

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT COUNCIL  
MEETING MINUTES  
1/27/11**

The 1/27/11 Council meeting was held at the Wisconsin Farm Bureau Center, 1241 John Q. Hammons Drive, Madison, WI.

Attendees: Council members in attendance: Darlene Arneson, Mike Compton, Paul Dietmann, Mike Greco, Earl Gustafson, Al Herrman, Jeff Hicken, John Stricker, Pam Jahnke, Natalie Killion, Dave Kruse, Paul Larson, Becky Levzow, Mark MacPhail, Carrie Mickelson, Rich Miller, Jack Ourada, Annette Severson, Sharon Wendt, David Williams and Doug Wilson

Council Members not present included: Dick Austin, Cal Dalton, Senator Kapanke, Representative Kestell, Karen Knox, Andrea Martin Brossard, Representative Nerison, Senator Olson, John Petty, Greg Peyer, David Shonkwiler, John Schutske, Sam Skemp and Randy Zogbaum.

Guests attending: John Dupuis, Jon Brakebill, Jenny Dierickx, Brianna Ditzenberger, Nicole Nelson, and Jim Massey

The meeting was called to order at 10:20 a.m. by acting Chair Jack Ourada. The Council thanked the Wisconsin Farm Bureau and Darlene Arneson for hosting the meeting. Darlene introduced Farm Bureau President Bill Bruins who welcomed the Council.

The 11/18/10 Council Meeting Minutes were approved will be posted on the Council Website. Executive Minutes from 1/21/11 were briefly reviewed.

Jack Ourada circulated information that was reviewed at the new Council member orientation on 1/14/11. He also reported on the visit that Paul Larson, Mark MacPhail, Paul Dietmann and Jack had with the Secretary of Agriculture, Trade & Consumer Protection Ben Brancel. The Secretary is supportive of the Council and the Council's Mission. He is receptive to Council Initiatives and offered comments on Council activities.

The presentation by Eric Grosso, Dep't. of Workforce Development has been rescheduled for the 4/28/11 Council meeting. Volunteers were requested from members of the Council to join the Link WI Regional Broadband Planning Team.

10:31 A.M. The Why Ag Initiative overview was presented by Jon Brakebill, Brianna Ditzenberger & Jenny Dierickx, Filament Marketing. The campaign's intent is to fill a unique niche in promoting the Ag industry by providing exposure to Ag careers. The council is seeking sponsorship funding for the project from Wisconsin businesses. Steps in furthering the project include: determining a skills matrix—source of record, partnering with career cruising and working with businesses to identify agricultural jobs and skills necessary. An excel formatted spreadsheet will be sent to Council members to obtain job and skill information for the matrix. Prior to the Web launch date it is intended to create awareness of the site, through the media. Discussion followed on getting feedback to Filament, linking regional workforce development groups and the importance of involving guidance counselors.

Chair Mark MacPhail welcomed new council members and requested each Council member to introduce themselves. He requested that the Council become more action orientated. He discussed Council succession planning, requesting members to think about replacements for the Council and that a set of guidelines be set up for replacing Council and Executive Committee members. It is the intent of the Council to be driven by private industry.

Mark introduced Nicole Nelson, Executive Director of the FFA Foundation. Nicole handed out and reviewed the publication "Agriculture Education in Wisconsin." The emphasis is on a school based program that prepares students for a career in agriculture. Nicole discussed how the information would be used in local programs, with FFA and the School Counselors Association.

12:10 P.M. Lunch sponsored by the Wisconsin Farm Bureau Federation.

12:55 P.M. WAE Foundation Report was given by Al Herrman & Paul Larson. They reported:

- Paul Larson & Mark MacPhail thanked Al for his leadership of the Foundation. Paul will move to the Chair position of the Foundation. Al will mentor Paul in that transition.
- The Foundation will need to select someone for the position of Vice-Chair. That position should be filled by someone from the Council.
- Al reported on a tentative meeting with Steve Vanlannen, American Foods Group to review Foundation Fund Raising Materials and set up a meeting in Green Bay. Council members were requested to volunteer to host a meeting in their area. Meetings have been scheduled for Midwest Food Processors Association, Green Bay, Appleton & Shawano.
- Council needs to identify 8-10 potential supporters who would be engaged through meetings conducted by a Council member and a retired Ag educator. The anticipated format is a 30-45 minute presentation, followed by breakfast or lunch. The core messages of the meeting would be the industry partnership grant, Why Ag, support of Ag education, and the private-public partnership arrangement.
- The fund raising goal is roughly \$200,000. A volunteer signup sheet of scheduled dates was distributed to the council for sign up.

1:15 P.M. Jack Ourada provided the following Grant Update report:

- Jack updated the Council on the status of each of the training programs.
- The Dairy Processing HACCP Training began on 1/26/11.
- Approval has been given for the Orientation to Agriculture Careers program developed by the Wisconsin Technical Colleges.
- Jack also reported that he has met with the new Legislators on our Council, briefing each on the Council Purpose, Council Initiatives and Industry Partnership Grant.

1:30 P.M. Paul Dietmann provided the WI Ag Tag Update. Paul Dietmann explained that the plan was on hold awaiting the mid-election results and now is poised to move forward. The Ag Tag effort is intended to support a broad spectrum Ag message, revenue from the sales of the license plates is intended to support youth in agriculture. Funds raised from the license plate sales will be used to provide grants for Agricultural education and administrative costs. The initial revenue distribution would be to FFA, 4H and the Ag Education Foundation. Design of the license plate would come from the winner of a design competition. Ag Tag expense is at about \$22,000. A meeting with Secretary Brancel was held regarding the initiative. The

Secretary was agreeable to seeing the project progress. A donor is lined up to provide seed money for the project. Work on a statement of purpose is underway to present to the donor.

1:50 P.M. Support Agriculture Education reports were given as follows:

- Darlene Arneson provided an update on the 2011 Ag Education Planning schedule.
- MKE Public School System Update: Dave Williams presented an update on this subject. There is interest in the Milwaukee school district in developing a new program in Agricultural education. Waukesha, Kenosha, and Racine districts are interested as well. The Milwaukee Area Technical College is also being contacted regarding offering an Ag program. Funding is being sought from USDA to start a program in the Milwaukee area. With funding, an Ag instructor would be sought to teach in this urban environment, possibly as soon as fall.
- Paul Larson updated the Council on State Budget issues. School systems are facing budget cuts. Private industry needs to remain informed and get involved as necessary. What should the role of the Council be, possibly provide “talking points” on Agriculture, Food and Natural Resources.

2:15 P.M. Chair Mark MacPhail proposed that future council meetings should become more action oriented. What are new steps that could be taken to enhance fund raising efforts in the future. A request was made to provide more brief and immediate updates on council activities prior to scheduled council meetings.

2:28 P.M. The Council meeting was adjourned.

Our next Council meeting is scheduled for 4/28/11 and will be held @ Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI 53708.

Respectfully submitted,

Jack Ourada & John Dupuis