

WAEWDC Meeting 10/11/12

Council Member Attendees:

Carrie Mickelson, Pat Link, Mike Greco, Cal Dalton, Darlene Arneson, Liz Henry, Randy Zogbaum, Lori Weyers, Terri Dallas, Corey Kuchta, Pam Jahnke, Natalie Killion, Rich Miller, Dom Tervalon, Tony Savarin, Steve Smolek

Other attendees: Jeff Hicken, Jim Massey, John Dupuis, Jack Ourada, Danika Nilsestuen

10:08 call to order

Leadership Vision: Paul Larson showed PowerPoint regarding origin of council and steps toward the future.

Danika Nilsestuen presented information on the state of Ag employment and earnings in Southern WI. Videos of advertisements were shown as well.

Dom Tervalon of the DWD Division of Employment and Training presented information on the Job Center of Wisconsin manufacturing site. In the future there will be various Ag careers listed on the site. It is currently under design but it will mirror the trucking and current manufacturing info.

Pat Link of Badgerland Financial discussed the future of WhyAg.

Career cluster initiatives was presented by Lori Weyers and Randy Zogbaum

12:05 working lunch groups

1:37 rejoined

1. Career Pathway Proposal--Review program transfer agreements. Define Ag sciences. Review data of top Ag employers. Plan to create marketing document of career opportunities. Link K-12, UW and company websites.
2. EMSI data--Meet with employers to let them know what their rank is and solicit for funds. Contact HR people in agribusiness to hold seats on council.
3. Funding & PR Strategies--What do we expect of fund-raising. Full time job. Meet with Filament to see if Rochelle Ripp would fund-raise for council. Approach FFA Chapters and Alumni Affiliates to donate to council.
4. Grant Team--Concerned that helter skelter fundraising would create potential overlap of contact efforts. Send survey to other grant recipient organizations to gather info on best practices to obtain grants. Seek out displaced workers as well as students. Develop a fact based piece to support WhyAg. Work with job center on Ag job listings.

Milwaukee Vincent having open house this month. Council members are encouraged to attend.

Last meetings minutes approved.

Darlene Arneson and Paul Larson obtained a program grant through the National FFA Alumni to promote career days with secondary teachers of agriculture at their annual Half-time Conference in January.

Next meeting will be at Badgerland Financial in Sauk Prairie with date to be determined.

