

**Convention 2020 Committee Meeting Minutes**  
**Sunday, October 14, 2018**  
**Sons of Norway Lodge-Stoughton**

Attendance: Darlene Arneson, Nick and Janet Schneider, Gene Hetebrueg, Amy Voigt, Jack Ellickson, Dan Ziegler, Rudy Kaderly, Dennis Jesberger, Barbara Lowe, Rae Nell Halbur, Nick Lowe, Larry Lader, Jim and Mary Check, Gaelan Combs and Joyce Gust.

Mark Ladsten and Rae Nell Halbur called the meeting to order and introductions were made.

Fundraising- Gene Hetebrueg is the co-chair and will be working with Janet Schneider and Cheryl Steinbach to make sure all previous state-wide sponsors are contacted. There was discussion about updating the sponsorship letter and packet. Nothing will be sent out until after the 2019 convention is done.

Workshops-Larry Lader reported that he wants to secure Monica Gahon (Milwaukee Vincent instructor) on Teaching Agriculture in a Non-traditional setting. He also suggested Ishmael Simmons (head of culinary program at Milwaukee Vincent) on Starting a business. Other suggestions were idea sharing, mental health, websites and rosters, Give Me Ten program, working with advisors, Beyond Roberts, Future of Ag Ed and FFA, types of volunteers. Larry also has a list from Illinois conventions that he has attended. It was suggested to have a survey of 2019 convention attendees for their input.

Registration-Kim Heine will chair that committee.

Entertainment/Speakers; Suggest have been made to secure Shelley Jurewicz, Executive Director, FaB Wisconsin, the State Food & Beverage Industry Cluster Organization. Jeff Hicken highly recommends her for the Saturday noon luncheon.

Friday & Saturday evening entertainment- ideas are needed!

Decorations - Campbellsport FFA Alumni will chair that committee. They welcome help from other chapters but could also handle it themselves if needed.

Auctions- Rudy Kaderly is an auctioneer and can assist with this area. There was discussion to get some new items that will interest bidders of all ages. The group discussed whether we could do an online auction, bidding by phones, and that we should offer a list of live auction items. Bob Hagemann is the auctioneer for both nights and has been confirmed. It would be good to put on the form for people to send pictures before the convention to Rudy so they can be posted.

Tours- Vincent High School-Fish Fry for Friday evening meal and other suggestions included Anguil Environmental Systems and Argon Industries. Bus transportation and rush hour traffic were discussed.

Meals-Mark & Rae Nell will select the menu options.

Audio/Visual-Dan Ziegler is willing to assist.

History – Darlene Arneson reported she reached out to the Past Presidents and here are ideas that they are considering:

- Photos on a running PowerPoint
- Short video clips to play during meals and sessions
- History display of items from conventions
- Introduce past presidents during one of the meals.
- Possible program- Recollections by 3-4 (Green Lake meetings, biggest changes over the years, National FFA Alumni involvement, ....)

Those expressing interest in helping were Ken Seering, Terry Peterson, Dan Follendorf, Brent Bailey and Darlene.

Dan Ziegler said he could help with editing and Rae Nell said she could help with interviewing.

Publicity- Darlene Arneson reported on the Wisconsin FFA Alumni Convention 2020- Media, press release, communications and publicity schedule

**Stoughton FFA Alumni (Darlene Arneson) and Rae Nell Halbur**

Rae Nell Halbur

W3704 State Road 23 East, Fond du Lac, WI 54937

Ray Cell: 920-948-3172 Rae Nell Cell: 920-948-3173 rhalbur@yahoo.com

Darlene Arneson

2056 Skaalen Rd., Stoughton, WI 53589

arnesonfamily5@gmail.com 608-873-7209 Cell number- 608-514-4951

Cheryl Steinbach, Executive Director

execdir@wisconsinffaalumni.org

Wisconsin FFA Alumni Association

W2680 US HWY 10, Granton, WI 54436 [715-937-4838](tel:715-937-4838)

**Fall 2018-** Develop a media contact list for press releases. Develop a contact list of all Ag Ed departments and FFA Alumni chapter presidents in Sections 4,5 and 10. After each planning meeting, send out meeting notes so everyone is updated on what's happening and where help is needed.

**January 2019-** finalize the first mailing and press release so it's ready to send out after 2019 convention is done.

**February 20, 2019-** send out first press release – highlight 40<sup>th</sup> anniversary and how to be involved in planning and sponsorship

**March 2019**

Take information to vendors at the Oshkosh and Eau Claire Farm Shows

**June 2019-** have information prepared for the State FFA Convention booth and to hand out to all vendors at the Career Show.

**July 2019-** Have information prepared for Farm Tech Days – Alumni/FFA booth

**September 2019**- Have information ready for Sectional FFA and FFA Alumni meetings

**November 2019**- Press release- second highlight on anniversary (feature stories) and sponsorship opportunities

**December 2019**- Press release on registration deadlines

**January 2020**- Third press release on anniversary stories

**Leading up to convention**

- Three week's prior to Convention: Will send out a memo to news media with contact information of people to interview:
- Week of Convention: Social media releases with details.
- At convention: Will have generic press releases for either the bags or sitting out at registration
- After convention: Press release will have the winner's names, a short summary of top winners, and pictures.
- Get post convention releases and pictures to Pat Stenitsky so he can post it on Wisconsin Ag Connection Monday morning. Darlene agreed to him the information.

Under new business, there was discussion about a goodie bag gift for the convention. Rae Nell will work on the banner for 2019 Convention. The finalized fundraising could also be put in the 2019 goodie bag.

The meeting was adjourned.

Recorded by Darlene Arneson, Stoughton