

Wisconsin FFA Board of Directors Meetings
March 15, 2019 at 8:30 AM
The Clarion, Madison, Wisconsin

The meeting was called to order by State FFA President, Amelia Hayden, at 8:31 on March 15, 2019. Amelia also gave a brief welcome.

Attendance:

Cheryl Zimmerman.....Executive Director
Jeff Hicken.....State Advisor
Amelia Hayden.....State President
Lisa Konkell.....Big Foot Advisor
Sarah Calaway.....State Vice President
Mary Handrich.....Denmark Advisor
Marty Nowak.....Denmark Advisor
Collin Weltzien.....State Vice President
Kevin Whalen.....Arcadia Advisor
Amber Patterson.....State Vice President
Madeline Bode.....River Ridge Advisor
Mitchell Schroepfer.....State Treasurer
Shalynn Domke.....Antigo Advisor
Gaelan Combs.....State Sentinel
Jamie Morris.....Verona Advisor
Angie Midthun-Hensen.....Verona Advisor
Alexis Kwak.....State Vice President
Courtney Deetz.....Prairie Farm Advisor
Paige Nelson.....State Secretary
Katie Christenson.....Ellsworth Advisor
Emily Kruse.....State Parliamentarian
Dave Kruse.....Elkhorn Advisor
Ashley Hagenow.....State Reporter
Andi Cooper.....Rio Advisor
Jillian Tyler.....State Vice President
Katie Reider.....Granton Advisor

Mrs. Zimmerman provided a brief welcome and review of what the meeting would include. The morning would consist of association business, followed by state convention and committee reports and details, and a brief meeting with the state officers.

State secretary, Paige Nelson, directed everyone's attention to the meeting minutes from the February Wisconsin FFA Board of Directors Meeting. Gaelan Combs made a motion to accept the secretary's report as read and Alexis Kwak seconded. The motion to approve the secretary's report passed.

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Next on the agenda was an update from the State Officer Team on recent events which were attended. Mitchell Schroepfer shared that Farm Forum was a different opportunity than state officers usually have since there was more time to interact with members and participate alongside them in the great workshops. Ashley Hagenow covered FFA Week, media outreach went well for each of the officers, each officer was able to attend at least one event with an FFA Chapter, and the Social Media Challenge was successful. Gaelan Combs informed us that five state officers attended the Co-ops YES conference along with about 40 students from Minnesota and Wisconsin. The state officers had the opportunity to present workshops to students about cooperation and teamwork as well. Jillian Tyler gave an update on Eau Claire Farm Show, three officers attended and helped with the FFA silent auction in addition to interacting with members after the CVTC contest as well as supporters and alumni. Sarah Calaway shared about proficiency judging, the state officers helped sort applications and enter data. It was interesting to see the other side of the process. Collin gave an update on National Ag. Day, he attended with Amelia Hayden and took part in advocacy training before going to the hill to visit offices of representatives for about two hours and then heading to the USDA for lunch which included speakers and a reflection. Emily Kruse shared that banquets are going well and the team is looking forward to the upcoming banquets with the first weekend in May being a big weekend for banquets.

Mrs. Zimmerman gave an update on the FFA Center. All of the District Leadership Development Events were completed by February 27th. At this point we are about halfway complete with Sectional LDE which will follow the same procedure as Districts to fill in spots for state. Mr. Kruse asked about students who were doubled up in contests for team and individual events and finding a way to make note of that before sectional LDEs. Mr. Whalen recommended students who have conflicts or need accommodations get moved to early in contests or late. The Band and Chorus Registration and application process is currently through Westby High School, due to issues this year we need to do something different next year and in the future. 348 State Degrees have been submitted to be reviewed (which is 10 more than last year) and appeals will be returned April 1st. Star applications were judged at proficiency judging, we could see some growth in agriscience because there are none for this year and encourage students in agribusiness due to few applications, but there were 17 placement and 13 farmer. Proficiency judging went well with college students, advisors, and sponsors taking part in the judging process. The new state finalist system seems to be working well and information will be sent out to the top finalists soon. With American Degree Applications, the star applications are very down for Wisconsin which is disappointing. These will be reviewed at 212/EDGE. The State Convention Housing and Planning guide is being worked on and sent out as parts of registration are available. There are some upcoming events including CDEs, 212/EDGE, WPS Farm Show, World Food Prize, Envirothon, SOCK Conferences, Convention Workdays, Convention, and Tractor Operator Contests. This year help from others may be needed for the state Tractor Operator Contest since Mrs. Zimmerman and the state officers will be in Washington DC.

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Mr. Hicken gave a brief update on DPI. Right now there have been two retirement announcements and Evansville is planning to add two positions. North Crawford is adding a part-time position and a few other schools are interested in restarting or beginning ag programs. Additionally, the Clear Lake position is reposted to be filled.

The next item of business was an update from the Foundation. Mr. Hromyak shared the campaign this year is seeing a lot of renewals and is at a good spot with being 65 percent toward the goal for this year and they are on track to meet their goal. With the operations manager position being open it is a great opportunity for Mr. Hromyak to learn more. The Foundation has extended three offers, but all have been declined. Report to Mr. Hromyak in mid-April for sponsor changes and updates to convention sessions. This afternoon we will talk more about the sponsor's dinner, concert, and session three. Thank you to all the good things happening and the state officers who have worked at farm shows.

Mrs. Steinbach provided an update from the Alumni. Next year Alumni Convention will take place earlier in the year from January 31st to February 1st. The alumni is looking at revamping the 212/360/EDGE scholarships to be provided to schools instead of specific students. The alumni will be bringing activities and games to 212/EDGE similar to conferences in the past and they will also be hosting their retreat in conjunction with 212/EDGE.

Mrs. Nelson gave a brief WAAE update. WAAE Conference will be held in Lacrosse, so right now they are in a similar place as far as planning for their conference and the State Convention. The WAAE committees are gaining momentum. Thank you to the Wisconsin FFA Board of Directors for supporting Wisconsin Ag Education.

Our next item of business was for the state officers to provide updates on their State FFA Committees.

Emily Kruse provided an update on the bylaws. The changes she made were with the intention to align with national changes this year related to membership. The changes were changing active to student, alumni to adult, getting rid of collegiate, and Honorary Degrees were moved from a membership type to a degree type. Jillian Tyler moved to approve the committee report and Alexis Kwak seconded the motion. The motion was passed by the state officers and sustaining action was taken by the advisors.

Mitchell Schroepfer gave an update on the finance committee. Mitchell was in contact with Mr. Hicken through phone calls and emails to answer questions and concerns he had while he was looking down the line to the next few years. Mitchell believes we are in good hands with Mr. Hicken overlooking the budget. Mr. Hicken added that we are very thankful to the FFA

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Foundation, Mr. Hromyak, and our supporters, if we didn't have the foundation we would be paying high fees for convention, conferences, and other events students attend. Mr. Hicken has the audit available to anyone who would like to see it. There are \$600,000 in CDs, but the auditor says we should work to have a year and a half in reserves. As an Association we are working to find ways to stay in the black but not to get too carried away or exceed too much. If FFA is doing okay, we need to look at what types of projects we can be doing with the Foundation. Looking at the last three years of revenue and expenses 95 percent of association expenses are going back to FFA programming. Amber Patterson moved to approve the Finance Committee report and Jillian Tyler seconded the motion. The motion was passed by the state officers and sustaining action was taken by the advisors.

Mrs. Christenson suggested giving the delegates the document with the expenses where it shows the contributions of the FFA Foundation and the difference they make in our budget.

Alexis Kwak and Jillian Tyler provided the Membership and Marketing Committee report. The opportunity book that was started was handed over to Mr. Hicken as a task and the Star Mission grant that was applied for by the past team will be unused. This year a new recruitment video was in the works to include more FFA members and less of the state officers as well as what is happening in FFA now and the benefits to being a member. Next year's team will need to apply for a star mission grant, the application has been started and ideas are put together for future teams. Ashley Hagenow moved to approve the report and Mitchell Schroepfer seconded it. The motion was passed and sustaining action was taken by the advisors.

Mr. Hicken added that we have about 20,227 members as of right now, which is about 1,000 shy of last year. However, there are about 12-14 affiliated chapters with different trimester/semester start times which were moved due to weather and are being given a grace period to register members. The final number will be available in mid-April. There may also be a few members picked up with the late registration and fee that have been forgotten, however it is a pain for the Association. There is a discussion of raising the late fee to \$25 per late member registration. As far as State Fair is concerned the members technically need to be on the roster by March 1st. We have worked with those students in previous years, but State Fair is more strictly enforcing those rules. Our deadline to nationals is May 15th.

Sarah and Gaelan provided the Awards and Programs Committee report. The spirit sticks for SLWs were FFA manuals signed by the state officers. The state program of activities has been updated for the year. The advisor chairs and scrapbook managers have rubrics and rules for the digital scrapbook and are working on a sponsor because they want it to take place this year at convention. The committee suggested rotating in sectional order for the last number of the year to correspond with the section number. Mrs. Konkel was concerned that there may be a decrease in applications from the specific section during the year that section is responsible for the booth at nationals. Mrs. Konkel asked if there was financing for the booth available. There is

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a few hundred in the budget but usually donations are gathered. Mr. Kruse asked us to think about what the value of Hall of States is. How does Hall of States compete with other things going on at state convention? What is our purpose for being represented in the Hall of States? Sarah Calaway suggested that an entire section could be responsible for it with one lead chapter but everyone working together. Gaelan Combs brought up that this would create a 10-year rotation which might lead to less burnout. Amber Patterson brought up that some chapters only attend every other year which might hurt collaboration within sections. Mrs. Christenson asked when the displays can be taken down? They can be taken down when the career show is torn down. Mrs. Konkol stated that there needs to be an incentive to do the Hall of Stars if it is important to our state association. Amber Patterson inquired about how many people actually go to the booth? Mrs. Zimmerman brought us that it gives us a presence with the other state associations. Mrs. Konkol asked if we need to have people there throughout the day to man the booth? Mitchell Schroepfer asked if we could use the association display or if the association could provide the display. Mr. Hicken shared that he would be okay with taking one thing off the list. Gaelan Combs was thinking about consolidating ideas where we could provide an association booth and run it like courtesy corps where chapters or students sign up for time slots. Emily Kruse asked what we want the students to be doing if it is not their booth. Mrs. Zimmerman shared that we will need to update the booth if the association provides it. Mr. Hromyak shared that we should weigh the opportunity cost and think about what else we could be doing with those dollars. Maybe if we don't have a booth for a few years there will be more interest. Emily Kruse moved to not do a booth at the 2019 National FFA Convention and Collin Weltzien seconded the motion. The motion was passed and sustaining action was taken by the advisors. Mitchell Schroepfer moved to approve the committee report with the exception of action item two and Jillian Tyler seconded the motion. The motion was passed and sustaining action was taken by the advisors.

Mitchell Schroepfer asked if awards will be the same for the digital and traditional scrapbooks.

A short recess was taken before continuing to other committee reports.

After the recess, Ashley Hagenow presented the Media and Public Relations Committee report. As the reporter Ashley has managed the Association Facebook, Instagram, Twitter, and Snapchat pages. The Twitter account is still continuing to gain a following due to the account being lost two years ago. Through the year the state officers have been updating the website with travel blogs. In addition, each state officer has sent out four newsletters. During FFA week the team took turns on snapchat and reached out to local newspapers and radio stations to promote FFA. Each month an FFA chapter has been highlighted in the Country Today. This year Ashley has also worked closely with the Foundation to create videos from the team and of FFA members to share with our supporters. Each Tuesday, one of the State Officers took over the snapchat account to give members a glance into our lives as state officers. Ashley Hagenow has also been working to put the year in review video together for State FFA Convention. Sarah

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Calaway moved to approve the media and public relations committee report and Mitchell Schroepfer seconded the motion. The motion was passed and sustaining action was taken by the advisors.

The Service Committee was the next to present. Paige and Amber shared updates on the committee. The state officers made a goal to do community service projects as a team this year. They made tie blankets as a team to donate to the Ronald McDonald House in Madison and participated in the 10-gallon challenge to donate milk to food pantries in Section 10. At Halftime conference, writing letters to those impacted by the wildfires in California was incorporated into the reflections program. Mr. Mark Kunde is transitioning into the role of organizing the Day of Service at convention along with Melissa Sylte. Beth will still be with us this year to help with the transition of our new volunteers. April is volunteerism month which we plan to promote on social media platforms including newsletters and travel blogs. We would like to organize a volunteer related social media contest or a money drive to purchase FFA Jackets for FFA members. Mrs. Zimmerman suggested promoting the give the gift of blue program during April. Mrs. Konkel suggested to present new chapters or urban chapters from Wisconsin with jackets at State Convention. Mrs. Zimmerman brought up that Pennsylvania has a program where students are given jackets on stage at their convention and to contact them. Mrs. Christenson brought up that she would not want to be recognized on stage for receiving a jacket due to financial need. This could be turned into a contest or application process where students are instead awarded jackets on stage at convention. Switching gears Mitchell Schroepfer brought to our attention that it has been difficult to find an address to send the letters from halftime. Mr. Hromyak suggested contacting the California FFA Foundation. Mrs. Zimmerman updated us that Wisconsin was awarded an \$8,000 grant from National FFA for the Day of Service program at convention. Jillian Tyler moved to approve the report and Sarah Calaway seconded the motion. The motion was passed and sustaining action was taken by the advisors.

Amelia Hayden and Collin Weltzien gave the committee report for the Partners Committee. They have been writing many Thank You cards to donors each month and attended the Foundation Board Meetings. Aided Ashley Hagenow in the creation of short videos with the Foundation to thank sponsors. Amelia has toured some of the businesses who sponsor FFA in Wisconsin. Some of the events coming up are the Culver's Scoops of thanks promotion and a tour at Organic Valley with four of the State Officers. Gaelan Combs moved to approve the Partners Committee report and Alexis Kwak seconded the motion. The motion was passed and sustaining action was taken by the advisors.

There were two items of unfinished business to be discussed:

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Mrs. Nelson provided an update on the Wisconsin Ag Ed Design Project. The Foundation is wrapping up their selection for representatives on the project. A doodle poll is being used to choose a meeting date.

Mr. Hicken provided an update on the Association Liability Insurance. We have a 4-million-dollar plan which would cover two instances at 2 million dollars per year. And are working on a rental portion to cover the Association if damages to a facility take place during one of our events. We are still working on a quote for coverage of the Wisconsin FFA Board of Directors.

There were two items of new business:

Mr. Hicken informed the board no proposals or recommendations were submitted by chapters to come before the delegates at this year's convention.

Mrs. Zimmerman provided an update on Delegate Issues Recommended to National FFA. Provide a handout to show the alignment with the constitution and federal charter. A conference call is expected to take place the week following this meeting between the National FFA Board of Directors and the USDE to discuss more about how the partnership between the two will look and what roles each will have. The USDE will have a seat on the board of directors and have until July 15th to make a recommendation.

We continued into the second session of the meeting which covers State FFA Convention.

Mrs. Zimmerman lead a discussion on the vision of State Convention. The planning process began in December and the State Officers have been working on their committees. The board then took a few minutes to brainstorm words that describe our vision for convention. Some of the words brought up included: inspired, motivated, connections, member focused, engaging, professional, educational, appreciation, safe and secure, fun, welcoming, seeing the scope, and a few others. The Board of Directors is a very important piece to making sure convention runs smoothly. Mrs. Zimmerman briefly ran through the schedule. State Officers will arrive Saturday and begin working through scripts. Sunday the team goes out to brunch in the morning and is able to move into the convention hall, rehearse, and set-up. Monday is last minute preparation and organizing awards. There is also a meeting at 2:30 with advisors to review their roles. State Officer elections begin. Rally to Fight Hunger and Day of Service are also taking place and Reflections take place in the evening. Paige Nelson asked when the National Officer will be speaking. The new state superintendent will be speaking in session 5 the secretary of ag and DNR are also possibly speaking. An invitation has been extended to Governor Evers. During session 3 the FFA Foundation provides greetings, in session 4 the alumni gives greetings and WAAE, and Wylie gives his keynote in session 1. Layni will give greetings during the first session. Mrs. Christenson asked if State Officer introductions could be moved from the 4th session. Mrs. Zimmerman explained that it was moved so there was less time between the intros and

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delegate round. Jillian Tyler suggested watching the times of Star interviews because Wednesday morning can be crazy if candidates are also a Star finalist. The introductions will be staying during the 4th session. The Administration Recognition will take place at the 2 p.m. session Wednesday. Once the registration is up, please include the admin from your school. Parent and advisor recognition, the advisor recognition takes place during the first session and family recognition takes place on Thursday with lunch for state officers, their family, and advisors to follow after session seven.

Next we briefly reviewed the assignments and duties for advisors at convention. There was a packed provided with assignments where judges are helping host contest, chaperoning events and more.

Our next item of business was to discuss the concert. The contract with Chris is expected to be signed next week. Mr. Hromyak added, Culver's is sponsoring the concert as a convention partner and the concert will be a branded event. All tickets will be ordered through convention registration. The tickets sold on site will require a button and a button and wristband will be required for entry to the concert. It was suggested to order customized wristbands since Culver's wants their names on the "tickets" and wristbands will serve as tickets. Mr. Kruse suggested having advisors at the doors to serve as security. Mrs. Esser wants a game plan developed to mitigate random people walking in to purchase tickets. She suggested the ticket sales need to be through advisors even if they are on-site sales. Ms. Handrich suggested locking other extra doors to the facility so entry points are limited.

We moved on to discussing the program. It was suggested to add bios for the speakers such as Wylie and Layni as well as Chris. Mrs. Christenson asked if the rooms of contests could be listed after the judges for that contest in the program where they are all listed.

Various convention details were the next item to be discussed.

Convention housing for chapters and families was provided to be completed by the state officers and advisors.

Parking is included in the registration costs, so there is no increase in price.

We reviewed the meal functions. Look at other meal options for Tuesday. If advisors want delivery food they have to have it delivered to the hotel since outside food isn't allowed in the convention hall. The state officers think more vendor options are needed. Gaelan Combs suggested finding food trucks to park outside. One concern is that our convention isn't big enough. Mrs. Esser suggested working with the chamber or convention bureau to organize a Food Truck Rally in the parking lot during our convention.

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There are no major changes to the stage set-up.

We need to work to publicize and enforce proper official dress.

There will be several special guests and greeters including the Wisconsin Secretary of Ag, Alice in Dairyland, possibly the governor, among others.

At 11:38 we took a recess to eat lunch

The meeting was called back to order at 12:49

Next we moved on to convention committee reports.

Amelia Hayden and Mrs. Zimmerman provided the Speaker and Entertainment Report. As mentioned earlier in the meeting Chris will be our entertainment along with a dance the following night. There will also be numerous people speaking and giving greetings at meals and sessions.

Paige Nelson and Jillian Tyler provided the Workshop Committee Report. Currently there are 17 confirmed workshops for convention. Leading up to convention titles and descriptions are still being gathered along with speaker bios. There are plans to promote workshops by posting them to the website as well as Facebook and in newsletters. During workdays binders will be assembled for each workshop and each of the managers. Additionally, there will be a google form available as an option for students to digitally submit their evaluations.

Mitchell Schroepfer presented the report for the Tours Committee. Mitchell provided a list of 10 tour locations with two of them being alternative options and mentioned the Vet School was stressing they would like students who have an interest in becoming a vet student. Mitchell is working on finalizing chaperones and busing as well as putting chaperone binders together. The board also needs to approve the locations as well as extra costs associated with a few of the tours. Mrs. Zimmerman asked if there were any potential biotech related tours such as Promega. Mr. Shank asked if we could find more options for students on Monday of convention? Mrs. Christenson asked if the costs right now are \$1.50 or \$15? Right now the bus cost isn't known so it will be added later. A few advisors asked if the zoo could be bumped back later in the day.

Collin Weltzien gave the Meals and Receptions Committee Report. He contacted the past chair to review past recommendations and information. He has also been in contact with the speakers. It has been confirmed that Bob Bosold will be there to MC. Items that need to be worked on are contacting the meal managers, state officer assignments, updating scripts and

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programs, organizing manager binders, and working with decorations committee on centerpieces.

The Special Projects and Decorations Committee Report was given by Jillian Tyler and Sarah Calaway. They are waiting on materials from last year's chairs. Jill has been in contact with Shallows Nursery regarding the plants for the convention hall. They are working on a plan to incorporate the paper chain from Halftime Conference in their decorations. There are plans to use the Wisconsin board the 06-07 team made. They are also exploring ways to incorporate 50 years of women into the decorations or a display as well as 90 years of Wisconsin FFA. Collaboration with Ashley Hagenow for a scavenger hunt during convention.

Gaelan Combs provided the report for Courtesy Corps and Seating. Gaelan took input from past years and teammates into consideration to update and make Courtesy Corps more efficient. Gaelan has created a new application which will be available on the website with registration. At convention there will be a feedback form to gather information and then hand off to the new sentinel. Most of the work for seating will take place at convention workdays.

Amber Patterson and Sarah Calaway gave a report on the Contest Committee. This year the scrapbook contest will be adding a digital category. They would like to see more participation in the Ag Artwork Contest. Mrs. Zimmerman is checking in with Dr. Graham on the test for Parli Pro.

Amelia Hayden provided an update on the Delegate Operations Committee. Amelia needs to narrow down the list of delegate committees to about 10. Mrs. Zimmerman did add there could be more than 10 committees for delegates. There was a suggestion to include more information in folders for each specific committee on their topic to give them a better understanding for better discussion. Mrs. Konkel suggested a committee related to asking students how we can keep them more engaged and involved right after high school. Other suggestions included: How to share resources like for LDEs. State Officer Candidate Process – What do students find valuable and how do they want to be prepared. Mrs. Esser suggested gathering feedback from students on why their chapter is more male/ female dominated. State the committees and points in a question form. Amelia is planning to create an electronic feedback form to more easily hand down the information to the next president. We are looking at ways to update the enrichment training. Jillian Tyler suggested webinar videos that are helpful and inspiring/ motivating. Mr. Kruse asked, what we want students to get out of training and suggested having the committee chairs selected beforehand. We could do this with an advisor recommendation for which students they feel would be exceptional chair people. Amelia added she is collecting student emails and plans to explain how important their role is as a delegate and they have the final say.

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Emily Kruse provided an update on the Past State Officer Committee. Emily received the updated PSO list from Mr. Hromyak. She is in the process of confirming with the 25-year team, updating the PSO list, working on the PSO video, and finalizing the letter and invitation to PSOs for the reunion event.

Alexis Kwak gave the update on the AV Committee. This committee mostly works to create the videos for convention such as theme, run-in, count down, etc. The countdown video will be modes of transportation. Aaron is helping make the videos.

Social Media and Convention Public Relations and Pre-Sessions Committee Report was given by Ashley Hagenow. Ashley is putting together Kahoot games to be used during pre-session time at convention. She is also working with Mr. Hromyak to create a snapchat filter for convention and also the concert. There is also a scavenger hunt in the works to take place during convention as well as a twitter live feed to be displayed, updates to the Facebook page, and a social media challenge for members.

Alexis Kwak moved to accept all of the convention committee reports. Sarah Calaway seconded the motion and sustaining action was taken by the advisors.

There was more discussion about possible recommendations such as including workshops or opportunities for students to learn how to judge goats, contacting CVTC and Southwest Tech about their portable labs, the Spudmobile, creating stations throughout convention with PSOs and ag teachers to help students start their proficiencies, resumes, cover letters, etc. Mitchell Schroepfer suggested including more short 30 second clips during pre-session to limit the number of times we see the same video throughout convention. Ms. Deetz shared, she would like to see the year in review video become more member focused than state officer focused.

Our June meeting will be held in Madison at the State FFA Convention on Monday, June 10th.

Emily Kruse moved the adjourn the meeting and Alexis Kwak seconded the motion. The motion passed and sustaining action was taken. The meeting was adjourned at 2:07 p.m.

Respectfully submitted,

Paige Nelson
2018-2019 Wisconsin FFA Secretary

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