

**Agricultural Education and Workforce Development Council**  
**October 29, 2009 Meeting**

Council members and designees in attendance:

William Brendel, Dan Clancy, Mike Compton, Cal Dalton, Paul Dietmann, Jeff Hicken, Pam Jahnke, Mark MacPhail, Carrie Mickelson, Gary Olson, Irv Possin, Connie Seefeldt, John Shutske, Samuel Skemp, Joel Nilsestuen, David Williams, Randy Zogbaum

Guests in attendance: Marla Gamoran, Robin Kubyak, Cyndy Sandberg, Cathy Crary, Nicole Nelson, Jon Brakebill, Ed Peck, Brad Nellis

10:00 a.m. Call to order

Membership changes:

Al Herrman is stepping down as a council member and replaced by Mark MacPhail. Al Herrman will Chair the Fundraising Committee and is preparing an update to send to the Council members. Further council membership changes will be announced at next meeting as the one year term for workforce council members will expire.

Plan of Work:

Jim Gibson is staying actively engaged in council efforts. Retired Ag teachers are investing in the council to a greater extent through Dick Meske's lead. More groups are calling upon the Council for project support and endorsement of grant proposals. Businesses are increasingly expressing interest in presenting at Council meetings. Council members are actively seeking businesses for Career Pathway appointments.

Minutes from the August 3, 2009 meeting were confirmed.

Marla Gamoran of the South Central Workforce Development Board and MATC gave a presentation titled *Career Pathways and Industry Buy-in*, detailing industry engagement of career frameworks.

11:15 a.m. Working lunch

Robin Kroyer-Kubicek from the Center for Career Development and Employability Training, (CCDET), of the Wisconsin Department of Workforce Development gave a presentation titled *Youth Apprenticeships and Work Based Learning Programs*.

Pam Jahnke introduced the promotion efforts underway by Ed Peck & Jon Brakebill of Filament Marketing and Brad Nellis of Distillery Design Studio who presented information on the proposed WhyAG.com website employment portal.

Council moved to request a cost estimate for the project.

Gary Olson proposed that the Council give consideration to a social networking initiative intended to serve as a virtual career fair. Such activities will strive to connect agricultural businesses and post-secondary students of agriculture to secondary students. The initiative would utilize Facebook pages, and other social media tools linked to the Council's website, to attract new talent to the industry.

1:55 p.m. Meeting Adjourned