

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT
COUNCIL MEETING MINUTES
4/15/10**

Meeting held at the Department of Agriculture, Trade & Consumer Protection Building
2811 Agriculture Drive, Madison, WI 53708

Attendees: Darlene Arneson, Richard Austin, Dan Clancy, Michael Compton, Cal Dalton, Paul Dietmann, Anthony Evers, Al Herrman, Jeff Hicken, Pam Jahnke, Karen Knox, Paul Larson, Mark MacPhail, Gerry Mich, Carrie Mickelson, John Petty, Greg Peyer, Irv Possin, David Shokwiler, Sam Skemp, Sharon Wendt, Mike Moore Jack Ourada and John Dupuis. Jim Massey, The Country Today was also in attendance.

10:03 A.M. The Council Meeting was called to Order by Chair Mark MacPhail. The Chair indicated that this is an Open Meeting. Mark announced that Doug Wilson was unable to attend this meeting due to an unexpected illness of his mother. Mark reviewed/presented the following:

- Approved 2/9/10 Council Minutes.
- Provided an oral report to review 4/5/10 Executive Committee Minutes.
- Requested Council Member Nomination suggestions for Natural Resources, Animal Agriculture Business & General Agriculture Representatives.
- Reviewed Council meeting arrangements for 6/28/10 meeting to be held during the 2010 WAAE Professional Development Conference-Agriculture Teachers Conference @ the Marriott-Madison West in Middleton. An RSVP sheet was circulated to get Council Member attendance information for the meeting.

10:20 A.M. Executive Director, Jack Ourada provided an oral report on the following:

- Provided a Council Update and answered questions.
- Reviewed Executive Director scheduling and calendar.
- Outlined 9 dates for possible Listening Sessions with Agriculture, Food & Natural Resource Businesses.
- Noted that information is due to the Workforce Development Board of SC/SW WI for completion of the Training Grant.

10:30 A.M. Paul Dietmann, Plan Champion for the Action Plan on Workforce Development Initiatives for Agriculture provided the following report:

- Reviewed the approved Action Plan (See Plan Handout).
- Noted the 4/19/10 meeting to Review/Evaluate all of the WIRED Ag Projects.
- Requested Council Member assistance to identify and invite Agriculture, Food and Natural Resource Businesses to listening sessions conducted by Jack to get input on workforce and training needs. Jack handed out an outline describing Council goals, meeting method, agenda and possible meeting dates. (See Listening Session Information & Career Pathways Handout) The following Council Members offered to host listening sessions: Al Herrman, Paul Larson, Mike Moore, Karen Knox, Mike Compton, Cal Dalton, David Shonkwiler and Mark MacPhail. Other members will be asked to help out. Meeting scheduling and details were finalized after the meeting.

11:15 A.M. Pam Jahnke & Mark MacPhail, Plan Champions for the WHYAG.com Action Plan provided the following report:

- Reviewed the approved Action Plan completed with the help of Filament Marketing. (See Plan Handout)
- Mark reported on the meeting with Filament & Distillery held 4/15/10 and attended by Al Herrman, Jack Ourada and Mark MacPhail. The purpose of the meeting was to understand responsibilities, timelines and costs of this Action Plan. Filament will overlap costs/payments and fundraising into a Road Map for the Council. They will also provide campaign “Talking Points” for the Council to use in fundraising.
- Al Herrman provided a brief outline on plans to raise funds for WHYAG.com. He discussed the need for “Angel” investors and the importance of scheduling some meetings in the May/June timeframe before the next Council meeting.
- A request was made for Council Member input on required information to be included on WHYAG.com. Pam & Mark will serve as the key contacts on this project.

Pam Jahnke left the meeting @ 11:45 AM.

11:45 A.M. The meeting was recessed for Lunch. Lunch was provided compliments of CRI, Doug Wilson.

12:3 P.M. The Council meeting was reconvened. John Petty, Plan Champion for the “WI Ag Tag” Action Plan provided the following report:

- Reviewed the Presentation titled WI Ag Tag summarizing “Talking Points”, Action Plan Steps and components of a Memorandum of Understanding. (See Ag Tag Action Plan & Presentation)
- Discussed specific questions and details to make this successful and avoid problems. He also reported that he has received a “soft” handshake as a commitment to fund the developmental costs. A formal written proposal will be required to finalize that commitment.
- Jeff Hicken reviewed a Summary Report of Other States w/Ag Tags. Information was gathered from his counterparts in other States. (States Ag Tag Summary)
- John handed out the Special Group License Plate indicating where a Group Symbol could be placed and that the Group Name can not exceed 20 characters.
- Al Herrman & Jack Ourada reported on their meeting with the FFA Foundation. Their support was informally received. Further communication is required with 4-H, DATCP and other governmental agencies.
- The timeline for this project is fall.
- A motion was made, seconded and approved to move forward with the WI Ag Tag Action Plan.

John Petty left the meeting @ 1:30 PM.

1:30 P.M. Darlene Arneson provided the following report on the Action Plan, Support Agriculture Education with Darlene Arneson, Jeff Hicken & Paul Larson as Plan Champions.

- Darlene reviewed the approved Action Plan. (See Action Plan)
- She discussed the need for support of Agriculture, Food and Natural Resource Businesses.
- A request was made to prioritize the list and include costs to be for review at the next meeting.

1:30 P.M. Al Herrman provided the following report on the WAE Foundation Executive Committee:

- Al handed out and reviewed a Report titled 2010 WAEWDC & WAEF Fund Raising Plan. (See Report)
- Paul Larson reviewed the fact that there are not a lot of funds available to School Districts. Ag Businesses need to understand that they must stand up and support Ag Programs, make it difficult to cut Ag.
- Paul Larson also reviewed the CAERT & CASE Program & Cost.
- Al stressed that the WAEF needs to coordinate requests for funding to avoid approaching donors at different times.
- He solicited Council Members to join the campaign committee to cover all Ag, Food and Natural Resource career clusters. Please let Al or Mark know if you are interested.
- Al stated that the WAEF would like 2 Council members to join. Mark will make the appointments.

David Shonkweiler left the meeting @ 2:10 PM.

2:20 P.M. Mark MacPhail opened the meeting to general discussion. He stated that the Executive Committee requested all Council Members to indicate which Action Plan they would like to help with. Mark polled the Council with the following results:

Workforce Development

Paul Dietmann
Mike Compton
Carrie Mickelson
Karen Knox

WHYAG.com

Pam Jahnke
Mark MacPhail
Irv Possin
Gerry Mich
Al Herrman

WI Ag Tag

John Petty
Cal Dalton
Karen Knox

Support Agriculture Education

Darlene Arneson
Paul Larson
Jeff Hicken
Mike Compton
Greg Peyer
Dick Austin
Sharon Wendt

Fund Raising

Al Herrman
Paul Larson
Sam Skemp
Carrie Mickelson

2:40 P.M. Chair MacPhail adjourned the Council meeting.

The next Council Meeting is scheduled for 6/28/10 in conjunction with the 2010 WAAE Professional Development Conference. This meeting will be held @ the Marriott-Madison West in Middleton (The hotel is located on the west side of Madison just off Highways 12 & 14 at the Greenway Boulevard exit on John Q. Hammons Drive). The meeting will start @ 9:00 A.M. in the Green Bay & Milwaukee rooms. The Council has been invited to view the Exhibits and participate in the Luncheon with Keynote Speaker-Dr. Marshall Stewart. We have also been invited to participate in either golfing (\$45) or bowling (\$30) to start @ 5:15 P.M.

Respectfully submitted,

John Dupuis & Jack Ourada