

**2005 Farm Technology Days  
Education Committee Meeting  
December 20, 2004**

On-line: Bill Halfman, Dave Williams, Matt Jorgensen, Ron Schuler, Nick Schneider, Joe Schultz, Pam Selz-Pralle, Cheryl Skjolaas, Dave Wittek, Gregg Stangl, Bob Volenec, Jane Reigel,

**Yield Barriers**

Bill Halfman talked with Greg Andrews and Dick Wokowski. In spring, they will create a soil compaction area and a non-compacted area. In these areas they will plant corn. Later pits would be dug to show differences in root development.

An outside area will be needed for probing demonstration area (approximate size 30 ft.X40 ft). Participants would be able to use a penetrometer. Schuler noted that there is an Extension publication on soil compaction for potential literature.

**Bunker Silo and Facing**

Bill contacted Mahlon Peterson and Cheryl Skjolaas talked with Brian Holmes regarding assisting with this area. Current discussion is to create a small demo silo out of Weiser concrete blocks.

Jon Zander question whether there would be various facers as part of this display or not. His concern was promoting one type. Matt mentioned that if needed we could get video done, he could help find locations in Clark Co. of proper or improper facing. Dave Williams suggested that the group might check with Ken Bolton, Jefferson Co. as he has done some work in this area and could have footage.

Ron Schuler noted that Brian Holmes could possibly bring a packing demo previously used at shows.

Group decided that if we're not having several facers there, we should have none. A display with photos of facers and a list of companies that are at FTD could be developed. We should be careful of "unwritten" endorsement.

**Low Cost Parlor –**

Jon Zander will have the portable unit done January 15<sup>th</sup>. It should be 10 ft long and 14ft wide so needs a space 12ft X 20ft. This is a complete parlor, on a trailer, with cow platform set to working height and milking units.

Dave Williams asked a question on planning a small area for people to sit down and talk with individuals. There should be space around each display to have people interact. We can have a few extra chairs throughout the tent.

Bob asked whether there were any thought about having examples of other low cost parlors in use? Jon Zander explained that there are photos of other parlors as part of the display.

### **Manure Analysis**

No one was on for this part? We will follow up with Matt Lippert.

### **Space requirements**

We discussed various space requirements for displays

Matt will get a tent fit into the space and e-mail everyone a draft layout.

Transition displays inside the tent like forages and stalls.

Jon will handle the stall designs and highlight the features of the stall. Jon will check with Lee Milligan. Both a freestall and regular tie stall barn. Dave Wittek will help with the tie stall display

Cooling demo – Matt will look at space to determine if it will work.

### **Conservation Tent**

Gregg Stangle is trying to get space in order. He's looking into fitting in some other non-profits in this area. There will be a soil pit.

Forestry has unit lined up for selective harvesting. Group is getting some of the safety needs in place. Small woodlot discussions to be held in conservation tent which is close to demo site. . Demo will now be a select cut.

### **Funding**

Dave Williams indicated the funding for the educational committee comes from 3 and possibly 4 sources.

UW Madison – CALS – Provides \$3600 and basically this is earmarked for travel and expenses for CALS specialists.

UW Extension - \$7000

Freeman decorating expenses – tables, chairs and displays in the Progress Pavilion. \$5,500 went to these costs in 2004.

FTD – \$10,000 is divided into two parts. \$5000 for new technologies and \$5000 for open funding. Funds are also used to help support exhibitors in Progress Pavilion

Potentially, there could be a carryover of \$2400 from 2004 show.

There are specific requirements to each of these funds. Co-chairs need to request the funds early in the year of the show. We may want to requests some additional funds.

Fourth funding source is sometimes the county. Matt J. indicated that the executive committee hasn't specifically discussed this funding at the present time.

The question was raised about whether some funds should be available to county extension agent's expenses for their mileage, etc.

Each of the small working groups need to come up with amounts needed. Need idea of number of tables and chairs too.

Do we need to request additional funds? Workgroups are to get a budget together and co-chairs will fit things into a budget.

A little carryover from previous years is available to use for starting out this year. Need to get things together for early January.

There will be additional travel, photos, signage, demo costs. There should be more dollars for promotion and advertising.

By January 10<sup>th</sup> preliminary budget work groups are to have their requests to Bill Halfman.

Letters to requests will be sent by Cheryl and Bill by January 20<sup>th</sup>.

Joe Schultz – Focus on Energy, talked to manager/supervisor would be billing to take on some work with cooling/fans. Inside or outside display space and what would be needed. Joe will keep in contact with Matt Jorgensen and Bill Halfman.

Area we have laid out is 150 ft long and 70-80 ft wide and sort of L-shaped. Dependent on how we do outside space.

Bill Halfman asked if we need to pursue any outside exhibitors  
Nick indicated that the Midwest Forage Association might be a possibility for the forage slot. Chippewa Valley Tech had developed video cattle handling facilities and would be interested in some space.

Jorgensen will get a layout to people this afternoon.

Nick has made arrangements to do the leaf test.

Bill Halfman mentioned Paul Mitchell, Extension Specialist, is willing to do something on how to evaluate new technologies.

### **Promotion**

Pam Selz-Pralle brought up that there needs to be discussion on a targeted marketing plan. How are we going to pre-promote to extension agents and others. This needs to be done fairly soon. Strong marketing and promotion campaign and media press.

Dave Williams asked if we could meet and look marketing during first part of January. Pam would be able to help with this plan. Matt J will be working with Chuck and Anna on overall FTD promotion.

Nick asked if it a goal to make the Applied Tech Center replace the theme tents. We would like to see ATC continue in the future.

Next teleconference is Monday, January 31, 2005 at 9:00 am CST.