

This event is for community leaders, elected officials, conservation officials, dairy and livestock producers and Wisconsinites who want to grow vibrant and green communities. You're invited to this information-rich day of learning.

The purpose of Agricultural Community Engagement® (ACE) is to educate, inform and openly communicate on issues that are important to our communities.

ACE is a collaborative effort between Professional Dairy Producers® (PDPW), Wisconsin Counties Association and Wisconsin Towns Association.

Sponsored by



Professional Dairy Producers®  
820 N. Main St., Suite D  
Juneau, WI 53039



# Wisconsin leaders

## Facing change, challenge and opportunities

### ACE Education Seminar February 20, 2018

Holiday Inn & Conference Center  
1001 Amber Ave, Stevens Point, WI

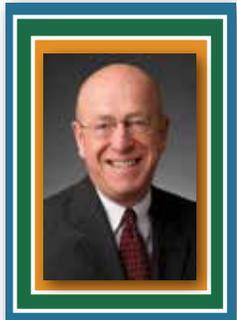


### Agricultural Community Engagement

# Wisconsin leaders: Facing change, challenge and opportunities

9:00 am	Registration
9:15	Welcome
11:30	Lunch
3:45 pm	Conclusion

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



## Research and education: "World-class" starts here

The *Wisconsin Idea* starts with discovery and extends education to the citizens of our state and around the world. Last fall, **UW System President Ray Cross** proposed the consolidation of the system's two-year colleges with nearby four-year UW schools. Cross joins us to discuss how this change will help keep college accessible and affordable in Wisconsin. President Cross will also highlight the significant role UW System plays in helping farmers and producers in Wisconsin and beyond remain on the cutting-edge of the industry. - **President Ray Cross, UW System**

## 2018: Trends, economics & agricultural prices

While the dairy markets ended 2017 in a tail spin, Wisconsin dairy producers are responding with a wide variety of actions. **Dr. Mark Stephenson** will shed light on what's ahead for agriculture and share why Wisconsin producers slide between anxious and hopeful. Learn more about why some continue to capitalize on expansions while others seek new avenues to diversity and specialize. - **Dr. Mark Stephenson, UW-Madison Director of Dairy Policy Analysis**

## Planning for growth, change, and the future

**Natalie Cotter**, AEA Program Manager in the Bureau of Land & Water-Division of Ag Resource Management at Wisconsin DATCP and **John Kappelman**, community leader and former dairy farmer share information about how Ag Enterprise Areas can help communities plan, prepare and welcome future growth and revenue. Cotter and Kappelman will talk about how AEA helps ensure agribusiness has a place. This need-to-know information impacts the decisions that will affect our local communities, schools and businesses. - **Natalie Cotter, AEA Program Manager, WDATCP and John Kappelman, community leader**

## Local fiscal stress and property values

Wisconsin is one of the country's best states in which to raise a family. Our rural values have long been sought by employers around the world who recognize Midwestern-grown employees are known for strong core values and work ethic. Attracting great workers to rural Wisconsin requires great public services such as quality roads, schools, fire and EMS and other amenities. Levy limits, property value growth, shared revenue and other factors impact local government's ability to provide these amenities. This session will dial in on statistics and facts so we better understand the fiscal reality of local government. - **Valeah Foy, Department of Revenue**

## Dairying in Wisconsin: pride, passion & potential

Hear from two farm families whose stories are different - yet alike in so many ways. Both will share why they chose dairying, how they set up their businesses, what challenges they foresee, how they plan to grow and transition to another generation. They'll share what they're most excited about, their greatest fears and what they need from their communities, schools and local leaders. **Melissa and Travis Marti** from Vesper, Wis. milk 400 cows and **Alan and Stephanie Hughes** from Pittsville, Wis. milk 50 registered Holsteins, Jerseys and Milking Shorthorns. The couple has three young sons and Alan is an active member of the Wisconsin National Guard.



# Agricultural Community Engagement

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*Holiday Inn & Conference Center, Stevens Point, Wis.*

Name \_\_\_\_\_

Business \_\_\_\_\_

Town/County \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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

To register, go to [www.pdpw.org](http://www.pdpw.org) or call 800-947-7379.

Or, complete this form and include a check payable to PDPW. Mail to PDPW: 820 N. Main St., Suite D, Juneau, WI 53039.