

STATE OF WISCONSIN ETHICS BOARD

James R. Morgan Chairman Paul M. Holzem David L. McRoberts Joanne R. Orr Dorothy C. Johnson On the capitol square at: 44 EAST MIFFLIN STREET, STE 601 MADISON, WISCONSIN 53703-2800 phone: 608/266-8123 fax: 608/264-9319

ethics@ethics.state.wi.us http://ethics.state.wi.us

> Roth Judd Director

Nominee:

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Rod Nilsestuen

Position:

Secretary,

Ag. Trade & Cons. Prot., Dept. of

Statutory Reference:

15.13 Department of agriculture, trade and consumer protection; creation. There is created a department of agriculture, trade and consumer protection under the direction and supervision of the board of agriculture, trade and consumer protection. The board shall consist of 7 members with an agricultural background and 2 members who are consumer representatives, appointed for staggered 6-year terms. Appointments to the board shall be made without regard to party affiliation, residence or interest in any special organized group.

15.05 Secretaries. (1) SELECTION * * *

(d) The secretary of agriculture, trade and consumer protection shall be nominated by the governor, and with the advice and consent of the senate appointed, to serve at the pleasure of the governor.

01/22/2003 16:35 DATCP SEC. OFFICE → 92649319 01/22/2003 WED 10:19 FAL 808 264 9319 WIS ETHICS BOARD

Mail <u>or</u> fax to: Wisc	consin Ethics B	loard, 44 E. Mifflin St	., Suite (501, Ma	idison, WI	53703	-280	0; fax: (61	18) \$64-23	13
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Signature of person filing The information sought in this form is required by §§19.43 and 19.44. Wisconsin Statutes. Failure to file a completed form may result in a forfeiture of up to \$500. Statements of Economic Interests are open for public inspection. The Ethics Board will notify you result in a forfeiture of up to \$500. of the identity of any person who examines your Statement. In accordance with §15.04(1)(m), Wisconsin Statutes, the Ethics Board states that no personally identifiable information is likely to be used for purposes other than those for which it is collected.

Date

E-mail address

שמאד בחם החשחרושום

STATE OF WISCONSIN

JIM DOYLE GOVERNOR



January 6, 2003

Mr. Rod Nilsestuen 329 South Street DeForest, WI 53532

Dear Rod:

I am pleased to appoint you as Secretary of the Department of Agriculture, Trade and Consumer Protection effective January 6, 2003. Your experience, knowledge, and dedication will be a true asset to my administration and a great benefit to the people of Wisconsin.

Your salary will be \$105,000 annually and assigned to Executive Salary Group 6. This is an unclassified position serving at the pleasure of the Governor.

It is a new day for Wisconsin! I look forward to working with you to find creative ways of delivering services and implementing positive change for the citizens of our state.

Sincerely

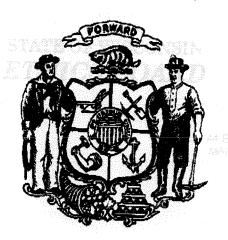
Jim Doyle Governor

cc: Susan Goodwin

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Senate Chief Clerk

From: Sarah Burhop

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Message:

(d) The secretary of equivalent, trade and consumer protection shall be nominated by the governor, and with the advice and consent of the secrete appointed, to serve at the plants of the

Good evening Senator Schultz - John asked me to e-mail this to you for your hearing tomorrow.

This is the Statement of Economic Interest for Rod Nilsestuen
Thank you

Sarah Burhop - Senate Chief Clerk's office

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Mail or fox to: Wisconsin Ethics Sourd, 44 E. Mifflin St., Suite 601, Madisen, WI 53703-2809; Fox: (608) 264-9319

Statement of Economic Interests

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January 10, 2003

To the Honorable, the Senate:

I am pleased to nominate and with the advice and consent of the Senate, do appoint Rod Nilsestuen to be Secretary of the Department of Agriculture, Trade & Consumer Protection to serve at the pleasure of Governor.

Secretary Nilsestuen will be available to the Senate for hearings and my staff will assist in any way they can.

Respectfully submitted,

JIM DOYL Governor JIM DOYLE GOVERNOR



GOVERNOR'S APPOINTMENT

NAME/MAILING ADDRESS: Rod Nilsestuen

329 South Street DeForest, WI 53532

E-MAIL ADDRESS:

rod.nilsestuen@datcp.state.wi.us

RESIDES IN:

DeForest, WI

TELEPHONE:

(608) 224-5015

(608) 846-3873

OCCUPATION:

Secretary

Department of Agriculture, Trade & Consumer Protection

APPOINTED TO:

Secretary of the Department of Agriculture, Trade & Consumer

Protection

TERM:

A term to expire at the Pleasure of Governor

SUCCEEDS:

James E. Harsdorf

SENATE CONFIRMATION:

Yes

DATE OF APPOINTMENT:

January 6, 2003

DATE OF NOMINATION:

January 6, 2003

COMPENSATION:

\$105,000

STATE OF WISCONSIN

JAMES E. DOYLE GOVERNOR



January 6, 2003

Mr. Rod Nilstestuen 329 South Street DeForest, WI 53532

Dear Rod.

I am pleased to appoint you as Secretary of Department of Agriculture, Trade and Consumer Protection, effective January 6, 2003. Your experience, knowledge, and dedication will be a true asset to my administration and a benefit to the people of Wisconsin.

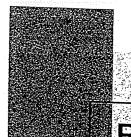
Your salary will be \$100,000 annually and assigned to Executive Salary Group 6. This is an unclassified position serving at the pleasure of the Governor.

It is a new day for Wisconsin! I look forward to working with you to find creative ways of delivering services and implementing positive change for the citizens of our state.

Sincerely,

Governor

Cc: Susan Goodwin Georgia Pedracine, HR Director, DATCP



329 South St., DeForest, Wis. 608/846-3873 or 608/258-4400

Rod Nilsestuen



Key Strengths and Skills



Major Career Accomplishments

- Legislative Accomplishments
- Other Significant Initiatives and Accomplishments
- Policy Boards
- Advisory Groups
- Association and Program Accomplishments
- Communications



Previous Professional Experience and Awards



Educational and Personal Background



References



Presentations



Key Strengths and Skills

- Demonstrated record of cooperative leadership at state, regional and national levels.
- Articulate and effective advocate for the cooperative form of doing business.
- Twenty years of experience leading a complex, multi-sector, full-service cooperative trade association.
- Proven ability to attract top quality professional staff and mold into a highly effective team with high energy, dedication, loyalty and low turn-over.
- Creativity . . . demonstrated capacity in many circumstances and to advance creative and effective solutions.
- Extensive government affairs, legislative and political experience. (i.e. know how the system works and how co-ops can be effective in it).
- High energy, high productivity.
- Program builder, organizational entrepreneur. . . proven record in building topshelf association and services.
- National network of cooperative, government, industry and educational leaders and knowledge of how to use it.
- Core belief in cooperatives and cooperation as important tools for meeting the needs of ordinary people here and around the world.
- Staying power and commitment . . . demonstrated tenacious capacity to "hang
 in there" and get results no matter how long or steep the road (e.g. roles with
 the National Rural Cooperative Development Task Force, the Upper Midwest
 Dairy Coalition; process of unification of WECA and WFC; service on/dedication
 to NCBA, Cooperative Foundation and Cooperative Development Services).
- In-depth understanding of cooperative development—what works and what doesn't.
- Long commitment to cooperative education and its vital role, and experience in building and managing cooperative education programs.
- Reputation for integrity, honesty and fairness.
- Dedication to NCBA, its mission and members, and knowledge of its programs, people and potential.



Cross-section Sample of Legislative Accomplishments

- Spearheaded overhaul of Chapter 96, Wisconsin Agriculture Marketing Act, which directly led to establishment of viable commodity orders for major Wisconsin commodities.
- First major update and amendment of Chapter 185, the Wisconsin Cooperative Statute, in 30 years.
- Creation of Wisconsin Cooperative Development Council, first-of-its-kind model for new cooperative development.
 - Initiated legislation creating an agri-chemical cleanup fund, a major statute providing farm supply co-ops the ability to afford mandatory site remediation.
 - Worked with state regulators and legislators to develop a stray voltage policy that was fair to farmers without harming the interests of rural electric cooperators.
 - Partnered with Wisconsin Credit Union League in legislation which modernized the state credit union statute, over strong banker opposition.
 - Helped successfully pass major legislation to secure the reliability of Wisconsin's electricity supply and slow the drive for immediate, radical deregulation of the electric industry.
 - Overhaul and restructuring of PECFA (petroleum environmental clean-up fund account), a program of over \$500 million in identified projects of major significance to Wisconsin cooperatives.
 - Persisted, despite numerous setbacks, in securing successful enactment of authorization and appropriations for a national network of cooperative centers.

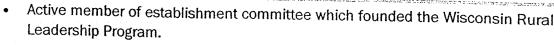
Other Significant Initiatives and Accomplishments

- Played pivotal role in the creation and establishment of the Wisconsin Milk Marketing Board (WMMB), a major dairy promotional program which has raised \$350 million since its inception and has become one of the nation's premier state-based commodity programs. Interim manager during its first six months of existence.
- Provided leadership to the National Rural Cooperative Development Task Force, a national coalition of cooperatives from all sectors, dedicated to rebuilding the capacity for cooperative development. The task force was successful in securing the first major new cooperative development legislation in many years, resulting in establishment of eleven co-op centers across the nation and dozens of new cooperative projects.

· Midwesd Dairy Coalition - McCallaber & stopped







- Chaired Board of Directors Structures Committee of the Cooperative League of the United States, which developed a new board, assembly, staff and membership structure for this national organization.
- Conceptualized development of a permanent Rural Development Council as the central rural development recommendation of the Governor's Commission on Agriculture, to ensure a stronger rural component in the state's development program and budget.

Provided initial leadership in development of Wisconsin Dairy 2020, the state's program to bring together a broad cross-section of the dairy industry to focus on bettering its economic and political environment.

 Chaired committee which led the complete reorganization of the Cooperative Foundation, resulting in a change in management, board composition, and program scope and priorities.

Policy Boards Served On-Past and Present

- Council on Agricultural Research, Extension and Teaching, president and founding member (()
- Wisconsin Rural Leadership Program, board and founding member
- National Cooperative Business Association, board member, board chair, officer, member of executive, finance, personnel and numerous NCBA committees and offices
 - National Council of Farmer Cooperatives
 - American Institute of Cooperation
 - Association of Cooperative Educators, vice president
 - Federated Youth Foundation, president
- Cooperative Foundation, chair
 - Cooperative League Fund
 - Cooperative Development Foundation, executive committee
 - A Wisconsin African Relieve Effort (AWARE)
 - Governor's Council on Rural Affairs and Community Development
- Wisconsin Rural Leadership Program
 - National Conference of State Co-op Councils, president



Advisory Groups—Past and Present

- Governor's Commission on Agriculture
- Dean Search and Screen Committee, College of Agricultural and Life Sciences, UW—Madison
- Agricultural Task Force, Strategic Development Commission Advisory
 Committee, College of Agriculture, University of Wisconsin-River Falls, president
- Headed US cooperative delegation to ICA (International Cooperative Alliance), Madrid, Spain
- State Superintendent's Advisory Committee on Agriculture/Agri-Business Education
- International Cooperative Study Tour to El Salvador and Nicaragua
- Animal Health Advisory Committee, Wisconsin Department of Ag, Trade and Consumer Protection
- External Review Committee, UW Extension
- External Review Committee for University Center for Cooperatives, University of Wisconsin-Madison
- Judicial Elections and Ethics Committee, Judicial Reform Council appointed by Chief Justice, Wisconsin Supreme Court
- Personnel Search and Screening Committee, University Center for Cooperatives, University of Wisconsin-Madison
- Governor's Advisory Council on International Trade
- Governor's Reliability Assessment Task Force
- Member of numerous other cooperative, university, agricultural and agency advisory panels and committees

Association and Program Accomplishments

- Led the unification of the Federation with the Wisconsin Electric Cooperative
 Association, which nearly doubled WFC's staff and budget, providing a staff of
 20 and a \$2.9 million annual operating budget and stronger programs for what
 is now widely regarded as the nation's strongest state cooperative association.
- Establishment of the Upper Midwest Dairy Coalition, the broadest and most coordinated effort by the region to provide more equitable dairy policy reform across the nation. The coalition is respected nationally as the voice of the Midwest on federal dairy policy.



- Creation of Cooperative Development Services, which has served as the model for co-op centers nationwide. CDS, which has done over 500 co-op development projects, now has a staff of 10, a budget of \$1 million and serves a three-state core territory (Wisconsin, Minnesota and Iowa), as well as nationwide in selected areas.
- Provided necessary leadership in the formation and success of coalitions to
 effect debate over restructuring and mergers in the electric utility industry. The
 result of these coalitions has been to defeat the formation of Primergy, the
 merger of two utilities that raised serious market power questions, and the
 adoption of a slower, more careful approach to restructuring of the electric
 industry.
- Established first-of-its-kind partnership between a state credit union league and a state co-op council to form a unified government affairs program to multiply the lobbying and public affairs effectiveness of both credit unions and co-ops.
- Establishment of a strong government affairs program, well-respected as the united voice for all Wisconsin cooperative sectors, utilizing a legislative strategy that emphasizes coalition building and direct member involvement.
- Establishment of WFC's Environmental and Safety Services program, a self-supporting environmental compliance program for farm supply and rural electric cooperatives which has helped members save millions of dollars in cleanup and environmental costs.
- Development of the Dairy Marketing Initiative, a regional effort of dairy cooperatives to bring focus to opportunities for joint marketing and other activities. This four-year initiative gave rise to the Dairy Marketing Information Association, which is in its fifth year of providing an opportunity for dairy marketing cooperatives to exchange market information on cheese and dry whey products, rather than rely on questionable information from outside sources.
- Key in the establishment of the Center for Dairy Profitability, which provides economic and management information and education of direct value to producers.
- Strengthened partnership in educational programs with University of Wisconsin Center for Cooperatives, resulting in greater efficiencies and more effective programs.
- Ability to attract, manage and retain a team of quality, highly skilled professional staff, respected in their fields of expertise and dedicated to the cooperative way of doing business.



- Provided for growth in organizational budget through innovative and creative income-generating project and programs, not tied to traditional dues sources.
 Dues to non-dues ratio improved from 80/20 to 46/54.
- Major commitment to and leadership in communications, thus lending strength and credibility to the cooperative message, both in word and action.
 Communications samples and highlights follow this section.



Previous Professional Experience and Awards

Previous Career History

- 1974-1978 Home Secretary for Congressman Al Baldus
 Responsible for hiring and overall administration and direction of
 Congressional district staff of eight within three district offices in a
 300 mile long Congressional district. Spokesman with public and
 press for Congressman when not in the district.
- 1974 Attorney with Kostner, Ward, Galstad and Koslo, Arcadia, Wisconsin
- 1972-73 <u>President and Executive Director, United Council of University of Wisconsin Student Governments</u>

Represented student interests for this statewide student federation before the State Legislature, Board of Regents and Central Administration of the University and other state agencies. Reorganized structure of the federation and revamped its staff; increased member schools from six with 56,000 students to ten schools with 110,000 students; put organization on firm financial basis; instituted statewide student group insurance plan; achieved major lobbying goals with Legislature.

Honors and Awards

- Honored Cooperator, Lifetime Member NCBA
- Wisconsin Distinguished Agriculturist, University of Wisconsin-River Falls ('95)
- Cooperative Innovation Award, Consumer Cooperative Management Association ('88)
- Honorary Recognition, College of Agricultural and Life Sciences, University of Wisconsin-Madison ('96)
- Friend of Extension, University of Wisconsin Extension ('88)
- Friend of the School of Agriculture, University of Wisconsin-Platteville ('95)
- Service Award, National Conference of State Cooperative Councils ('87)
- Director Appreciation Award, Federated Youth Foundation ('91)
- Friend of DHI Award, Wisconsin Dairy Herd Improvement Cooperative ('91)
- Friend of the County Agent for Exceptional Service, Wisconsin County Agent Association ('87)
- Eagle Award for meritorious service to agriculture and cooperatives by St. Paul Bank for Cooperatives and PCAs of Wisconsin
- Distinguished Alumnus Director, Zeta Sigma of Theta Chi Fraternity Alumni



Previous Professional Experience and Awards

Memberships

- Wilderness Society
- Norway Grove Memorial Lutheran Church
- Soil Conservation Society of America
- Wisconsin Bar Association
- Friends of Channel 21
- Friends of Public Radio
- **American Farmland Trust**
- CARE
- Habitat for Humanity



Educational and Personal Background

Educational Background—Post-graduate

- J.D., Law School of University of Wisconsin-Madison 1970-74
- Educational Administration (15 credits), Department of Educational Administration, University of Wisconsin-Madison, 1971-72

bs. Pol. Se. - UW-Rim Falls-

Personal Data

- Date of Birth July 1, 1948
- Marital Status Married, October 10, 1970
- Children Joel (20), Mark (18), Ryan (14)

Spouse - Carol is presently a regular substitute teacher at De Forest Middle School, a very engaged mom and an active leader in numerous church, civic and community activities.