons, it was discussed and Ag Connect seemed to be a profitable venture. It was brought to everyone's attention that the proposal from Ag Connect was worded FINAL PROPOSAL with a September 15th deadline for signing. It was discussed the need for a special meeting to be held before September 15. Roger pointed out the general consensus of the majority of the membership was for the board to make the decision and feels we have beat this drum long enough and we should be able to make a decision without a special meeting. Board feels it is a big difference between going to Florida versus Kansas City, Jon at this time made a motion as follows:

Jon so moved for USCHI to collocate its annual convention with Ag Connect in Kansas City in January of 2013, pending final approval of details with AEM (Association of Equipment Manufacturers); Roger seconded. Roger pointed out during further discussions the word PENDING allowed for lots of leeway addressing some concerns yet. President Tracy asked for a vote and motion carried unanimously.

At 7:30 am CDT, Anita Sennett rejoined the call. She had reduced the amount required for a deposit to \$60,000. Anita then answered a lot of questions directed at her about education seminars, meals and banquet facilities, meeting rooms and space provided. It was suggested that Pam and Tracy attend the exhibitor meeting in Kansas City on October 24th along with any other board members that can make it. Anita said she would redraft the proposal, and it was decided Tracy and Jon would sign the document. Anita left the meeting at 7:45 am CDT.

CONVENTION PLANNING

Tracy shared some of her thoughts she gathered when attending the state fair in Grand Island. Pam replied some of the concerns were being addressed. Thursday night entertainment was addressed and suggestions taken for different ideas and how to cover the cost.

Roger left the call at 8:00 am CDT.

NEW BUSINESS

MUD FLAPS

Pam reported on her fact finding of having truck mud flaps printed up and of the inventory of mud flaps all ready in possession at Vernie's Trucks and Equipment in Hays, Kansas. These are out dated and still have Tulia, Texas on them. It was decided to order the minimum fifty pairs (White & Black) through Vernie's and take them to convention to sell with a minimal rise above cost to offset expenses. Mud flaps will not be shipped from the office due to the postage expense and inability to package properly.

ADJOURN

President Tracy Zeorian adjourned the meeting at 8:15 am CDT.

Next meeting Friday October 10, 2011 at 6:00 am CDT.