

Local government officials, educators, regulators and dairy farmers ... join us as we look

FORWARD

to change, challenge
and opportunity

Tuesday, January 29, 2019

Sheraton Hotel, 706 John Nolen Dr., Madison, Wis.



The Agricultural Community Engagement® (ACE) Meeting was developed for community leaders, elected officials, conservation officials, dairy and livestock producers and Wisconsinites who want to grow vibrant and green communities. Join us for an information-packed day of learning from one another and those who have our best interests at heart.

A collaborative effort between Professional Dairy Producers® (PDPW), Wisconsin Counties Association and Wisconsin Towns Association, the purpose of Agricultural Community Engagement is to educate, inform and openly communicate on issues that are important to our communities.



**Agricultural
Community
Engagement**



Professional
Dairy Producers®
www.pdpw.org
800-947-7379



Wisconsin Counties
Association
www.wicounties.org
608-663-7188



Wisconsin Towns
Association
www.wisctowns.com
715-e526-3157

2019 Agricultural Community Engagement Meeting

Tuesday, January 29, 2019

- 9:00 a.m. Registration
- 9:15 Welcome
- 9:30 Program begins
- 11:30 Lunch
- 3:45 p.m. Conference concludes

Welcome by Mike Koles, Executive Director, Wisconsin Towns Association; Jon Hochkammer, Outreach Manager, Wisconsin Counties Association and Shelly Mayer, Executive Director, Professional Dairy Producers®

What's the future of our rural economies?

As leaders, you answer the call each and every day to serve others and press forward for the good of your community. Throughout today, you'll have an opportunity to engage with the leaders who know the needs of rural America as well as what's happening in Madison and Washington DC. To start us off, newly appointed **Wisconsin Secretary of Agriculture Brad Pfaff** will serve up a hearty helping of vision for our ever-changing state, his plans for the future and how our needs will be met.

All roads lead to the future

Another newly appointed official, **Wisconsin Secretary of Transportation Craig Thompson**, provides an update on priorities for our state's roads and bridges. Recognizing how vital transportation is to agriculture and its vibrant future, Thompson will share how the new administration will prioritize projects with agriculture and the health of our communities in mind.

FORWARD

2019 ACE Meeting

Tuesday, January 29, 2019; Madison, Wis.

Cost: \$50 (includes lunch and workshop materials)

Meeting location:

Sheraton Hotel, 706 John Nolen Dr., Madison, WI

Register online today at www.pdpw.org or call 800-947-7379. If paying by check, make check payable to PDPW and mail completed form to PDPW, 820 N. Main St., Suite D, Juneau, Wis., 53039.

More than a cheesy slogan

America's Dairyland is still the slogan for our license plate, but what difference does this expression actually make for our state's image? What influence does it have in other industries like tourism, manufacturing, local schools and our economy? What's the real impact of dairy's \$43 billion share in our state's economy and what does it mean to local governments? From beer to barrels of cheese, **Dairy Farmers of Wisconsin CEO Chad Vincent** has developed local businesses into global markets – now that he's head of Wisconsin's biggest brand, you'll want to hear what's ahead for this vital sector.

Community grass-roots efforts lead to better water

Learn how dairy farmers, public works officials and environmental groups are discovering ways to best manage agricultural practices, better utilize Wisconsin's natural resources and protect our state's waters. Hear about the solutions they've discovered and how they've inspired farmers to participate in producer-led watershed projects. **Tom Steinbach, Oconomowoc Watershed Protection Program/Tall Pines Conservancy; Darrell Smith, Oconomowoc Watershed Protection Program; and John Koepke, fifth-generation dairy farmer** from Oconomowoc present their insights and experiences.

Creating traditions, welcoming future generations, and building sustainable dairies

Hear from the 30-something club. Young dairy owners talk about what attracted them to their profession, what they're most excited about, and why the heck they continue after 50-plus months of low prices. They have their eyes on the future and finger on the pulse of their business and economy. Ask them anything – they come to share, engage and discuss issues that are dear to their hearts and important to you as a community leader. Dairy farmers **Katy Schultz** of Fox Lake, Wis., and **Steve Orth** from Cleveland, Wis., join us for this eye-opening producer panel.

Name _____

Business/Farm Name _____

Address _____

City _____ State _____ Zip _____

Township/County _____

Phone (with area code) _____

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Continuing Education Units: up to 4-75

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