

**Wisconsin Association of FFA March Board of Directors Meeting**  
**Country Inn and Suites, Madison, WI**  
**March 12-13, 2015**

**Session I**

Attendance: Cheryl Zimmerman, Alison Wedig, Ethan Dado, Maggie Larson, Matt Kortbein, Danielle Jentz, Kaitlyn Owens, Sally Albers, Leeah Luepke, Hallie Kopczynski, Kelly Wilfert, Kati Kindschuh

Session I was called to order at 2:10 pm. The State Officer team received their new jackets. President Alison Wedig welcomed the group, and Mrs. Zimmerman reviewed the agenda.

Executive Director's Report: Mrs. Zimmerman provided an update on proficiency awards, 212/EDGE prep, and speaking contests.

Review FFA Events:

- FFA Farm Forum
  - Chapter feedback: some couldn't come because of conflicts with FFA Week
  - Is a new location with more room to grow possible?
  - Add plant science/food science/agricultural technology topics
  - Icebreaker at a different time?
  - Reorganize how members go to sections
  - Discussion meet: less "bad" time, explain that it will be bad and good
  - Don't repeat Mr. Langan and Ms. Ecklberg's—too similar
  - Need dynamic speakers
- National FFA Week
- SO Challenge and CO Challenge (Sally, Kelly, Kaitlyn)
- Eau Claire Farm Show (Ethan, Maggie, Leeah)
- Proficiency Judging
- Ag Day at the Capitol (Alison, Matt, Kelly, Sally)
- Sectional Speaking Contests

Review Upcoming Events:

- CDEs
- National Ag Day: March 18, 2015
- Co-ops YES! Conference: March 16-17, 2015
- 212/EDGE 2015: March 20-21, 2015
- WPS Farm Show: March 24-26, 2015
- AgriFutures Summit: April 8-9, 2015
- FFA Hunger Boot Camp: April 8-10, 2015
- Banquets
- April Meeting/State CDEs: April 24, 2015
- Convention Work Days: May 18-22, 2015 (arrival 10:00 in Spencer on 5/18)
- Convention Script Reading May 8-9, 2015
- Sectional Tractor Driving

- NOC Selection: Friday following State Convention
- Foundation Golf Outings: dates set for 2015-2016

Voucher/Blog/Profile Update: A reminder was given to turn in vouchers, keep blogs up to date, and for the final profiles to be completed.

Profiles Remaining: March—Leeah, April—Hallie, May—Kelly, June—Kati

### 2015 State FFA Convention

Additional plans for State Convention will be discussed following the board meeting on Friday.

Session I adjourned at 4:45 pm.

### **Session II**

Attendance: Alison Wedig, Ethan Dado, Maggie Larson, Matt Kortbein, Danielle Jentz, Kaitlyn Owens, Sally Albers, Leeah Luepke, Hallie Kopczynski, Kelly Wilfert, Kati Kindschuh, Mr. Lobdell, Mr. Meyer, Mr. Boettcher, Ms. Johnson, Ms. Babcock, Ms. Houser, Mr. Talford, Mr. Zimmerman, Mrs. Lietz, Mrs. Propson, Mr. Robinson, Mrs. Zimmerman, Mr. Hicken, Ms. Schoenborn

President Alison Wedig called the meeting to order at 6:57 pm.

Kaitlyn Owens moved to accept the February minutes as read. Sally Albers seconded. Motion passed and sustained by advisors.

Wisconsin FFA Officer Updates: Farm Forum, National FFA Week, SO Challenge, Eau Claire Farm Show/The Country Today Auction, other SO activities

Wisconsin FFA Center Update: Mrs. Zimmerman provided handouts. State FFA Honors Band had 84 total applications, while State FFA Honors Chorus had 88. 335 State Degree applications were reviewed, and advisors will be notified following this meeting. There were a total of 24 Star Finalists in the four Star areas. Proficiency applications were reviewed March 6-7. 539 applications were received, down 121 from 2013-2014. Unofficially, there are 76 American Degree applications, down 86 from last year. State Convention Housing and Planning Guide will be online soon.

DPI/Agricultural Education Update: Mr. Hicken reported that all agriculture-science equivalent credits have been approved by the UW system, but we are awaiting confirmation to release. Hopefully a fact sheet will be out before summer.

Teacher updates: Howards Grove has hired Erica Lamers. West DePere, Stoughton, Denmark, and several other teacher switches will leave Wisconsin with around 10 openings this year.

Budget: Act 59 (Technical Incentive Grants) money has moved to Department of Workforce Development. The AgriFutures Summit will take place April 8-9 in Madison, Wisconsin.

Wisconsin FFA Foundation Update: Ms. Schoenborn reported that the Foundation has currently raised \$419,413.77 of the overall \$510,000 goal. Culvers has come on as a new Star Mission Partner (2 Star). The Wisconsin FFA app has been launched with the help of Rural Mutual. 4

new Blue and Gold Society members will be inducted this year. Golf outings for the 2015-2016 year have been scheduled (July 20, 21, 27). The Foundation is currently working with Farm Bureau's Ag in the Classroom for the Denim and Diamonds Barn Dance fundraiser.

WAAE Update: Mr. Talford gave the WAAE update. Current WAAE membership is 293. There were nearly 60 teacher changes this year throughout the state. WAAE continues to advocate for agricultural education and just sent 4 members to Washington D.C for the National Policy Seminar. A few new initiatives will be starting soon, pending the results of their STAR Mission grant applications.

### **State FFA Committee Report**

Policies/Constitution/Bylaws Committee: Ethan Dado provided an update on changes from National FFA. Ethan Dado moved to amend Article V, Sections C, D, and E by striking "Supervised farming and/or other agricultural experiences" and inserting "Supervised Agricultural Experience." ML seconded. Motion passed and sustained by advisors. Ethan Dado moved to accept the changes as presented. Sally Albers seconded. Motion passed and sustained by advisors.

Finance Committee: Matt Kortbein and Mr. Hicken provided handouts of the current budget, assets, and liabilities. An endowment may potentially be a better investment. Matt Kortbein moved to approve the Wisconsin Association of FFA's FY16 Budget. Ethan Dado seconded. Motion passed and sustained by advisors.

Marketing and Membership Committee: Danielle Jentz moved to accept the committee report as presented. Second not required. Ethan Dado moved to amend by striking Action Item 3 from the committee report. Leeah Luepke seconded. Amendment passed and sustained by advisors. Motion passed and sustained by advisors.

Membership Update: \$25 late fee invoices will apply following the membership deadline. Unofficially, membership is at 19, 334 members, or a 31 YEAR HIGH!

Middle School FFA Membership: Mr. Hicken and Mrs. Zimmerman will propose a policy on Middle School membership, following concerns about which middle school students can become members. They will ask a group of advisors to look over and consider the requirement of an "agricultural education course and/or SAE."

Awards and Programs Committee: Alison Wedig and Maggie Larson focused on the website contest and opening/closing ceremonies contest. Maggie Larson moved to accept the committee report for Awards and Programs as presented. Second not required. Motion passed and sustained by advisors.

Media and Public Relations: Kati Kindschuh moved to accept the report as presented. Kaitlyn Owens seconded. Motion passed and sustained by advisors.

Service Committee: Leeah Luepke and Hallie Kopczynski reported that seven sites have been confirmed for the 2015 Wisconsin FFA Convention. They would like to have a service site speak at the first Convention session again this year. Hallie Kopczynski moved to approve the Service Committee report. Second not required. Motion passed and sustained.

Partners Committee: Sally Albers and Kelly Wilfert reported about attending Wisconsin FFA Foundation Board meetings and business and industry visits. Kelly Wilfert moved to approve the Partners Committee report as presented. Second not required. Motion passed and sustained.

Hall of Fame ballot: Barbara Gronemus, Bob & Anna Keough, and Victoria Harter were selected as the Board's vote for the 2015 Wisconsin FFA Hall of Fame inductees. Mrs. Zimmerman will return the ballot to the Wisconsin FFA Foundation.

### **Old Business:**

Funding for Second Place Proficiency Awards: The STAR Mission Grant application was denied. The Wisconsin FFA Foundation discussed potential funds to help support but would be unable to officially commit those funds until the June meeting. Until then, the Association will pay for those awards. For future years, this will be included in the Foundation budget/asks.

Digital Scrapbook Competition: Danielle Jentz moved to have two categories, Traditional and Digital, and for the committee to reevaluate in future years, based on number of entries. Sally Albers seconded. Motion passed and sustained by advisors.

Chapter Constitutions and POAs: Handouts with missing chapter constitutions and programs of activities were passed around.

### **New Business**

Adjusting Dates for District Speaking Contests: Sally Albers moved to adjust the district speaking contest dates to fall between January 20 and February 20. Kati Kindschuh seconded. Motion passed and sustained by advisors. Sally Albers moved that the sectional speaking contest dates be any time after March 10, with flexibility based upon the district contest dates. Ethan Dado seconded. Ethan Dado moved to amend by striking "with flexibility based upon the district contest dates" and adding "at least 3 weeks after the last district contest in that section." Kati Kindschuh seconded. Amendment passed and sustained by advisors. The motion reads, "that sectional speaking contest dates be any time after March 10, at least 3 weeks after the last district contest in that section." Motion passed and sustained by advisors.

State FFA Honors Band and Chorus Years of Participation: Currently there is a four year limit on participation. Sally Albers moved to extend the eligibility for State Honors Band and Chorus to five years. Matt Kortbein seconded. Motion passed and sustained by advisors.

### Submitted Proposal(s) Discussion and Recommendations:

Proposed Name Change-Juda FFA: The proposal was addressed, and no motion was formally made to accept. A formal letter will be sent to the chapter to address the proposal.

Honorary State and American FFA Degree Recommendations: Mrs. Kathy Hartmann-Breunig was nominated for the Honorary American Degree.

No additional delegate issues were recommended or discussed.

### **Session III**

Attendance: Alison Wedig, Ethan Dado, Maggie Larson, Matt Kortbein, Danielle Jentz, Kaitlyn Owens, Sally Albers, Leeah Luepke, Hallie Kopczynski, Kelly Wilfert, Kati Kindschuh, Mr. Lobdell, Mr. Meyer, Mr. Boettcher, Ms. Johnson, Ms. Babcock, Ms. Houser, Mr. Talford, Mr. Zimmerman, Mrs. Lietz, Mrs. Propson, Mr. Robinson, Mrs. Zimmerman, Mr. Hicken, Ms. Schoenborn

President Alison Wedig called the meeting to order at 8:32 am.

### **State FFA Convention**

Convention Schedule/Activities: Master schedules were handed out.

#### Special Events:

Board of Directors Meeting- 2:30 pm, Monday, June 15, 2015

Day of Service-Hallie, Leeah, and Mrs. Beth Rieth

Administrator Attendance and School Officials Program

Wednesday, June 17, 2015, Session 5, 2 p.m., professional

School Officials Program: potentially Al Hermann, past: Dr.

Evers, Sharon Wendt, strong district administrators,

etc., Wednesday morning, free meal

Parent and Advisor Recognition and Appreciation Lunch

Thursday, June 18, 2015, Session 7 and post-Convention

luncheon—family

Tuesday, June 16, 2015, Session 1—advisors

Convention Assignments/Duties: Advisor assignments were handed out. Section 1 will serve as door checkers, and Section 5 will run the spotlight.

Convention Facilities: The master schedule was reviewed. Potential changes with the talent show and career fair were discussed.

Convention Program: The Convention app will be used this year. Suggestions were made to utilize Aurasma app, and using QR Codes were discussed

Convention Managers: No additional managers were suggested. A few changes have been made based on individuals who have left.

#### Convention Details:

- a. Housing: only 10 rooms available at the new Holiday Inn Express, sign-ups passed around
- b. Meal Functions: overlap with Talent Show makes noise an issue (split into morning/afternoon shows)
- c. Registration: pre-made bags, system to be put in place for tighter security (make sure all are registered/have a button)
- d. Stage Set-up: working with Intela-Sound again
- e. Parking: \$25 flat fee for all chapters

Convention Special Guests/Greeters: Fairest of the Fair, Alice in Dairyland, other State Officers, Dr. Tony Evers, Secretary Ben Brancel

Convention Photography: Empire Photography hired through the Foundation

### **Convention Committee Reports**

Speakers and Entertainment: Alison Wedig and Mrs. Zimmerman presented the following:

Dr. Jermain Davis: finalized

Barrett Keene: finalized

Entertainment: Leeman Parker, \$10 ticket, split cost, need to sell at least 700 tickets, plus pay travel, will send promo materials, ~45 minute show, Minnesota yo-yo friend as an opener—cost would be travel

Maggie Larson moved to accept the speakers and entertainment for Convention. Kaitlyn Owens seconded. Motion passed and sustained by advisors.

Branding Committee: Maggie Larson presented several ideas for Convention branding. Because of the logo reveal, she will work closely with social media. Other suggestions included silicone bracelet promotion, using Aurasma app, temporary tattoos, t-shirts, buttons, and Call to Convention videos.

Maggie Larson moved to accept the branding committee report as presented. Danielle Jentz seconded. Motion passed and sustained by advisors.

Convention Tours: Kelly Wilfert moved to accept the convention tours committee report as presented. Danielle Jentz seconded. Motion passed and sustained by advisors.

Convention Workshops: Leeah Luepke moved to accept the workshop committee report as presented. Hallie Kopczynski seconded. Motion passed and sustained by advisors.

Meals and Receptions: Danielle Jentz moved to accept the meals and receptions committee report. Sally Albers seconded. Motion passed and sustained by advisors.

Courtesy Corps and Seating: Kaitlyn Owens moved to accept the courtesy corps and seating committee report as presented. Ethan Dado seconded. Motion passed and sustained by advisors.

Delegate Operations Committee: Alison Wedig moved to accept the Delegate Operations Committee report as presented. Kaitlyn Owens seconded. Motion passed and sustained by advisors.

Contests: Matt Kortbein moved to accept the Contests Committee report as presented. Kati Kindschuh seconded. Motion passed and sustained by advisors.

PSO Committee: Sally Albers moved to accept the Past State Officer Committee report as presented. Kaitlyn Owens seconded. Motion passed and sustained by advisors.

Special Projects and Decorations: Hallie Kopczynski moved to accept the Special Projects and Decorations Committee report. Sally Albers seconded. Motion passed and sustained by advisors.

A/V Committee: Videos will be outsourced to Premier. Cost will be \$35 per produced minute (outside of contracted videos). Ethan Dado moved to accept the A/V Committee report as read. Maggie Larson seconded. Motion passed and sustained by advisors.

Social Networking Committee: Kati Kindschuh moved to accept the Social Networking Committee report as presented. Matt Kortbein seconded. Motion passed and sustained by advisors.

Open Discussion for Convention Ideas & Recommendations:

Concern over low numbers of State Officer Candidates was discussed.

Options and thoughts on speeding up the sessions were brought up; very few were viable.

Maggie Larson moved to adjourn the meeting. Danielle Jentz seconded. The meeting adjourned at 11:38 pm.

#### **Session IV**

Attendance: Alison Wedig, Ethan Dado, Maggie Larson, Matt Kortbein, Danielle Jentz, Kaitlyn Owens, Sally Albers, Leeah Luepke, Hallie Kopczynski, Kelly Wilfert, Kati Kindschuh, Mrs. Zimmerman, Mr. Hicken, Ms. Schoenborn

President Alison Wedig called the meeting to order at 12:15 pm.

State FFA Convention:

Those present discussed the following:

- Convention scripts
- Reflections
- Entertainment/Dance (neon theme)
- Program Design and Cover
- Button Design
- State Set-up
- Decorations (Stage/Lobby, Theme Items)
- Flowers—Who? What?
- Video Productions
- PowerPoint Presentations (New A/V Equipment)
- Special Invitations
- Awards and Recognition
  - Appreciation Gifts-Judges, Managers, etc.
  - Speaker recognition- t-shirt or sweatshirt for easy travel
  - Special guest gift baskets- Hallie Kopczynski will head up. Each State Officer will attempt to get one donation to contribute.
  - Plaques/recognition for parents and advisors
  - Sponsors' Recognition

- Alumni Recognition
- Meal Functions and Receptions
  - Invocation and greeter assignments
  - Details: Speakers, Programs, Special Recognition, Special Activities
- Convention T-Shirts
- Contests
  - Judges
  - Contest Assistants (contact PSOs)
- Other Events
  - FFA Bucks Incentive Program
  - Cardboard Cut-outs
  - Hall of Stars
  - Band and Chorus
  - Talent Show & Performances
  - Agriscience Fair
  - Special Activities
- Other Convention Items
  - Enforcement of Official Dress
  - Media and Public Relations
    - Media packets
    - Call to Convention video
    - Spring Newsletter and Pre-Convention Newsletter

The meeting was adjourned at 3:00 pm.

Respectfully submitted,

Kelly Wilfert  
Wisconsin Association of FFA  
2014-2015 State Secretary