

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

*Embracing Greatness through
Growth, Leadership
and Agriculture*



**Join local elected officials,
community leaders
and dairy farmers
for a day of learning
and important dialogue.**

ACE Education Seminar®

February 21, 2017

Kalahari Resort | 1305 Kalahari Dr, Suite A
Wisconsin Dells



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

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

**Play Your Cards Right:
 Position Wisconsin to Win**

As community leaders, each and every day we answer the call to serve others and play the cards for our community's advantage. Gather insight, vision and a hearty helping of what's ahead for our state. You'll have an opportunity to engage with **Secretary of Agriculture, Trade and Consumer Protection Ben Brancel**, who knows rural America as well as he knows Madison and Washington DC. In his thoughtful presentation, Secretary Brancel shares what he sees as Wisconsin's 'Ace' card and how he views upcoming regulations, rural issues and our ever-changing state.



**Trust and Transparency:
 Satisfying Consumer Appetites**

Charlie Arnot, CEO, Center for Food Integrity Agriculture is increasingly frustrated that science is not definitive in building public trust. Today, local leaders are frequently caught between competing interests in navigating the emotionally charged and challenging issues tied to food production. In this session, Arnot will examine the relationship between science, values, trust, and how agriculture can engage in new ways to build public trust that supports both science and sound public policy.



Access to broadband is critical for business and the vitality of our rural communities.

Angie Dickison, Wisconsin State Broadband Director, gets us thinking about how rural Wisconsin has changed in how we communicate and maintain pace with the world around us. She will bring you information about broadband expansion challenges and opportunities. This is need-to-know information that impacts our local communities, schools, businesses and decisions ahead.

Traditions that Thrive, Bringing in the Next Generation and Building a Sustainable Dairy

Hear from the dynamic father-daughter team of **Ron and Zoey Brooks** from Waupaca, Wis., as they share their story of conservation, growth and vision. Learn about their 1500-acre, 250-cow dairy and glean insights for what's ahead for local communities with farms like the Brooks' as they transition into the future with the millennial generation at the helm.

**Panel on Wisconsin Water:
 High Capacity Wells and Beyond**

Engage with a panel featuring government relationship, regulatory, and local government leaders on water issues. **Sara Walling, DATCP Nutrient Management and Water Quality Section Chief** provides updates on Wisconsin's NRCS 590 Standard and nonpoint rules.

Paul Zimmerman, Executive Director of Governmental Relations with Wisconsin Farm Bureau and **Dan Mahoney, Village of Plover Administrator** will offer insights on NR 151 and an update on Wisconsin High Capacity Well rules.

ACE Education Seminar®
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Name _____

Business _____

Town/County _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

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

If paying by check, make payable to PDPW

Mail completed form to PDPW, 820 N. Main St., Suite D, Juneau, WI 53039. Or register online at www.pdpw.org or call 800-947-7379.