

USCHI BOARD OF DIRECTORS' MEETING

Partial Face to Face at Days Inn downtown Atlanta, Georgia, partial Conference Call.
Monday, January 10th, 2011

USCHI Board of Directors held their regular monthly meeting Monday, January 10, 2011 partially Face to Face and partially Conference Call. President Tracy Zeorian called the meeting to order at 6.00 a.m. CDT. Present were Vice President Kent Braathen, Treasurer Jon Orr, Secretary Taff Hughes, board members Kirk Grove, Roger Sammons and Dean Karau. Also present were Board Advisor Steve Shepherd and Operations Manager Pam Shmidl.

AGENDA

Was reviewed by all present. Kent asked "Wichita" to be added under "Old Business". Taff motioned to approve the agenda, including the addition. Kirk seconded. Motion carried.

MINUTES of the December 6, 2010 Face to Face meeting were reviewed by all and after the misspelling of "business" was discovered, Kent motioned to approve. Dean seconded. Motion carried.

TREASURER'S REPORT

Was given by Pam. December financials were reviewed. Pam was commended for the new office door with mail slot and thus new signage on door. No other discussion, Jon motioned to approve. Taff seconded. Motion carried.

OLD BUSINESS

Safety video.

Jon reported he was in contact with Conrad Weaver, film producer, and had different options for filming dates. Script writing was being handled by Conrad's personnel. Tracy added the question about possibly filming at the convention exhibit hall before or after convention. It was stated that filming could take approximately four days. Jon said the Case building in Iowa was still a possibility but scheduling had been difficult. It was open during Christmas but it could possibly be summer before available. Pam was asked to find out about retaining the convention hall longer.

Steve questioned if Case had buildings available in Grand Island. Pam asked if Jon had received a video that had been mailed from Mike Barnett of John Deere. She reminded Jon it was copyrighted and would need permission before using any portion.

Scholarship.

Roger stated no report from the scholarship committee. Pam stated some of the criteria changes in the application could be a problem. After some discussion, it didn't seem to be much of an issue. Tracy brought up the idea of making the top scholarship awarded to the candidate with the highest scoring the "Ron Misener Memorial Scholarship". She stated that there were very few as dedicated to USCHI as Ron was. After discussion, Taff motioned to add \$500.00 to the top scholarship making this year's \$2000.00. Dean

seconded. Motion failed. In new discussion, Kent proposed doubling the top scholarship. There was discussion that this made a big differential from the other scholarship awarded. There was discussion on the scholarship fund and its growth and value since October 30, 2010 to present. It grew \$7,000. It was stated the board agreed in December to maintain the fund at 25% over the \$100,000 goal. After more discussion about maintaining the fund even in a downturn of profits, Jon amended the original motion to award the top scholarship recipient every year \$1,000 over other awarded scholarships in memory of Ron Misener. Kirk seconded. Motion carried. This year there will be six scholarships - five at \$1,500 and the top one awarded \$2,500.

Krone toys

Jon expressed the two toys advertised for auction on our website were one of a kind and it was a shame to sell way under their estimated value. He has not found a way to advertise them better. It was, for now, suggested to take them off the website so he could come up with a new plan.

AgConnect,

Tracy reported this to be a very impressive show with a lot of key people from the Ag industry attending - manufacturer presidents, CEO's and leaders of other big organizations. Tracy then reported on the meetings the attending board members participated in with representatives of our major sponsors separately for three hours on the show floor. Their support, recognition of USCHI, and their continued financial support would continue whether USCHI's convention visited AgConnect or not. Tracy then stated how proud she feels that the U.S. Custom Harvester organization has grown to be a recognized organization within the agriculture sector. She added that it is a huge concern to try to get our membership to attend and to have a prosperous auction. She then stated the attending board members were in agreement not to push for anything to happen for 2013.

Anita Sennett of AgConnect joined the meeting at 6:30 a.m. CDT. She stated there were 12,000 registered attendees at AgConnect. Comments from the board were that it sure did not feel like that many. It was not packed shoulder to shoulder and still had the feeling of our own convention - not like other major farm shows. Anita said the show might cut back to one day shorter in 2013 - Preview Day plus two more. Tracy relayed to Anita that getting the membership here would be difficult and doesn't foresee anything happening for 2013. Anita replied that we should let her know of our decision to participate early. She predicts manufacturers will have equipment launches here in the future and attendance will grow. Telling her early would also allow time to arrange for our host hotel to be on a shuttle bus service. It would also allow the membership to think about planning family vacation around show dates. Anita responded to questions about our own speakers for our own people, no foreseeable problems she answered.

When questioned, Anita answered registration to be \$20/day for two days plus Preview Day with a possible \$10 rebate to USCHI. This could be used to benefit the organization or distributed back to attending members.

Jon said he is opposed to trying to attend in 2013 and thought maybe 2015 would fit better. Tracy thinks we should hold a forum with our major sponsor attendees at convention. This would allow a question and answer time with the membership.

Anita left the meeting at 6:51 a.m. CDT.

Tracy said membership would have to decide about attending and said eyes were opened to huge possibilities. Jon offered his opinion that board should be in attendance of future shows. Steve advised the board of his reservations and to proceed carefully. Taff also voiced his reservations.

Kent then stated we are facing big problems finding facilities able to accommodate our growing organization. When it was brought up to have a forum at convention it was discussed when and where. The biggest attendance of members united is at meal times. Friday lunch was suggested. Pam thinks that will work in the schedule.

DC trip

Was reported to have gone well. Steve said as we keep going back we will learn the officials there don't always speak the truth. Tom Yager, FMCSA, stated that he has certainly learned our organization is committed. Tracy said our proposed rule making is still in progress. However, we should continue to work to have legislation made for making any changes. Senator Pat Roberts' office will help work on this. Tracy feels the contacts we made here at AgConnect, with some key Farm Bureau people, will help support us. The American Trucking Association also supports our efforts. Kent stressed persistence. Tracy said that because of her schedule, she doesn't know if she will be able to return to DC this spring.

Convention

Pam announced some small changes to the agenda and she was relieved that Heartland Event center had hired a new caterer. The restaurant, Chances R, of York, Nebraska to whom Kirk gave two thumbs up and said they have excellent food. Tracy asked Pam about scanners at the convention center. Pam thought there was no need after what was decided during December meeting.

Jon reported on how forage clinics will work - half hour on the floor with each vendor at their machines and one room for a meeting afterwards. Jon then reported on the forage speakers attending.

Wichita

Kent reported on his, Tracy's and Jon's tour of the outside of the facilities in Wichita Kansas the day after the Face to Face meeting in Hutchinson before they left for DC. Their concerns were about the limited parking and how and where to unload the big equipment.

NEW BUSINESS

Nonprofit status

Questions arose at the December meeting and were then posed to the accountant regarding the nonprofit status. Their reply was reviewed. Kent found other information regarding advertising and more questions will be passed on to accountant.

Del Peterson/USCHI

Tracy and Kirk reported they both had questions about issues between Doc Eaker and Del Peterson auctions. Tracy followed up with a call to Steve Peterson and said this situation wasn't a USCHI issue. There was further discussion of the arrangement between USCHI and Del Peterson auction and also timing and general consensus of the December auction.

Wisconsin meeting

Jon and Kent will be in attendance on January 25th and 26th representing USCHI.

New member incentive

There were some proposed incentives for publicizing and maybe attending convention as guests - hopefully becoming members - to be announced through social media networks. This led to questions about registration procedure and policy. It was decided as something to keep thinking about and keep publicizing our convention through forums on the web and proclaim benefits of being a member and attending.

By law change

Roger proposed a bylaw change of wording to the bylaw 3.01 concerning the annual meeting. Roger motioned the change in bylaw which would allow the Board of Directors to hold an annual meeting of the members within the first quarter of the year beginning Saturday each and every year. Dean seconded. Discussion then proceeded. Roger explained his motion to open doors to the organization for other venues like Wichita, for example, that timing of the first week of March coincides with other shows and the potential to utilize other facilities by our growing membership. Steve commented on how the organization hid behind this date of the first week in March forever and commended the foresight as a great way to keep growing the organization. A discussion followed on leaving out the word Saturday to any day due to lack of attendance at the business meeting. Roger asked to amend the original motion removing the word Saturday. Dean seconded. The new motion reads, "The Board of Directors shall hold an annual meeting of the members at a time and place designated by the Board of Directors in the first quarter of the year, each and every year." No further discussion. Motion carried unanimously.

Next meeting will be a conference call on February 8, 2011 at 8 a.m.

President Tracy Zeorian adjourned the meeting at 8:39 a.m. CDT.