

Community leaders, elected officials, dairy and livestock producers, conservation officials and all interested Wisconsinites are invited to this information-rich seminar. Learning together is the first step in growing communities that are vibrant and green for generations to come.

The purpose of Agriculture 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 of Wisconsin, Wisconsin Counties Association and Wisconsin Towns Association.

Collaborators on this program and other ACE activities include:



Wisconsin
Towns
Association

Professional Dairy Producers of Wisconsin
N5776 County Road D, Suite 1
Fond du Lac, WI 54937

You're invited
to an educational seminar

The Winding Roads of Dairy— Intersecting Issues, Solutions

February 23, 2012

Sheraton Madison Hotel
706 John Nolen Drive
Madison, Wis.



Sponsored by

**Agricultural
Community
Engagement**

ACE educates and promotes constructive engagement that allows agriculture and local communities to co-exist and thrive.

The Winding Roads of Dairy— Intersecting Issues, Solutions

8:45 a.m. Registration

9:15 a.m. Welcome and ACE Overview

9:20 a.m. “Follow the Money”

Ben Brancel – *Wisconsin Secretary of Agriculture*

Wisconsin’s dairy industry surpasses \$20 billion. Learn from our Secretary of Agriculture just how big and wide the reach really is and how it impacts the state’s overall economy. From farm gate to the retail shelf and across the state borders, the state’s dairy industry has a rippling affect that has a significant impact in our communities and our economy.

10:00 a.m. “The Road Results are In”

Kevin Erb – *Conservation Professional Development and Training Coordinator, UW Extension*

The impact of farm equipment on rural and low-volume roads was the focus of a recently completed three-state, four-year \$630,000 study undertaken by the Professional Nutrient Applicators Association of Wisconsin (PNAAW) along with a number of partners: state Departments of Transportation, manure applicators, PDPW, Minnesota Pork Producers and agribusinesses. Kevin will share what we can learn from this study regarding Wisconsin roads.

11:00 a.m. Break

11:15a.m. “Built to Work, Built to Last”

Steve Pudloski – *Director of the Wisconsin Transportation Information Center, UW-Madison*

What needs to be assessed when constructing roads to handle heavy vehicles? Engineer Steve Pudloski will walk us through the process and explain the

“how and why” of proper road construction. We’ll discover why evaluating the soil type, number of axles over the road and the speed and volume at an intersection are key factors to consider when building a road that is safe and works for us now and for the next 20 years.

12:30 p.m. Lunch

1:15 p.m. “Ag Equipment on Our Roads: What Regulations Apply?”

Sargent Michael Klingenberg – *Wisconsin State Patrol*

How long, how high and how heavy can ag equipment be and still comply with road regulations? What rules and regs apply to the vehicles and implements traveling down our rural roads? What’s exempt? What’s included? Get the facts and learn how the laws apply to our agricultural industry.

2:00 p.m. Break

2:15 p.m. “The Effects of Animal Welfare”

Gary Conklin – *Ohio Dairy Producer*

Learn the effects of animal welfare first-hand from dairy producer Gary Conklin whose Ohio dairy operation was targeted by Mercy4Animals in 2010. We’ll look at the motive of this movement, how the organization penetrates animal agriculture and what keeps them growing. Gary will also explain how “crisis management” and strong support from his rural community were paramount to handling the situation. This is a great opportunity for each of us to find out how we can be prepared for future encounters.

3:30 p.m. Session wrap up



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Community
Engagement**

ACE Educational Seminar
Thursday, Feb. 23, 2012

Sheraton Madison Hotel
706 John Nolen Drive
Madison, Wis.

Name _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

Email _____

Town/County Organization

Cost: \$50 includes lunch & workshop material.

Registration deadline:
Wednesday, Feb. 15, 2012

Please make checks payable to
Wisconsin Town Association

Mail payment and form to
Wisconsin Town Association
W7686 County Road MMM
Shawano, WI 54166-6086

Phone: **(715) 526-3157**

Fax: **(715) 524-3917**