

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT
COUNCIL MEETING MINUTES
9/10/10**

The 9/10/10 Council meeting was held at the Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI 53708.

Attendees: Darlene Arneson , Dick Austin, Dan Clancy, Paul Dietmann, Mike Greco, Al Herrman, Jeff Hicken, Pam Jahnke, Karen Knox, Paul Larson, Mark MacPhail, Carrie Mickelson, Jack Ourada, Greg Peyer, David Shonkwiler, Sharon Wendt, David Williams, Randy Zogbaum. Also in attendance were John Dupuis and Rich Miller, Guest.

The meeting was called to order at 10:03 a.m. by Chair Mark MacPhail. Mark introduced Rich Miller, a guest considering becoming a Council nominee for the open position of business representative in the landscaping, golf course, greenhouse, floral or related business. The Chair also reviewed the Governor's Announcement of the nearly \$300,000 grant to fund training for agriculture and agribusiness workers throughout the State (Please see attached news release). This is a significant accomplishment for the Council. The Grant funding period is from 8/1/10 through 7/31/11. The Chair's report also included the following:

- Approval of the 6/28/10 Council Minutes.
- Review and approval of the 9/2/10 Executive Committee Minutes.
- Discussed council member recruitment /nomination news release & requested suggested nominees (1-Natural Resources, 1-Animal Agriculture Business, 1-Landscaping, Golf Course, Greenhouse, Floral Related Business Representative, 1-General Agriculture Representative) The Council have received three nominations for the above positions.
- Confirmed 11/17/10 as the next council meeting date
- Received "Thank You" from Laura Howberg & Sam Tauchen, State FFA Officers for their participation in the 6/28/10 council meeting.

Jack Ourada, Council Executive Director provided the following report:

- Reviewed his LTE status with DATCP. 6/30/10 is the ending date of the LTE status.
- Entered into a contract with the WI Agricultural Education Foundation, Inc. on 8/1/10 to continue serving as Executive Director of the Council and to administer the grant contract for the WAE Foundation, Inc.
- Reviewed and discussed the 2010 WAEWDC Annual Report Draft. Mark requested all council member feedback for final approval of the report by 9/17/10. There was a motion, seconded and carried to approve the report in this manner. The report is due for distribution by 9/30/10.

Paul Dietmann provided an update on DATCP. He announced the 7/21/10 appointment of Randy Romanski as Secretary of the Department of Agriculture, Trade & Consumer Protection. He reported that Randy had served three years as Deputy Secretary and was aware and supportive of the progress the Council. Paul also reported that the WIRED

Convening Grant received by DATCP for \$25,000 (\$24,000+ was used) ended on 6/30/10. Jack Ourada will remain as an LTE with no salary so that DATCP can continue to provide computer support, office supplies and a cell phone in support of Jack.

The Industry Partnership Training Grant announced earlier in the meeting was discussed. Pat Schramm, Workforce Development Board of South Central WI drafted the grant request with assistance from Paul Dietmann and Jack Ourada. Information obtained from the council listening sessions served as the basis for the application of this training grant. Jack Ourada reviewed the following with the Council:

- Industry Partnership Training Grant Summary, including the grant summary, summary of training, and activities that support agriculture sector development and budget. (See Industry Partnership Training Grant Summary)
- Discussion followed on grant announcement & publicity, development of the training, possible internship help for the Executive Director, and reporting requirements. Proposals and budgets will be developed for each training opportunity.
- Jack Ourada reviewed the grant contract between the Workforce Development Board of South Central WI and the WAE Foundation, Inc. (See Industry Sector Partnership Grant 2010 Contract). This review included the contract summary and contract provisions.
- The grant has significant implications for the Council & Foundation. Al Herrman discussed the requirements for the Foundation including the need and cost of an audit.

Paul Dietmann made the following announcements:

- He pointed out the Plaque dedicated in Rod Nilsestuen's memory.
- Paul reported on a discussion and handed out materials on the Dairyland State Academy. (See Attached Information)

The meeting recessed for Lunch @ 11:41 A.M. The Lunch was sponsored by Al Herrman, Wisconsin Public Service Corporation. Pam Jahnke and Paul Dietmann left the meeting.

The meeting reconvened @ 12:31 P.M. Mark MacPhail and Al Herrman reported on the WHYAG Campaign:

- Al reported that the Strategic Marketing Communications Relationship Agreement between Filament Marketing and WI Agricultural Education Foundation Inc. has been signed. Filament is working to get the website started.
- Al reviewed the 8/27/10 meeting with Filament including the next steps in the Action Plan and Why Ag Messages (See Why Age Key Messages & Talking Points handout). Why Ag is the public relations piece that is our connection to key contacts within the industry. This will assist with the preparation for the fund raising plans of the Foundation. A "road ready" plan is expected within six to eight weeks,

- There is a need to summarize Sources of Information, Components & Must-Include Information for Filament. Please respond to Jack with industry leaders, links and any critical information that should be included.
- Darlene Arneson handed out the brochure “Wisconsin Farmers Feed Us” as a possible launch model for Why Ag.

Al Herrman provided the WAE Foundation Report. His report included the following:

- Financial Report 7/1/9–1/1/2010. (See Financial Report Handout)
- Reviewed the Draft Financial Plan dated 9/10/10. (See Financial Plan Handout)
- Discussed the fund raising campaign Approach in detail. The fund raising goal over the next nine months is \$180,000.
- Al requested that the Council forward names of individuals and companies that should be contacted for donations (\$2,000-\$5,000 donors) at the regional meetings. He plans to start in the Green Bay area and have this launched by the November council meeting.
- Discussion followed on the importance of keeping the Council engaged and current on the dates and status of the campaign. Associations that helped form the Council should also be informed and updated on the plans.

Jack Ourada provided a brief update on the Wisconsin Ag Tag Action Plan. A Statement of Purpose needs to be developed to be used with the sponsor and supporters. This will be done to correspond with the elections and new leadership in the WI Legislature.

Jeff Hicken reported on the Support Agriculture Education Action Plan. His report included the following:

- Future Projects that would use the CAERT & CASE programs. There is some concern with CASE.
- Reported on the new Madison Badger Rock K-8 Charter School.
- Concern that Agriculture can be taught without special licensing.
- Reported that there are new Ag Programs at Horicon and Almond-Bancroft school districts.
- Dave Williams provided an update on the Milwaukee Public School Contact/Meeting. Paul Larson will follow up on the contact that was made to his school.

Mark MacPhail briefly reviewed and led discussion on the key deliverables for the meeting, focusing on the appreciation for the grant, fund raising plans, the Why Ag Initiative and grant training plans. The meeting was adjourned at 2:18 P.M.

Our next Council Meeting will be scheduled for 11/17/10, (changed to 11/18/10 later), in the Boardroom at the Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI 53718.

Respectfully submitted,

John Dupuis & Jack Ourada

