

# 2013 Annual Report



## WISCONSIN STATE CRANBERRY GROWERS — Association —

### WSCGA Mission Statement

The mission of the Wisconsin State Cranberry Growers Association is to enable the cranberry industry in Wisconsin to prosper through the provision of grower information, responsible environmental stewardship, sound governmental policies and effective public communications.

## 2014 WSCGA Winter Meeting Sponsors

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### 2013-2014 WSCGA

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## ANNUAL MEETING January 22, 2014

### Agenda

- 1:00 PM Call to Order  
Minutes from the 2013 Summer Meeting  
• Jim Van Wychen, Secretary
- Election of Directors  
• Tom Gardner, Chair, Nominating Committee
- Report of the President  
• David Amundson
- Report of the Executive Director  
• Tom Lochner
- Special Presentations:
- WSCGA Public Policy Program Strategies, Tactics and Action  
• Ron Kuehn and Jordan Lamb, DeWitt, Ross and Stevens
- WSCGA Communications Programs – Setting the Stage for a Positive Image for Cranberry Growing in Wisconsin  
• Mikaela Balfany, Laughlin Constable
- Report of Committees
- Other Business
- 2:30 PM Adjourn

## **WSCGA Summer Meeting – August 14, 2013**

Gardner Cranberry, Pittsville, WI

**Minutes:** The 2013 Wisconsin State Cranberry Growers Association Summer Meeting was called to order by President David Amundson on August 14, 2013 at 1:15 PM at Gardner Cranberry in Pittsville, Wisconsin. A recognition plaque was presented to Butch Gardner of Gardner Cranberry for hosting the event.

### **Special guests were introduced:**

Tom Lochner introduced special guests attending the Summer Meeting & Field Day event.

Guests included:

- Noel Favia & Julie Speck from WI DATCP – Agriculture Development Division
- DATCP Deputy Secretary Jeff Lyon
- MaryAnn Lippert from WI DOA
- Daniel Baughmann from DNR
- Terry Humfeld from the Cranberry Institute
- Warrens Cranberry Festival Royalty
  - o Queen Ashley Mutka
  - o Princess Shaina Ducklow
  - o Princess Mackenzie Myers

The Warrens Cranberry Festival Royalty gave a short presentation on the festival.

**Secretary's Report:** Nicole Hansen moved and John Stauner seconded a motion to waive the reading of the minutes from the January 2013 Winter Meeting, and to approve the minutes as printed. Motion carried.

**WSCGA Board Members were introduced:** The WSCGA Board of Directors was introduced and thanked for their work throughout the year, including:

- David Amundson, President
- Jim Van Wychen, Secretary
- Tom Gardner
- Mike Moss
- Tyler Walker
- Mark Mahoney, Vice President
- John Stauner, Treasurer
- Nicole Hansen
- Carl Salzwedel

Executive Director Tom Lochner extended his thanks to the hosts of this year's event and to Susan DeRouche for her extra efforts in organizing and set up for this year's Field Day. Appreciation was also extended to Tod Planer, Leroy Kummer, Matt Lippert, Jack Perry and the Education Committee members for their help with today's event. Other WSCGA Education Committee members assisting with the Summer Meeting mini-sessions included: Christelle Guedot, Nicole Hansen, Steve Hahn, Jason Hatch, Jane Sojka, Pam Verhulst, and Nodji Van Wychen.

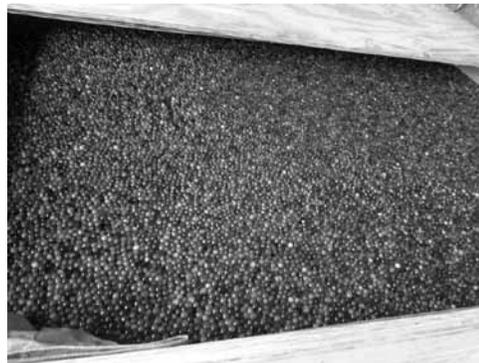
Tom Lochner also recognized additional individuals who were invited and present today, who work in cooperation with the cranberry industry including state department staff members and legislators including:

- Representative Ed Brooks
- Representative Scott Krug
- Pat Kreitlow, Senator Tammy Baldwin's office
- Rick Sense, Representative Reid Ribble's office
- Nathan Schwanz & Jon Hoelter, Representative Sean Duffy's office

### **New Business:**

Wisconsin Cranberry Leadership Development Program: Tom Lochner provided an overview of the WCREP Leadership Development program and introduced committee members, including:

- Greg Fanning
- Nodji Van Wychen
- Amy Gebhardt
- Tyler Walker



Leadership Development Program Class members were introduced: Amy Gebhardt, Chair of the WCREG Cranberry Leadership Development Committee, introduced members of the 2013-2014 leadership class. They include:

- James Bielmeier
- James Burhite
- David Hansen
- Kris Parker
- Russell Sawyer
- Pamela Verhulst
- Alex Billman
- Robert Detlefsen
- Jenna Nichols
- Karl Pippenger
- Marcus Shaw

Tom Lochner also extended thanks to David Amundson, who serves as President of the Wisconsin State Cranberry Growers Association.

**Old Business:** None

Announcements:

- Sporting Clay event to be held in Warrens at Wood & Meadow on Wednesday, August 28.
- Reminder to participate in the Raffle for the WI Cranberry Discovery Center raffle today.
- Winter Meeting and Trade Show to be held in Stevens Point on January 22-23, 2014.

There being no further business to discuss, Mike Moss made a motion to adjourn the meeting; Russell Sawyer seconded the motion. All were in favor. Motion carried.  
The Summer Meeting was adjourned.

## **President's Message – David Amundson**

Welcome to the 2014 Winter Meeting and Trade show. Thank you all for taking the time to be here, and for your support of our Associate Members. Thank you to those on the Education Committee for all the work you put into planning the Wisconsin Cranberry School; your service is greatly appreciated.

Can you believe it's 2014 already? It's been a busy year for the Wisconsin State Cranberry Growers Association. We've graduated one leadership class and begun another. We've had the opportunity to educate many of our elected officials and regulators on the good, sustainable impacts of growing cranberries in our state. We have fought some battles, and lobbied hard for the benefit of our members. All of these good things we plan to continue into 2014. Thank you for your support of the WSCGA. We cannot do it without you.



Now is the time of year we look at our committees. If you are interested in getting more involved with the growers association, joining a committee can be the perfect place to start. If you are a WSCGA member and interested in joining one of our committees, please let us know. Ag Day at the Capitol, set for January 29, in Madison is another way to get more involved. We begin with an overview of issues currently facing our industry, and then you meet with your elected officials and/or their staff. This is a great opportunity to meet officials and get your feet wet. It also reinforces our Public Policy efforts to show growers united on the issues.

Thank you for being involved and being a part of the WSCGA. We couldn't do it without you! Have a great day and enjoy the show!

### **From the Executive Director – Tom Lochner**

The WSCGA Winter Meeting is traditionally an event to bring our members together for sharing information on programs conducted during the previous year; to determine leadership for the organization for the future years; to participate in a Trade Show that highlights the products and services available to produce a crop in an economically sustainable manner, and to provide opportunities for networking as well as renewing old acquaintances and making new ones. It is held in conjunction with the Wisconsin Cranberry School to provide a one-stop event for our growers.

As I start my 25th year with the association, I have taken a bit of time to reflect on the progress we have made since July of 1989. WSCGA was loosely organized and relied totally on volunteers to conduct its activities. The leadership and membership at that time had the foresight to recognize that they needed a professional organization to serve their interests and represent them. We faced legislative challenges to take away growers' access to water. The environmental stewardship of growers was being unfairly and inaccurately portrayed to the public. The ability of growers to continue to farm and manage wetlands was threatened by additional regulation by state and federal agencies.

The growers united under the WSCGA to address these challenges and were in general successful in maintaining their water rights and telling their story about environmental stewardship.

In 1999 and 2000, the industry faced a surplus situation and economic distress. Growers again united under the WSCGA and were able to secure support for increased funding for purchases of cranberry products to help reduce the surplus and a Market Loss Assistance Payment to help ease the economic burden. Over time, increased marketing efforts helped to restore order to the economy of the industry.

Once again, we face challenges in the marketplace. Overproduction, flat demand, increasing competition from growing areas outside the US, and a new paradigm in the marketplace for fruit have created a new dynamic. Everyone in the industry is working toward solutions to these problems to restore economic sustainability to growers.



It is time for growers to unite once again to face these challenges. We are always more successful when working together. WSCGA has and will continue to be the best place for growers to come together to develop programs to provide solutions to these problems. WSCGA has been active and a leader in efforts to secure more purchases of cranberries by USDA. WSCGA has also been a leader in helping to make more cranberry products available to school lunch programs. WSCGA will also continue to partner with organizations to increase the utilization of fruit to improve grower returns.

This annual report describes the programs and strengths of the organization. The biggest advantage we have though is the ability to come together and put forth a united front, to utilize our strengths for all growers. The entire WSCGA team of the Board of Directors, committees, staff and consultants are committed to this effort and to the mission of the organization, which is to enable the cranberry industry in Wisconsin to prosper.

## **WSCGA Annual Report**

The Wisconsin State Cranberry Growers Association was formed in 1887 to serve the state's newly emerging cranberry industry. Some 126 years later, the organization continues to work to meet its mission of providing quality programs for members to enable the industry to prosper.

WSCGA is organized as a non-profit, non-stock corporation governed by a nine-member Board of Directors. The board is advised by a number of committees and working groups on topics ranging from Public Policy to Promotion, Grower and Public Education. The association employs professional staff and consultants. The board, committees, staff and consultants work together as a team to develop and implement programs and policy for the organization.

## **THE TEAM -- WSCGA Board of Directors 2013**

### ***David Amundson, President***

David's family operations, Wisconsin Moss Company and Amundson Cranberry, are located outside of Babcock where he farms with his wife, Jill. David was elected to the board in 2009, served as Vice President in 2011, and as President in 2012-13.

### ***Mark Mahoney, Vice President***

Mark joined the board in 2011 and is an owner of Owen Rock Cranberries in Adams County which served as the host site for the 2012 Summer Meeting, Field Day and Trade Show. He serves on the Public Policy and Environmental Affairs Committee, Administration Committee, Personnel Committee, and Research Committee. He was elected Vice President in 2012.



***Jim Van Wychen, Secretary***

Jim and his family grow cranberries near Warrens, Wisconsin. Wetherby Cranberries has been producing cranberries for more than 100 years. Jim was first elected to the board in 2006 and as Secretary that same year. Jim serves on the Administration Committee, Personnel Committee, and the Public Policy and Environmental Affairs Committee.

***John Stauner, Treasurer***

John owns and operates James Lake Farms near Three Lakes, Wisconsin. John was elected to the board in 2008 and Treasurer in 2012. He chairs the Administration Committee, while also serving on a number of working groups.

***Tom Gardner***

Tom is part of Gardner Cranberry and Hay Creek Cranberry located near Pittsville. Tom joined the board in 2012. He serves on the Public Policy and Environmental Affairs Committee, and is Chair of the Nominating Committee.

***Nicole Hansen***

Nicole is part of Cranberry Creek Cranberries in Juneau County. She was elected to the WSCGA Board in 2009. She served as Vice President in 2010. She chairs the Research Committee, serves on the Education Committee, and represents the cranberry industry on the Board of Directors of the National Institute for Sustainable Agriculture. In 2013, Governor Walker appointed her to a seat on the citizen's board that oversees the Wisconsin Department of Agriculture, Trade and Consumer Protection.

***Mike Moss***

Mike, his wife, Diane and his family own and operate Elm Lake Cranberry, west of Wisconsin Rapids. Mike has served on the WSCGA board since 2007, and as president in 2010 and 2011. He serves as President of the Wisconsin Cranberry Research and Education Foundation, and on the Administration, Personnel and Research Committees.

***Carl Salzwedel***

Carl and his family own and operate Salzwedel Cranberry near Warrens, Wisconsin. Carl was elected to the board in 2009. He is a member of the Public Policy and Environmental Affairs Committee, and represents the WSCGA on the Cranberry Museum, Inc. Board of Directors.

***Tyler Walker***

Tyler works with his family at Walker Cranberry Company in the town of Cranmoor, west of Wisconsin Rapids. He was elected to the board in 2011. He serves on the Public Policy and Environmental Affairs Committee and the Nominating Committee. He also serves on the Wisconsin Cranberry Research and Education Foundation Cranberry Leadership Development Committee.



## **WSCGA Committees**

### ***Public Policy and Environmental Affairs Committee***

The Committee is responsible for the development of recommendations on policy related to environmental issues as well as other state and federal regulatory and legislative actions that arise as part of the public policy advocacy program. The committee also makes recommendation on disbursements from the restricted account for water and wetlands.

Public Policy and Environmental Affairs Committee Members:

Bill Hatch - Chair  
Mike Bartling  
Kay A. Finch  
Tom Gardner  
Bryan Heuer  
Gary Jensen  
Randy Jonjak  
Bill Klouda  
Greg Knorr  
Ron Kuehn

Mark Mahoney  
William Metcalf  
Al O'Leary  
Jim Peterson  
Fran Podvin  
Fred Prehn  
Dan Rayala  
Andy Reitz  
Russ Rifleman  
Gary Roberts

Carl Salzwedel  
Scott Schultz  
Craig Scott  
Clare Searles  
Andrew Sorensen  
Ben Tilberg  
Ryan Walker  
Tyler Walker  
Luke Weiland

### ***Administration Committee***

The committee advises the WSCGA Board on the internal operations of the association. Its major responsibility is development of a recommendation for an annual budget for the WSCGA.

Administration Committee Members:

John Stauner - Chair  
Bob Duckart  
Greg Fanning

Bill Hatch  
Mike Moss  
Fran Podvin

Russ Rifleman  
Scott Schultz  
Ryan Walker

### ***Education Committee***

The main emphasis of the WSCGA mission is education, both of growers and the general public on cranberry growing. A large portion of this responsibility is assigned to the Education Committee, making it one of the key committees in the association. The committee meets with UW Extension faculty and others during the year to review and plan the various education programs for the association including the Wisconsin Cranberry School, early season workshops and the Summer Meeting and Field Day.

WSCGA Education Committee Members:

Leroy Kummer - Chair  
Steve Hahn  
Nicole Hansen  
Jason Hatch

Penny Langer  
Matt Lippert  
Tod Planer  
Jayne Sojka

Pam Verhulst  
Nodji Van Wychen  
Christelle Guedot



**Public Relations Committee**

The committee is responsible for developing and implementing communication and promotion projects to generate a positive image of the industry in the state. That responsibility includes working with the media to tell the industry's story and working with other groups to help promote the state's largest fruit crop.

WSCGA Public Relations Committee Members:

- |                          |              |               |
|--------------------------|--------------|---------------|
| Nodji Van Wychen - Chair | Amy Gebhardt | Jessica Rezin |
| Kathy Henkel             | Jim Peterson | Mary Smedbron |

**Research Committee**

The Board of Directors established the committee to provide growers with a forum to discuss research needs with University of Wisconsin research faculty and the cranberry research community on a national basis. The committee works cooperatively with the Wisconsin Cranberry Board, Inc. (WCB), The Cranberry Institute (CI), and others to identify grower research needs, coordinate projects to avoid duplication and to help establish priorities.

WSCGA Research Committee Members:

- |                       |                     |               |
|-----------------------|---------------------|---------------|
| Nicole Hansen - Chair | Edward A. Grygleski | Scott Schultz |
| Stephen Brown         | Jeff Habelman       | Jayne Sojka   |
| Tim Dittl             | Mark Mahoney        | Pam Verhulst  |
| Kay Finch             | Mike Moss           | Andy Walker   |
| Mike Gnewikow         | Carl Salzwedel      |               |

**Associate Member Committee**

The Associate Member Committee (AMC) provides input on topics including Associate Membership benefits, Summer & Winter Trade Shows, WSCGA NEWS advertising, Program Book & Buyers Guide publication advertising, sponsorships and member surveys. Committee members are polled for input on topics related to membership related topics and inquiries. The group meets prior to the Summer Meeting & Trade Show for an on-site visit and event planning. Associate Member needs and priorities are discussed, and recommendations provided to the WSCGA Board of Directors. Susan DeRouchey, the Executive Assistant, coordinates the Associate Member committee's meetings and communications.

Associate Member Committee Members:

- |             |              |             |
|-------------|--------------|-------------|
| Tom Altmann | Gary Derber  | Jay Weidman |
| Amy Boson   | Paul Roberts | Bob Wilson  |



## **WSCGA Staff**

### ***Tom Lochner, Executive Director***

Tom Lochner was named the first WSCGA Executive Director in 1988. Since then, the association has grown into a well-respected voice for the Wisconsin cranberry grower. The association has expanded its education, communications and public policy programs. It also took on the responsibility of providing administrative services to the Wisconsin Cranberry Board, Inc. to enable it to implement its research, education and promotion programs. In 2004, the WSCGA also assisted the Cranberry Museum, Inc. to develop and operate the Wisconsin Cranberry Discovery Center in the Village of Warrens.

As the chief staff person, Tom represents WSCGA in interactions with University Research and Extension faculty and administration, as well as with Federal, State and local governmental organizations. He is also responsible for coordinating the activities of staff and various consultants who assist with communications and public policy programs. He serves as a liaison with industry groups, such as the Cranberry Institute and the USDA Cranberry Marketing Committee. He also serves as the lead spokesperson for the organization, giving presentations to groups across the state.

Over the course of his career, Tom has worked with the board and committees on growing the programs and membership of the association. He believes in a team approach to program planning and development. This approach has resulted in active committees, an engaged and high performing board, and high grower participation in WSCGA programs.

### ***Susan DeRouchey***

Susan DeRouchey joined WSCGA in October of 2012. As Executive Assistant, she is responsible for keeping the office in Wisconsin Rapids up and running smoothly. She coordinates the Associate Member programs, the Associate Member Committee, and works with the WCREP Development Fund Committee to plan and hold the annual Cranberry Open Golf Outing and the Sporting Clay Shoot.

She is responsible for managing the annual Trade Shows for WSCGA, which are premier events in the industry. For the Winter Trade Show, she coordinates exhibit space registrations, including online booth registration via Booth Boss, as well as sponsorships and booth upgrades. At the Summer Trade Show, participation is also high on the part of exhibitors, with more than 100 indoor and outdoor booths.

Susan is also responsible for Cranberry School registration, coordinating the publication of the WSCGA *NEWS*, and keeping the WSCGA website up-to-date and fresh with event information and resources. When growers call with a question, she is quick to find an answer, or guide them to the right person to assist them. Susan also coordinates the equipment and operational needs of the association.

### ***Crystal Johnston***

Cris joined the staff at WSCGA in 2005 as a part time bookkeeper. Her main responsibility is to keep the financial records for the association. She also assists as a back-up for staff support and assists at meetings and WSCGA events. This past year, Cris took on additional responsibilities as Clerical Assistant. She now manages the databases for the membership, the assessment forms and filings for the Wisconsin Cranberry Board, and serves as the office manager in purchasing supplies and equipment for the association. She also serves as the bookkeeper for the Cranberry Museum, Inc.