

## PR Committee Meeting Minutes

January 9, 2009

### Halftime Conference – Stevens Point

- **Booth for WASB –**
  - 2009 Booth was discussed
  - For future booths –
    - WASB – Wednesday – will be offered first to the Outstanding Program Winner. Then sectional programs winners from Section 10, 6, and 5
      - Thursday – will be offered first to the Outstanding Teacher Winner. Then the sectional winners from Section 10,6, and 5
    - A letter will be sent from this committee to the Superintendent and Principal and c.c.ed to the teacher following PDC conference to congratulate the winner, and outline responsibilities for the booth at WASB conference.
  - Farm Tech Day Booth – we would like to highlight 3 local programs each year. (perhaps programs in a neighboring county and not the host county – since host county ag teachers already may have responsibilities.)
    - Contact will be made with the Youth Tent Coordinator
    - Dane County Ag Teachers will be contacted for 2009
      - Suggestion WE cow races game or other related, interactive WE games.
- **Branding Website –**
  - Questions/ Answers from Cathy Leaf
    - Customized – can local photos be used? – Yes high quality photos can be sent and used for promotional items
    - Can previous posters be on the site for download? - Yes – she will be contacting Pat to post posters ASAP
    - Can customization be a WAAE member-benefit? - Yes – I will send Cathy a list of current WAAE members. She will check the list – current members receive items free, non-members receive a message that this is a member benefit and contact information for Bridgett to become a member.
- **Public Service Announcement** – the entry form has been updated on the WAAE and WI FFA website
  - Cheryl – also highlight the program in her weekly update.
- **FFA Day on the Hill** – we run as previous years –
  - Jen Bos will handle the registrations and meeting rooms, and will communicate with Cheryl
  - Dan Ziegler will arrange the bus (no water and he may not be able to attend due to school still being in session)

**Other** – Jen Bos will create a “Letter to your legislator” lesson plan for teachers to be e-mailed to all ag teachers and on the listserv – to go out for National Ag Week (March 15 -21, 2009) National Ag Day is March 20.