

News Release

FOR IMMEDIATE RELEASE

January 10, 2007

Contact: William F. Stagg, 317-802-4243

National FFA Organization

6060 FFA Drive

P.O. Box 68960

Indianapolis, IN 46268-0960

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Fax: 317-802-6061

FFA web site: www.ffa.org

January's *FFA Today!* show will air January 22

INDIANAPOLIS—January's *FFA Today!* episode will air Jan. 22 on RFD-TV at 7 p.m. EST. This is a change from the original airtime of Jan. 15. The first show of the 2007 season will have a brand new look and more exciting stories from the world of FFA.

Special segments will feature FFA chapters in Louisiana, hard hit by the hurricanes a year and a half ago. *FFA Today!* specifically highlights the rebuilding efforts at North Shore High School and how Louisiana agriculture is rebounding from the devastating storms. Viewers also will visit Ponchatoula High School, a service-oriented FFA chapter that recently won the Living to Serve award.

In addition, *FFA Today!* will take you behind-the-scenes with FFA *New Horizons* magazine. Experience a sneak peak at production, as well as the new redesign coming out in February.

News items within the show include a 2007 agricultural industry forecast from *This Week in Agribusiness*. INSIDE FFA gives an overview of FFA scholarship opportunities, the National FFA Foundation year-end record, and covers USDE Assistant Secretary Troy Justeson's visit to the National FFA Center in December.

RFD-TV continues to rebroadcast the 79th National FFA Convention general sessions. In addition to keynote speeches and award ceremonies, the shows will include the American FFA Degree ceremony and the FFA Talent Revue. Convention rebroadcasts air Monday nights at 7 p.m. EST, with the exception of Jan. 22 and Feb. 19 when *FFA Today!* will air in this timeslot.

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FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth** and **career success** through agricultural education.

RFD-TV can be found on Dish Network channel 9409, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

FFA is a national youth organization of 495,046 student members preparing for leadership and careers in the science, business and technology of agriculture with 7,242 local chapters in all 50 states, Puerto Rico and the Virgin Islands. FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

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January 30, 2007

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National FFA Announces Living to Serve Project Awards

INDIANAPOLIS – The National FFA Organization announces ten Living to Serve (LTS) \$1,000 project awards to support FFA youth engaged in service learning activities.

Project awards go to *Steven Pearson*, *Chad Humphreys*, and *Sarah Timmons* from Seneca FFA Chapter, Seneca, Ill; *Laura Knoblock* and *Kara Moser*, West Lyon FFA Chapter, Inwood, IA; *Jennifer Butler*, Arkansas City FFA Chapter, Arkansas City, Kan.; *Amanda Lynn Johnson*, Nelson County FFA Chapter, Bardstown, Ky; *Cory Dodds*, Livingston Central FFA Chapter, Smithland, Ky.; *Wade Woodbury*, Richland 44 FFA Chapter, Colfax, N.D.; *Stephanie Pena*, Southside FFA Chapter, San Antonio, TX; and *Stephanie N. Schultz*, Fort Atkinson FFA Chapter, Fort Atkinson, Wis.

“These high school FFA members all attended Washington Leadership Conference (WLC) in 2006 and completed the WLC Online requirements,” said Joe Martinez, education specialist at National FFA. “Projects must address a priority need in the community as determined by stakeholders, have a strong impact, and must be one time events,” he said. “The intent is that this funding will create a sustainable project that can then be nurtured over successive years by the community and that its implementation continue over additional years.”

The Living to Serve projects range from landscaping and pond beautification projects to constructing a campfire pit or “Public Service Honor Garden” in front of a new Village Hall. One individual plans to build a 10X20 cantilever style deck at the six

acre Natural Resource Learning Center, and another project will replace the town's welcome sign and surrounding landscaping. Other programs will assist low-income students to learn about sheep and hog production and maintenance. Some projects offer after-school tutoring and enrichment programs for middle-school students and leadership training for elementary students. All projects will be completed in 2007.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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National FFA Announces Living to Serve Grant Winners

INDIANAPOLIS – The National FFA Organization announces six state grant winners for the Living to Serve State Grant Program that funds FFA chapters and rural youth engaged in service learning activities. They are *Ohio* (Federal Hocking, Miami East, Wauseon, and Carrollton FFA chapters); *Kansas* (Columbus and Marysville FFA chapters); *Wisconsin* (Ithaca, Prairie du Chien, Sauk Prairie and Wittenberg FFA chapters); *New York* (Letchworth, Hamilton, and Springville FFA chapters); *Louisiana* (Ponchatoula, Bell City, Starks and Northeast FFA chapters; and *Montana* (Shields Valley, Browning and Beaverhead FFA chapters).

Each FFA chapter received from \$2,250 to \$5,000 each for a total of \$102, 314, and their projects will be completed by early May 2007. Funds are provided through a grant from the United States Department of Agriculture, Cooperative State Research, Education, and Extension Service (CSREES) Rural Youth Development program.

“These high school FFA chapters are the leaders and coordinators of community service projects that connect youth with adults in a positive relationship to create a change in their communities,” said Joe Martinez, education specialist at National FFA. “Civic engagement provides a meaningful way for these youth to apply leadership skills learned in the traditional classroom via the LifeKnowledge set of instructional materials,” he said. “As a result, adults see youth as an asset, and youth become invested in their communities.”

Civic engagement can take many forms including volunteerism, involvement in local civic and nonprofit organizations as well as election participation. The Living to Serve projects vary from mentoring programs with elementary students to establishing community parks, nature trails, walking paths and school gardens. Other projects help the elderly and displaced Katrina victims. Some FFA chapters will team up with other community partners such as the local Farm Bureau organization, local post office and a new community baseball complex. Other programs will teach farm safety skills and gun and ATV safety.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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National Council for Agricultural Education, 1410 King Street, Suite, 400; Alexandria, VA 22314

Project Lead The Way Inc., 747 Pierce Road Clifton Park, NY 12065

FOR IMMEDIATE RELEASE

February 2, 2007

Contact: Joel Larsen, Task Force Chair 651-582-8395 (The Council)
Doug Loudenslager, Task Force Consultant 317-802-4412
(The Council)
Richard Blais, Chief Executive Officer 518-877-6491 (PLTW)

National Council for Agricultural Education will collaborate with Project Lead the Way Inc. to develop new agricultural education curriculum

ALEXANDRIA, Va. -- The National Council for Agricultural Education (The Council) announces a new collaborative effort with Project Lead the Way Inc. (PLTW) to develop national student curriculum and teacher training course materials in agricultural science education. The program of study will include a series of two foundation courses, four specialization courses and one capstone course, each comprising a full academic year.

The project commences on July 1, 2007, and expires on June 30, 2013. The Council will contract with PLTW for curriculum and teacher training development.

"The agricultural science curriculum that we are developing will carry us forward with new technological dimensions and will prepare our students to be the scientific workforce needed for tomorrow," said Allan Sulser, chairman of the National Council.

"Agricultural education has a golden opportunity to shape the future, and this new curriculum will contribute to our strategic goal of having 10,000 quality agricultural education programs in operation in this country by the year 2015," he said.

"We are pleased to contribute the PLTW curriculum model to the process," stated Richard Blais, chief executive officer of Project Lead the Way Inc. "We hope to develop a synergistic relationship, each contributing our unique insights and strengths to the project," he said.

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The National Council for Agricultural Education will maintain the primary role in the development of the program, and a Project Lead the Way senior curriculum designer will serve as a consultant in the process and mentor The Council staff. The courses will parallel the PLTW model and also include the three-circle agricultural education delivery of rigorous and relevant classroom curriculum, supervised agricultural experience programs (SAE), and FFA membership for all students in the program. FFA LifeKnowledge curriculum will also be embedded into the instructional design, and the program of study will incorporate academic alignment with the Curriculum of Agricultural Sciences Education (CASE) model and the Science, Technology, Engineering, and Mathematics (STEM) curriculum modules. Each course will include a professional development program for the instructor.

Courses to be developed and target release dates are:

Principles of Agricultural Science (Plant): Fall 2009

Principles of Agricultural Science (Animal): Fall 2009

Animal and Plant Biotechnology: Fall 2010

Bio Systems Engineering and Technology: Fall 2011

Food Science and Safety: Fall 2012

Natural Resources Environmental Sciences: Fall 2013

Agricultural Sciences Research and Development (Capstone): Fall 2014

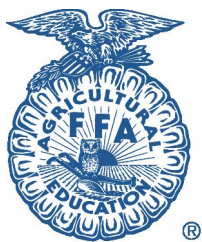
The Council and PLTW will work together to develop funding support, a course guidebook, marketing and public relations materials to be distributed to schools and universities. The new curriculum will help meet the need for well-trained, qualified employees in the area of agricultural science and is part of an overall 10x15 strategic initiative.

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The National Council for Agricultural Education is the premier leadership organization for shaping and strengthening school based agricultural education (SBAE) at all levels in the United States. The Council proactively identifies current and emerging issues of national concern, provides innovative solutions in response to current and emerging issues, coordinates the efforts of appropriate entities in strengthening programs, and serves as a national advocate for school based agricultural education.

The Agricultural Education Mission Agricultural Education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber, and natural resources systems.

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February 13, 2007

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2007 National FFA Week is February 17-24

INDIANAPOLIS – The National FFA Organization will celebrate National FFA Week Feb. 17-24, 2007. *Blue Jackets, Gold Standards* is the theme this year, and it embodies all the best about FFA members, from the most recognizable symbol of the organization, the blue corduroy jacket, to the best ideals and traditions of national life, gold standards. Nearly half a million FFA members across the nation will participate in National FFA Week activities at the local and state levels.

“The focus of National FFA Week is to tell America about the great opportunities available for all youth,” said Dr. Larry Case, national FFA advisor. “From its beginnings in 1928 as the Future Farmers of America, the National FFA Organization today reaches out to all 50 states, Puerto Rico and the Virgin Islands. FFA is committed to developing character and leadership skills and preparing members for a lifetime of civic leadership and career success,” he said.

“FFA members are the leaders of tomorrow,” said Beau Williamson, national FFA president and leader of the six-member national officer team. “They are well-mannered, perceptive and willing to help others through community service. They are success-oriented students who are driven to achieve their goals. Just as the blue jacket is a true icon of FFA, the members set the gold standards for young leaders throughout the nation.”

During the week, national FFA officers will travel to different regions in the United States to visit local FFA chapters, participate in special events and visit with their state legislators, and in some cases, their governors.

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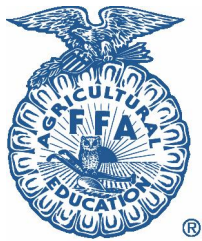
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According to the U.S. Department of Agriculture, one of every five Americans is employed in the critical food, fiber and natural resources industries of agriculture. Former FFA members and agriculture students are engaged in these essential careers.

National FFA Week is sponsored by Case IH as a special project of the National FFA Foundation. The Foundation helps secure support from business and industry for FFA and agricultural education, and it raises several million dollars each year for scholarships awarded to outstanding members pursuing higher education.

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News Release

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February 12, 2007

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February's *FFA Today!* show will air February 19

INDIANAPOLIS—February's *FFA Today!* episode will air Feb. 19 on RFD-TV at 7 p.m. EST (6 to 7 p.m. Central). The all new *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

This month's episode features East Bay High School in Florida. The aquaculture students get hands-on experience in their amazing "aqua lab," and FFA members contribute to conservation efforts by planting sea grass along local shorelines.

In addition, National FFA Week celebrations across the country are highlighted, and FFA members and alumni explore what FFA means to them.

The InsideFFA news features the state officer trip to Spain, an Earth Day Service Challenge announcement and a Connecticut FFA chapter that is building boats!

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News Release

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February 21, 2007

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FFA announces Earth Day Service Challenge

INDIANAPOLIS—The National FFA Organization announces the first-ever Earth Day Service Challenge in partnership with Timberland PRO. The challenge encourages FFA chapters to develop reforestation or conservation projects in their communities and engage local volunteers.

Projects must include at least 50 volunteers and take place during April, ideally on Earth Day, April 22. A reforestation project includes planting trees which removes pollutants from the air, lowers energy consumption levels and prevents erosion. A conservation project can include waterway cleanup project in a nearby lake or river, park or trail refurbishing and more. Projects performed and submitted will be judged on specified criteria, including degree of transformation and project sustainability. Participating chapters have the chance to utilize the Timberland Service Toolkit when preparing their project application.

With the support of Timberland PRO, the Earth Day Service Challenge will award a \$3,000 Best Civic Engagement grant to the chapter with the most volunteer involvement, and a \$7,000 Best Impact grant to the chapter which demonstrates the most powerful impact to their community.

Both the National FFA Organization and Timberland make community service a priority. Timberland provides all salaried, full-time employees with one week of paid volunteer time each year. Earth Day represents Timberland's largest service event, and they anticipate approximately 9,000 volunteers in more than 20 countries this year. A national sponsor for more than four years, Timberland PRO supported the first-ever National FFA Day of Service at the 79th National FFA Convention last October.

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The Earth Day Service Challenge will be announced on the February episode of the *FFA Today* television show. Participants and winners will be featured on episodes throughout the spring. *FFA Today* is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Airing the third Monday of each month, *FFA Today* is broadcast nationally on the RFD-TV television network.

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About Timberland PRO

Building on the Timberland (NYSE: TBL) heritage of craftsmanship and quality, Timberland PRO is recognized as an industry leader in the design, engineering and marketing of premium-quality footwear and accessories for working professionals who require the best comfort and protection on the job. Timberland PRO embraces the company's commitment of "doing well and doing good" – forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland PRO, please visit www.timberlandpro.com. To learn more about Timberland, please visit www.timberland.com.

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News Release

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February 28, 2007

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National FFA's *LifeKnowledge*® curriculum now online

INDIANAPOLIS – The National FFA Organization announces *LifeKnowledge Online*, a new online service to teach leadership competencies for agricultural education students and others. The new interactive system is the web version of the *LifeKnowledge* curriculum and contains features such as 24/7 online access, precept indicators and a coaching guide. It is available for teachers and FFA chapter advisors for a special introductory price of \$59 per school for a 365-day subscription.

“*LifeKnowledge* just got better,” said Dr. William D. Waidelich, Senior Division Director for Research, Development and Sponsored Programs at National FFA. “We are now offering to teachers of agriculture and others internet connectivity to more than 250 lessons in our premier leadership curriculum.”

The basic features of *LifeKnowledge Online* in addition to online access include student precept indicators, an online coaching guide, leadership lesson plans and ideas for the purposeful integration of leadership into technical lessons.

The precept indicator is a tool to measure or assess a student's level of achievement within the cornerstones of the FFA mission---premier leadership, personal growth and career success. The online indicator provides immediate feedback to show a student's strengths and areas of growth potential within 15 leadership precepts.

The online coaching guide provides educators with more than 275 turnkey activities to integrate *LifeKnowledge* into existing classroom, SAE (supervised agricultural experience) and FFA activities. It also includes group coaching

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session techniques, and ready-to-use personal growth plan templates to use with students.

LifeKnowledge Online is packed with all the necessary tools so that every agriculture student, in every class, every day, can develop the leadership skills that are required by business and industry. Five founding partners--- John Deere, Monsanto, National Pork Board Chevrolet, and Cargill ---each have contributed \$500,000 to the LifeKnowledge Center for Agricultural Education and have provided strategic input into program development. Additionally, Merial is a Supporting Partner, having contributed \$250,000. They believe this integral program will support a future supply of employees for the food, fuel and fiber industries.

The annual *LifeKnowledge Online* \$59 subscription fee entitles an FFA chapter or school to use all of the features for 365 days. If new features are added during the subscription period, the chapter will have immediate access to them at no additional charge. Once a chapter subscribes to *LifeKnowledge Online*, it can create individual teacher and student accounts.

LifeKnowledge Online can be ordered by calling the FFA call center at 1-888-332-2668 or by faxing the call center at 1-800-366-6556. It is also available on [FFA Unlimited](#) and in the *The Core 2007-08* catalog. When ordering LK Online, please reference item number LK-07.

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Delaware purchases *LifeKnowledge*® *Online* subscriptions for all state chapters

INDIANAPOLIS – Delaware has become the first state to subscribe to the new *LifeKnowledge Online* service developed by the National FFA Organization for all of the state's high school programs. Additionally, subscriptions were obtained for the University of Delaware and Delaware State University.

Karen Hutchison, education associate for the Delaware Department of Education and state FFA advisor, commented, "The new features of *LifeKnowledge Online* are great. We wanted all of our teachers to have access to the program since the material greatly enhances the classroom experience. We are especially excited about the online feature as it makes it easier for both teachers and students to use. It also provides easy access to teachers who are new to the classroom and missed the last round of training activities. Lastly, it is important that our teacher education programs have access so our future teachers are comfortable with *LifeKnowledge* before entering the classroom."

Dr. William Waidelich, whose responsibilities at FFA include the *LifeKnowledge* program, added, "While other states are considering purchasing *LifeKnowledge Online* for all of their schools, Delaware has jumped out front. We anticipate that Delaware will be the first of several states to subscribe."

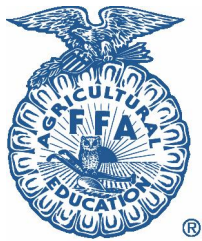
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J. R. Peterson Named Team Leader for Corporate Contributions

INDIANAPOLIS— J. R. Peterson has been named Team Leader for Corporate Contributions the National FFA Foundation announced today. He has most recently been serving as the Foundation's Senior Regional Director for the northeast region of the United States.

"J.R. has been an effective corporate account manager and has grown two different territories to more than \$2 million in gifts to support numerous FFA, Team Ag Ed and collegiate initiatives," said National FFA Foundation Executive Director Dennis Sargent.

As Team Leader, Peterson will supervise the Foundation's regional directors and support staff that manages all aspects of corporate fundraising including sponsor visits, solicitation of prospective sponsors, writing proposals and budget forecasting.

Peterson is completing a unique dual degree program with an MBA from the Kelly School of Business at Indiana University and a Master of Science degree in food and agribusiness from Purdue University. He obtained a B.S. degree from Montana State University-Bozeman in agricultural business/agri-business management.

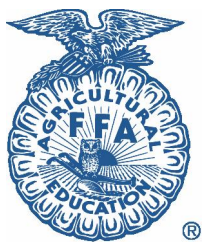
"I am pleased to accept this new responsibility and to represent FFA to our corporate sponsors and friends," said Peterson. Peterson served as a state FFA officer in Montana, is an American Degree recipient, and was a Montana national FFA officer candidate in 1999. He has also served on the Montana and Indiana FFA Foundation Boards.

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Peterson formerly worked as a merchandiser and management trainee/accountant with ConAgra Foods-Peavey in Grand Forks, North Dakota; and Roachdale, Indiana.

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Ryan Mills Joins National FFA Foundation

INDIANAPOLIS— Ryan Mills has been named Regional Director for the National FFA Foundation, working primarily in the western United States, the National FFA Organization announced today. “Ryan joins our team of regional directors and brings industry relationships and sales experience to the Foundation,” said National FFA Foundation Executive Director Dennis Sargent.

Mills joined FFA on Dec. 7 after working as Associate National Accounts Manager of Fresh Pork for Hormel Foods Corporation in Minneapolis, Minn. for three years. He also served in milk replacer sales in the Land O’ Lakes Feed Division in Fishers, Ind. during a summer internship.

Mills is a former FFA member and American Degree recipient from the Rossville FFA Chapter in Rossville, Ind. His family owns a feed operation in Mulberry, Ind.

“My family business operation and FFA sparked my interest as a youth, but I wanted to dive into food and consumer products on a broader base for my career,” he said. “Working at the National FFA Foundation gives me the platform to do just that.”

As Regional Director, Mills will manage all aspects of corporate fundraising for the western United States including sponsor visits, solicitation of prospective sponsors, writing proposals and budget forecasting. He will travel extensively to the western states.

Mills graduated from Purdue University with a Bachelor of Science degree in animal agribusiness education with a minor in food and agribusiness management. While at Purdue he served as president of the Purdue Agricultural Council and served on the President’s Round Table.

-more-

He is married to Denise Swim Mills, a former FFA state officer and currently program director for the Indiana State FFA Association. They have a one-year-old son, Burke.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

March 12, 2007

Contact: William F. Stagg, 317-802-4243

National FFA Organization

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FFA website: www.ffa.org

National FFA Foundation salutes top 30 donors in 2006

INDIANAPOLIS – The National FFA Foundation salutes its top thirty 2006 donors who support student scholarships, national programs and student leadership development.

“We welcomed Ford Motor Company as our first million dollar annual sponsor for the National FFA Organization in 2006 and are thrilled they stepped up to the plate to foster FFA youth and programs,” praised Dennis Sargent, executive director of the National FFA Foundation.

The million dollar financial support will sponsor collegiate scholarships, the National FFA Agriscience Fair at the national convention, and Washington Leadership Conference (WLC), a week-long series of leadership workshops held for FFA members in the summer in Washington, D.C.

Other top donors are John Deere, Monsanto, National Pork Board, Chevrolet and Cargill. They are founding partners for the development of LifeKnowledge, an innovative leadership development curriculum program.

Business and industry become involved in the National FFA Organization because premier leadership, personal growth and career success are keys to successful employees and a future agricultural workforce.

“As agriculture continues to change, we need young people trained and interested in entering this important and dynamic field,” said Glenn A. Stith, vice president, Monsanto Company, and 2007 National FFA Sponsors Board chair. “As believers in the value of FFA and agricultural education, we can rest assured that our efforts are helping nearly 500,000 young people prepare for a life of service within their communities and the agriculture industry,” he said. –more–

Top donors are:

Ford Motor Company
Cargill
Chevrolet
Monsanto
RFD-TV
Toyota Motor Sales USA Inc. and Toyota Engineering & Manufacturing, North America
John Deere
DuPont, Pioneer Hi-Bred International Inc.
State of Indiana
Archer Daniels Midland Company
Dodge Trucks
Syngenta, Syngenta Seed
Timberland Company
CNH, Case IH, New Holland
Dow AgroSciences
Tractor Supply Company
BASF
Lilly Endowment Inc.
Kubota Tractor Corporation
National Pork Board
Elanco Animal Health, A Division of Eli Lilly and Company
Land O Lakes Feed/Purina Mills, Land O Lakes Foundation
CHS Foundation
USDA Farm Service Agency
USDA Rural Development
Lincoln Electric Company
Merial
Stihl Inc.
Firestone Agricultural Tire Company
Carhartt

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News Release

FOR IMMEDIATE RELEASE

March 13, 2007

Contact: William F. Stagg, 317-802-4243

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FFA web site: www.ffa.org

March's *FFA Today!* show will air March 19

INDIANAPOLIS— The next episode of *FFA Today!* will air Monday, March 19 at 7 p.m. EST (6 p.m. Central) on RFD-TV. The all new *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

This month's episode features three high schools in San Antonio, Texas. The now-growing FFA chapters have benefited from support given by Toyota, Texas A&M and the National FFA Organization. Through this program, FFA members, parents and teachers are given special opportunities, like attending FFA state and national activities. In all, the five-year project is designed to increase participation and diversity in their agricultural science education programs.

FFA Today! also salutes National Agriculture Week, which takes place March 18-24. This special story shows how agricultural education and FFA are preparing the next generation of agriculturists to keep the agriculture industry viable into the future. As a part of Ag Week, the National FFA Organization will host a rally in Washington D.C. focusing on "The Future of Renewable Energy and Agriculture in America."

Also on the show, the *Inside FFA* news segment features an update on Enterprise High School, the Alabama school recently hit by a tornado. The news also features the opening of the new California FFA Center, a recap of National FFA Week activities, and FFA student involvement at the U.S. Farm Bill Forum that aired on RFD-TV.

Debuting on this show are two new exciting vignettes, *On the Job*, a career spotlight which profiles a professional in agriculture, and *Making the Grade*, useful curriculum information and resources for students.

—more—

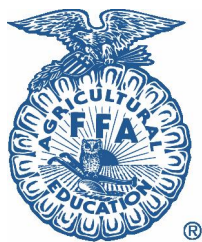
FFA makes a positive difference in the lives of students by
developing their potential for **premier leadership, personal growth**
and **career success** through agricultural education.

RFD-TV can be found on Dish Network channel 9409, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

March 14, 2007

Contact: William F. Stagg, 317-802-4243

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National FFA President Beau Williamson to Host National Agriculture Week FFA Rally in Washington, D.C.

INDIANAPOLIS—National FFA President Beau Williamson will host an FFA Rally to be held at the USDA's Whitten Building patio in Washington, D.C. on Thursday, March 15 at 3 p.m. EST, as a kickoff to National Agriculture Week, March 18-24, 2007. Earlier that day, Williamson will deliver comments to the National Agriculture Day Luncheon at the National Press Club.

Sponsored by Archer Daniels Midland Company and John Deere, the FFA Rally will showcase the future of renewable energy and American agriculture and feature speakers from industry and government, as well as entertainment from FFA members. Secretary Mike Johanns will speak to high school students and dignitaries from across the country. Also scheduled to attend are Greg Webb, Vice President—ADM Public Affairs and 2006 National FFA Foundation Sponsors' Board; and Bob Dinneen, President, Renewable Fuels Association.

The National Agriculture Day program is committed to increasing public awareness about American agriculture and its importance to the nation's economic stability. As the world population soars, there is even greater demand for the food, fiber and renewable resources that the United States produces.

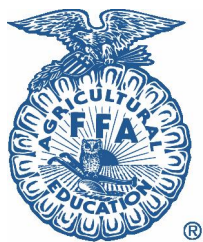
Four of the six national FFA officers (Beau Williamson, Kacy Baugher, Coty Back, and Jamie Cecil) are in Washington, D.C. March 12-15 visiting members of Congress, the U.S. Department of Agriculture and other national agricultural organizations.

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The Agriculture Council of America coordinates National Agriculture Week and the National FFA Organization's Chief Operating Officer Doug Loudenslager serves on their Board. "The National FFA has been a proud sponsor of the Ag Day program for many years," Loudenslager said. "We are committed to the importance of agriculture literacy in this country, and we help prepare our members in becoming tomorrow's leaders and agriculturists of the future."

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

April 4, 2007

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Contact: Jennifer Pickett (913) 491-1895

"American Agriculture in 2025"

National Ag Day essay contest winner announced

OVERLAND PARK, KANSAS—The Agriculture Council of America (ACA) announced the national 2007 Ag Day Essay Contest winner, LaTasha Cote.

ACA called upon seventh- to 12-th grade students nationwide to submit original essays of 450 words about the importance of agriculture in the United States. Under the theme "American Agriculture in 2025," students were encouraged to focus their essays on the potential landscape of American agriculture in 2025 based on where we are today and the opportunities that lie ahead.

Cote, a 12th grader at Couch High School in Myrtle, Mo., was named the national winner of the 2007 contest during the Ag Day event held at the National Press Club. She is 1st Vice President of her FFA chapter and wore her FFA official dress for the event. Cote read her essay to industry representatives, members of Congress, federal agency representatives, media and others in a celebration of agriculture.

"It is great to see today's youth have such strong support for the American agriculture industry," said Eldon White, president, Agriculture Council of America. "LaTasha's essay showed the depth of interest and awareness she had in U.S. agriculture, now and in the future."

Ag Day is a nationally coordinated program that envisions consumers, young and old, talking about agriculture. The contest is sponsored by Case IH, The Council for Agricultural Science & Technology, High Plains Journal, National Association of Farm Broadcasting, National Agri-Marketing Association, Country Living Association and McCormick Company.

-more-

This is the 34th anniversary of National Ag Day. The goal of the ACA is to provide a spotlight on the agriculture, food and fiber industries the first day of spring (National Ag Day), to help consumers understand not only how food and fiber products are produced, but to celebrate accomplishments in providing safe, abundant and affordable products. For more information and to see a list of the 2007 state winners, visit www.agday.org.

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National Winning Essay



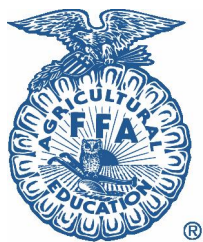
American Agriculture in 2025 *by LaTasha Cote*

The alarm sounds off at about 8:00; a young man reaches over to turn it off. He gets up, jumps in the shower, eats his breakfast, and then heads out the door toward his milk barn. There is no rush to get to the cows because they have already been milked. He begins to check the computer system to see the amount of milk produced from the third milking of the day. Immediately, a very precise chart pops up and gives the percentage of milk given per second, the amount of butterfat, and accurately tells the farmer the exact weight of the milk. Wait, where's the reality check? Well, there isn't one. This is only one example of how far the industry, in all farms, has come since the year of two-thousand and seven.

It is the year 2025 and the local farm is still alive and well, only there have been some changes made on how farms are run and the amount of stress on the farmer has been minimized greatly. Since the past, the agriculture industry has made huge medical and environmental changes. Starting with the fact that the industry has found the answer to preventing what used to be a fatal disease, mad cow, but not anymore. Agriculture has also found ways to transfer pig organs to humans; oddly the process that used to be so complex, now it isn't much of a process at all. Agriculture has also found the answer to the high cost of fuel and feed. It used to be a problem that the everyday person worried constantly about; now it is merely a thing of the past. Since recent studies on ethanol production and the availability to produce it come from corn stalks instead of the ear of corn has helped tremendously in feed production and costs. Although we have come such a long way since 2007, we still face problems everyday. It has been said that we are running out of room to farm, even since the confinement of beef cattle, goats, and horses. Though scientists have said that they are getting closer to remedying ways to grow life on the moon, the population crisis is still overwhelming.

I have high hopes on the future of agriculture. It is only the year 2025 and we are well on our way to finding faster and easier ways to farm and statistics say that the number of agriculture majors is at a steady increase. Knowing that our future is in the hands of our youth, I am confident that we will continue to grow as an industry and a nation at large.

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News Release

FOR IMMEDIATE RELEASE

National FFA Organization
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April 5, 2007

Contact: William F. Stagg, 317-802-4243

Bill Hale Named Executive Director of the Agricultural Education Learning Center

INDIANAPOLIS— Bill Hale has been named Executive Director of the Agricultural Education Learning Center (AELC), the National FFA Organization on behalf of the National Council for Agricultural Education announced today.

“During his time with FFA, Bill has been instrumental in managing the process of choosing a vendor for the AELC,” said William D. Waideich, senior division director of Research, Development & Sponsored Programs at the National FFA Organization.

“The combinations of skills that Bill possesses will help ensure the success of the AELC.”

The AELC is designed to centralize on-demand learning for agricultural educators and students. As executive director, Hale will be responsible for the overall strategic development, management and implementation of the center.

“I am looking forward to the opportunity to bring cutting-edge online learning to agricultural educators and their students,” Hale said. “We are designing the AELC to be the premier source for online agricultural education. The AELC will be a one-stop shop that will focus on the exploration of new and exciting electronic instructional materials, tools and other resources for agricultural education teachers.”

Hale joined FFA on April 10, 2006, after spending more than a decade at Ford Motor Company where he designed and implemented a worldwide training and assessment Web portal used for the technical improvement of more than 35,000

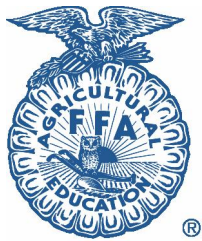
FFA makes a positive difference in the lives of students by
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automotive engineers. He also worked for National TechTeam in a variety of positions from a training specialist to director of computer education programs.

Hale earned his Bachelor of Arts degree with majors in Journalism and in Radio and Television from Wayne State University. He is also a certified Project Management Professional (PMP). He is married to wife Jennifer and they have two kids: Max, age 10, and Madeline, age 5.

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News Release

FOR IMMEDIATE RELEASE

April 5, 2007

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Dixie Gray Appointed Executive Director of Commercial LifeKnowledge* at National FFA Organization

INDIANAPOLIS— Dixie Gray has been appointed to be the Executive Director of the Commercial LifeKnowledge team at the National FFA Organization. As Executive Director, she is responsible for licensing and customizing FFA's *LifeKnowledge* and collateral materials for other national youth organizations.

"Dixie joins FFA from Indianapolis based @Work Solutions, a consulting firm providing human resources and information technology solutions to the career development industry," said Tom Kapostasy, senior director of business operations. "Her experience in adapting existing software to meet both local and Department of Labor needs for workforce development systems fits well with both the content of the *LifeKnowledge* lessons and our strategy of mass customization."

"I am pleased to accept this new responsibility and to join FFA to positively change the lives of students," she said.

Gray has held executive roles in planning, organizational development and technology management for Thomas P. Miller Associates, Abbott Labs in Chicago and Tiburon in Fremont, Calif. She served as Human Resources Director of Alverno Information Systems, a division of The Sisters of St. Francis Healthcare Services for six years in Beech Grove, Ind.

Gray received a B.S. degree in English-Communications from Ball State University in Muncie, Ind., and completed subsequent course work in business and finance.

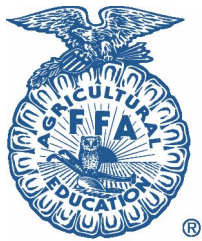
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“Dixie is the first member of the Commercial LifeKnowledge team,” said Kapostasy. “She will soon hire a sales manager and a project manager to complement other National FFA efforts in developing and applying leadership, personal growth and career success materials.”

Gray holds several professional certifications such as Simplified Strategic Planner in 2007 and Organizational Development Professional in 2004.

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**LifeKnowledge* is a high school leadership curriculum that provides a comprehensive approach to leadership training and was created by the National FFA Organization. The lesson plans and teaching concepts it provides are tremendous assets as students learn the rewards of taking more active roles in life, work and their communities. *LifeKnowledge* helps educators teach 16 life skills that are the essential learnings of leadership. Communication, consensus building, ethics, citizenship, understanding diversity, empowering others, creative thinking and compassion are some of the life skills presented through the 257 lessons included. The lessons are very engaging and hands-on, designed to fit the learning styles of all students. More information about *LifeKnowledge* may be found on the National FFA Web site at <http://lifeknowledge.ffa.org/>



News Release

FOR IMMEDIATE RELEASE

April 11, 2007

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April's *FFA Today!* show will air April 16

INDIANAPOLIS— The next episode of *FFA Today!* will air Monday, April 16 at 7 p.m. EST (6 p.m. Central) on RFD-TV. The all new *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

This month's episode features agriscience and two schools with agriscience magnet programs. *Chapters in Action* visits James Madison High School in San Antonio, Texas, where students can get dual credit at a local community college for their high school agriscience classes. The show segment also features the Middleton High School agriscience program in Tampa, Fla., that has a biotechnology emphasis and the only tissue culture lab in the state.

April 22 is Earth Day, and *FFA Today!* will check out a ranch in Wyoming that recently won an environmental stewardship award.

Also on the show, the *InsideFFA* news segment features a special initiative to assist Iraqi children, several national award winners and FFA conferences, a special donation to FFA from horseman Chris Cox, and news coverage of the grand opening of RFD-TV's new theater in Branson, Mo.

Continuing on the show are two new exciting vignettes: *On the Job*, a career spotlight that profiles a professional in agriculture, and *Making the Grade*, useful curriculum information and resources for students. This month *On the Job* explores careers in the turf grass management industry. Viewers will see what it takes to keep a golf course and baseball park in top shape. And with finals fast approaching for students, the *Making the Grade* segment gives tips on how to sharpen your study skills.

-more-

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April's *FFA Today!* show will air April 16
p. 2

RFD-TV can be found on Dish Network channel 231 and 9409, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

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In Oshkosh, Wis., the Oshkosh West FFA chapter will be working with the Oshkosh Conservation Club to turn a 30-acre parcel of land into a nature area with trails. Other cleanup projects will occur at Terrell's Island and the Paine Art Center with the Progress Oshkosh group. The Oshkosh West chapter will also be working with the Lions Club on their adopt-a-flowerbed program and Trout Unlimited to complete a stream cleanup and water testing day.

The East Bay FFA chapter in Gibsonton, Fla., will be working with Tampa Bay Watch, a non-profit environmental group, to harvest salt marsh grasses to replant for an environment restoration project. FFA members will plant grasses at Whisky Stump Key, an island in Gibsonton near a bird sanctuary, which helps protect spoon bills, egrets, osprey and herons. After the planting, students will be responsible for checking and replanting any uprooted grasses and monitoring water quality and habitat information to determine the success of the project.

Working with the county parks department, FFA members and agriculture education students at Knappa High School, in Astoria, Ore., are helping to rejuvenate a local park. Clatsop County Parks are used mostly by fishermen and community members for reunions and get togethers. The goals are to expand day use offerings with tables, picnic areas, trails and playground areas. In the future the park will offer camp sites, a paved access road, and stream restoration and plantings.

Agriculture education students from Kutztown High School in Kutztown, Pa., are working on a nearby family farm in Virginville, Pa., to assist in a stream bank fencing and planting project. The site is part of four restoration and improved water quality projects on an unnamed tributary of the Maiden Creek, which feeds into the Schuylkill River. Part of the Schuylkill Action Network (SAN) project, the SAN partnership is an innovative approach developed by the Philadelphia Water Authority for improving the drinking water supply.

In Brooklyn, Miss., the Brooklyn FFA chapter is re-establishing trees to landscapes destroyed or damaged by the devastation of Hurricane Katrina. The project includes planting landscape trees on the campus of Forrest County Agricultural High and

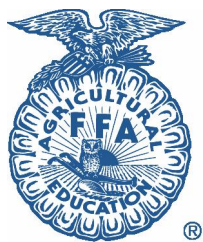
providing homeowners a means of replanting trees on their properties.

And in Mena, Ark., the natural resources management class at Mena Public Schools is building wildlife food plots in the school's 40-acre outdoor classroom to enhance the whitetail deer population on campus and within the safety of the city limits.

Timberland PRO is celebrating Earth Day 2007 by hosting more than 170 service projects world wide with more than 9,000 volunteers. The 2007 volunteer events will focus on reforestation via a variety of activities. The 2007 volunteer events will focus on reforestation via a variety of activities such as planting trees, refurbishing trails and greenways and restoring native species. The activities will support the company's larger goal to become carbon neutral by 2010. For more information on Timberland's commitment to corporate social responsibility or opportunities to serve within your community, please visit www.timberlandserve.com.

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland® products are sold worldwide through leading department and specialty stores as well as Timberland® retail stores. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" – forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, please visit www.timberland.com.

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News Release

FOR IMMEDIATE RELEASE

May 10, 2007

Contact: William F. Stagg, 317-802-4243

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May's *FFA Today!* show will air May 21

INDIANAPOLIS— The next episode of *FFA Today!* will air Monday, May 21 at 7 p.m. EST (6 p.m. Central) on RFD-TV. The all new *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

This month's episode features careers in entomology with visits to an entomology university professor, a bee farm and butterfly gardens. *Chapters in Action* travels to the northwest corner of the beautiful state of Oregon to visit two great chapters from Knappa High School and Astoria High School. Knappa FFA members helped clear and rejuvenate a local park as part of Earth Day activities, and the Astoria chapter has a well-rounded FFA program with veteran agriculture teacher, John Jeans.

As the end of the school year approaches, students are looking for summer employment, and they will get helpful hunting tips from the *Making the Grade* segment as well as hints for sharp resumes, great interview skills, and how to apply their supervised agricultural experience (SAE). There will also be a special salute to our agricultural education teachers around the nation.

The *InsideFFA* news segment features a preview of Washington Leadership Conference opportunities for FFA members starting in June and how to register. Other award announcements are made for the official FFA Chapter T-shirt contest, 2007 Risk Management essay contest winners and others posted on the FFA website www.ffa.org and click on the FFA Programs link. Other stories announce the availability of a new FFA Game (both Blue and Gold editions) available in *The Core* catalog as of May 15, and an interview with an entomologist about the Colony Collapse Disorder, or CCD, and how it is an alarming concern for growers. -more-

FFA makes a positive difference in the lives of students by
developing their potential for **premier leadership, personal growth**
and **career success** through agricultural education.

May's *FFA Today!* show will air May 21
p. 2

Programming note: the June episode of *FFA Today!* will be shown on June 25. RFD-TV can be found on Dish Network channel 231 and 9409, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

May 11, 2007

Contact:

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□

FFA names 40 individuals as the 2007 New Century Farmers Program prepares young farmers for success in the 21st Century

INDIANAPOLIS – The National FFA Organization has selected 40 outstanding young people to participate in the 2007 New Century Farmer Program. This exclusive, highly competitive program develops young men and women who are committed to pursuing a career in production agriculture. The New Century Farmer Program is sponsored by Pioneer Hi-Bred International Inc., Rabo AgriFinance and Successful Farming as a special project of the National FFA Foundation.

From Arizona to the Atlantic coastline in Virginia, participants representing 24 states will take part in an intensive five-day seminar in July in Des Moines, Iowa. They will learn from each other and industry experts during a series of workshops and sessions, on topics ranging from the global marketplace to farm financing, demographic trends to risk management. The New Century Farmers will hear from motivating and informative keynote speakers who will educate them on the risks and rewards involved with agriculture production. In addition to classroom learning, students will be exposed to the latest developments in agricultural technology, field tours, sessions on personal and professional development and team building.

The program is designed to provide participants with valuable learning that they will take home and apply to their own farming operations, as well as resources and a network of friends that they can draw upon throughout their careers.

-more-

“Today’s New Century Farmer is proficient in fields like chemistry, agribusiness, communication and agronomy,” said Dr. Larry Case, CEO and National Advisor of the National FFA Organization. “The New Century Farmer Program helps today’s young farmers prepare for a highly competitive global marketplace.”

Pioneer Hi-Bred International, Inc., a subsidiary of DuPont, is the world's leading source of customized solutions for farmers, livestock producers and grain and oilseed processors. With headquarters in Des Moines, Iowa, Pioneer provides access to advanced plant genetics, crop protection solutions and quality crop systems to customers in nearly 70 countries. DuPont is a science company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

Rabo AgriFinance (www.RaboAg.com) originates and services agricultural loans for farmers and ranchers throughout the United States. With over \$4.5 billion in assets, Rabo AgriFinance is one of the largest ag lenders in the U.S. and a part of the **Rabobank** Group, the premier bank to the global food and agriculture industry. Rabobank (www.RabobankAmerica.com) is a global financial services leader providing institutional and retail banking and agricultural finance solutions in key markets around the world. From its century-old roots in the Netherlands, Rabobank has grown into one of the 25 largest banks worldwide, with over \$700 billion in total assets and operations in over 37 countries. Rabobank is one of the few banks in the world to have a triple A credit rating from both Standard & Poor’s and Moody’s, and is ranked the world’s 3rd safest bank by *Global Finance* magazine.

-more-

Successful Farming (www.agriculture.com) is a multi-media business that serves the diverse information needs of rural and farm families. Its editorial mission is to serve the diverse business, production and family information needs of families who make farming and ranching their business. It has an audience of more than one million people.

California

Daniel Bays, *Patterson*

Colorado

Blane Cowan, *Kersey*

Connecticut

Michele Longhi, *Enfield*

Florida

Brady Revels, *Bushnell*

Idaho

Courtney Woodworth,
American Falls

Illinois

Keith Mellert, *Canton*
Correy Rahn, *Mt. Carroll*
Mallory Swanson,
Oneida

Indiana

Jay Alcorn, *Bainbridge*
Nathan Lehman,
Monroe
Jennifer Springer,
Spencerville

Kansas

James Hutto, *Galena*

Kentucky

Mark Thomas,
Elizabethtown

Massachusetts

Bethany Evangelista,
Barre

Michigan

Jesse Walsh, *Ulby*

Minnesota

Michael Eilertson,
Kiester
Michael Johnson,
Preston
Jill Pesek, *Taunton*

Missouri

Nathan Riegel,
Washington

Nebraska

Darren Shaw, *Edgar*
Jeremy Svitak, *Howells*

New York

Benjamin Flansburg,
Albion

North Carolina

Callie McAdams, *Efland*

North Dakota

Justin Topp, *Grace City*

Ohio

Brian Hartschuh,
Bloomville
Christian Hoffman,
Stoutsville
Jeffrey Riethman,
Minster

Oklahoma

Mathew Braun, *Hobatt*

Pennsylvania

Curtis Frederick,
Sugarloaf

South Dakota

Derek Ostby, *New Effington*
Michelle Osterman,
Conde
Lee Wasland, *Wallace*

Texas

Eric Parkey, *Littlefield*

Virginia

Jack Kerr, *Churchville*

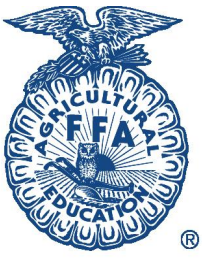
Wisconsin

Ross Bender, *Cleveland*
Katherine Lincicum,
Browntown
Leonard Polzin, *Cadott*

-more-

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News Release

FOR IMMEDIATE RELEASE

May 1, 2007

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National FFA Award Winners Tour Costa Rica, Gain Perspective of Global Agriculture

INDIANAPOLIS—As the agricultural community becomes increasingly global, it is crucial that young people considering careers in the industry understand the opportunities and challenges of international trade. A group of 43 national FFA award winners, seven FFA Advisors and three national FFA staff will tour agricultural sites in Costa Rica this summer and compare the industry in Central America and the United States. Following an orientation session in Miami on June 18, the group will depart for an 10-day tour.

“The global marketplace can be a difficult concept for students to grasp. Visiting agribusinesses and talking to industry experts in Costa Rica will help students see the similarities to U.S. agriculture and better understand how what happens in Central America can have implications back home,” says Larry D. Case, national FFA advisor. “Costa Rica is an ideal agricultural tour site because it includes some of the most diverse agriculture and geography in the world, and is small enough that the group will be able to see most of the country during the trip.”

Seminar participants were selected from national agricultural proficiency award finalists and American Star Farmer and Star in Agribusiness finalists named last November at the 79th National FFA Convention in Indianapolis, Ind. The seminar, in addition to cash awards and plaques, is made possible by business and industry contributions to the National FFA Foundation.

During the seminar, students have an opportunity to truly experience global

—more—

agriculture and culture of Costa Rica. The international seminar is an education study seminar designed to introduce the award participants to agriculture as it is practiced in other countries. Participants will be visiting farms and agribusinesses and have the opportunity to experience living with families from Costa Rica.

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(see attached list for participants)

List of Participants

California

Ryan Duclos
Elizabeth Titus

Georgia

Paul Ruddle II
Katie Williams

Illinois

Meghan Keyser

Kansas

Kally Hood
Emilie Magnus
John Menefee
Brock Peters

Michigan

Bradley Naebeck

Minnesota

Ksana Harrison
Matthew Kluender

Missouri

Mindy Briscoe
Joseph Hirner
Michael Manson

Nebraska

Alex Brookhouser
Kelsey Cupp
Neal Ely
Samual Landholm

New Jersey

Dale Cruzan III

North Dakota

Christopher Duchsherer
Alexis Freier

Ohio

Nathan Arnold
Laura Bruner
Kurt Ellis

Oklahoma

Brice Abbott
Lindsey Hankey
Brendon Lowe
Devin Miller
Cami Morris
Robert Parrish

Oregon

Ryan Scholz

Texas

Megan Wright

Washington

Kayla Mehlhoff

Wisconsin

Ben Alsum
Matthew Anderson
Jodi Marshall
Cynthia Meyer
Dale Miemietz
Courtney Sedbrook
Bryan Sheller
Scott Skelly
Ryan Zimmerman



News Release

FOR IMMEDIATE RELEASE

May 14, 2007

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FFA Members Attend Summer Leadership Conference

Builds leadership, team building and citizenship skills

WASHINGTON, D.C.—This summer, students from across the nation will arrive in Washington, D.C., ready to learn leadership and give back to their community. It is all part of the 2007 Washington Leadership Conference (WLC), an activity of the National FFA Organization in cooperation with the U.S. Department of Education.

The week-long program helps FFA members improve their leadership skills and prepare for leadership roles in their chapters, communities and their future careers. They attend workshop sessions on persuasive communication, character leadership and building relationships, and participate in discussions on citizenship.

“Tomorrow’s leaders must develop skills in these areas to effectively compete,” says Dr. Larry Case, National FFA Advisor and Coordinator, Agricultural and Rural Education with the U.S. Department of Education. “Every student leaves WLC with an advantage because it gives those young people cutting-edge leadership skills and valuable insight for productive citizenship.”

It’s not just leadership skills the students are learning. Students will also learn about giving back to the community, through volunteering. Students will also increase their understanding of the nation’s heritage with visits to Mount Vernon, Arlington National Cemetery, the Jefferson, Lincoln and Roosevelt Memorials and other historic sights in Washington, D.C. A highlight of the week will be a visit to the office of their local congressman/Senator.

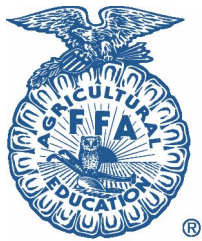
The National FFA Organization coordinates WLC, which attracts participants from across the country. This summer, more than 2,000 FFA members will attend one of the conference’s seven week-long sessions.

—MORE—

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and career success through agricultural education.

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###



News Release

FOR IMMEDIATE RELEASE

June 4, 2007

Contact: William F. Stagg, 317-802-4243

USDA Contact: Wayne Maloney (301) 734-7255

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National FFA Organization joins USDA to promote National Animal Identification System

WASHINGTON— The U.S. Department of Agriculture and the National FFA Organization today entered into a cooperative agreement to advance the implementation of the National Animal Identification System (NAIS). A signing ceremony was held at USDA's headquarters in Washington D.C.

"The youth involved in the National FFA Organization are the future of agriculture in the United States. As this Nation's next farmers, it's fitting that they are at the forefront of NAIS, and we are excited about their involvement in the program," said Bruce Knight, undersecretary for USDA's marketing and regulatory programs. "By ensuring the success of NAIS, we are ensuring their future as farmers."

FFA will use the cooperative agreement funds to develop and provide NAIS educational programs for their current and alumni members, as well as promote premises registration across the country.

The premises registration component of NAIS ensures the availability of a nationwide communications network to assist livestock owners and animal health officials in the case of a disease event. With the coordinated efforts of state, industry and federal partners, more than 394,000 premises nationwide have been registered to date.

"The National FFA Organization stands ready to partner with USDA on this venture. Together we can combine our talents and resources to educate the agriculture industry about NAIS and to help promote premises registration," said Dr. Larry D. Case, FFA chief executive officer and national FFA advisor.

In February, USDA announced the availability of up to \$6 million for cooperative agreements, subject to the availability of funding, to support the efforts of nonprofit agricultural organizations to promote NAIS, and specifically, increase participation in premises registration. To date, USDA has awarded funding to the National Pork Board and is reviewing additional applications.

NAIS, which is voluntary at the federal level, is a modern, streamlined information system that helps producers and animal health officials respond quickly and effectively to animal health events in the United States. The program consists of three parts: premises registration, animal identification and tracing.

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National Council for Agricultural Education, 1410 King Street, Suite, 400; Alexandria, VA 22314

FOR IMMEDIATE RELEASE

June 11, 2007

Contact: Allan Sulser, chairman, National Council for Agricultural Education,
435-654-0640
Doug Loudenslager, Task Force Consultant 317-802-4412
(The Council)

National Council for Agricultural Education plans 10x15 national conference

ALEXANDRIA, Va. -- The National Council for Agricultural Education (The Council) will meet June 15 through 17 in Fort Mitchell, Ky., for a *10 x 15 National Conference*. The purpose of the meeting is to continue long-range strategic planning for the future of agricultural education.

"We want to create new programs in communities not yet served by agricultural education and FFA," said Allan Sulser, chairman of the National Council. "We can strengthen the quality of current programs to provide personal, academic and career education in agriculture. It will contribute to our strategic goal of having 10,000 quality agricultural education programs in operation in this country by the year 2015," he said.

"Agricultural education is at a crossroads, with the past and present both impacting our vision and decisions," said Larry Case, Ed.D., coordinator of agricultural and rural education, U.S. Department of Education. "These policy meetings are integral to the future success of the agricultural business and agriscience industries in the United States. We must meet the needs for a competent scientific workforce for tomorrow incorporating technological and academic advances that continuously develop."

The 10 x 15 management team has identified eight high-priority initiatives to carry agricultural education successfully into the future. They are:

1. **Program Standards for agricultural education** (Goal: Set and seek adoption of National Program Standards for Agricultural Education for academic, technical, career and life skills based upon the integrated model of agricultural education.)

2. **Link food, agriculture and natural resources content standards to national academic content standards** (Goal: Link national academic content standards in science, math, language arts, and social sciences and engage the academic community in setting national standards.)
3. **Develop multiple agricultural education designs** (Goal: Identify 5-10 potential new markets for agricultural education programs and develop multiple agricultural science education designs that meet community and industry needs.)
4. **Program data reporting** (Goal: Create and operate a program results reporting system to provide baseline and annual data to document program value at local, state and national levels and provide feedback for continuous improvement.)
5. **Agriculture educator recruitment** (Goal: Develop and implement agricultural education teacher recruitment strategies in grades 9-14.)
6. **Agricultural education advocacy strategy** (Goal: Develop local, state and national strategies that effectively advocate agricultural education.)
7. **Agricultural education brand strategy** (Goal: Develop and implement a brand strategy for agricultural education that results in the greatest success for the enterprise as a whole.)
8. **Program funding strategy** (Goal: Devise and implement a local, state and national strategy to enlist public, corporate and organizational support to build agricultural education programs at all levels.)

Participants for each initiative task force represent all facets of the agricultural education community---local schools, university departments, state associations, professional associations and FFA. Called “Team AG-ED,” this group will study the strategic themes, review position papers, identify and prioritize projects and project charters, and determine the next steps and timelines. Several of the initiatives tie directly to current projects of The Council and are already underway.

The National Council for Agricultural Education is the premier leadership organization for shaping and strengthening school based agricultural education (SBAE) at all levels in the United States. The Council proactively identifies current and emerging issues of national concern, provides innovative solutions in response to current and emerging issues, coordinates the efforts of appropriate entities in strengthening programs, and serves as a national advocate for school based agricultural education. For more information, check <http://www.teamaged.org/councilindex.cfm> .

The Agricultural Education Mission Agricultural Education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber, and natural resources systems.

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News Release

FOR IMMEDIATE RELEASE

June 14, 2007

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Job opportunities abound in the world of entomology

INDIANAPOLIS—"I plan to major in natural resources and environmental sciences, and my FFA experience raising honeybees helps me to prepare for my college career," says Lisa Schluttenhofer, president of Western Boone FFA Chapter in Thornton, Ind.

Lisa is one of many high school FFA members who have selected entomology projects for their supervised agricultural experience program.

"Did you know that half of the food we eat is influenced by the honeybee and the pollination process of fruits and vegetables?" Lisa poses. "People don't realize how important a role honeybees play in completing the food chain process. And they have such a fascinating life cycle and work behavior."

Lisa's interest in the field of entomology began when she saw the amazing honeybee hives and displays at a beekeeping class she attended at the Indiana State Fair when she was just 12 years old. She decided then and there that she wanted to start her own hives. She began with two, then four, and is now back to two with plans to expand again.

"It is definitely a passion for me," she said. "It has grown from honey production to selling value-added products such as beeswax, soaps, candles, lotions and lip balms at the Boone County Fair and fall festivals."

Lisa creates her own recipes for her products and maintains and inspects her hives regularly. She extracts honey right before the county fair and again in the fall. A full inspection takes about two hours in order to inspect for hive health, prevention of problems, honey storage and queen bee productivity.

Lisa has also become a public advocate about entomology careers and honeybee production. She gives public presentations at her library, the county fair and at her school's "Day on the Farm" FFA chapter activity. Besides public speaking skills, she is learning record-keeping and marketing skills with her business.

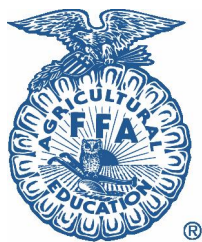
"I hope to be an interpretive naturalist at a state or national park someday," Lisa said. She plans to attend Purdue University when she graduates next year. She currently assists Dr. Greg Hunt's clinic at the Purdue Bee Laboratory.

Dr. Alan York, professor of entomology at Purdue University, endorses entomology as a fascinating and rapidly-changing science. "Insects interact with people at every stage of their lives, medically, with the food supply, with livestock and even our water," he said. "The career field is practical with a lot of opportunities. You can work indoors, outdoors, by yourself or with others. You can study the basic function of insects with teaching and research or be involved in applied entomology or the controlling and regulating of insects."

As long as the bees keep buzzing and the mosquitoes keep biting, careers in entomology will continue to grow in importance and popularity. Students should talk to their science and agriculture teachers to discuss career options that interest them and to learn more about the emerging entomology industry.

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News Release

FOR IMMEDIATE RELEASE

June 19, 2007

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National FFA announces Earth Day Service Challenge Awards

INDIANAPOLIS— The National FFA Organization in partnership with Timberland PRO announces the first-ever Earth Day Service Challenge award winners.

The \$7,000 Best Impact grant, awarded to the chapter that demonstrates the most powerful impact to the community, goes to the Oshkosh West FFA chapter from Oshkosh, Wis.

The \$3,000 Best Civic Engagement grant, given to the chapter with the most volunteer involvement, was won by the East Bay FFA chapter in Gibsonton, Fla.

The award money can be used to launch a future civic engagement project or fulfill other chapter needs related to community engagement.

“We had many top quality service projects from around the country,” said Joe Martinez, education specialist at National FFA. “Projects submitted had to include at least 50 volunteers and take place in April, ideally on Earth Day, April 22.”

The Oshkosh West FFA chapter worked with the Oshkosh Conservation Club to turn a 30-acre parcel of land into a nature area with trail. Other cleanup projects occurred at Terrell’s Island and the Paine Art Center with the Progress Oshkosh group. The chapter also worked with the Lions Club on their adopt-a-flowerbed program and Trout Unlimited to complete a stream cleanup and water testing day.

The East Bay FFA chapter collaborated with Tampa Bay Watch, a nonprofit environmental group, to harvest and replant salt marsh grasses for an environmental restoration project. More than 280 volunteers worked for a total of 367 hours and planted 3,800 shrubs and plants along a half mile of shoreline. FFA

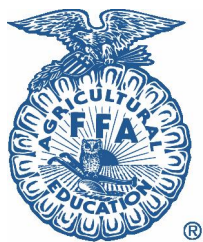
-more-

members planted grasses at Whisky Stump Key, an island in Gibsonton located near a bird sanctuary that helps protect spoon bills, egrets, osprey and herons. After the planting the students were responsible for checking and replanting any uprooted grasses and monitoring water quality and habitat information to determine the success of the project.

Timberland PRO celebrated Earth Day 2007 by hosting more than 170 service projects worldwide with more than 10,000 volunteers serving nearly 65,000 service hours. The 2007 volunteer events focused on reforestation via a variety of activities such as planting trees, refurbishing trails and greenways and restoring native species. Earth Day 2007 produced greater results for the environment compared to last year with a 27 percent increase for trees planted and a 37 percent increase in tons of carbon saved. For more information on Timberland's commitment to corporate social responsibility, visit www.timberlandserve.com.

Timberland (NYSE: TBL) is a global leader in the design, engineering and marketing of premium-quality footwear, apparel and accessories for consumers who value the outdoors and their time in it. Timberland® products are sold worldwide through leading department and specialty stores as well as Timberland® retail stores. Timberland's dedication to making quality products is matched by the company's commitment to "doing well and doing good" – forging powerful partnerships among employees, consumers and service partners to transform the communities in which they live and work. To learn more about Timberland, visit www.timberland.com.

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News Release

FOR IMMEDIATE RELEASE

June 21, 2007

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June's *FFA Today!* show will air June 25

INDIANAPOLIS— The next episode of *FFA Today!* will air Monday, June 25 at 7 p.m. EST (6 p.m. Central) on RFD-TV. *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

The theme for the show is service and will feature state Day of Service projects in New York and several chapter service projects throughout the country. The *Making the Grade* segment gives a guide to volunteering and starting service projects. The show will also highlight careers in veterinary medicine and pay a visit to FFA members from the Virgin Islands.

Student hosts on the show are from Rushville, Indiana, winners of the National FFA Week contest for best local FFA Week promotion campaign this year.

The *InsideFFA* news segment features ethanol in the Indy Racing league, National FFA Center special visitors and a new USDA grant that nets \$600,000. Additional stories cover an international agricultural tour of Morocco and Egypt for collegiate FFA members, Toyota community scholarship winner, and the first National 10x15 Conference held by the National Council for Agricultural Education.

RFD-TV can be found on Dish Network channel 231, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area. Programming note: the July episode of *FFA Today!* will be shown on July 30.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV

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-more-

June's *FFA Today!* show will air June 25
p. 2

television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

June 25, 2007

Contact: William F. Stagg, 317-802-4243

National FFA Organization

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Indianapolis, IN 46268-0960

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FFA website: www.ffa.org

Montana State's Amanda Cloud Selected for Student Position In Agricultural Education

Amanda H. Cloud, a Montana State agriculture ed major and native of Stevensville, Mont., has been chosen to help develop policy on agricultural sciences within the U.S. Education Department and the National FFA Organization, formerly known as the Future Farmers of America.

Cloud's appointment culminates a nationwide search for a student to fill the paid position within the Office of Vocational and Adult Education, which oversees agricultural education policy and the congressionally chartered FFA.

She'll work six months to a year on federal agricultural programs, increasing public understanding, suggesting changes and helping develop strategies to recruit and retain teachers.

"We are fortunate that someone with Amanda's skills can join us," said Troy R. Justesen, assistant secretary for vocational and adult education. "She's a former Montana state FFA president who hopes to one day teach agriculture education in her home state."

"As one who grew up in a small town, I've always appreciated the contributions that America's farmers and ranchers have made to our society," said Justesen, a native of Price, Utah. "By creating this position, we hope to raise awareness and enhance exposure for their work."

-more-

Among Cloud's potential assignments:

- Provide a more comprehensive understanding of agricultural science education /FFA to key leaders within U.S. Department of Education.
- Help determine how agricultural education can assist in the support of the No Child Left Behind Act.
- Assist in partnership development with other federal agencies such as the Agriculture Department and NASA.
- Help build partnerships with 4-H and student organizations.
- Study how teachers can become involved in helping students understand agriculture.
- Assist in the creation of partnerships related to Government agencies and Business & Industry.

Cloud served as Montana state president of the FFA in 2003-04. She has been a National FFA Alumni Council Representative, an agriculture student council representative to the Collegiate Young Farmers and Ranchers, and vice president and secretary of the Collegiate FFA. She also directed a Montana FFA Alumni Leadership Camp earlier this year.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

July 10, 2007

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National FFA Foundation and Toyota announce two-year commitment

INDIANAPOLIS – The National FFA Foundation announced today that Toyota has agreed to increase its annual support with a two-year commitment of approximately \$1.4 million dollars in cash and product. These additional funds will support National FFA student leadership development and alumni programs, local community service projects, collegiate scholarships, special events, and enhance diversity in agricultural education. In addition to a monetary donation, 25 Toyota vehicles will be provided to selected local agriculture education programs and key agricultural education leaders and organizations across the country.

“The National FFA Foundation has a longstanding relationship with Toyota; and with these additional funds, we can recommit resources across all avenues of the agricultural education spectrum,” said Dennis Sargent, executive director of the National FFA Foundation. “Students, teachers, alumni and volunteers will all feel the impact of this expanded Toyota initiative.”

Historically, Toyota has supported post-secondary education, math and science and environmental education as well as community development programs. These endeavors align perfectly with agriculture education curricula. Toyota has been supporting these types of programs with the National FFA Foundation over the past 30 years.

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“We are excited about our significant increase in our support of the FFA,” said Brian Smith, Corporate Manager of Truck and SUV for Toyota. “We’re looking forward to expanding our base of educational support to the future agricultural leaders of this country.”

Toyota was a major sponsor last October, during the 79th National FFA Convention, by providing courtesy vehicles to support transportation needs at the national convention. They also worked with local Indiana FFA chapters to organize *Can Hunger*, a food drive to help the hungry through the Gleaners Food Bank network in Central Indiana.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

Toyota Motor Sales (TMS), USA, Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion vehicle brands in the United States, celebrating its 50th anniversary in America this year. Established in 1957, TMS markets products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers. Toyota directly employs over 33,000 people in the U.S. and sold more than 2.5 million vehicles in 2006. For more information about our company, please visit <http://www.toyota.com/>, <http://www.lexus.com/> and <http://www.scion.com/>.

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News Release

FOR IMMEDIATE RELEASE

July 18, 2007

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FFA Members to attend 2007 National FFA State Presidents' Conference

Special meeting set with U.S. Secretaries Margaret Spellings, USDE, and Mike Johanns, USDA

WASHINGTON, D.C. – More than 100 state FFA officers (each state president and a guest from their officer team) will gather in Washington, D.C., July 24-28, for the National FFA State Presidents' Conference (SPC). They will meet with U.S. Secretaries Margaret Spellings, USDE, and Mike Johanns, USDA, on July 25 from 9:00-9:40 a.m. for a special dialogue on how agriculture and education are working together to ensure a well trained and highly motivated workforce to provide a safe and abundant food supply. FFA state leaders are the future leaders in the agriculture, food, fuel and fiber industries. It will be held at the Lyndon B. Johnson Federal Building (FB6) in the Barnard Auditorium.

The officers, representing each state, Puerto Rico and the Virgin Islands, are united by common goals: to strengthen skills in leadership and citizenship, to discuss national FFA business and to explore the heritage of the nation's capital. The group will attend the conference in preparation for their responsibilities as delegates and committee chairs for the 2007 National FFA Convention, to be held later this year in Indianapolis, Ind., Oct. 24-27.

The State Presidents' Conference is planned and conducted by a team of six national FFA officers, who chose this year's conference theme, "Connect." State officers attending the conference hope to cultivate the information they learn and, in turn, train chapter officers in more than 7,242 local schools.

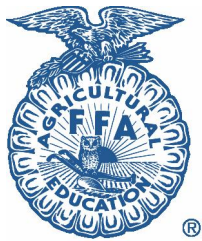
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Highlights of the conference, sponsored by Dow AgroSciences and Archer Daniels Midland (ADM) as a special project of the National FFA Foundation, include congressional visits with the students' state legislators, visits with U.S. Department of Education, U.S. Department of Agriculture, and the Environmental Protection Agency officials, a wreath-laying ceremony at Arlington National Cemetery, and many more exciting activities.

Also scheduled are visits to the White House, Jefferson Memorial, Lincoln Memorial, FDR Memorial and many other historical landmarks. Officers also have the opportunity to visit museums, parks and other D.C. attractions.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

August 31, 2007

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Next *FFA Today!* show will air September 3

INDIANAPOLIS— The next episode of *FFA Today!* will air Monday, Sept. 3 at 8 p.m. EST (7 p.m. Central) on RFD-TV. *FFA Today!* continues the 2007 season with exciting stories from chapters across the country.

The theme for the show is agricultural mechanics and will highlight careers from this field, including motor sports technology. We'll also meet Kody Swanson, a former chapter president who is making his mark in the racing world.

The Chapters in Action segment will take you to New York City, NY, for an "AG in the City" story about New York students doing great things. And of course we continue to preview the 80th National FFA Convention coming to Indianapolis for the second year Oct. 24-27, 2007.

The *InsideFFA* news segment features the state officers' visit with President George Bush, a record number of American Degree candidates, concert lineups at the national FFA convention, American Star Award finalists, and news from the National Leadership Conferences for State Officers. In addition there is a story featuring the Team Ag Ed Learning Center, a one-stop shop for electronic instructional materials and resources for agricultural education teachers, and a quick clip from the August 29th Habitat for Humanity wall panel build at the National FFA Center.

Rebroadcasts of last year's 2006 national FFA convention will be aired Saturdays at 6 p.m. EST from Sept. 8 to Oct. 27 with sessions seven to nine being featured.

-more-

September's *FFA Today!* show will air Sept. 3
p. 2

RFD-TV can be found on Dish Network channel 231, Direct TV channel 379, as well as Mediacom cable, NCTC and other cable systems. Check local listings for the Monday evening show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, *FFA Today!* has something for everyone each month. For more information, contact ffatoday@ffa.org.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 495,046 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,242 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

September 19, 2007

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National FFA membership tops 500,000 Highest level in 29 years!

INDIANAPOLIS – For the first time in 29 years, student membership of the National FFA Organization broke through the half million mark. This year, there are 500,823 members in 7,358 FFA chapters across the United States, Puerto Rico and the Virgin Islands.

“We are growing and steadily spreading our membership opportunities to youth not only in rural areas, but urban and suburban towns as well,” said Dr. Larry Case, chief executive officer and national advisor for the National FFA Organization. “Because career opportunities in agriculture and the food and fiber industries are diverse and plentiful, FFA membership is appealing in all geographic areas.”

The last time national FFA membership topped 500,000 was in 1978 with 507,108 members. Since that time, the percentage of members living on farms has decreased. Today, 27 percent of FFA members live in rural farm areas, whereas 40 percent live in rural nonfarm areas and the remaining 33 percent live in urban and suburban areas.

“FFA members are spreading the word at their schools, and new students are becoming members and learning about the great opportunities offered in FFA and agricultural education,” said Beau Williamson, the 2006-2007 national FFA president from Clovis, Calif.

FFA chapters are in 15 of the 20 largest U.S. cities including, New York, Chicago and Philadelphia. And 38 percent of FFA members are female. Women hold more than 47 percent of state leadership positions.

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The National FFA Organization is supporting a strategic goal to have 10,000 quality agricultural education programs with FFA chapters in the nation by the year 2015, and if the membership growth pattern continues, the goal will be reached. FFA membership is open to students aged 12-21 and enrolled in agricultural education programs in public high schools; 6 percent of current members participate in middle school programs and 5 percent are high school graduates or members in Collegiate FFA.

FFA was organized nationally in 1928 in Kansas City, Mo. In 1950, Congress granted FFA a federal charter, making it an integral, intracurricular part of the public agricultural instruction under the National Vocational Education Acts. FFA receives no federal funding.

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Toyota to Donate Use of 54 Vehicles to FFA Foundation

Vehicles to be delivered during ceremony to be held on Oct. 17th at Indiana State Fairgrounds

INDIANAPOLIS, Ind. – Oct. 16, 2007 – As part of Toyota's extended two-year commitment of approximately \$1.4 million dollars in cash and product to the National FFA Foundation (formerly the Future Farmers of America), Toyota will donate 54 vehicles for the organization to use as courtesy vehicles prior to and during the 80th National FFA Convention being held in Indianapolis, Ind., Oct. 24th – 27th, 2007.

"We are elated to have the opportunity to support such a great organization," said Brian Smith, Corporate Marketing Manager, Truck and SUV, Toyota Motor Sales, U.S.A., Inc. "What the FFA does for these future agricultural leaders is priceless and Toyota is happy to have the opportunity to be a part of that."

All 54 vehicles, ranging from the Toyota Prius Hybrid to the all-new Toyota Tundra Truck, will be unloaded at 7 a.m. on Wednesday Oct. 17th, in the parking lot of the Indiana State Fairgrounds. FFA officers and members will be on hand to receive the vehicles, along with Toyota representatives.

"This event not only represents Toyota's commitment to the National FFA Foundation, it also marks the unofficial kick-off to the national FFA convention," said Dennis Sargent, executive director of the National FFA Foundation. "On Oct. 17th event banners will be hung throughout the city and Georgia Street will become "FFA Way," a pedestrian walkway for FFA members and attendees during the convention."

With more than 500,000 student members, the National FFA Organization is a youth program that helps to prepare future agricultural leaders for careers in science, business and technology of agriculture.

"The National FFA Foundation has a longstanding relationship with Toyota and the support of these vehicles helps us substantially," said Sargent. "Toyota has been a great supporter of the FFA over the past 30 years."

Among other events, Toyota will also be sponsoring the National FFA Days of Service, which will takes place during three days of convention week. This program will involve nearly 2,000 FFA members who will aid 12 local community organizations.

According to the National FFA Organization, the main focus of the National FFA Days of Service is to educate FFA members and their advisors on the community needs being addressed, how the skills of FFA members can be utilized to effect change, and how FFA members can take the information they learn in Indianapolis and provide a similar service in their own communities.

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FOR IMMEDIATE RELEASE:

Contact: Raquel Gottsch

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615-227-9292

Watch the 80th National FFA Convention LIVE on RFD-TV

INDIANAPOLIS –Experience four days of FFA excitement, pride and entertainment broadcast live into your living room. RFD-TV will broadcast live coverage of the 80th National FFA Convention in Indianapolis beginning Wednesday, Oct. 24, at 6:30 p.m. (EST) and continuing through the election of the 2006-2007 National FFA Officers on Saturday, Oct. 27. The program will be hosted by Orion Samuelson and Max Armstrong, and will include many special guests and stories.

RFD-TV will be there to capture all the action as nearly 55,000 FFA members, advisors and guests pack Conseco Fieldhouse, the Indiana Convention Center, Indiana State Fairgrounds and other sites in downtown Indianapolis. The 80th National FFA Convention theme is “Blue Jackets, Bright Futures” giving visual imagery to the talents of its members as well as the sea of blue jackets that will adorn the Circle City.

The show kicks off Wednesday, Oct. 24, with an inspiring opening session that is sure to bring high levels of enthusiasm into the convention hall. Motivational speakers, exciting awards, high-energy activities and pageantry are some of the convention highlights. The live coverage will include all sessions and pre-shows, sprinkled with live interviews and behind-the-scenes stories. The national FFA convention is an opportunity to recognize FFA members, teachers and sponsors for their outstanding achievements and support in the areas of leadership, citizenship and career success through agricultural science education.

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Thousands of FFA members will be recognized during the convention with awards and degrees. Each session will feature these students receiving their awards live on-stage as well as musical performances of the National FFA Chorus, National FFA Band and other FFA talent.

RFD-TV, LLC Launched in December 2000, RFD-TV is the nation's first 24-hour-a-day, 7-day-a-week television network dedicated to serving the needs and interests of rural America. Programming includes a wide-variety of shows focused on agriculture, equine, rural lifestyle, and traditional music offerings, which are uplinked via satellite from Northstar Studios in Nashville, Tennessee. Currently, RFD-TV is distributed into over 30 million homes on DIRECTV, DISH Network, Mediacom, Charter, Suddenlink, Bresnan, NRTC and NCTC cable systems located in all 50 states. A second channel, RFD HD, is set to launch its high-definition programming in January 2008. www.rfdtv.com

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80th National FFA Convention

Broadcast Coverage Schedule

The 80th National FFA Convention will be filled with energy and excitement, and we don't want you to miss a minute of it! Here are some highlights and the broadcast schedule for RFD-TV.

WEDNESDAY, OCTOBER 24

Opening Convention Session

6:30– 9:00 p.m.

- National Band and Chorus Grand Entry
- National Officer Reflections
- National Advisor's Challenge
- Keynote Speaker: Rick Rigsby



THURSDAY, OCTOBER 25

Second Convention Session

1:30 - 4:30 p.m.

- National Chapter Awards
- National Chapter Models of Innovation Awards
- State Membership Awards
- National Secretary Kacy Baugher Retiring Address

National FFA Talent Revue

5:30-7:00 p.m.

Third Convention Session

7:00 – 10:00 p.m.

- Recognition of FFA Foundation Sponsors
- Past National Officer Recognition
- Stars Over America Pageant
- Eastern Region VP Coty Back Retiring Address

FRIDAY, OCTOBER 26

Fourth Convention Session

7:30 – 10:30 a.m.

- National Officer Advisor/School Recognition
- Honorary Awards
- Western Region VP Janette Barnard Retiring Address
- Keynote Speaker: Chad Hymas



Rural America's Most Important Network

Fifth Convention Session

11:30 a.m. – 1:30 p.m.

- H.O. Sargent Award
- Agri-Entrepreneurship Awards
- National Officer Candidates
- National Advisor and School Recognition
- Southern Region VP Jennifer Himburg Retiring Address

Sixth Convention Session

2:30 – 4:30 p.m.

- National FFA Proficiency Awards

National FFA Band and Chorus Concert

5:30-6:30 p.m.

Seventh Convention Session

6:30 – 9:00 p.m.

- Creed/Public Speaking Awards
- Agriscience Awards
- Keynote Speaker: Henry Winkler
- Central Region VP Jamie Cecil Retiring Address

SATURDAY, OCTOBER 27

Eighth Convention Session

7:30 – 11:30 a.m.

- American Degree Ceremony (uninterrupted)

Ninth Convention Session

1:00 - 5:00 p.m.

- Keynote Speaker: Mark Sanborn
- Delegate Reports
- Career Development Awards
- National President Beau Williamson Retiring Address
- National Officer Parent Recognition
- Election and Installation of 2007-08 National FFA Officers

(All Times Listed Are Eastern)



News Release

FOR IMMEDIATE RELEASE

December 4, 2007

Contact: William F. Stagg, 317-802-4243

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Lieutenant Governor Becky Skillman Receives Honorary American FFA Degree

INDIANAPOLIS – The National FFA Organization recently presented Lieutenant Governor Becky Skillman an Honorary American FFA Degree. National FFA President Zach Kinne honored her with the certificate and medal in her state house office along with the other five national FFA officers. The 2007-08 National FFA officer team also spent time with her discussing the future of agriculture.

The award is given to those who advance agricultural education and FFA through outstanding personal commitment and to those who have gone beyond the valuable daily contributions. Skillman has made an extraordinary long-term difference in the lives of students, inspiring confidence in a new generation of agriculturists.

Skillman has been very supportive and provided great assistance to the National FFA Organization and the national FFA convention. She and her staff helped to secure and supply resources to FFA in the relocation of the national FFA convention to Indianapolis.

Working with Governor Mitch Daniels, she secured \$300,000 to help support local chapters participating in the 2006 national FFA convention. Her office continues to sponsor leadership development activities for the national FFA convention, and she actively participates in these programs.

“You are a vocal advocate for agricultural education and FFA not only in Indiana but across the nation,” Kinne said.

Skillman assisted FFA in the production of a training video for FFA members and state FFA officers in making visits with government policy makers. Working with the National FFA Officers, she opened her office and made herself available for the video.

In addition to serving as the state's second in command, Lieutenant Skillman oversees the Indiana State Department of Agriculture, the Office of Community and Rural Affairs, the Office of Energy and Defense Development, Indiana Housing and Community Development Authority, and the Office of Tourism Development. She also chairs the Indiana Counter Terrorism and Security Council.

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Photo available upon request.



News Release

FOR IMMEDIATE RELEASE

December 5, 2008

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FFA's *Making a Difference* magazine now online

INDIANAPOLIS – The National FFA Organization's magazine resource for agriculture educators, *Making a Difference*, is now online and better than ever. The online publication is tailored to agriculture teachers and FFA advisors and is published eight times per year during the school year.

"We changed to an online format to give teachers more current technology and interactivity," said chief editor Mike Womochil.

New to the online edition is a monthly *Question to the Profession*, which poses a poignant question to teachers with the purpose of stimulating not only thought but actual responses. The section links to the National Association of Agricultural Educators (NAAE) Communities of Practice, a national forum on agricultural education. Teachers can post comments and answers to questions and dialogue with educators across the nation.

This month's edition focuses on effective teaching and features articles on how to give effective instructions, asking open-ended questions, engaging learners in the lesson and getting the most out of inquiry-based learning. Also in this and every edition is the latest teacher resources and breaking news from the National FFA Organization. In the future there will be content on educational technology training and how teachers are using it in the classroom. Watch for more videos, podcasts and other forms of media in future issues.

The publication staff for *Making a Difference* is Mike Womochil, chief editor; Jeri Mattics Omernik, senior writer; Amber Striegel, associate editor, and Mark Copple, webmaster.

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The website for this magazine is <http://makingadifference.ffa.org> . Visit this site to register to receive the publication directly in your e-mail inbox.

Future issues will focus on:

- Engaging all students in all components of the program
- Supervised Agricultural Experience (SAE) development and how to think outside of the box
- The many faces of agricultural education and how to make the profession inclusive
- Teacher professionalism and how to be treated like a professional
- Community involvement and the power of the alumni.

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News Release

FOR IMMEDIATE RELEASE

December 7, 2007

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FFA programming on RFD-TV

INDIANAPOLIS – *FFA Today!* broadcasts on the RFD-TV network will begin January 3. This includes new episodes of the *FFA Today!* television show, as well as rebroadcasts of the 80th National FFA Convention which will be titled *FFA Today: Convention Extra*. FFA has a time slot each Thursday from 4 to 5 p.m. EST. *FFA Today!* will air the last Thursday of the month, with the remaining Thursdays dedicated to *Convention Extra*.

Each episode of *FFA Today!* is designed to share the amazing stories of FFA members, chapters, teachers and alumni. The stories not only highlight ag careers, programs and service projects that are useful for students and teachers in the classroom, but the stories also educate the viewing audience about the science, business and technology of today's agricultural education. *FFA Today!* travels across the country featuring great students, amazing agriculture industries and much more.

This October, nearly 54,000 FFA members, advisors, and guests attended the 80th National FFA Convention held in Indianapolis, Ind. The live broadcast of the convention is one of the most watched programs on RFD-TV. With nearly 30 hours of coverage throughout convention week, the broadcasts include interviews, behind-the-scenes stories and special reports. The highlight, however, is the live coverage of each general session with thousands of FFA members filling Conseco Fieldhouse to witness keynote speakers, musical performances, award ceremonies and much more.

Experience FFA excitement, pride and entertainment as it is broadcast right into your living room. Be inspired by the accomplishments of our talented FFA youth.

FFA Today schedule on RFD-TV

January – August

All shows are subject to change. Check www.ffa.org or www.rfdtv.com for updates.

Jan. 3 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 1.

Jan. 10 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 2.

Jan. 17 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 3

Jan. 24 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 1, Part 1.

Jan. 31 *FFA Today!*

Feb. 7 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 1, Part 2.

Feb. 14 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 2, Part 1

Feb. 21 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 2, Part 2.

Feb. 28 *FFA Today!*

March 6 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: National FFA Talent Revue

March 13 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 3, Part 1

March 20 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 3, Part 2

March 27 *FFA Today!*

April 3 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 4, Part 1

April 10 *FFA Today! CONVENTION EXTRA*

Rebroadcast of the National FFA Convention: Session 4, Part 2

April 17 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 5, Part 1

April 24 FFA Today!

May 1 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 5, Part 2

May 8 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 6, Part 1

May 15 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 6, Part 2

May 22 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: FFA Band & Chorus Concert

May 29 FFA Today!

June 5 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 7, Part 1

June 12 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 7, Part 2

June 19 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 1

June 26 FFA Today!

July 3 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 2

July 10 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: American Degree Ceremony (Session 8), Part 3

July 17 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 9, Part 1

July 24 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 9, Part 2

July 31 FFA Today!

Aug. 7 FFA Today! CONVENTION EXTRA

Rebroadcast of the National FFA Convention: Session 9, Part 3

RFD-TV can be found on Dish Network channel 231, Direct TV channel 379, as well as Mediacom, Comcast, Charter, NRTC, Bresnan, and NCTC cable systems, with new cable systems adding the channel monthly. Check local listings for the Thursday show time in your area.

FFA Today! is a monthly video showcase of talented students highlighting agricultural education and the exciting worlds of agriscience, technology, agribusiness, leadership development and community service. Broadcast nationally over the RFD-TV television network, each episode features inspiring stories and a behind-the-scenes look at local FFA chapters across the nation. With informative news, heartwarming stories and exciting contests, ***FFA Today!*** has something for everyone each month. For more information, contact ffatoday@ffa.org.

The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 500,823 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

December 7, 2007

Contact: William F. Stagg, 317-802-4243

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National FFA Organization Announces Dr. Steve Brown as New National FFA Executive Secretary

INDIANAPOLIS – The National FFA Organization announced today that Dr. Steve A. Brown of Missouri has been named the new National FFA Executive Secretary. He will begin his position as Agricultural Sciences Program Specialist with the U. S. Department of Education in Washington, D.C., effective March 3, 2008. Brown replaces C. Coleman Harris, who retired in September after 46 years of service to agricultural education.



As national FFA executive secretary, Brown will provide leadership for FFA and agricultural education, while coordinating all meetings of the National FFA Organization Board of Directors and the National FFA Foundation Board of Trustees. He will assist National FFA Advisor and Chief Executive Officer Dr. Larry Case in overseeing, developing, maintaining and implementing policy for the National FFA Organization and the National FFA Foundation.

Brown has dedicated more than 27 years of service to agricultural education and FFA. He has served as the Missouri state FFA executive secretary and district supervisor for the Missouri Department of Elementary and Secondary Education since 1985.

As part of his current duties, Brown manages the annual Missouri FFA Convention, which attracts more than 8,000 attendees, and supervises secondary and

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postsecondary agricultural education programs in the state. During his tenure as state executive secretary, Missouri FFA membership increased by 30 percent to more than 24,000 members statewide.

Prior to becoming state executive secretary, Brown taught agricultural education and served as one of two FFA advisors for five years at Macon Area Vocational School in Macon, Mo. He shared in coordinating chapter activities and fundraising in addition to developing and delivering coursework and leadership development programs. Brown currently serves on the National FFA Board of Directors, a consultant to the National Council for Agricultural Education and is a former member of National FFA Foundation Board of Trustees.

Brown received his doctorate in Agricultural Education, as well as his master's and bachelor's degrees, from the University of Missouri. He and his wife, Rhonda, have four daughters and two sons-in-law, and are the proud grandparents of two strapping grandsons. During the coming weeks, Brown and his wife will relocate from Missouri to the Washington, D.C., area as he assumes his duties with the U.S. Department of Education and FFA.

"As executive secretary of the National FFA Organization, Steve will play an important leadership role in the organization's work as we strive to increase the quality, depth and breadth of agricultural education across the country," said Douglas D. Loudenslager, national FFA chief operating officer.

Dr. Terry Heiman, director of agricultural education for the Missouri Department of Elementary and Secondary Education, agreed. "Dr. Brown is a proven national leader in Agricultural Education. His roots and his heart are in this profession. Steve brings to this venture unmatched experience, expertise, great energy and a true passion for the success of all students," Heiman said.

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“It has been my pleasure to work with Steve Brown in various capacities during the past two decades,” said Dr. Larry Case, national FFA advisor and chief executive officer. “I look forward to collaborating with him on a daily basis, and I know his vision, solid leadership and character will serve the National FFA Organization and agricultural education well in the years to come.”

The National FFA Organization, formerly known as Future Farmers of America, is a national youth organization of 500,823 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. Founded in 1928, the National FFA Organization changed to its present name in 1988 in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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News Release

FOR IMMEDIATE RELEASE

December 21, 2007

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2007: Another Banner Year for FFA

INDIANAPOLIS – The National FFA Organization celebrates another banner year in 2007. With membership at more than a half million and the highest in 29 years, FFA is growing with 7, 358 chapters in all 50 states, Puerto Rico and the Virgin Islands.

“We hope to grow the organization to 10,000 quality chapters by 2015,” said Doug Loudenslager, chief operating officer. “We help to prepare a well-trained and adequate work force of future leaders for the agriculture, food and fiber, biofuel and natural resource industries,” he said.

FFA held the second of seven national FFA conventions in Indianapolis in October this year, and boasted 53,418 attendees and a record 3,168 members receiving their American FFA Degrees. The city of Indianapolis received not only an estimated \$30 million in revenues from the convention, but also received a major social impact with the expansion of three National FFA Days of Service, where 1,600 FFA members provided meaningful community service to 12 sites in the metropolitan area.

The new National FFA Merchandise Center opened in June and was dedicated just prior to the national FFA convention. The Merchandise Center will allow the organization to improve and increase the products and services offered to FFA members, advisors and agricultural education profession. Renovation of the National FFA Center was also completed in the fall, providing more conference and meeting areas for staff and agricultural education groups. The total investment for both projects was \$5 million.

The National FFA Foundation raised a record \$13.1 million in support of FFA and agricultural education. The investment in planned giving is paying dividends as the

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first individual gift worth more than \$1 million was received in 2007.

Toyota Motor Sales, USA, Inc., agreed to increase its annual support with a two-year commitment of approximately \$1.4 million in cash and product. These additional funds support National FFA student leadership development and alumni programs, local community service projects, collegiate scholarships, special events, and enhance diversity in agricultural education.

FFA publications and instructional offerings went online this year with new virtual sites, video streaming and ipod download capabilities and offerings. *FFA New Horizons*, the FFA member magazine that won the prestigious Magnum Opus Award, became available online at www.ffa.newhorizons.org. In November, *FFA Advisors Making a Difference*, the magazine for agriculture teachers and advisors, went online at <http://makingadifference.ffa.org>. New video clips were introduced on the www.ffa.org home page, convention pages and FFA Week page. And in 2007, the FFA scholarship application process went fully online, making it easier for students to apply for more than \$2 million in annual awards.

FFA and agricultural education were featured to millions of television viewers through enhanced production of the monthly *FFA Today!* broadcasts and the live television coverage of the 2007 National FFA Convention, both carried on the RFD-TV network to a potential audience of 38 million homes.

As a project of the National Council for Agricultural Education, the Team Ag Ed Learning Center (TAELC) was launched in September at www.agedlearning.org. The TAELC is home to nine e-learning courses and also hosts Living to Serve lesson plans with the conversion of LifeKnowledge Online nearly complete. Upcoming materials will include courseware in such diverse subjects as Ethanol and The National Animal Identification System (NAIS).

In organizational leadership, C. Coleman Harris retired in September from his position as National FFA Executive Secretary after 46 years of service to agricultural education. Dr. Steve A. Brown of Missouri was appointed the new executive secretary in December, and he will begin his position in Washington D.C. March 3, 2008.

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The National FFA Organization, formerly known as the Future Farmers of America, is a national youth organization of 500,823 student members – all preparing for leadership and careers in the science, business and technology of agriculture – as part of 7,358 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. The FFA mission is to make a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. Visit www.ffa.org for more information.

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