

**Wisconsin Association of FFA  
March Board of Directors Meeting  
Clarion Suites Hotel, Madison, WI**

**Thursday March 17, 2011**

The meeting was called to order by State FFA President Alicia Hodnik at 7:06 pm.

Mrs. Zimmerman gave a welcome and explained logistics of the meeting and schedule.

There were no additions or corrections to the minutes as posted online. They stand approved.

**Wisconsin FFA Officer Updates—**

*Farm Forum* – Cory Brown and Julie Orth gave an overview of what was presented at the conference and some of the highlights for the state officer team.

*National FFA Week* – Anna Peissig and Sam Tauchen talked about the weeks activities. There were media interviews, both TV and radio, and a wide variety of activities with chapters.

*The Country Today Auction* – Samantha Becker and Amy Kringle gave an update on The Country Today Auction at the Eau Claire Farm Show. It was a great event and Jim Massey put a lot of work into making it a success. Over \$2300 was raised.

*Ag Day at the Capitol* – Noah Wiedenfeld and Cory Brown talked about the day's proceedings. They had a table with the new Agricultural Education brochures from the Wisconsin FFA Foundation and many people stopped to talk and look at the brochures.

*Co-ops YES!* – Ethan Giebel and Laura Hornby gave an overview about the conference. Laura, Ethan and Sam presented an activity for the conference, and all officers except Alicia Hodnik and Julie Orth were in attendance.

*National Ag Day* – Alicia Hodnik talked about her experience in Washington D.C. for National Ag Day. She was able to meet with other agricultural advocacy groups and visit with legislators. It was a very productive visit with many chances to share agricultural information.

**Wisconsin FFA Center Update** – Mrs. Zimmerman presented the Wisconsin FFA Center report. FFA application participation was discussed. Speaking contest questions and concerns were addressed. Advisors were asked for their help in the Sectional Tractor Driving Contests. *See attached Center report.*

**DPI/Agricultural Education Update** – Mr. Hicken presented the DPI update. The main concern at this time facing DPI is the State Budget and funding/support for Agricultural Education programs statewide.

**Wisconsin FFA Foundation Update** – Mrs. Nicole Nelson presented the Wisconsin FFA Foundation update. She highlighted the current annual funding goal, which is a 15% increase from last year. This is a large goal, but she feels they will reach or come close to reaching it. The Foundation is considering an endorsed fundraiser program. Local chapters and alumni groups, local companies, and the Foundation all benefit from this program. This consists of an agreement form and screening process of potential fundraisers. It should be passed within the next couple of weeks. State Convention may be the first that these funders are signed on. A small portion of the proceeds will go directly to the Wisconsin FFA Foundation. She commented on how great it is working with the current Foundation Board, and that they are doing excellent work for the Foundation and for Team Ag Ed.

**Wisconsin FFA Alumni Update** – Mrs. Regina Oldendorf and Mr. Brent Bailey presented the Wisconsin FFA Alumni update. They reported on membership deadlines, WLC Scholarships, and new and reactivated affiliates. They also highlighted the Facebook fan page, Alumni Convention, and Ag Ed Summit. They thanked the State FFA Officer team for becoming a lifetime membership team. Revisions to the WLC Scholarship were also addressed. These will be looked at again, but something new is that each section will hopefully have at least one winner.

**WAAE Update** – Mr. Wehling presented an update from WAAE on behalf of Mr. Nowak. The professional development conference will again be held in June, and registration is now open. WAAE will be contributing \$500 to the Larry Case Endowment. Teach Ag Day is set for March 24<sup>th</sup>. Section 6 teachers are in charge of planning events for the day. Foundation sponsorship – a Memorandum of Understanding was signed with the Wisconsin FFA Foundation to become part of the mission donor program. Ag Ed Summit – WAAE sent Marty Nowak. In March, sent two teachers to Washington DC for the National Policy Seminar to meet with legislators and reiterate the importance of funding. Current State of Ag Ed programs – WAAE has made many phone calls to address their concerns with this. Surveys to remain current have been taken. At least 5 teachers will be retiring, 2 may be retiring, and 30 have received non renewals, lay-off notices, or reduction in contract hours. *See attached report.*

#### **State FFA Committees –**

*Policies/Constitution/Bylaw Committee* – Samantha Becker presented the committee report for Policies/Constitution and Bylaws report. There are no recommended changes to be made. Samantha Becker moved to approve the report as read, Laura Hornby seconded. Motion passed, sustained by advisors.

*Finance Committee* – Sam Tauchen presented the Finance committee report. The budget was reviewed for the current year and approval is needed for the 2011-12 budget. Mr. Hicken presented the budget, Sam talked about the current fiscal year. He highlighted National FFA Convention, FIRE Conferences, 212/360/EDGE Conferences and Half-Time Conference and the profits and losses from these. Sam Tauchen moved to approve the report as read, and Samantha Becker seconded. Motion passed, sustained by advisors. The 2011-12 budget will now be sent to the State Convention Delegates for approval.

*State Marketing and Membership Committee* – Noah Wiedenfeld presented the State Marketing and Membership committee report. The committee changed its name and purpose at the February meeting, and is currently working on putting together information for the committee next year. Mr. Hicken reported that current membership is 16,900 paid and 17,400 total. This does not include affiliated chapters second semester membership, and supplemental rosters. Noah Wiedenfeld moved to approve the committee report and Whitney Barnes seconded. Motion passed, sustained by advisors.

*Awards and Programs Committee* – Laura Hornby presented the Awards and Programs committee report. CDE Winner recognition, Program of Activities, and Website contest were highlighted. Amy Kringle moved to accept the committee report as read, Whitney Barnes seconded. Motion passed, sustained by advisors.

*Social Networking Committee* – Anna Peissig presented the Social Networking committee report. Twitter, Facebook, Newsletters, Media, and PR workshops were discussed. Anna Peissig moved to approve the committee report as read, Julie Orth seconded. Motion passed, sustained by advisors.

*Website Committee* – Anna Peissig presented the Website committee report. She and Whitney Barnes have been working to update the website. The new website will be advertised during State FFA Convention and unveiled shortly after. Anna Peissig moved to approve the potential \$500 cost to update the website. Cory Brown seconded. Motion passed, sustained by advisors. Whitney Barnes moved to approve the Website Committee report as read, Samantha Becker seconded. Motion passed, sustained by advisors.

*Service Committee* – Julie Orth presented the Service committee report. The committee is on task and will be sending out flyers promoting the service project soon. Julie Orth moved to approve the Service committee report and Samantha Becker seconded. Motion passed, sustained by advisors.

*Partners Committee* – Ethan Giebel presented the Partners committee report. The committee will continue to attend Wisconsin FFA Foundation board meetings and work with the Foundation Board. Action will be taken to combine the Lifework Expo committee with the Partners committee. Ethan Giebel moved to accept the report as read, seconded by Anna Peissig. Motion passed, sustained by advisors.

#### **Old Business –**

*Agriscience Fair Review* – Mrs. Konkel presented on the new layout of the Agriscience Fair scoring rubric. These new rubrics were a result of committee discussion. Whitney Barnes moved to move forward with the Agriscience Fair Review report, Ethan Giebel seconded. Motion passed, sustained by advisors. Mr. Hicken brought up a future project called the “World Food Prize”. This will be incorporated into many things in the future, including Agriscience Fair.

*FFA COLT Conference* – Mrs. Zimmerman presented on the FFA COLT Conference. This curriculum has been sent out to ag teachers and received positive feedback. Contracts at Green Lake have been signed and presenters are still being confirmed. Sponsorship has been confirmed through the Wisconsin FFA Foundation. This conference will be held July 5-7, 2011.

#### **New Business –**

*Submitted Proposal(s) Discussion and Recommendations* – There have been no chapter proposals submitted. There have also been no additional state officer proposals submitted.

*Honorary State and American FFA Degree Recommendations* – These nominations should be people who have had strong ties with the state association and submitted to the association’s growth. Nominations were given.

*Delegate Issues Recommended to National FFA* – None at this time.

**State FFA Convention Delegate Business Session/Committees**—Delegate issue committee will bring items to discussion tomorrow.

Whitney Barnes moved to adjourn, Amy Kringle seconded. Motion passed, sustained by advisors. Meeting adjourned at 9:25pm. We will reconvene at 8:30 am, March 18<sup>th</sup>, 2011.

## **Friday, March 18, 2011**

The meeting was called to order at 8:35am on Friday, March 18, 2011.

**Convention Schedule/Activities-** Mrs. Zimmerman highlighted the schedule for the rest of the year.

Included is:

*Board of Directors Meeting* – 2:30pm on Monday, June 14

*Day of Service* – Beth Rieth is again coordinating this. Sponsorship is covered by Badger Financial.

*Kick Off to Convention* – BJ Chrisler will be coordinating this event again, and it will take place inside the center to be better prepared for what weather might offer. Ryan Holle was nominated as a possible kick-off speaker, as was Steve Boe.

*Administrator Attendance and School Officials Program* – All officers need to have administrators in attendance at this event. They need to be registered by 9am on Wednesday, June 15<sup>th</sup>. Mr. Hicken discussed past speakers at this event, including the state superintendent. It was added that school board members would be appropriate guests for this event, and should be encouraged to attend. A formal invitation will be sent out by Mrs. Zimmerman, but officers should also promote this event.

*Parent and Advisor Recognition* – Advisors of State Officers will be thanked during the First Convention Session. This will also be introduction of the Board of Directors. Also as a reminder, there is a lunch for Past State Officers, their Advisors, and parents after the closing of convention on Thursday, June 16<sup>th</sup>.

**Convention Assignments/Duties** – A draft of convention assignments and duties for State Officer Advisors was passed out. This includes what speaking contests advisors will be helping with, assisting with committee assignments, and assisting with sessions. Section 7 will be in charge of door checkers this year. Section 5 will be in charge of the spotlights.

**Convention Facilities** – Changes to Agriscience Fair set up were discussed. We would like to see more attention brought to this area of convention. Possibilities include stickers that say “I visited the Agriscience Fair”, a balloon arch, or better way to coordinate flow. Samantha Becker asked about the bleachers and if there could be a change to the amount of bleachers. This isn’t possible this year. We would also like to see more areas for pictures to be taken. The decorations committee will work on filling up empty space behind the risers. Ms. Nicole talked about setting up a thank you station to have members write thank you’s to sponsors before receiving their checks. It was discussed bringing in tractors, choppers and other restored items from students to fill up the empty space behind the bleachers. Hall of Chapters was also offered to be put into this area.

**Convention Programs** – Whitney Barnes has been in charge of designing the convention program. Whitney Barnes believes that a map should be added to the program so that members know where things are happening. Cost of adding pages was discussed. Colored pages were considered to be added, but they would cost more.

**FFA Bucks** – FFA bucks were discussed. These will be used again this year. Suggestions for improvement were made. Changing this to be more like an FFA monopoly were discussed. Mrs. Mitchell will be in charge of looking into these options and deciding on what changes will be made.

**Convention Managers** – State Convention Managers were reviewed. Changes to managers and additional managers added were discussed. We will also open a new office for ticket sales and name badges. This will help to clear up area in the main hallway.

**Convention Details –**

*Housing* – Housing lists were passed around so that any changes could be made for chapters or parent housing.

*Meals* – The list of meals were gone through and suggestions were made to improve. We would like to remain with the same meals as we have had in the past.

*Stage Set-Up* – We will have better lighting for the wings of the stage this year with use of spotlights; no other changes will be made.

*Parking* – Parking costs has gone up at the Alliant Energy Center for both cars and busses. It was suggested that there should be a three day bus pass offered. There will also be a charge for Monday parking.

**Special Guests and Greeters** – Video greetings were suggested. Any special guests that should be checked into were discussed. Legislators will not be heavily encouraged to come this year. If there are any further guests, contact Mrs. Zimmerman.

**Convention Photography** – This is a Wisconsin FFA Foundation led project and is considering revision. Ms. Nicole talked about how these photos have been used in the past. Actual photos were sent out in the past, and last year press releases and pictures were sent out via a website. Few companies actually use the photos that are posed behind stage. Pictures of members onstage receiving awards and trophies are much more useful. Options for doing this were discussed.

**Committee Reports –**

*Speakers Committee Report* – Amy Kringle presented the Speakers committee report. Jonathan Sprinkle and Aric Bostick will be speaking at the Convention. Amy Kringle moved to accept the speakers committee report as read, Laura Hornby seconded. Motion passed, sustained by advisors. Mrs. Zimmerman asked about contracts for Jim Wand. It was suggested that a mentalist or illusionist be used instead of a hypnotist. This is something that should be considered for future conventions. Jim Wand will be the entertainment for the 2011 State Convention.

*Workshops Committee Report* – Whitney Barnes presented the Workshops committee report. A tentative list of workshops offered at convention was presented. Questions were addressed about these workshops and suggestions for other workshops were made. Whitney Barnes moved to approve the committee report as read, Sam Tauchen seconded. Motion passed, sustained by advisors.

*Convention Tours Report* -- Samantha Becker presented the Tours committee report. There is one addition to her report; Larson Acres will have a tour at 9am. Samantha Becker moved to approve the committee report as read, Amy Kringle seconded. Motion passed, sustained by advisors.

*Meals and Receptions* – Cory Brown presented the Meals and Receptions committee report. The committee is doing well. Cory Brown moved to approve the committee report as read, Samantha Becker seconded. Motion passed, sustained by advisors.

*LifeWork Expo* – Ethan Giebel presented the LifeWork Expo committee report. This committee will be combined with the Partners committee to further interact with the FFA Foundation. Ethan Giebel moved to approve the committee report as read and allow the name to be changed by the Foundation, seconded by Anna Peissig. Motion passed, sustained by advisors.

*Courtesy Corps and Seating* – Laura Hornby presented the Courtesy Corp and Seating committee report. Laura moved to accept the committee report, Samantha Becker seconded. Motion passed, sustained by advisors.

*Convention Media and Public Relations* – Anna Peissig brought up the idea of having a flyer promoting convention. She will work to promote the convention in many ways.

*Contests* – Samantha Becker presented the Contests committee report. There are no main action items at this time. Samantha Becker moved to accept the committee report, Amy Kringle seconded. Motion passed, sustained by advisors.

*Delegate Operations* – Cory Brown presented the Delegate Operations committee report. They will continue to gather ideas for the 2011 Delegate Topics list. Cory Brown moved to approve the committee report, Samantha Becker seconded. Motion passed, sustained by advisors. Timeline of delegate operations at convention were discussed and the role of delegate committees. Scheduling poses an issue with the choosing of chapter delegates for committees. An option would be to have members randomly assigned to committees. The due date of the delegate forms from chapters should be moved up to May 15<sup>th</sup>, and needs to be filled in with forms of the chapter delegates and committees they would like to serve on. The floor was then opened up to suggestions for delegate operations committees:

- State Convention (Workshops, Tours, Meal Functions)
- Student Advocacy
- Alumni Transitions (Transitioning from Chapter member to Alumni)
- Enhance student leadership development
- National FFA Week
- SAE Insights (Definition, etc)
- Social Networking
- Vision of FFA/ Marketing and Branding
- Dues/ Affiliation
- Middle School Opportunities (Contests, State Level Opportunities)

*Special Projects and Decorations* – Laura Hornby presented the Special Projects and Decorations committee report. Whitney Barnes moved to approve the committee report, Samantha Becker seconded. Motion passed, sustained by advisors.

*Past State Officer* – Julie Orth presented the Past State Officer committee. She will be sending out postcards for the Past State Officer reunion soon. Julie Orth moved to approve committee report, invitations and post cards, Whitney Barnes seconded. Motion passed, sustained by advisors.

*AV Productions* – Sam Tauchen presented the AV Productions committee report. There are currently 10 videos being worked through by the committee. These videos will be shown during convention sessions, as a countdown to convention, family videos, year in review, and during pre-sessions. Sam Tauchen moved to accept the committee report as read, Whitney Barnes seconded. Motion passed, sustained by advisors.

*Pre-Session* – Noah Wiedenfeld presented the Pre-Session committee report. Noah will be working with past state officers and Ms. Nicole on pre-sessions. Submit any ideas to Noah for pre-sessions. Noah moved to approve the committee report as read, Julie Orth seconded. Motion passed, sustained by advisors.

*Spirit Stick* – Whitney Barnes submitted the Spirit Stick committee report. Spirit sticks have already been given out at FIRE and SLW's and are in the process of being arranged for Convention. Whitney Barnes moved to approve the report as read, Sam Tauchen seconded. Motion passed, sustained by advisors.

*Legislative* – Mrs. Zimmerman introduced this unofficial committee report. Noah gave an update, things are going well.

*Other convention ideas and recommendations* – Band and Choir schedules were discussed and will be looked into coordinating better with other schedules to make things easier for chapters. Penny wars were also brought up as an option for a fundraising opportunity. Ms. Nicole will bring the logistics of this back to the Wisconsin FFA Foundation Board for further planning.

Mrs. Zimmerman made a personal thank you and encouraged everyone to share their ideas. Alicia Hodnik thanked the advisors for helping the state officer team to grow this past year.

Whitney Barnes moved to adjourn, Samantha Becker seconded. Meeting adjourned at 11:49 am.

Respectfully Submitted,

Amy Kringle  
State FFA Secretary  
Wisconsin Association of FFA

## **Wisconsin FFA Report**

### **Cheryl Zimmerman, State FFA Executive Director**

**State FFA Honors Band and Chorus** – Applications are with the directors for final selection.  
Band Applications – 105; Chorus Applications - 105

**WLC Scholarship Recipients** – Applications were given to Regina Oldendorf on Thursday, March 17. 56 applications received – down 2 from last year.

**State FFA Degree Processing** – Chapters have been notified of the status of their state FFA degree applications via e-mail. Applications needing revisions will be returned to chapters. Final appeals are due April 1. Thank you State FFA Officer Advisors for your time in reviewing these applications. One appeal interview has taken place. 464 applications were reviewed.

**State FFA Star Applications** - Were judged on Friday evening, March 11 in Wisconsin Dells. Finalists in each area listed in this report. There are 10 Star Farmer Finalists; 10 Star in Agricultural Placement Finalists; 0 Star in Agribusiness Finalists and 2 Star in Agriscience Finalists.

**State FFA Proficiency Judging** – Took place on Friday and Saturday in Wisconsin Dells. Cheryl Zimmerman, Terry Bernick, Jeff Hicken and Glenda Crook headed up the process. Results will be posted shortly. We had over 70 FFA advisors, student teachers, university staff, sponsors and alumni involved in the judging process. Also UW-River Falls and UW-Platteville agricultural education students assisted with the process of writing comments. 742 proficiency award applications were received, processed and judged.

The Proficiency Award Review Panel was used again this year to verify the final placings and helped provide consistency in judging as well as catching items that the judges may have missed during the evaluation process. State Winning Proficiency Applications will be reviewed again by this Panel so the applications can be evaluated for any suggested corrections that should be made before moving on to National Competition

**American Degree Applications** have arrived at the Wisconsin FFA Center. Unofficially we have 143 applications. Number of applications down from last year.  
Unofficial American Star Applications – 5 Farmer; 3 Agriscience; 1 Agribusiness; 6 Placement

Plans are in process of having a group of instructors assist at the 212/EDGE conference in reviewing the American Degree Applications and the American Star Applications.

**State Convention Housing and Tentative Planning Guide** will be online very soon. Convention Managers have been invited to submit their housing requests. Monday and Tuesday convention materials will go online.

**212 and EDGE Conferences** – Eau Claire, March 25-26

Currently we have approximately 220 students for 212 and 185 for EDGE. We plan to have American Degree Review, American Star Selection and National Officer Selection Process at the same location.

**Wisconsin National FFA Candidate Selection Process** - Interviews to be held March 26 in Stevens Point. We have 3 candidates.

**Updates on National FFA Applications, CDEs and Ag Career Network** - Staff and several others will be trained by National FFA Staff on Thursday, May 4 in Madison. Information after that training will then be presented to advisors in the summer and fall.

**Constitutional Amendments sent to Wisconsin FFA by National FFA** – See additional handout.

## **2011 Wisconsin FFA Star Finalists**

### **State Star in Agriscience Finalists**

Kaitlin Duhigg - Big Foot FFA

Devon Feldt - Waupaca FFA

### **State Star in Agricultural Placement Finalists**

Brian A. Hoffmann – Amherst FFA

Garret Kaltenberg - Deforest FFA

Nicole R. Calaway - Denmark FFA

Seth Elsner – Fort Atkinson FFA

Ben Julka - Laconia FFA

Joel Franseen - Marshfield FFA

Ryan Wilfert - Mishicot FFA

Kayla Nischke - Pulaski FFA

Mark Ladsten - Sauk Prairie FFA

Phillip Ivacic - Spencer FFA

### **State Star Farmer Finalists**

Kristin Solum - Amery FFA

Melissa Peterson - Amherst FFA

Jenna Langer - Deforest FFA

Kirstin Torgerson - Holmen FFA

Kayla R. Wright - Johnson Creek FFA

Leah Mace - Markesan FFA

Tyler Brueggen - Marshfield FFA

Cody Welke - Osseo-Fairchild FFA

Stephanie Johnson - Waupaca FFA

Brittany Mumbroe - Weyauwega-Fremont FFA

**No Star in Agribusiness Applications were Submitted that Qualified as a Finalist**

**Wisconsin Association of Agriculture Educators Report**  
**Wisconsin FFA Executive Board Meeting -Madison, WI**  
**March 17, 2011     By Marty Nowak, President**

Mission Statement - We are dedicated to leading agricultural education professionals in the development of knowledge throughout our ever-evolving global community.

**Professional Development Conference:**

Registration is open for PDC and Bridgett is finalizing arrangements for the conference. It is recommended that teachers register early as many workshops have limits on them.

**Larry Case Endowment:**

WAAE decided to contribute \$500 to the Larry Case Retirement Endowment to be pooled with the other Wisconsin Team Ag Ed components.

**Teach Ag:**

Teach Ag (TAG) day is set for March 24. Section 6 teachers are in charge of planning events for the day and to help promote students to become Ag Teachers. We are again logging the student teaching student hours as part of the day's festivities.

**Wisconsin FFA Foundation Sponsorship:**

WAAE signed a memorandum of understanding with the Wisconsin FFA Foundation to become part of the Donor Mission Donor Program and Mission based incentive program.

**Ag Ed Summit:**

WAAE sent one representative, Marty Nowak, to the National Ag Ed Summit in Orlando, FL on March 2-4. During the summit, valuable time was spent with Team Ag Ed Members to discuss concerns and issues of Agricultural Education in our state.

**National Policy Seminar**

Dave Kruse and Troy Tolford attended NPS in Washington DC on March 6-9. This seminar gives the teacher an opportunity to meet with legislatures and reiterate the importance of funding for their programs as well as listen to many interesting panels and speakers on career and technical education.

**Current State of Ag Ed Programs**

The WAAE Board has met by conference calls in efforts to discuss concerns with Program Retention through these difficult times of dealing with school budget concerns and cuts to programs and teachers throughout the state. In order to stay current with lay-offs, non-renewals, retirements and program reductions, Dave Kruse and Marty Nowak have been surveying membership. Currently (from the teachers that replied), there are 5 teachers that reported they are for sure retiring, and two that are pondering retirement. At last count, thirty teachers have received lay-off notices, non-renewals or reduction in contract hours. WAAE is continually discussing efforts and possible solutions to the current problems Agricultural Education in the State of Wisconsin is facing.