

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT
COUNCIL MEETING MINUTES
6/28/10**

The 6/28/10 Council Meeting was held in conjunction with the 2010 WAAE Professional Development Conference @ the Marriott-Madison West in Middleton.

ATTENDEES: Jack Ourada, Al Herrman, Dick Austin, Sharon Wendt, Cal Dalton, Pam Jahnke, Mike Greco, Mark MacPhail, Nicole Nelson, Doug Wilson, Randy Zogbaum, Darlene Arneson, Sindy Pope-Roberts, Paul Larson, Mike Compton, Dave Williams, Jeff Hicken, John Shutske, Irv Possin, Rudy Bentley (designee Carrie Mickleson), Paul Dietmann & John Dupuis. Craig Frederick, National FFA also joined a portion of the meeting.

9:15 A.M. Chairman Mark MacPhail called the meeting to order.

9:16 A.M. The State FFA Officers joined the meeting. The Council and Officers introduced themselves including where they were from. Chair MacPhail welcomed the Officers and provide an overview of the Council. His handout included the Vision, Mission, Objectives and Action Plans of the Council. He thanked the Officers for coming to the meeting and answered questions.

9:30 A.M. Mark MacPhail, provided the Chair's Report which included the following:

- There was a motion, second and carried to approve the 4/15/10 Minutes previously sent.
- He reviewed Executive Committee Minutes from the conference call on 6/21/10.
- He discussed Council Member Recruitment /Nomination News Release & Request Suggested Nominees (1-Natural Resources, 1-Animal Agriculture Business, 1-Landscaping, Golf Course, Greenhouse, Floral Related Business Representative, 1-General Agriculture Representative). There is also a DATCP Board vacancy and 2 appointed Education vacancies. He requested nominations for these positions
- Reviewed the Handout listing Council Action Plan Volunteers and requested additional volunteers.
- Announced appointment of Darlene Arneson and Sam Skemp to WAE Foundation Board. Chair Mark MacPhail will also be joining the WAEF Board & Executive Committee.
- Established the remaining 2010 Council Meeting dates for 9/10/10 & 11/17/10. Both meetings to be held in the Board Room @ the DATCP Building.

9:50 A.M. Jack Ourada, Executive Director provided the following report:

- Provided a Council Update and answered questions.
- Discussed Annual Report preparation, handing out the Annual Report requirements and Appendix from the 2009 Report. The first 5 items listed on the Preface are to be handled by the Council with #6 to be completed by DPI, Technical Colleges and University System. Suggestions for Report content included: Reorganization of the Council, Questions on the viability of the

Council/fiscal responsibility, Action to move forward & 2010 Action Plans & Priorities, Listening Sessions and proposed Training Grant. It was suggested to put a copy of the Act on the Council Website. The following agreed to help with developing the Evaluation Criteria and Evaluation of the Report: Mark MacPhail, Doug Wilson, Al Herrman & Paul Dietmann. A “rough” draft report is due 9/1/10.

10:15 A.M. Mark MacPhail and Al Herrman provided the following Why Ag Campaign report:

- Al reported on the Strategic Marketing Communications Relationship Agreement between Filament Marketing and WI Agricultural Education Foundation Inc. This is the contract outlining the scope of the agreement, client relationship and consulting agreement between Filament Marketing and the WAE Foundation, Inc. Please see the Agreement for details.
- Al & Mark handed out and reviewed the Why Ag Campaign Key Messages & Talking Points. Please see copy for details. It was stressed that the Council members should use this document to communicate information on the Why Ag Campaign.
- Al handed out a summary of the draft WAE Foundation Financial Plan including the Campaign Approach and budget. He summarized comments relating to Filament and the inclusion of the Why Ag Campaign in the fund raising activities of the Foundation. He reviewed the Campaign approach and plans listed. Please see attached copy.

10:30 A.M. Chair MacPhail recessed the Council meeting and reconvened @ 10:42 A.M.

10:42 A.M. Discussion followed and included the following:

- The Foundation will sign the contract with Filament.
- Hopefully the Grant will help fund the Why Ag Campaign.
- Addition funding will be obtained from contacting potential donors.
- Filament will need signoffs by Al Herrman on behalf of the Foundation and Jack Ourada on behalf of the Council.
- Get any questions or changes on the Talking Points to Jack.

11:15 A.M. Chair MacPhail recessed the Council meeting to allow the Council members an opportunity to view the WAAE Professional Development Conference Exhibits and participate in the Noon Luncheon featuring Dr. Marshall Stewart as the keynote speaker. The Council meeting reconvened @ 1:33 P.M. The Council thanked Mark MacPhail, McCain Foods and Al Herrman, WPS for sponsoring Lunch.

Jeff Hicken introduced Craig Frederick from the National FFA Office. He provided a brief report on his visit.

Mark MacPhail introduced Nicole Nelson, Executive Director of the WI FFA Foundation. Nicole reported that Mike Kawleski is the current President and that the

FFA Budget is \$330,000. She handed out brochures and announced their Golf Outing. She appreciates the support with the FFA Convention and working with the Council and Foundation.

1:45 P.M. Paul Dietmann provided a report on the Workforce Development Initiatives for Agriculture. His report included the following:

- Workforce Development Industry Partnership Training Grant: \$309,000; it will fund 75% of the Council Exec. Director position (the position will become an independent contractor w/WAEF); provide \$25,000 for the Why Ag Campaign; provide funding for training through Ag. Boot Camps, Future Fields, Agri Business Academies, Meat Processing Boot Camp , Introduction to Dairy Processing & Dairy Processing for Farmstead Owners; the Grant deadline was 6/7/10 and approval is expected in 2 to 3 weeks.
- The conditions/requirements are okay with DATCP, the Council and the Foundation.
- Jack handed out the summary of council agribusiness listening sessions that took place in Appleton, Green Bay, Shawano, Fennimore and Madison in May of this year. He thanked all of the Council members that arranged and participated in the Listening Sessions.

2:25 P.M. Jack Ourada provided a brief report on WI Ag Tag:

- Need to finalize a plan on what the Council is getting into and who are the supporters.
- Council needs to develop a Letter of Intent to help with communication with all parties, including the benefactor.
- Will need a Letter of Understanding with all parties. (WAEF, FFA & 4-H)
- This will be a fall project.

2:35 P.M. Paul Larson & Darlene Arneson discussed the Support Agriculture Education Plan which included:

- Paul presented an overview of current difficulties in supporting and advancing Ag careers in high schools.
- Darlene outlined the need for a calendar to help everyone know what is coming up and get more involved.

2:44 P.M. Chair MacPhail adjourned the meeting. Our next Council Meeting will be held on 9/10/10 @ the Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI 53708. The following Council Meeting will be held on 11/17/10.

Respectfully submitted,

John Dupuis & Jack Ourada