

2015 SASES Regional Conference Bid

University of Wisconsin- Madison

The Badger Crops Club of UW-Madison in partnership with the Department of Agronomy would be honored to have the opportunity to host the 2015 SASES Regional conference. We have been compiling the following bid since the spring of 2013 and believe we have successfully encapsulated Wisconsin agriculture into two days.

We also believe we have found a way to make this conference more beneficial to its attendees in the long term. By having breakout professional development sessions on Saturday, featuring representatives from academic researchers and industry leaders, we hope to enhance the career development potential of our participants. The attendees would select one morning session from three options and an afternoon session from an additional three options. This breakout concept will be discussed in more detail below.

Schedule:

Our proposed schedule for the conference is as follows:

Thursday (3/12/15)

3-5 PM: Registration and Campus Tours.

This will take place at Carson Gulley Commons on campus, which has ample parking and is conveniently located within the College of Agricultural and Life Sciences (CAL S) campus making tours easily accessible.

6-8 PM: Pig Roast and Speaker

We plan to host this at a farm 25 minutes from campus that has a finished barn and shop used to host weddings and events. They are capable of hosting a group our size and are willing to accommodate the caterer that we have chosen.

9-Midnight: Social

We have contacted a bowling alley and a laser tag facility in Madison about group rates, and both were accommodating and used to working with student groups. The laser tag facility has a maximum capacity of 140 people. We plan to have the laser tag option included on the registration form as first come first served basis.

If there is interest expressed by schools that may be flying in, we would be able to contract buses for Thursday night activities.

Friday (3/13/15)

7-8:30 AM: Varied Tour Departure Time

This is dependent on how far away the tour is travelling.

8:30 AM-5 PM: Tours and Varied Return Time

See Tours Section

5-6 PM: Recuperation time

Tours will drop off at the hotel leaving time to reconvene with other club members and change for dinner.

6-8 PM: Banquet

This banquet will feature sliced pork tenderloin roasted with apples and glazed with cider and cider vinegar. It will be served with potato puree and cabbage, apple and caramelized onions. We also will have a speaker relating to our theme "Research and Ag in the Future".

9-Midnight: Social

We plan to offer a few options for this social time as well. Should the schedule work out, we would like to offer a group of students the opportunity to attend a Badger hockey game. We also have reserved space for open ice skating, which could also be used for a broomball tournament should there be interest. There is also the possibility of renting out the theatre at our union to show a movie. This theatre is can accommodate the entire group.

Saturday (3/14/15)

8-9 AM: The President's Meeting

There will be early access to one of our breakout rooms for the president's meeting.

9-10 AM: The National Officer Meeting

This will take place in the same room as the president's meeting. Should there be a need for a longer time slot, we can move this to the end of the day as there is a break built into the schedule.

10-Noon: Professional Development Session 1

This is the part of our bid that we feel truly differentiates us from other bids. We are expanding on the concept that Nebraska initiated this year. We will offer students three different topics to attend. [These sessions](#) will include soils, forages/dairy/beef, and corn/soybeans. These talks will each feature [a](#) speakers from universities and industries. Each speaker will have 50 minutes and they will be separated by a 10 minute break. In some sessions, we may have more than one research speaker to accommodate the scope of the topic. The researchers will consist of a wide range of speakers, not only UW Madison faculty. These breakout sessions will occur in central campus a few blocks from the hotel.

Noon-1 PM: Lunch

We plan to provide each attendee with a \$10 voucher to be used at a one of the many restaurants in the surrounding area. This offers great variety and flexibility with options ranging from subs, pizza, burgers, sandwiches, oriental noodles, and other campus specialties.

1 PM-3 PM: Professional Development Session 2

This setting will mimic the breakouts from the morning but with different topics. The afternoon will offer talks on environmental studies including bioenergy, small grains, and weed science. We hope that these topics will interest attendees and provide paths as we move forward toward our careers. This setup was adopted from a conference widely attended by professionals in our area annually.

3 PM-5 PM: Break

This break that can be used as overflow for the national officer meeting if needed. It will also serve as a good time to explore the great city of Madison. We plan to include “Must-See” lists for each participant and will have options for all forms of Wisconsin weather.

5 PM-6 PM: Cocktail and Networking Hour

This will occur in a newly constructed banquet facility about one block from the hotel.

6 PM-8 PM: Banquet

This meal will feature grilled steak marinated with spices and served with toasted Israeli cous cous, market vegetables and lime cilantro yogurt sauce. We plan to have another speaker relating to our theme “Research and Ag in the Future”.

9 PM- Midnight: Social

We will rent out the Redzone, a bar not far from the hotel that is accustomed to hosting 18+ nights, and we will feature either a local band or a DJ that is used by many ag-related organizations on campus.

All times and locations are subject to change until the final schedule is set.

Tours: We have worked hard to create tour options that appeal to varying interests. Our tours include:

Tour 1- Allied Co-op, Ocean Spray Cranberry Processing Plant, Heartland Farms (largest provider of potatoes to Frito-Lay), and Sternitzky’s Maple and Bison Farm

Tour 2- Miller Park (turf tour), MillerCoors Brewery, CNH Manufacturing Plant, Dairyland seeds, and Great Lakes Distillery. This tour will contrast the way that small grains are used in the brewing and distilling processes.

Tour 3- Larson Acres Dairy, Kuhn Midwest Distribution Center and Manufacturing Facility-, Dairyland Alfalfa Research, Pioneer Corn Silage Research, and DeLong Co.

Tour 4- Arlington Research Station (Featuring current UW research across a range of fields including plant pathology, agronomy, soil science, dairy, etc.), Seminis, Inc., and an ethanol plant.

*These locations are subject to change until the final schedule is created.

Budget: We made every effort to overestimate where possible to make sure we wouldn’t come up short when finally compiling our donations from sponsors. Currently, we have a list of over 50 companies and contact information for each, along with an approved sponsorship letter and bracket to begin collecting funds as soon as we find out if we received the bid. This is the focus of an entire committee and is being taken very seriously since we realize the amount of funds needed to put this meeting on. Our projected budget, subject to change, is below. The department of agronomy is willing to offer financial support to ensure that we are able to make this event affordable for SASES members.

Item	Cost/unit	people	Total
Buses	varying	250	\$5,000
T-shirts	\$10	250	\$2,500
Thursday Barn rental	---	---	1,500
Thursday Pig Roast	\$16.00	250	\$4,000
Thursday Social	\$6.75	250	\$1,688
Friday Breakfast	\$3.00	250	\$750
Milwaukee tour (including lunch)	\$34	55	\$1,870
Research Tour (Including lunch)	\$7.50	55	\$413
Northern Tour (including lunch)	\$7.50	100	\$750.00
Southern Tour (Including lunch)	\$7.50	100	\$750.00
Speaker Fees and Travel Expenses	---	---	\$2,000
Friday Banquet	\$20	250	\$5,000
Saturday Breakfast	\$10	250	\$2,500
Saturday breakout room rental	---	---	\$650
Saturday Lunch	\$10	250	\$2,500
Saturday Banquet	\$25	250	\$6,250
Saturday Social Venue	\$300		
Saturday Social Entertainment	---	---	\$350
Sunday Breakfast	\$10	250	\$2,500
Total			\$40,970

We plan to charge \$35 per student for registration prior to January 30, 2015 and \$45 per student for registration until February 27, 2015. We feel that this is an acceptable cost considering the tours, venues, and meals that will be provided throughout the weekend. This will contribute \$8,750 (250 x \$35), which would reduce our fundraising needs by 20 percent.

Lodging: Accommodations have been reserved at the Hilton DoubleTree on campus. It is within walking distance of most of the banquet facilities and conference rooms. The hotel also offers a free shuttle to anywhere on campus and anywhere within 2 miles, as well as the airport. Free parking, wifi, and breakfast will be provided all three mornings to participants.

In the past three years our club has quadrupled in size to nearly 50 members with approximately 20 active members. We understand this type of event heavily relies on manpower for success and we feel that through our tight connections with other student groups on campus we will easily be able to reach the volunteer numbers needed to make this event possible. Our club has already worked with the soils club, and is in communication with the environmental sciences and turf clubs on campus in regards to hosting SASES. Our group of committee heads is in place should we receive the honor of hosting SASES in 2015. Fifteen committees have been developed over the past year in an effort to make this a successful event and show off Wisconsin agriculture.

We feel that our theme “Research and Ag in the Future” is a consistent theme in today’s agricultural industries and what our generation is going to bring when we enter that industry. Focusing on this in sessions Saturday breakout sessions is a great way to bring together a variety of viewpoints and start conversations that may change the futures. This is the challenge we will face throughout our careers, and we are excited to kickstart the discussion and development of tools to increase our potential for success.

After attending the national SASES meeting at UNL this year, our club has been brainstorming how to keep the same feel regionals have now, but reach out to smaller schools at the same time. A solution we propose to offer, if we are able to raise the funds, is four scholarships to increase awareness of what SASES is, does, and the levels of networking it can provide. Below we briefly outlined some criteria that we would look to the society for some help in strengthening.

First, there would be one representative per club eligible for the scholarship. The club represented would not be eligible if they have attended a regional or national meeting in the past five years. We would offer scholarships to two females and two males so that they could be assigned as roommates. Our goal is to initiate some networking and friendships between our scholarship recipients since they won’t know other participants at the conference.

Badger Club feels that we have embodied our theme of “Research and Ag in the Future” through our tours, breakout sessions, and even in the scholarship program proposed. It would be an honor to share both our university and state with other members of SASES, and work toward the future together. Using the momentum of our growing club, enthusiasm of our committee members, and varying backgrounds, we feel that we can truly offer a unique view of the future of ag in Wisconsin and around the nation.

Please direct any questions or comments to Katie Reiels at kreiels@wisc.edu.