

**WAAE Executive Board
Minutes
1-5 & 6-07**

- I. The meeting was called to order by Jerry Wendt at 1:07 p.m.
- II. Introductions were made. Those present included Jerry Wendt, Ralph Johnson, Keith Gundlach, Dick and Linda Aide, Larry Plapp, David Kruse, Marty Nowak, Becky Wirkus, LeRoy Miller, Jeff Zobeck, Jeff Meske, Peter Brandt, Joe Heinbuch, Arlaina Meyer, Dale Rosen, Jay Kennedy, Diane Runde, Brian Kast, Glenda Crook, Bridgett Neu, Troy Lobdell (sitting in for Section IV reps), and Peter Hoffman. Those who joined us later included David Friend and Jeremiah Fredrickson. Linda Burton joined us on Saturday.
 - A. Jerry Wendt had Ralph and Keith remind members of the purposes of WAAE.
 - B. Jerry then read the cards that people filled out regarding their “passion” and then they introduced themselves and gave updates since our last meeting when we filled out the cards.
- III. Approval of Agenda
 - A. Diane Runde moved to accept the agenda with flexibility, seconded by Brian Kast, motion passed.
- IV. Approval of Nov. 11 Minutes
 - A. Keith Gundlach moved to approve the minutes as printed, seconded by Diane Runde, motion passed.
- V. Financial Report - Richard Aide
 - A. Dick asked the members to look at the financial pages in their folders. He then discussed the finances and the budget with the board members.
 - B. Dick then asked if anyone had any questions. He informed the board that some money may need to be taken out of reserves. There have been two extra expenditures due to the CAERT program and a special display for PR.
 - C. Marty Nowak moved to accept the financial report, seconded by Becky Wirkus, motion passed.
- VI. Membership
 - A. Membership Graph - Dick Aide
 1. Dick discussed the membership graph with the board. We have gained 8 members since the November meeting. We are down in numbers somewhat from past years. Dick encouraged vice presidents to try and recruit those who paid last year but haven’t paid yet this year.
 - a) Jay Kennedy asked what incentives we have to get people such as Dr. Lake or Dr. Sheldon to join. Discussion followed Dick reminded board members to have him remove names as needed. Jerry said that a good task for work session tonight would be to brainstorm a list of reasons why membership in WAAE is import. Jay Kennedy, Dick Aide, Peter Hoffman will work on this list.
 2. Dick then discussed student and associate membership
 - B. WAAE Committee Membership - Ralph Johnson
 1. Ralph passed out the current membership for committees and discussed.
 2. Need for statewide mentor-mentee committee discussed. Ralph Johnson moved to establish a statewide mentor-mentee committee, seconded by Keith Gundlach, motion passed. Discussion of the mentor-mentee program was discussed with the group. Bridgett told the board about the mentor training and how she has tried to offer workshops at various WAAE activities.
 3. Ralph said that it also has been suggested to him that we have an international ag committee and a resolutions committee.
 4. Board members were asked to recruit a member from their section to work on the new mentor-mentee committee.

C. NAAE Convention

1. Everyone who attended the convention reported on the activities they attended. Very positive comments were given regarding the activities, workshops, speakers, and events of the convention.
2. Jerry Wendt discussed what we can/cannot do regarding campaigning for a candidate (Paul Larson for president-elect) and better guidelines need to come from NAAE regarding this issue. If we have a candidate in the future, we need to discuss our strategy better as to getting someone elected.
3. Next year's convention is December 11-15 in Las Vegas.

D. AgEd Task Force - Keith Gundlach

1. Keith passed out information regarding the task force and regarding a bill that is coming up in the Legislature. AgEd Task Force is working closely with Farm Bureau on this issue and also with the DPI on the wording of this bill.
2. Keith asked members to read this information closely this evening and bring up questions tomorrow as needed. Paul Larson has done much of the work on this through the AgEd Summit meetings.
3. It was discussed that WAAE will have to be proactive and advocate for the position proposed in the bill. Dave Kruse asked that this board put together some talking points for our members to use in advocating for this.
4. Paul Larson and Keith Gundlach were thanked for all the work they have done on this project.

E. Branding Project - Jerry Wendt

1. Jerry reported on the meeting held at Mauston on the Branding meeting. Importance of including all members of Team AgEd. Common threads were identified: better communication among all members of Team AgEd needed, who is part of Team AgEd, how can the team work together, importance of a central web page or pod where everyone can go to check on what is being done, avoiding duplication of services, try to develop an image of ag ed that people will recognize (such as golden arches of McDonald's) - this is the biggest struggle of this group as ag ed is so diverse.

VII. Old Business

A. WAAE Newsletter - Dick Aide announced who needs to do articles for the next newsletter and asked to have them emailed to him by Tuesday.

1. Diane Runde and Brian Kast mentioned that they have not seen the WAAE newsletters on the website. Discussion followed. Newsletters have been done and should be posted.

VIII. New Business

A. DPI/WAAE Spring Inservice - Jeff Hicken

1. Jeff said that the DPI will not be able to be a part of the spring inservice.
2. Jeff said that the feedback from the fall inservices was very positive. The DPI should be able to still sponsor the 2007 fall inservices but then the policy may change as the Perkins Funding is changing. Goal for Fall '07 will be to have no more than 7 inservice meetings and to have them during the 2nd and 3rd weeks of November. The vice presidents will need to start planning during the professional development conference in the summer so that dates and places are in place in plenty of time. Be thinking of ideas for presentations, etc.
3. Dick suggested that all vice presidents get a site selected before the professional development conference so it can be announced at that time. Tech colleges and CESA's are good places as Internet service is needed at the site.
4. Discussion occurred regarding ideas for the spring inservice. Sections holding a spring inservice will hold them after school and ideas were given. Several sections said they will definitely want to hold a spring inservice.

5. Jeff Hicken reminded members that they should not use the term FFA in their summer school work as by law, organizations cannot be part of summer contract. You must use words such as SAE, horticulture and landscaping, etc. It must be related to instruction and not extra curricular or organizational areas. Question on how to identify state FFA convention; suggestion to use as leadership. Don't mention county fairs either. These count as exhibitions and by law are not allowed as instruction. List it as SAE for livestock, etc. You have to be instructing for it to count. Creative wording is important; relate more things to SAE.
 6. Jeff passed out some handouts for the attention of the board. Representatives from CAERT will be here for an hour presentation and all board members are asked to attend this presentation.
- B. WACTE Convention will be held on February 28th and March 1st and 2nd in Appleton at the Paper Valley Hotel. There are some very good workshops and tours being planned. Jerry Wendt listed some of them and encouraged WACTE/WAAE members to attend. WACTE will allow members to register and attend for the cost of the early bird registration. Jerry will be allowed to make some comments at their convention. Jerry said that they do have an excellent webpage and a lobbyist who works for them.
1. Discussion of having a booth at their conference. LeRoy Miller suggested a trade: we have a booth at their conference and we allow them to have a booth at our conference. Jerry will suggest this to WACTE and see if this can be worked out.
- C. FFA Alumni Convention
1. FFA Alumni Convention will be held at the Cranberry Lodge in Tomah on February 9-10th, 2007.
 2. Jerry asked for someone to attend the convention and present a thank you to them for all they do for our local programs. Glenda Crook will do this as Jerry is unable to attend the convention this year.
- D. Sections 3-4 and Sections 5-10 are reminded that a new representative for the FFA Center Board will need to be elected at the Summer Professional Development Conference.
- E. Candidates for President-Elect:
1. Those who expressed interest in this office included: no one expressed interest in running for this position at this time. Jerry encouraged all those eligible to reconsider.
- F. CAERT - Board members attended the CAERT presentation on Saturday morning and then reported for the board meeting. Brief discussion about the presentation among board members.
- G. Executive Director Search - Ron VonGlahn
1. Ron said that he needs three main things from the board: job description, salary guidelines, process of job interviewing. He passed out minutes from last meeting of director search meeting for the board's review.
 2. Brian Kast moved to approve the work of the executive director selection committee as to job description, seconded by Becky Wirkus, discussion followed. Motion passed.
 3. David Friend moved to approve the salary package as recommended by the executive director search committee, seconded by Jeff Zobeck, discussion followed. Dick Aide spoke to the amount being presently paid and he stated the amount being offered is too low and he discussed why. Discussion on this issue followed. Jay Kennedy moved to amend the motion to offer a salary package of \$13,000 to \$20,000, seconded by Ralph Johnson, discussion followed. Larry Plapp moved to amend the amendment to say \$20,000 to \$22,000. Motion died due to lack of a second. More discussion

followed. The motion as amended failed. Peter Brandt moved to amend the main motion to offer a salary package of \$17,000 to \$20,000, seconded by Brian Kast, discussion followed. The amendment as moved by Peter Brandt passed. The main motion as amended passed.

IX. Reports

A. Past Presidents Committee - Ron VonGlahn

1. Ron said that in regard to the resolutions committee, the past presidents feel that the committee has been dropped as their function was not necessary and it should be left at that.
2. The past presidents feel that there needs to be better communication to the membership. Vice presidents should be sure to keep in touch with their sectional members through newsletters and email newsletters are good.
3. Ron thanked the executive directors and board for all their work; this thank you came from the committee.
4. Issue of not running for president elect: Merle Richter commented to the board on this issue. He stated that he realizes all the time constraints put on everyone but we have an excellent ag ed family and it comes from the leadership we have so he asked everyone to reconsider their thoughts on running for the president of WAAE. He spoke of his experiences in his leadership roles in WAAE and NAAE. Jenifer Bos also commented on her experience in a leadership role as a young member and also encouraged the board members to consider taking on the leadership role as president of WAAE. She complimented everyone for serving on the board. Dan Kvalheim also added his comments on serving as leaders for WAAE. Ron VonGlahn also emphasized the value of serving as president of WAAE. Keith Gundlach added that this is a critical time in the promotion of Ag Ed and WAAE needs people to follow through on many of the issues that have been started who have been in on the start of these issues. Jerry Wendt added that all the board members need to think of the future as they consider leadership roles.

B. FFA Foundation - George Koeppe

1. George reported that he is happy to serve on the Foundation board. He reported that a new office helper is in place at the Foundation and this is working out well.
2. George reported that the Foundation has had a very good year financially. The Foundation is looking for a new investment firm to handle the investments as they felt the past firm was not showing good enough returns.
3. \$22,500 will be invested in the CAERT project. It is hoped that each ag department in the state will be able to have at least one CD with this investment.
4. Golf Outing: George talked about some new ideas for the golf outings and he stated that the golf outings have been a great fundraiser for the Foundation.
5. George talked about the Foundation looking for ways to tap into potential donors that surely exist such as parents, grandparents, etc. who have had children and grandchildren in FFA and are supportive of the FFA program.
6. Working on new website for the FFA Foundation.

C. UW Platteville - Dr. Mark Zidon

1. Dr. Zidon passed out a report of what is happening in ag ed at UW Platteville. He discussed what is going on the field of agriculture and what the main emphasis is on. Enrollment is increasing and the school is also working on recruiting from Iowa and Illinois as UWP is so close to these states.
2. Linda Burton asked if the universities are doing anything to address the issue of retaining ad ed majors in the field. Dr. Zidon talked about what is being done in this area and he said more needs to be done to address this issue.

D. FFA Alumni - Joyce Gust

1. Joyce passed out a report and talked about what has been happening the past six months.
2. Joyce invited everyone to attend the state convention Feb. 9-10. She also invited everyone to attend the Bucks game on Feb. 14 where \$5 of every ticket will go to the FFA Foundation.
3. Joyce discussed the Washington Leadership scholarships and told the members when rosters, etc. are due.

E. Mentor/Mentee Report - Bridgett Neu

1. Bridgett said that she gave most of her information yesterday at the meeting.
2. She reminded the board that training will be offered at the PDC and at the Halftime conference and call her anytime with questions. We presently have 45 mentors working with new teachers. There will be work with the PDP at summer conference (professional development conference).

F. NAAE, etc. - Paul Larson

1. Paul expressed his thanks to WAAE for all they have done in his run for NAAE president elect.
2. Paul said that even though his run for president elect wasn't successful, his chance to say what he feels is important for the direction of NAAE is very meaningful to him.
3. Paul also emphasized to take every advantage of what is offered in leadership in WAAE and beyond. He also said to be sure to thank their administrators for their support of their work and time in WAAE.

G. FFA Center - Cheryl Zimmerman

1. Cheryl thanked the board members for bringing students to the conference. 301 students are in attendance at the conference. The hotel staff have been very accommodating to work with.
2. Cheryl passed out a report and discussed various items including affiliation fees, financial status, FFA Center operations, Perkins funding, the summer position for the FFA Center, and the projects happening in FFA at the present time.

H. UW River Falls - Dr. Jim Graham

1. Dr. Graham passed out a report and discussed the items with the board.
2. Dr. Graham reported on the students in the aged program. There is an increase in the number of students completed the MS program. 78 current undergraduate students in the program.
3. Highlights of the past year were given including updates on the faculty and what they accomplished the past year.

X. Professional Development Conference

A. Committee Meetings - Dick discussed the problem of how to get all of our members involved in the committee meetings. He asked if anyone had any good ideas. Conflict on Tuesday with the post-secondary members. Conflict on Wednesday with the 20 year banquet and those off campus for the two day workshops.

1. Discussion of having committee meetings on Monday at the time of the sectional meetings. Then the problem occurs on Tuesday of when to have the sectional meetings. Luncheon time doesn't work out because the post secondary instructors have their own program during Tuesday luncheon time. The post secondary vice presidents were asked to see if they can move their awards program to a breakfast program (possibly Wednesday breakfast) and report back to the board.

B. Theme Ideas: Bridgett read a list of theme ideas to the board that have been suggested.

1. Jay Kennedy moved to have the Pirate and Treasure Theme for PDC for 2007, seconded by David Friend, motion passed.

- C. Speaker: Suggestion of previously proposed keynote speaker is not possible as he will be in Europe at that time.
 - 1. Brian Kast suggested the Region III speaker who is from Iowa and is very good. He will contact Lloyd Hardy who knows his name, etc. and this information will be passed on to the board for consideration
- D. Workshops: Bridgett passed out information on the workshops that are presently lined up for PDC. She said the board should take this information home, look it over and email any comments and suggestions back to her.
- E. Registration: All materials such as hotel registration, conference registration, etc. will be electronic this year. A postcard reminder will be sent when it is time to register for conference. You will not receive an envelope for the hotel registration this year; you will need to register online.
- F. Sponsorships: Bridgett discussed that she has developed a letter and some materials to solicit sponsorships for some of the award plaques, etc. This material will be available for any board members who might know someone who they can solicit scholarship funds from.
- G. Special Year for WAAE Conference: Dick Aide announced that this is the 90th year for our Professional Development Conference and he asked the board if they want to do something special for this conference. He suggested that perhaps we want to have a committee of 3 to 4 people to brainstorm some ideas and bring a report to the April meeting. A program or recognition during the banquet? Tie the 90 years into the theme? Special biographies in the program?
 - 1. Theme/Banquet Committee: Jay Kennedy, Diane Runde, Glenda Crook, Jerry Wendt, and Section X Banquet committee.
- H. Reception After the Banquet: Idea of looking into Comedy Sports. Bridgett looked into this and found out that 3 person, 45 minutes is \$650. Linda Burton commented that she just enjoys the time to visit with other ag teachers and others were nodding in agreement. Casino event was suggested and investigation was found that this costs \$3000 to \$5000 dollars. Many felt that just 45 minutes of Comedy Sports would draw people in to the social and then they would still have plenty of time to visit and converse after the Comedy Sports is finished.
- I. Tenure Awards: Dick asked members to check the tenure list in their packets and report any changes needed.
- J. Section IV is in charge of door prizes.
- K. Keith Gundlach is in charge of securing prints for the fund raisers.
- L. Jeff Zobeck will contact the chairperson of the Silent Auction.
- M. There will be assignments at the April meeting regarding award presentations. You will need to have your portion of the banquet script written before you come to conference in June and there will be a rehearsal for banquet on Sunday night at 8 p.m.
- XI. The meeting adjourned at 11:55 a.m.