



WISCONSIN STATE CRANBERRY GROWERS

— *Association* —

1 2 5 th A N N I V E R S A R Y

2012 Annual Report

2013 WSCGA Winter Meeting Sponsors

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ANNUAL MEETING

January 22, 2013

Agenda

- 1:00 PM Call to Order
Minutes from the 2012 Summer Meeting
- Jim Van Wychen, Secretary
- Election of Directors
- John Stauner, Chair, Nominating Committee
- Report of the President
- David Amundson
- Report of the Executive Director
- Tom Lochner
- Special Presentations
- Impacts of the Affordable Health Care Act on Cranberry Farming Operations
- Ron Kuehn, DeWitt, Ross and Stevens
- WSCGA Public Policy Program Strategies, Tactics and Action
- Jordan Lamb, DeWitt, Ross and Stevens
- WSCGA Communications Programs – Setting the Stage for a Positive Image for Cranberry Growing in Wisconsin
- Kris Naidl, Laughlin Constable
- WSCGA Public Policy Program – A review of 2012 and a Look Ahead at 2013 and Beyond
- Ron Kuehn, Dewitt, Ross and Stevens
- Report of Committees
- Other Business
- 2:30 PM Adjourn



WSCGA Summer Meeting – August 8, 2012

Owen Rock Cranberry, Hancock, WI

Minutes: The 2012 Wisconsin State Cranberry Growers Association Summer Meeting was called to order by President David Amundson on August 8, 2012 at 1:15 PM at Owen Rock Cranberry, Hancock, Wisconsin. A recognition plaque was presented to Mark Mahoney and Dave Billmeir of Owen Rock Cranberry for hosting the event.

Secretary's Report: Russ Rifleman moved and Mike Moss seconded a motion to waive the reading of the minutes from the January 2012 Winter Meeting and to approve the minutes as printed. Motion carried. The WSCGA Board of Directors were introduced and thanked for their work throughout the year.

Special guests were introduced: Noel Favia & Julie Specht from WDATCP Marketing Division; DATCP Deputy Secretary Jeff Lyon and the Warrens Cranberry Festival Royalty.

Executive Director, Tom Lochner, extended his thanks to the hosts of this year's event and to Jane Anderson her extra efforts in organizing and set up for this year's Field Day. Thanks were also extended to Bruce Anderson, Tod Planer, Leroy Kummer, Jack Perry, the WSCGA Education Committee, for their help with today's event. Updates were provided on governmental advocacy and the Heritage Campaign celebrating the 125th Anniversary of the WSCGA.

Anniversary recognition was presented to: Russ Rifleman of Ken Rezin Cranberry accepted a plaque in recognition of their farm for more than 125 years of production.

Greg Fanning, Chair of the Leadership Development Committee introduced the inaugural class of the program. They include: Rusty Schultz, Doug Rifleman, Benjamin Rezin, Mary Sawyer, Steven Bartling, Karen Doers, Greg Schwartz, Michael Gnewikow, Henry VanWychen, Benjamin Riker, Fawn Laack, Michael Bretl, and Jeff Hopkins.

Scott Soares, the Executive Director of the USDA Cranberry Marketing Committee, also presented comments on his new position, CMC planning efforts and encouraged growers to respond to an online questionnaire about CMC programs.

Old Business: None

New Business: None

Announcements:

- Sporting Clay Shoot set for August 15.
- Growers were reminded to fill out the Sustainability Assessment that was sent out by Jed Colquhoun of UW Madison.

There being no further business, the meeting was adjourned.

Respectfully submitted,

James Van Wychen Secretary WSCGA



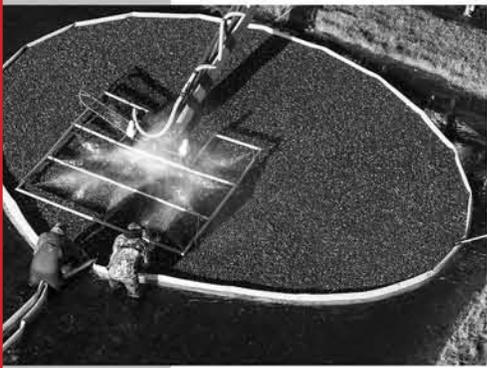
President's Message – David Amundson

The year 2012 was highlighted by drought, price uncertainty, an election cycle that never ended, and fuel prices that did the rollercoaster ride. You pick how you would rank these; feel free to add more of your own. I would rank the seriousness of the drought at the top of the list; it rivaled the drought of '79 for impact on our marsh.

No matter what we saw individually as problems last year, the association stood up for the growers in 2012. Your organization worked on behalf of the growers with FEMA regarding floodplain zoning issues that would have impacted growers' ability to farm, with the DNR on a range of issues from high cap wells, impaired waters list that would affect every grower in the state, as well as elk reintroduction and many other issues. Ron Kuehn, Jordan Lamb and Tom Lochner were representing our interest based upon direction from the board and committees.

The scrutiny we face as growers today is like no other time. If we don't have a voice that stands for us, we will face these threats on our own. The association stands for us in this arena. As you review your dues for the coming year, think of the value vs. the money and the time you would spend on these issues -- you can't get a better deal. The association has been built by growers over many years to represent us. With longevity comes baggage. When you choose to pay your dues, think what the cranberry industry would look like if we didn't have the association; the choice should be easy. As growers, we board members try to guide the association for the benefit of all our grower members throughout the year. The board stands ready to do what the growers want of their association. Please call us if you have questions or input on how together we can improve the association.

The winter school and trade show look to be informative, and enjoyable; network with fellow growers, check out the Associate Member displays and learn something. Thank you all for coming.



From the Executive Director – Tom Lochner

During the past year, we celebrated the 125th Anniversary of the Founding of the Association. We also made a transition in our staff team as Jane Anderson retired after 22 years of service to the organization. Obviously filling the position and finding someone who could perform to the standard that Jane set was a challenge to say the least. We were very fortunate to find Susan DeRouche to step into the position of Executive Assistant. Since her start on October 1, she has hit the ground running. She was able to spend two weeks with Jane to learn the ropes, which enabled us to make a smooth and seamless transition.

Changes took place within the marketplace as well. Sales of major independent handlers to larger beverage and fruit companies created uncertainty in the market for those who sell their fruit on the independent market. Lower prices for concentrate and fruit created economic stress for growers. WSCGA did see a slight dip in membership renewals, which can be attributed to economic troubles. Some have expressed the sentiment that they cannot afford to support the organization. Others have expressed their belief that they cannot afford to be without the WSCGA to represent them, especially in difficult times. As an organization, we need to communicate that message to all growers and work to bring them into the only grower organization that has the prosperity of Wisconsin growers as its mission.

As you look through the annual report, you will see that we conduct a host of programs on your behalf. These programs are developed by growers for growers to meet grower needs. We have assembled the best team of staff, contractors, consultants and leaders to work on your behalf at the association. This takes financial resources.

The future faces severe challenges to your ability to farm. We anticipate more, not less efforts to regulate water use and quality. We expect more, not less regulations to be proposed and to be placed on farmers. Without a strong organization for all growers to unite under, these may come to pass. Those additional costs to your business could be staggering. Your Board has made the commitment to make sure they don't happen.

But it all starts with you, the member, writing a check to support the organization. The next step is to become active and involved by participating in the association through committees to make sure we meet your needs. Thank you to all who have supported the WSCGA this past year. Thank you to all of you who will continue to help us represent grower interests.



WSCGA Annual Report

The Wisconsin State Cranberry Growers Association was formed in 1887 to serve the state's newly emerging cranberry industry. Some 125 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, Education and Fundraising. 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 2012

David Amundson, President

David's family operation Wisconsin Moss Company and Amundson Cranberry is 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.

Mark Mahoney, Vice President

Mark joined the board in 2011 and is part 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, Research Committee and as the WSCGA representative on the Cranberry Museum, Inc. Board of Directors. He was elected Vice President in 2012.

Jim Van Wychen, Secretary

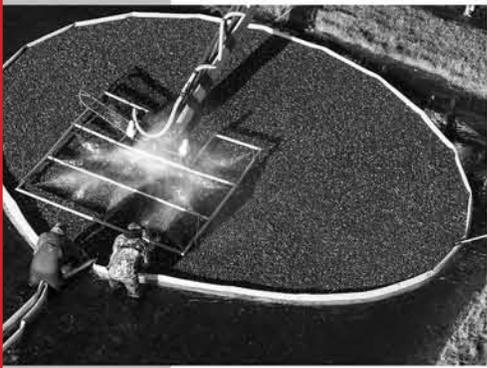
Jim and his family grow cranberries near Warrens, Wisconsin. Wetherby Cranberries has been producing cranberries for more than 100 years. Jim was first elected to the board in 2006 and as Secretary that same year. Jim serves on the Administration Committee, Personnel Committee and the Public Policy and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

John Stauner, Treasurer

John owns and operates James Lake Farm near Three Lakes, Wisconsin. John was elected to the board in 2008 and Treasurer in 2012. He chairs the Administration Committee and the Nominating 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, Wisconsin. Tom joined the board in 2012. He serves on the Public Policy and Environmental Affairs Committee.



WSCGA Board of Directors 2012 (continued)

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.

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 Research 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.

Rebecca Harbut

Rebecca holds the position of UW Extension Fruit Crops Specialist and is a member of the faculty in the Department of Horticulture at the UW Madison. She serves as an ex-officio member of the board. She assists with the Education and Research Committees, as well as setting up various workshops, field days and nutrient management training sessions.



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 of disbursements from the restricted account for water and wetlands.

Development Fund Committee

The committee is responsible for efforts by the association to raise funds in support of important programs such as undergraduate scholarships, support of graduate students conducting research on cranberries, the establishment of an experiment station for cranberries in Wisconsin and the mission of the Wisconsin Cranberry Discovery Center. Since the committee held its first event in 1991, it has raised over \$240,000 in support of these programs.

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.

Education Committee

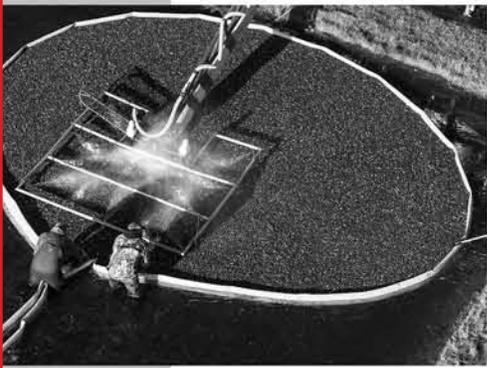
The main emphasis of the WSCGA mission is education, both of growers and the general public on cranberry growing. A large portion of this responsibility is assigned to the Education Committee, making it one of the key committees in the association. The committee meets with UW Extension faculty and others 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.

Public Relations Committee

The committee is responsible for generating 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.

Research Committee

The Board of Directors established the Research 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 Staff

Tom Lochner, Executive Director

Tom Lochner was named as 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. develop and operate the Wisconsin Cranberry Discovery Center in the Village of Warrens.

As the chief staff person, he represents WSCGA at various meetings, including everything from University Research and Extension, Federal, State and local governmental. He also is responsible to coordinate the activities of the 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, he 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 this past year. As Executive Assistant, she is responsible for keeping the office in Wisconsin Rapids up and running smoothly. She coordinates the Associate Member program and works with the Development Fund Committee to plan and hold the annual Cranberry Open Golf Outing and the Sporting Clay Shoot.

She is responsible for managing the Trade Shows for WSCGA, which are premier events in the industry. The Winter Trade Show has grown to over 100 exhibitors, generally selling out each year. At the Summer Trade Show, participation is also high on the part of exhibitors, approaching 100 indoor and outdoor booths.

Susan is also responsible for keeping the WSCGA website up to date and fresh. She also coordinates the publication of the WSCGA NEWS. And when growers call with a question, she is quick to find an answer or guide them to the right person to assist them.



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, she 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 managing the equipment needs of the association.

She also serves as the bookkeeper for the Cranberry Museum, Inc.

Tod Planer, Farm Conservation Planning Coordinator

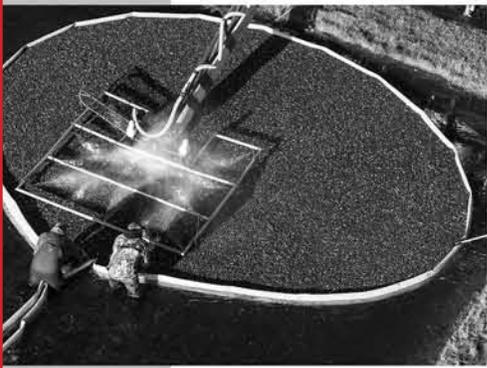
Upon his retirement as the Wood County Extension agent in 2002, Tod began a second career as a contractor for the WSCGA. In that role, he helped to develop and implement Whole Farm Conservation Plans for cranberry growers. Early efforts included tailwater recovery pilot projects and nutrient management. They evolved to evaluating a suite of conservation practices and their applicability to cranberry farms. Through these evaluations and pilots, Technical Standards were developed to allow growers to be eligible for NRCS cost-sharing programs.

In the past three years, Tod has been working on energy conservation and alternative energy generation on cranberry farms. This has resulted in support of pilot projects on wind, solar and hydro generation.

Julie Ammel, USDA NRCS Cranberry Conservation Liaison

While not an employee of the association, Julie works with WSCGA to assist growers with conservation programs. As a Natural Resource Conservation Service (NRCS) employee, she works for USDA NRCS with cranberry growers.

In this capacity, she helps growers apply for and receive cost-sharing for conservation practices. She also helps set up and conduct sessions to qualify growers to write their own nutrient management plans to meet state requirements. Under the agreement with NRCS, we have seen well over a million dollars in cost-sharing funds distributed to growers for everything from nutrient and pest management to irrigation system upgrades and tail water recovery.



Association Consultants

DeWitt

Ross & Stevens s.c. Law Firm

Dewitt, Ross and Stevens, Legislative Counsel

DeWitt Ross & Stevens is a full-service law firm with experienced attorneys in virtually all areas of practice. Throughout the firm, there are attorneys who have developed expertise in niche areas but still understand the big picture.

The Government Relations team of DeWitt Ross & Stevens is the largest lobbying group in Wisconsin. Because they are located directly on Madison's Capitol Square, often times WSCGA strategize with Legislative Counsel Ron Kuehn and Jordan Lamb, and later head to the Capitol for meetings with legislators and other key policymakers.



Ron Kuehn began his career at DeWitt Ross & Stevens upon graduation from the University of Wisconsin Law School in 1971. Early in his career, he directed his practice into business law and, after a few years, expanded to government relations. Today, he exclusively works in state and federal government relations as the leader of the DeWitt Ross & Stevens, and Wisconsin's largest, government relations practice group. Ron has been representing WSCGA since 1988, when the industry faced the most significant challenge to the rights of growers to access water. During the years, Ron has worked for WSCGA on issues ranging from environmental to property taxes to transportation.

A key component of the ongoing governmental relations program is establishing relationships through regular communication with legislative and agency leadership, as well as with the grower community. These efforts over the past 20 plus years have positioned the industry so that it is able to respond to challenges, as well as initiate regulatory and legislative changes to help grower businesses.



Jordan Lamb's expertise in environmental regulation is a particular asset to WSCGA and our members as they navigate the interplay between state and federal regulations and running a successful business. Jordan was intimately involved with the creation and implementation of the Great Lakes Compact in Wisconsin, on behalf of Wisconsin agriculture. She also was a major voice for us in the development of the State non-point source pollution program and the rewrite of NR151 and ATCP50. She played a major role in the development of Wetland Reform Legislation in the last session of the Legislature and in developing protocol for dealing with floodplain issues with FEMA, DNR and county zoning offices.



Key Issues in 2012

All Wisconsin residents are well aware of the turmoil that existed in Madison this past year. Even through the protests and political storm that accompanied Act 10, the budget and the recall elections, WSCGA continued to work on issues important to growers and had success in a number of areas.

- **Wetland Reform.** Governor Walker signed 2011 Wisconsin Act 118, the new wetland permitting reform statute into law. The new law provides the basis for the development of several important wetland general permits related to cranberry production. Most importantly, the statute directs the DNR to:

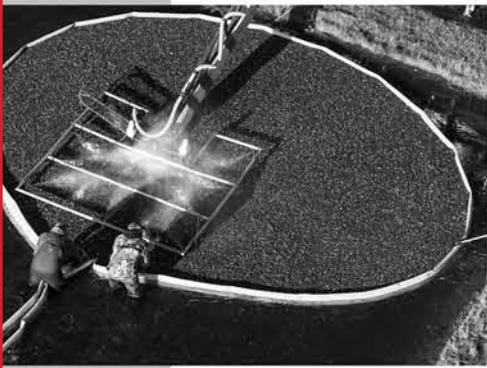
“In addition to the wetland general permits required under par. (a) [i.e., general permits for fills of less than 10,000 square feet], the department shall issue wetland general permits that are consistent with and correspond to, any general permits that are issued under 33 USC 1344 (e) and that regulate discharges other than those regulated under the required wetland general permits issued under par. (a).” Wis. Stat. § 281.36 (3g) (b) (emphasis added).

In short, this statute requires DNR to “issue” general permits that are consistent with Army Corps of Engineers GP 001, GP 002 and GP 014, which are critical for cranberry production in Wisconsin. Accordingly, we will be working with DNR on the creation of these state consistent and corresponding general permits as soon as possible.

- **FEMA Floodplain.** Wisconsin embarked on a revision to many of its county floodplain maps in response to concerns by FEMA about development in floodplains. Because of protections in place for Wisconsin cranberry growers under the Cranberry laws, and as a result of several Supreme Court cases, cranberry activities related to the maintenance and construction of dams, dikes and ditches are not subject to either state statutes or local ordinances. Rather, federal standards apply. In order to clarify the applicable standards and ensure uniform application of these standards for projects on cranberry farms, WSCGA is working with FEMA, DNR and the Wisconsin Counties Association on identifying practices on cranberry farms and clarifying a model ordinance to impose the federal floodplain standards on certain new construction activities.
- **DNR – WPDES Permits for Applications of Pesticides to Waters of the State.** After years of debate stemming from a 2009 federal court order in *National Cotton Council v. EPA*, the U.S. Environmental Protection Agency (EPA) and the Wisconsin Department of Natural Resources (DNR) released four final general permits regulating the use of pesticides in and near lakes, rivers and other navigable waters last fall. The general permit applies to pesticide applications to “waters of the state” and cranberry beds are not waters of the state; and the general permit maintains the Clean Water Act exemptions for agricultural non-point discharges from NPDES permit coverage.

WSCGA presented these arguments to the WDNR last December. Fortunately, in a letter signed by Secretary Cathy Stepp on February 1, 2012, the DNR agrees with our opinion. In her letter, Secretary Stepp writes, “While DNR staff generally agree with the arguments presented in your letter, we believe that decisions about the need for permit coverage should be made on a facility specific or case-by-case basis rather than across the board. If a cranberry grower does not wish to obtain coverage under one of the pesticide general permit, the grower must apply pesticides in a manner so that the pesticides remain on the bog. In other words, over spraying pesticides in such a way that they drift off of the bog and enter adjacent surface waters would require permit coverage.”

In short, growers applying pesticides to the beds themselves are exempt from any WPDES permitting requirement. However, applications to adjacent waters would require a permit. We recommend you ensure pesticides are not over-sprayed and do not drift over nearby waters.



- **Impaired Waters.** In December, the Wisconsin DNR began its process to determine which waters it would recommend to EPA to be included on the impaired waters listing for 2012. Known as the 303d list, waters designated as impaired can be subject to DNR activity to address the particular impairment i.e. sediment, temperature, navigation, water quality, etc. The DNR made minor proposed recommendations to the list, based upon its methodology of determining if a water body was indeed impaired. In response, EPA directed DNR to add 99 water bodies that failed to meet the state numeric water quality standards for phosphorous, many of them in cranberry growing areas. DNR issued a public notice that it was going to expand the list by adding those 99 waters. WSCGA provided comments in opposition to the expanded list. We then worked with DNR and Members of the Wisconsin Congressional delegation to ask EPA to defer to the original DNR listing. In late 2012, the DNR told EPA that it was withdrawing its proposed list, except for one water body. As a result, these waters will not be subject to further regulation or the establishment of a TMDL (Total Maximum Daily Load), which could place restrictions on grower farming practices.
- **Lake Beulah.** A unanimous Wisconsin Supreme Court decision directed DNR to use its broad authority when considering applications for high capacity wells. WSCGA joined other groups in analyzing the impacts of the decision on groundwater permits and other DNR permitting authority. If carried to the extreme, the decision could provide DNR with power well beyond that intended by the Legislature. WSCGA has been closely working with DNR and Members of the Legislature on this issue and expects an effort by the Legislature to address the Court Decision.
- **Computing Phosphorous Loss from Cranberry Farms for Non Point Source Pollution Compliance.** WSCGA has initiated studies to develop alternative methods for cranberry growers to meet the non-point source pollution performance standards. Without this work, growers would have to meet the Phosphorous Index, a calculation which is not applicable to cranberry farming practices. The modeling development continued during 2012.

Key Issues for 2013

- **Wetland General Permits.** WSCGA will begin working on the development and issuance of General Permits for agriculture and cranberry farming activities in 2012. WSCGA is also going to seek clarification from the COE on guidance for activities that are subject to the exemptions in the Clean Water Act to provide a clear and better understanding for growers and agency personnel on how the exemptions apply to normal farming activities on cranberry farms.
- **Water Access.** The success of cranberry farming is dependent upon access to abundant sources of water. WSCGA will continue to work to guarantee grower access to water provided under the Cranberry laws for surface water. We will also be closely tracking any legislation or rules related to access to groundwater.
- **Water Quality.** Agencies will be reviewing standards for nutrient management plans and practices. WSCGA is active with Wisconsin DATCP, DNR and USDA NRCS to provide grower input into any proposed changes to these standards.
- **Water Use Reporting.** Under the Great Lakes Compact, all high volume users of water are required to report their usage to DNR on an annual basis. WSCGA has developed a simplified reporting process. We are working with UW Madison faculty to refine the reporting to differentiate between use, reuse and withdrawal. WSCGA is also supporting reduction or elimination of registration fees.



LAUGHLIN CONSTABLE

Laughlin Constable Communications and Public Relations

Earlier this year, the public relations firm of Zeppos & Associates became part of Laughlin Constable, a multi-faceted and full-service agency. The team from Zeppos and Associates continues to provide services to WSCGA

through LC. The team is made up of a group of talented and creative public relations professionals with a wide variety of backgrounds. The consolidation with LC provides access to additional expertise for communications and public relations programs for WSCGA.



Evan N. Zeppos, APR, has more than three decades of professional achievement and experience as a public relations counselor. With experience in both the private and public sectors, he is recognized as a leading expert in public relations and has a unique blend of national, state and local involvement on major issues management and public relations challenges and opportunities. A Milwaukee Magazine survey of local public relations professionals ranked Zeppos as the top communications professional in the metropolitan Milwaukee area. He has also earned national accreditation from the Public Relations Society of America and is a member of its Counselors Academy.



Kris Naidl joined Zeppos in 1994 and began working with the WSCGA. Her work has been recognized through the receipt of 15 Paragon Awards from the Southeastern Wisconsin Chapter of the Public Relations Society of America (PRSA), including a Best of Show Award for her strategic communications work to affect change in state regulations.

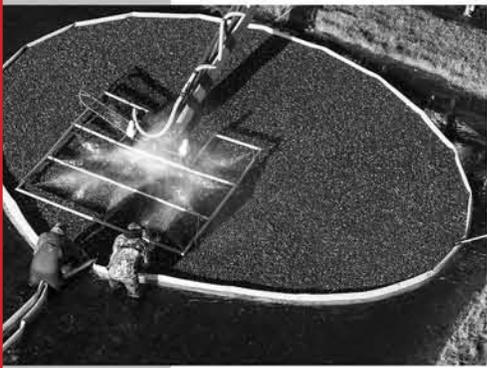
Prior to joining the firm, Naidl was the assistant director of community relations at the largest substance abuse prevention agency in Wisconsin. She has also held positions as a copy editor and writer at a southeastern Wisconsin magazine and worked for a state legislator.



Laura Krinke is responsible for a variety of client services, including writing, media outreach, community relations, special event planning, social media and more. She joined the team in 2010.

In her current position, Krinke coordinates media outreach for WSCGA. She has also helped create both e-commerce and educational websites for clients, and has led the implementation of several social media campaigns for clients.

A graduate of the University of Iowa, Krinke holds a bachelor's degree in communication studies.



Communications Highlights from 2012

The WSCGA Communications program is developed as part of a team effort with the Public Relations Committee and the team at LC. The overall objective is to create a positive public perception of cranberry growing in Wisconsin. By developing a positive image of cranberry growing and public support for the needs of a prosperous industry, the WSCGA is able to achieve success in the public policy arena as well as securing support for research, extension and other programs.



Heritage Campaign

2012 marked the 125th anniversary of the founding of the Wisconsin State Cranberry Growers Association. To celebrate the milestone, the organization conducted a multi-pronged campaign.



The first activity was to update the logo for WSCGA. The Public Relations Committee reviewed a number of concepts and selected two designs for a vertical and horizontal image. The images were developed in a format that makes them tremendously flexible and adaptable to today's digital world.



The anniversary celebration was a central theme to all of the communications effort in 2012. WSCGA launched an online sweepstakes. Utilizing Wisconsin Public Radio, WisPolitic.com, the industry partnership with the Milwaukee Brewer radio network and UW Badger Sports, the sweepstakes were promoted and winners received tickets to games, memorabilia, cranberry products and more. The effort allowed the association to build its social media database for further use and reach targeted audiences with messages about the importance of cranberry growing to state residents.



Paid Communications

WSCGA uses grants for the Wisconsin Cranberry Board, Inc. for radio sponsorships with the Milwaukee Brewer radio network and UW Badger Football, Basketball and Hockey. The team at LC helps to coordinate the messages for the ads and helps to produce the scripts for them.



Cranberry Night at Miller Park

To leverage WSCGA sponsorship with the Milwaukee Brewers, LC helps to coordinate Cranberry Night at Miller Park. As part of the special night, a WSCGA member is given the opportunity to throw out a ceremonial first pitch at Miller Park, special cranberry messages are prepared for both in stadium announcers and the radio broadcast. Cary Cranberry is also on hand to assist with the first pitch, meet and greet fans and assist with the sausage race.



Wisconsin State Fair

The WSCGA has coordinated media efforts around an educational and promotional booth at the State Fair. The cranberry promotion efforts include product drops at media outlets at the fair, promotion on State Fair materials and interstate billboard, and cooking demonstrations in cooperation with *We Energies* cooking stage. Interviews and appearances with media are also coordinated and arranged.

Web and Social Media

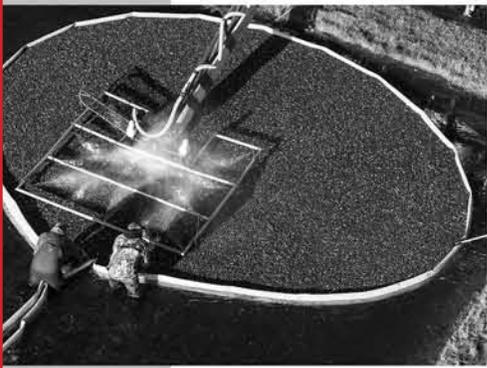
LC manages the WSCGA website and social media accounts including Facebook, YouTube and Twitter on an ongoing basis. This includes reviewing and updating website content to keep it fresh and interesting. LC also works to make sure there is consistently new content on the social media channels. LC has assisted the association in using these platforms as a way to communicate to the general public what is going on in the industry, as well as build and maintain relationships.



Fall Harvest Promotion

Each year, LC assists the WSCGA media efforts surrounding the annual cranberry harvest. This year, the efforts began with the crop projections in August. That was followed up with a harvest media day event at Wetherby Cranberry in Warrens in October. To capitalize on the election, the WSCGA worked with the local Tomah High School Agriculture and Communications classes to encourage the public to "Pick Your Candidate."

The students worked with an engineer and GPS staking to create a blue and a red outline of the state of Wisconsin, utilizing floating fruit. The image at the right appeared in media across the country and resulted in hundreds of thousands of dollars in public relations value. Media were also able to interview growers and take helicopter rides to view and photograph harvest.



BROYDRICK & ASSOCIATES



Broydrick and Associates Federal Legislative Counsel

Founded in 1981 by Bill and Cynthia Broydrick, Broydrick & Associates is a premier lobbying firm today. The Broydrick Team consists of some of the best and brightest public affairs experts around, who bring experience from the private and public sector. With offices located in Washington D.C. and Milwaukee Wisconsin, they bring a unique blend of local, state and federal savvy to their clients.

Bill Broydrick served as former Congressman Les Aspin's press secretary, managed Congressman Robert Cornell's campaign and became former Wisconsin Governor Patrick Lucey's senior administrative assistant. In 1978, Bill was elected to the Wisconsin State Assembly and, in 1993, led the Office of Legislative Affairs, where he served as a consultant to the Department of Defense.

In 1981, Bill founded Broydrick & Associates, directing its rise to a nationally known firm with offices in Washington, D.C. and the Midwest. He has developed a vast network of contacts and offers outstanding strategic planning and grassroots organization.

Broydrick and Associates have been focused on assisting the WSCGA and the Cape Cod Cranberry Growers Association as we work to enhance cranberry research on a national basis. Their work secured funding for three USDA Agricultural Research Scientists who focus on cranberry. This funding has placed two programs at UW Madison to research cranberry insect pest problems and cranberry genetic improvement. Currently, they are assisting the organizations to secure funding for

improvements to research facilities in Massachusetts and Wisconsin.
WSCGA Service to Industry Awards -- Presented January 22, 2013

The WSCGA Service to Industry Award is the highest recognition that the organization provides. It is given to groups or individuals who have provided exemplary service to the cranberry industry over the course of a career or on a one-time basis. In 2013, the board recognized two people for their career service to Wisconsin's cranberry growers.

Jane Anderson

Jane grew up on a small dairy farm in northeastern Wisconsin and after graduating from Peshtigo High School in 1970, worked in the purchasing department at Ansul Chemical Company.

In 1973, she married Bruce Anderson (her high school sweetheart) and they moved to East Lansing, MI where Jane worked for Michigan State University in the purchasing department while Bruce completed his engineering degree at MSU. They then moved to Milwaukee, where Jane worked for St. Luke's Hospital in personnel & nurse recruitment.

She moved to Wisconsin Rapids in 1979, and ventured into the legal world, working for the law firm of Crowns, Merklein, Midthun & Metcalf until 1990, when she answered a blind ad for an administrative assistant and began working for the WSCGA.

According to Jane, "that's when the fun started – organizing events, scheduling meetings, providing answers to questions about how cranberries are grown (I had to learn that too), making sure little "Susie" got materials for her 4th grade project and "Aunt Sara" got the cranberry relish recipe she had misplaced, scooping ice cream for the WDCD at festival time and setting up trade shows. Best of all was being able to work with some of the nicest people on the planet.

Following her retirement in November 2012, she and Bruce moved to Winchester, WI where they are settling in to life in the north woods.

In recognition of her 22 years of service to the association and growers, the WSCGA Board of Directors is pleased to present Jane Anderson with the Service to Industry Award.

Jerry Bach

Jerry was born and raised in Wisconsin Rapids and graduated from the University of Minnesota in 1965, with a degree in Forest Resources Mgmt. He married his high school sweetheart, Julie Jeffrey, in 1965, and they raised 3 children and are the proud grandparents of 7 grandchildren.

After graduation Jerry worked for the U.S. Forest Service in Utah and Colorado before accepting a position as Area Forester with Consolidated Papers, Inc. in northern Minnesota where he managed their timberlands and timber procurement programs .

In 1970, Jerry started a forest equipment operator training program at the Duluth Area Technical School and was named the Minnesota Technical Teacher of the Year in 1976. He enjoyed his years working in the timber industry but was always looking for an opportunity to get back home to Wisconsin Rapids.

In 1984, a friend informed Jerry that Ocean Spray was looking for a Plant Manager for their Babcock facility. This job was a perfect fit for the business management and equipment skills that Jerry possessed and he started with Ocean Spray in September of 1984. During his tenure at Ocean Spray, the Babcock plant went through two major plant upgrades, expanded into a year around operation and plans were laid for a new Receiving Facility at Tomah.

When Northland Cranberries left the Ocean Spray Coop, Jerry was hired to oversee the construction of their Receiving Facility and Freezer in Wisconsin Rapids, as well as to assemble a group of growers to supply fruit to the new Company. These early years presented some real challenges and changes to the Cranberry Industry. After leaving Northland Cranberries, Jerry served as Mayor of Wisconsin Rapids for 4 years and, during his tenure as Mayor, he had the opportunity to be involved in Ocean Spray's purchase of the Northland Facility and to welcome Ocean Spray to town as one of the City's major employers.

In 1999, Jerry served a term as President of the WSCGA, and during his tenure, the Cranberry Museum, Inc. was in transition to management by the WSCGA and moved to its present location in Warrens. Jerry has remained on the Cranberry Museum, Inc. Board since and today serves as the President of the Board of Directors. On behalf of the Board, Jerry would like to thank all of you for your continued support of this one-of-a-kind Cranberry Museum.

For his career of service the WSCGA is pleased to recognize Jerry Bach.



**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.