

**WI AGRICULTURAL EDUCATION & WORKFORCE DEVELOPMENT COUNCIL
MEETING MINUTES
11/18/10**

The 11/18/10 Council meeting was held at the Department of Agriculture, Trade & Consumer Protection Building, 2811 Agriculture Drive, Madison, WI 53708.

Attendees: Council members in attendance: Darlene Arneson, Dick Austin, Cal Dalton, Mike Compton, Pam Jahnke, Karen Knox, Paul Larson, Becky Levzow, Mark MacPhail, Rich Miller, Jack Ourada, Irv Possin, David Shonkwiler, David Williams, Randy Zogbaum and Rudy Bentley (for Carrie Mickelson). Council Members attending by phone: Al Herrman, Doug Wilson.

Council Members not present included: Paul Dietmann, Mike Greco, Earl Gustafson, Karen Knox, Senator John Lehman, Andrea Martin Brossard, Gerry Mich, John Petty, Greg Peyer, Representative SONDY POPE-ROBERTS, John Schutske, Sam Skemp, Senator Kathleen Vinehout Representative Amy Sue Vruwink

Guests attending: Pat Schramm, John Dupuis, Jon Brakebill, Rochelle Ripp, Jenny Dierickx, Greg Lawless & Andrew Bernhardt.

The meeting was called to order at 10:04 a.m. by Chair Mark MacPhail. Mark introduced Pat Schramm, Executive Director of the Workforce Development Board of SC, WI. Mark joined the Council in thanking Pat for her work to help the Council get awarded the Industry Partnership Grant and for their partnership.

The 9/10/10 Council Meeting Minutes were approved will be posted on the Council Website.

10:15 A.M. The Why Ag Initiative Preview was presented by Jon Brakebill, Rochelle Ripp & Jenny Dierickx, Filament Marketing. Jon introduced the marketing people from Filament Marketing and briefly reviewed the agenda to be covered. He commented that this initiative began over 18 months ago and provided a brief history of the project. Jon proceeded to provide a high level overview of the current status of the initiative:

- Reviewed “Slip Sheet” Materials- to be used as a leave behind in the WAEF fund raising folder.
- Reviewed Spiral Bound Sponsorship Piece-summarizing the Why Ag Initiative, brand identity and possible sponsorship levels.
- The Council was able to view the Website & website functionality. The website could offer free listing of human resource sites and employment listings for Agricultural employers.
- The Initial Campaign Outline dated 11/18/10 was handed and reviewed. The target date for the design is 12/31/10.
- Discussion and questions followed dealing with how to drive people to the website, targeting sponsorship, and suggestions on the look and career pathway focus on displaced workers first, followed by younger individuals looking to start a career in agriculture.
- Chair Mark MacPhail thanked Jon & Filament for their report and the work on this initiative for the Council.

11:10 A.M. the Council recessed for a short break and reconvened @ 11:20 Am.

11:20 A.M. WAE Foundation Report was give by Al Herrman. Al's report included:

- Review of the Foundation Briefing Paper dated 11/10/10 and review of Minutes of 11/10/10 WAEF Board conference call.
- 10/31/10 WAE Foundation Profit and Loss Report.
- WAE Foundation Board of Directors and Executive Committee listing.
- WAE Foundation Bylaw changes that were adopted during the 11/10/10 Foundation Board meeting.
- Reviewed & discussed the November 2010 Fund Raising Campaign approach and projected financial needs of the Foundation.
- The 1st Fund Raising Meeting will be held in Green Bay and hosted by WPS.
- Reported that Paul Larson would be assuming the role of Co-Chair of the Foundation as leadership is transitioning.

11:50 A.M. The Council recessed for Lunch. Lunch & refreshments were sponsored by Mark MacPhail and McCain Foods. The meeting reconvened at 12:25 P.M.

12:25 P.M. Chair Mark MacPhail provided his Chair's report:

- Announced Council Appointments
 1. Becky Lezow, Columbia county dairy producer, representative of general agriculture; Term Expires 7/1/13
 2. Andrea Brossard Martin, WI Milk Marketing Board, representative of businesses related to animal agriculture; Term Expires 7/1/12
 3. Richard L. Miller, Consultant & Educator, representative of landscaping, golf course, greenhouse, floral, and related businesses; Term Expires 7/1/12
 4. Earl J. Gustafson, Wisconsin Paper Council, representative of businesses related to natural resources; Term Expires 7/1/12
- Announced Council Reappointments
 1. Mark MacPhail, McCain Foods, representative of food product and food processing businesses, Term Expires 7/1/12
 2. Doug Wilson, CRI, representative of agribusiness; Term Expires 7/1/12
 3. Darlene Arneson, Wisconsin Farm Bureau Federation, representative of general agriculture; Term Expires 7/1/13
 4. Cal Dalton, Dalton Grain Farms, 3D Angus & United Wisconsin Grain Producers, LLC , representative of businesses related to renewable energy; Term Expires 7/1/13
 5. Gerry Mich, Wisconsin Family Forest, representative of environmental stewardship interests; Term Expires 7/1/13
- Set the Council Meeting Schedule for 2011: 1/27/11, 4/28/11, 6/27/11 & 10/27/11.
- Introduced the concept of Council leadership succession planning and the need for Council members to be active in appointments for the Council.

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

- Jack handed out the Grant Summary and Project Budget on the Industry Partnership Training Grant. He updated the Council on the status of each of the training programs.

- Jack reviewed the approved Training Proposals, handing out the summary proposal for Dairy Processing HACCP, Future Fields and Meat Processing Boot Camp training.
- Jack introduced Greg Lawless, Director of Agricultural Initiatives, Agricultural Innovation Center, UW-Extension & Andrew Bernhardt, UW-Extension who reviewed the Agribusiness Academy Proposal and distributed the Brochure announcing the training. Greg responded to questions and encouraged the Private Industry Council members to spread the word and to have their businesses participate.
- The Orientation to Agricultural Careers training proposal will be ready to present at the next Council meeting.

1:40 P.M. Support Agriculture Education reports were given as follows:

- Darlene Arneson handed out the 2011 Ag Education Planning schedule that would help promote networking for the Council. She commented that it would be helpful to establish a Speakers Bureau and develop a data base of materials that could be used at these meetings.
- Dave Williams provided a brief update on the Milwaukee Public School System and their interest in Agricultural education. Their desire is to create a new track for urban agriculture. The question is how can our Council help?
- Jack Ourada provided a brief Team Ag Education report of the meeting held 11/12/10.

1:55 P.M. WI Ag Tag Update

Jack Ourada has drafted a statement of purpose for the Ag Tag project which has been reviewed by John Petty. The council needs to confirm that the project's sponsor is still interested in supplying funding for the project. The statement of purpose needs to be delivered to the sponsor. There was a motion made to suspend activity on the project until assurances of sponsorship are made. The motion was seconded and carried. Jack will meet with John Petty.

2:03 P.M. Thank You to McCain Foods for Lunch and assistance for the meeting provided by John Dupuis. Chair Mark MacPhail adjourned the meeting at 2:03 P.M.

Our next Council Meeting is scheduled for 1/27/11 and will be held @ the Wisconsin Farm Bureau Center- 1241 John Q. Hammons Drive, Madison, WI 53705. The Farm Bureau Center is located on the west side of Madison- just off Highways 12 & 14 West (or the West Beltline). Exit at the Greenway Boulevard Exit #252. Turn left on John Q. Hammons Drive and the Farm Bureau Center is three buildings past the Marriott. Park in the visitor's parking and take the elevator to 2nd floor. We will be in the Mendota and Monona Meeting rooms just past the receptionist area.

Respectfully submitted,

Jack Ourada & John Dupuis