

WI Agricultural Education & Workforce Development Council Meeting Minutes

October 27, 2011

The 10/27/11 Council Meeting was held at the Department of Agriculture, Trade and Consumer Protection Board Room, 2811 Agriculture Drive, Madison, WI.

Council Members in attendance: Representative Lee Nerison, David Shonkwiler, Randall Zogbaum, Paul Dietmann, Mark MacPhail, Pam Jahnke, Greg Peyer, Sharon Wendt, Paul Larson, Darlene Arneson, Lori Weyers, Becky Lezvow, Mike Greco, Dick Austin, Rich Miller, Natalie Killion, David Kruse, Carrie Mickelson and Michael Compton.

Council Members not in attendance: Maggie Bishop, Cal Dalton, Earl Gustafson, Allan Herrman, Andrea Brossard Martin, Representative Steve Kestell, Senator Luther Olson, Senator Dale Schultz, John Schutske, Dave Williams and Doug Wilson.

Others in attendance: Jack Ourada, Jeff Hicken, John Dupuis, Lauren Baker, Eric Radomski, Kristy Pagel, Marty Nowak, Dr. Molly Jahn and Sandra Smith-Loomans.

Call to order 10:09 AM: Chair Mark MacPhail called the meeting to order 10:09 AM. Mark reviewed the following:

- Economic Development Conference: Paul Larson, Mark MacPhail, Lori Weyers and Jack Ourada recently represented the Council at the Federal Reserve of Chicago Economic Development Conference held in Wausau, WI.
- Reviewed Executive Committee Minutes from 10/24/11. Requested interested Council members submit names for consideration to serve on the Executive committee.
- The Council has been offered a booth @ the Midwest Food Processors Annual Meeting 11/29-12/1/11 in WI Dells. Contact Jack with any questions, or if you can help.
- Motion, seconded & carried to approve the 6/27/11 Council Minutes.
- Welcomed Maggie Bishop to the Council as the Environmental Stewardship Representative.
- Encouraged Private Industry nominations to the Council for the open positions. Jack was asked to follow up with the suggested candidates.
- Thank you to Randy Zogbaum, Jeff Hicken, Mike Compton and David Williams for their help in preparing the 2011 Annual Report. The Report was approved as written. There is a four page Executive Summary of the Annual Report for use as needed.
- The following 2012 Council Meeting Dates were approved: 1/26/12, 4/26/12, 6/25/12 (in conjunction with the WAAE Conference) & 10/11/12. Lori Weyers offered to host the 4/26/12 meeting @ Northcentral Technical College in Wausau, WI.

10:30 AM: Why Ag Initiative

Mark MacPhail reported that the Foundation has seed money to launch the Why Ag Website (\$5,000) and to pay for eight months of maintenance (\$1,000/month) at which time the site will need to be self-sustainable. Pam Jahnke volunteered to solicit in kind donations to assist with the launch of the website when it is ready. Lori Weyers offered \$5,000 of financial support for the website on behalf of the WI Technical College System. Jack was asked to finalize and obtain the information for the Sponsors

and submit to Filament. The Executive Committee was requested to send a letter of “Thanks” to Filament for their work on the Why Ag Website.

11:00 AM: Support of Agriculture Education

Representative Lee Nerison cautioned the Council to remain neutral in regard to the Budget cuts as outlined last spring. While this issue has received much attention, his desire is to keep the Agriculture Committee nonpolitical. WAAE President & Council Member Dave Kruse gave an Agriculture Education update reporting that 14 schools had a reduction, 14 schools increased, one school lost their Agriculture Program and another school lost an Ag Instructor.

After his comments, Representative Nerison left the meeting to return to the Capitol.

11:12 AM: WI Agriculture Education Foundation Report

Paul Larson provided the following Foundation Report:

- Financial Update: \$34,908.11 in the checkbook.
- Fund Raising is critical over the next three months. Please provide Jack with any suggested companies that should be contacted for donations. The Foundation donor list is available upon request.
- Each Council Member was requested to make an individual donation in support of the Foundation.
- Discussion occurred regarding a number of potential donors to be contacted. Contact Jack with other suggestions.
- Grant funding is limited at this time and does not always cover Administrative expenses of the Foundation/Council.

11:40 AM: Kewaunee County Economic Development Corporation-Agriculture Committee

Kristy Pagel and Marty Nowak provided an overview of the Agriculture Committee with a PowerPoint presentation (copy available). The report focused on the economic impact of Agriculture in Kewaunee County, structure, purpose, formation, goals and accomplishments of the Committee. Discussion followed on how the Council and this committee can work together.

12:15 PM: Lunch (Sponsored by Mark MacPhail and McCain Foods)

12:45 PM: Milwaukee Public schools Launch of Agricultural Education Discussion

Lauren Baker & Eric Radomski, Milwaukee Public Schools provided the Council with a PowerPoint presentation on “Growing an Urban Agriculture Education Program in Milwaukee Public Schools” (copy available). This presentation provided an overview of MPS, Vincent High School and a summary of their plans to introduce Agricultural Education. They have contacted Chicago High School of Agricultural Sciences to learn techniques and get ideas from their model. There is an offer of assistance from MATC with MATC agreeing to write an introductory course for this spring. Plans call for full course to be offered in the fall and to recruit an Agriculture Instructor. Council members were invited to participate in a tour to be set up at a later date

1:25 PM

Pam Jahnke, Kristy Pagel and Marty Nowak Dr. Molly Jahn, Lauren Baker & Eric Rradomski left the meeting.

1:30 PM: Wisconsin School Counselor Association Presentation

Natalie Killion handed out an outline of a presentation for the guidance counselor conference scheduled for the end of February. The handout illustrated career clusters and a course outline for career pathways to be used by counselors. A demonstration of the WhyAg website is also planned. Carrie Mickelson offered to sponsor a booth at the conference.

Natalie also reported on a meeting held with representatives of the Green Bay School District. The purpose of the meeting was to provide information on the Council, Why Ag Website, discuss the Counselor presentation and discuss possible local organizations that can support the Council.

1:45 PM: Final Industry Partnership Grant Report:

Jack Ourada handed out the Final Report for the Industry Partnership Grant administered by the WAE Foundation for the WDB of SC, WI. All reporting is complete and has been submitted.

1:50 PM: Open Discussion

Items presented for discussion included:

- Link Why Ag Website to WI Job Centers
- Brief update on WHEDA-CROP Loan proposal
- AB 18 Vocational Diploma-Do we need this?
- FFA Convention Winners from WI.

2:10 PM: Meeting Adjourned

Our next Council Meeting is tentatively scheduled for 10:00 AM on Thursday 1/26/12 at the Department of Agriculture, Trade & Consumer Protection Building, Board Room, 2811 Agriculture Drive, Madison, WI 53718.