MID AMERICA CROPLIFE ASSOCIATION

# BOARD OF DIRECTORS MEETING

November 13, 2025

**Approved**

MACA President Aaron Deardorff called the meeting of the MACA Board meeting to order at 7:30 am CDT on Thursday November 13th, 2025 at the Renaissance-Airport, St. Louis, MO with the following board members present for the roll call:

| Name | Company |
|---|---|
| 1. Aaron Deardorff | Syngenta |
| 2. Matt Lawrence | Valent |
| 3. Aaron Locker | Kincannon & Reed |
| 4. Michael Lehman | AMVAC |
| 5. Brian Clark | Schuetz |
| 6. Sarah Betzold* | BASF |
| 7. Drew Ratterman* | Corteva Agriscience |
| 8. Matt Wagner | GreenLeaf, Inc. |
| 9. Jane Hanson* | Rosen's Inc. |

Absent: Randy Stookey, KARA.
No longer active Board Members: Mitch Reed, KOVA; Steve Sloan, Jaime Yanes.
* Designates attended virtually via TEAMS

The following people were present at the meeting:

- **Executive Committee At-Large Members:** John Walter, Keith Miller
- **Committee Chairs/Co-Chairs:** Scott Stout, Addie Shaffer, Darren Wickes, Tim Elliott
- **Members:** Burleson Smith*, Megan Carpenter, Dave Flakne*, Drew Stone*.
- **MACA Staff:** Rodney Schmidt, Executive Director, Michelle Kilper, Program Director, Andrea Yetter, Office Manager.
- **MACA Water Consultant:** Andrea Rice, MO-AG.
- **MACA Attorney:** Barbara Dunn*, Barbara Dunn Law,
- **Iowa Agribusiness Association:** Julie Kennedy*, CEO,.
- Jaime Yanes, retired, attended as a guest.
  * Designates attended virtually via TEAMS

Chair Deardorff directed the attention of, and compliance by, all people participating in the meeting to the "Anti-Trust and Fair-Trade Practice Guidelines" which are attached to these minutes.

Barbara Dunn reviewed the Antitrust and meeting conduct policies.

President Deardorff then reviewed the consent agenda items and process for dealing with consent agenda items.

- A motion was made to accept the consent agenda items as presented. The motion was seconded. Motion carried. (Copy of consent agenda items are attached to official minutes.)

Deardorff then provided an update on recommendation for 2026 Committee Chairs and Co-Chairs.

- A motion was made to accept the committee leadership as presented. The motion was seconded. Motion carried.

Deardorff shared there are currently three open board seats. Tim Elliott is recommended to fill the vacated seat from Steve Sloan. Filling of the other two Board seats is in progress.

- A motion was made to accept Tim Elliott to fill the vacated Board Seat of Steve Sloan. The motion was seconded. Motion carried

**Committee Reports**

**Membership Committee** –Matt Wagner/Scott Stout

- Established goals – 5 new members
- Working on developing "elevator speech" presentation
- Compiled list of 55 perspective companies to target and will be sending to the board for people to identify relationships. Andrea Yetter will assist on adding contact info to add to the list.
- Discussion on including Seed companies in the outreach
- Aaron/Rodney to review bylaws regarding the membership of a "Retailer".
- Will also reach out to "Allied" potential members such as Farm Bureau, etc. Schmidt stated there are currently affiliated members which receive gratis memberships. This list is accessible on the MACA website "Affiliate Organizations".

**Meeting Committee** – Scott Stout

- Reviewed learnings from 2025 meeting
- Next – September 8-10, 2025 in Omaha
    - Pause golf event for another year

  - Reviewing activities and potential theme
    - Themes: Omaha Zoo, Strategic Air Defense
  - Keynote potential speakers – Peter Zeehon (geopolitical speaker) or Robert Zeek (Ag Policy)
  - Panel – similar to last year, with possibly a grower exclusive panel.
  - Other topics – Bio security, ESA, Regulatory
  - 2027 location suggestions – Denver, CO: Columbus, OH: Grand Rapids, MI; Madison, WI; and Indianapolis, IN.
    - Suggestion by Drew to keep the sessions back-to-back and have company meetings on the third day.
    - Location – consideration for future is to lock in 2-3 places, then rotate annually in these locations.
    - Consider instead of an offsite tour, to have a banquet on the final night along with an auction to help fund MACA programs
      - Schmidt and Deardorff, along with others will investigate further and provide an update at the December 19 Executive Committee meeting.
- A motion was made to accept Membership & Meetings Committee report as presented. The motion was seconded. Motion carried.

**Critical Member Issues** – Mike Lehman

- Updates from Speakers (CLA and ACRC) and State Associations and Andrea Rice on Water Issues
- Focus for upcoming year
  - Distribution, warehousing and logistics membership
  - Formation of a Task Force is in process
- Goals
  - Renewed focus on transportation-Need expert
    - Line up someone for our next meeting
  - Increase distribution warehouse value
    - Update current Warehouse Survey on MACA Website
    - Consider other valued added tools such as a Warehouse agreement template
  - Agenda driven topics for future meetings, including but not limited to:
    - Environmental issues
    - Technology and AI
    - ESA point system-Stanley Culpepper in person or on a webinar in L&L
- A motion was made to accept Critical Members Issues Committee report as presented. The motion was seconded. Motion carried.

**Education Committee**– Aaron Locker

- Developing Professionals (DP) – Kicked off the 2026 program with 10 participants.
    - Goal
        - Minimum of 10 participants with a maximum of 2 from any one company for 2026
        - 10-15 students for the 2027 class
        - Package the ROI and benefits in a presentable way to attract companies and participants
        - Generate testimonials from past participants and sponsors
- Young Leader Scholarship Program (YLSP) – Have received a good number of applications so far with the deadline of November 19th
    - Goals
        - Strive for up to 13 students with quality of applicants being the main driver
        - $26,000 in funding for sponsorships
        - Increase school participation
- Ag Academy – Awarded $7k in grants with 10 schools and those are kicking off at the present time.
    - Goals
        - Minimum of $7,000 to fund multiple grants across the MW.
        - Communication plan to raise awareness to members about the program
- Lunch & Learns – Have planned 7 L&L's starting in January running through July
    - Goals
        - Conduct a minimum of 7 L&L starting in January through July with topics aligned to the Critical Members Issues committee
- Awards – Discussed adding a New Technology Award for 2026
- A motion was made to accept Education Committee report as presented. The motion was seconded. Motion carried.

**Marketing & Communications** – Addie Shaffer – New Chair and Rodney Schmidt (acting Chair)

- Recommended to build new RFPs for social media. Then send to selected media companies.
- Schmidt shared in doing so the current contract with Aggregate would need to be terminated. And with Board approval he would do so following the meeting after consulting further with Barbara Dunn, Barbara Dunn Law.
- Keep budget the same as 2025.

- A motion was made to accept Marketing & Communications Committee report as presented. The motion was seconded. Motion carried.

**Strategic Plan** – Matt Lawerence

- Focus on Retention, Acquisition and Renewal of membership
  - Value Added message to our members – understanding what it is and what should it be
  - Explore how to drive additional income via membership
- A motion was made to accept Strategic Plan report as presented. The motion was seconded. Motion carried.

**New Business:**

- **2026 MACA Financial Budget**
  - Schmidt provided the 2026 Financial Budget proposals provided by each committee, per the 2026 Budget Development Worksheet.
  - Following discussion, the budget was approved as follows:
    - **Total Income = $484,250**
    - **Total Expenses = $520,600**
    - **Net Income = (-$36,350)**
    - All agreed to contribute to a special effort to overcome this shortfall and the Association must focus on exceeding the budgeted income areas of:
      - Annual Meeting Registrations & Attendance
      - Increasing Membership:
        - Acquisition of new members
        - Retention of current members
        - Renewal of lapsed members
      - Increased sponsorship (through current and new members)
      - Exploration and implementation of new income generation initiatives
      - Control and reduction (where possible) of budgeted expenses
  - A motion was made to accept the 2026 Budget as presented. The motion was seconded. Motion carried.

- **2026 Quarterly Board & Committee Meeting Dates**
  - February 9-11 – Committees - Meet Virtually
    - Critical Members Issues
    - Communications & Marketing

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        - Education
        - Membership & Meeting
    - February 12 – Board of Directors - VIRTUAL
    - June 3 – Committee Meetings - St. Louis, MO
    - June 4 – Board of Directors - St. Louis, MO
    - July 24 – Board of Directors Meeting - Virtual
        - Approve nominating slate
        - Hotel for next Annual Meeting
    - September 8-10, 2026 – MACA Annual Meeting – Omaha, NE
    - November 11 – Committee Meetings - St. Louis, MO
        - Budget for upcoming year
        - Set Goals
    - November 12 – Board of Directors - St. Louis, MO
    - A motion was made to accept the 2026 Meeting dates as presented. The motion was seconded. Motion carried.
- **2025 Financial Review** with Filla & Filla, CPA, was shared by Schmidt.
    - A motion was made to move forward with Financial Review as presented. The motion was seconded. Motion carried.
- **"Emeritus Membership"**
    - There was discussion to consider an "Emeritus Membership" status for Board Members who have retired.
    - Schimdt and Deardorff will research this this future, primarily in relation to the Bylaws, then discuss further at the December Executive Committee Meeting.

**Next Board Meeting** – The next Board of Directors Meeting will be virtual on February 12th, 2026. It should be noted the meeting may be hosted from Ohio at Addie Shaffer's Farm (more details to come).

Notes taken by Secretary Locker.

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**MACA BOARD of DIRECTORS MEETING - November 13, 2025**
**CONSENT AGENDA ITEMS**

1. **Secretary's Report** – July 25, 2025
2. **Treasurer's Report** – October 31, 2025
3. **Executive Committee Reports** – June - October '25
4. **Agriculture Academy** – Michelle Kilper
5. **Young Leader Scholarship Program Update** – Michelle Kilper
6. **State Association Update** – Randy Stookey, KARA
7. **Executive Director Update** – Rodney Schmidt

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# MID AMERICA CROPLIFE ASSOCIATION (MACA) ANTITRUST AND FAIR-TRADE GUIDELINES

While some activities among competitors in the same industry are both legal and beneficial to the industry, group activities of competitors are inherently suspect under the antitrust laws. Agreements or combinations between or among competitors need not be formal to raise questions under antitrust laws, but may include any kind of understanding, formal or informal, secretive or public, under which each of the parties can reasonably expect that another will follow a particular course of action.

Each individual is responsible to see that topics which may give an appearance of an agreement that would violate the antitrust laws are not discussed at your meetings. It is the responsibility of each individual in the first instance to avoid raising improper subjects for discussion. This reminder has been prepared to assure that individuals in meetings are aware of this obligation.

The following "Do" and "Do Not" highlight only the most basic antitrust principles. Each party and every individual at every meeting related thereto should be thoroughly familiar with his/her responsibilities under the antitrust laws and should consult counsel in all cases involving specific situations, interpretations, or advice.

**DO NOT**, in fact, discuss or exchange information in person, electronically or by other means regarding:

- Individual company prices, price changes, price differentials, mark-ups, discounts, allowances, credit terms, etc., or data that bear on price (e.g., costs, production, capacity, inventories, sales).
- Industry pricing policies, price levels, price changes, differentials, etc.
- Changes in industry production, capacity or inventories.
- Bids on contracts for particular products; procedures for responding to bid invitations.
- Plans of individual companies concerning the design, production, distribution or marketing of particular products, including proposed territories or customers.
- Matters relating to actual or potential individual customers or suppliers that might have the effect of excluding them from any market or of influencing the business conduct of firms toward such suppliers or customers.

**DO NOT** discuss or exchange information regarding the above matters during social gatherings incidental to meetings, or by electronic mail, even in jest.
**DO** adhere to prepared agendas for all meetings and object when meeting minutes do not accurately reflect the matters which transpired.
**DO** understand the purpose and authority of the group.
**DO** consult with your company counsel and your company policy guidelines on all antitrust questions before attending meetings.
**DO** protest against any discussions or meeting activities which appear to violate the antitrust laws; disassociate yourself from any such discussions or activities and leave any meeting in which they continue.

Notes:

- Approved by MACA Board of Directors – June 7, 2001