

**Farm Management Education Team**  
**Stevens Point Extension Office**  
**19 April 2000**  
**11:00 am – 3:00 pm**

**Attending:**

Tom Anderson, Arlin Brannstrom, Dennis Cooper, Bob Cropp, Lee Cunningham, Gary Frank, Ken Harter, Matt Jorgenson, Randy Knapp, Joy Kirkpatrick, Tom Kriegl, Lee Milligan, Mark Purschwitz, Craig Saxe, Cheryl Skjolaas, Nate Splett, David Trechter, Jenny Vanderlin, Dave Williams, Ken Williams

**Summary:**

After an initial breakout session for each workgroup (Financial Management & Analysis, Management Education Development and Delivery (MEDD), Farm Business Arrangements & Farm Transfers, Cooperative Management) reports were given as to their progress thus far. Each working group also reported on their goals/objectives for 2000 along with respective budget requests. The team's Plan-of-Work, Evaluation and 1999-2000 Budget were reviewed. Discussion on whether or not the FMET team should sponsor a booth at FPDs in the *Farming...The Next Generation Tent* was discussed and vetoed. Future Team meetings were scheduled.

**Minutes:**

Dave Williams passed out copies of the Team's Plan-of-Work that is currently on the Internet (<http://cf.uwex.edu/trsprod/login.cfm>). Dave presented an overview of the POW as well as the Evaluation plan for the team. Dave also gave a quick explanation of how to do the evaluation and offered to help each workgroup with their intended outcomes.

**Financial Management Workgroup:**

- AgFA, Version 2.3 will be released 4/24/00.
- Gary announced that programmer George Rice would be leaving as of 15 May 2000. Randy Gregory will remain on the project.
- Changes in the AgFA program, since our last meeting were demonstrated. The workgroup discussed the latest design of the program and had suggested several changes in the drop down lists that are part of the enterprising section of the program. The reports were previewed and were generally received favourably.
- Data from Lakeshore & Fox Valley Farm Management Associations as well as data from the Grazing Survey is currently being massaged for input into AgFA.
- A budget report thus far was given for AgFA's development, implementation and sustaining the program. The need for obtaining monies elsewhere was brought up.
- Gary commented on an AgFA Advertising Campaign put together by three students in Ag Journalism 431 on the Madison Campus. Campaign had poster ideas, a radio script and a print advertisement.
- Nate S. reported on a proposal submitted to WMMB for the marketing and implementation of AgFA.
- The new AgFA logo was passed around. Comments welcomed.

**Management Education Documentation and Delivery (MEDD):**

- An evaluation plan and impact indicators developed by the MEDD evaluation sub-work group was introduced by Cheryl Skjolaas and discussed. This plan will be submitted for inclusion in the Team's Evaluation.
- Nate Splett outlined a new concept, adopted by the MEDD group, of management education in UW Extension ANRE. This vision is to have UW Extension represent excellence in management education in the state and beyond for our teaching/facilitation expertise and curriculum. Individuals, associations and businesses will hopefully recognize this expertise and leadership and look to UW Extension for their management education needs; furthermore the instructional philosophy and goals of *AgVentures* and management education are to be one and the same. Nate will take leadership on this new concept
- Jenny Vanderlin and Nate distributed an example of a folder they are proposing to use as a marketing tool. The folder format permits marketing the entire *AgVentures* curriculum as opposed to individual modules.

- Jenny and Nate introduced the concept of an identifying watermark which would be integrated into all marketing and program materials. The, watermark, reflective of the business management focus of the program still needs to be identified.
- A policy for use of *AgVentures* materials outside of Extension was sent out via email to county faculty and specialists. The main concern behind this policy is for “appropriation” without acknowledgment by commercial interests and other educational institutions within and outside of the state
- Jenny announced that a second facilitative learning workshop will be held May 23. Tom Anderson and Carl Duley have agreed to work with the same inservice facilitators used last fall to assist in insuring relevance to the needs of our group.

### **Distance Education Sub Team**

- Arlin Brannstrom reported that there were fifteen total sites, 8 in Wisconsin, that signed on to the pilot internet presentation of the School for Beginning Dairy Farmers. There was some fall off in participation over the course of the program, but it ended with 8 to 10 participants.
- Arlin sees great potential for using electronic media in distance education in 3 formats:
  - Synchronizing programs presented on campus with distant audiences in real time through use of streaming video technology over the internet
  - Transcribing archived video taped programs to streaming video for transmission over the internet in other than real time
  - Development of materials on CD, such as narrated Power Point presentations and case study/testimonials which can be used alone or to supplement printed publications by distant learners
- Availability of resources to continue development will be a challenge.

### **Human Resources Management Sub Team**

- Report on the recent Hispanic labor programs were given by Tom Anderson and Lee Milligan. The Kaukauna program drew about 90 farm employers and 70 Hispanic farm workers. About 30 to 40 attended the program at Arlington. Both programs were very well received. by the audiences. In the evaluation, a continuing need expressed was for Spanish language training for employer/managers.
- Lee mentioned that issues of concern at the Western district program held last fall were also language training in addition to the legal issues involved in hiring Hispanics and understanding cultural differences between employers and Hispanic employees.
- It was noted that Carl Duley is seeking funding for a program related to language and understanding cultural differences of Hispanic farm workers.
- Dennis Cooper reported he is working on replicating a New York survey of multicultural farm workers in Wisconsin. He requested input from those who have been involved in Hispanic programming.
- He reported that the major programming thrust of PDPW is in human resource management, targeting Hispanic labor this year. They have scheduled a two day conference on the topic in December in Stevens Point.
- The 4-State Farm Labor Management program was not held this year. Dennis (and Wisconsin) is no longer involved with the group that has organized that program in the past.

### **MEDD work group 2000 Goals**

- to continue educating farmers on management issues of strategic planning, financial management, human resource management, risk management, and business arrangements and farm transfers through the *AgVentures* curriculum
- to provide ANRE faculty and staff the opportunity to develop and enhance facilitative learning skills

### **Farm Business Arrangements and Farm Transfers**

- Joy K. reported that this group has been in existence for approx. 3 years. Members include not only UW-Extension but Vo-Tech farm business instructors, DATCP & Farm Credit Services. Gwen Garvey, DATCP is co-chair.
- This working group held 99 workshops on Farm Business Arrangements across the state.
- The FBA working group will be co-sponsoring the *Farming...The Next Generation* Theme Tent at Farm Progress Days in July. They have received money from the Agri-View for marketing purposes. A series of panel discussions will be featured on Communications, Financial Information & Farm Transfers. Specialists

in the industry and extension along with farmers will make up these panels. Another feature in the tent will be *Specialist in your Corner* where participants at FPDs can stop by and ask questions on a specific topic.

- It was noted that the *AgVentures* Business Arrangements and Farm Transfers curriculum needed to be revised and updated.
- With the retirement of John Ambrosius the need for specialist support in this area was noted. Suggestions are welcomed.
- Joy K. reported that they hoped to use data from a recent PATS survey to gain insight on recent transfers, etc. and gain information in regards to the need of workshops, etc.

#### **Cooperative Management Workgroup:**

- David Trechter reported on the workgroups activities
  - ✓ Educational Outreach Efforts
    - Board of director training – 4 sessions offered around the state with 48 directors attending.
    - Board Chair and CDO Conference – LaCrosse meeting with 47 attending
    - Value-Added Agriculture Conference – Eau Claire meeting with 200 attending
    - Board training for AMPI board (April, May, September 2000)
    - Extension In-Service Training (Postponed)
    - Educational needs-assessment being done jointly with UWCC, CDS, WFC, and MAC
  - ✓ Technical Assistance Efforts
    - Working with 3-4 sustainable woods cooperatives throughout the state
    - Working with several commercial kitchen cooperatives throughout the state
    - Working with a sheep milk/cheese cooperative
    - Working with a cooperative of emergency medical suppliers
  - ✓ Applied Research Efforts
    - Board training needs and strategic planning processes (Hughes with NDSU and MTSU)
    - Co-op diversification as a tool for rural development (Hughes)
    - Dairy co-op equity management (Hughes with U of MO)
    - Equity mgmt in WI co-ops (Cropp-Trechter)
    - Co-op structure for dairy production (Cropp with ISU)
    - Member loyalty factors (Trechter with U of MN)
- David reported that the workgroup is currently reviewing it's goals and evaluation plan for the upcoming year.

#### **Farm Management Education Team Budget, 6/10/99 – 3/27/00:**

- Gary Frank passed out the Team Budget for 6/99/00-3/27/00. It was reviewed and accepted.
- Lee Cunningham reported that each team will be given \$5,000 for the 2000 year. Each team will also receive money for two face-to-face team meetings (this does not include the all Faculty/Staff Conference in October). He also reported that ETNs and Conference calls for team communication will be covered beyond the \$5,000.
- Team Leaders will review requests made by each working group and allocated money accordingly.
- Discussion ensued on how best to report team budget. It was decided that money received outside of extension should be listed. Workgroup leaders should submit this information to Bob Cropp, Pepin County.

#### **Projects for consideration of funding support through the FMET budget**

##### **MEDD Group (in no priority):**

- facilitative learning skills inservice
- Spanish language skill development in faculty
- distance education project development
- development of *AgVentures* marketing materials

##### **Farm Business Arrangements and Transfers:**

- Family Farm Transition Workshop (Professional Development) – funding for 2 people to attend.

##### **Cooperative Management:**

\$1,000 to support an agent in-service training on cooperative/collaborative models being schedule for September. The intended audience would be ANRE, CNRED and other interested county faculty.

### **Farm Progress Days Booth**

Jenny Vanderlin announced that the FMET team (specifically the MEDD group) was approached to have a booth set up in the *Farming...The Next Generation* Theme Tent at FPDs this year. At a recent ETN the people presented had voted that this was a good idea. Upon further discussion it was decided that the Team would not be responsible for a booth in this tent and that special projects of the Team: AgFA and *AgVentures* would be hallmarked at the Center for Dairy Profitability booth in the Progress Pavilion. Jenny will be soliciting people to help out covering the booth. Joy Kirkpatrick will inform Jeff Key and Jack Trzebiatowski.

### **Next FMET Meetings:**

15 September 2000, Stevens Point

19-20 October, Reedsburg (all faculty/staff conference)

April 2001, Stevens Point

Jenny Vanderlin

Ken Harter

Recorders