

# UPDATE

Vol. XXXIV, No. 7  
C. Coleman Harris  
U.S. Department of Education  
July 2004

## DATES TO REMEMBER

July	4-9	Arizona NLCSO
	6-9	North Carolina NLCSO
	8-13	FFA Board Meeting, Crowne Plaza, Indianapolis, IN
	13	Trustees Meeting, Crowne Plaza, Indianapolis, IN
	15	Agri-Entrepreneurship applications due, FFA Center Proficiency applications due, FFA Center
	20-24	State Presidents' Conference, Washington, D.C.
	27-Aug. 1	Alumni State Leaders Conference, Omaha, NE
August	1	National FFA Officer Candidate applications due, FFA Center
	2-6	Virginia NLCSO
	16	Ag Science Fair World Expo

## WHAT'S HAPPENING AT FFA

**New COO named for National FFA:** Doug Loudenslager has been selected to become chief operating officer for the National FFA Organization and the National FFA Foundation. Loudenslager's roots in FFA and agricultural education run deep. Born and raised on a crop and livestock farm in Marion County, Ohio, he was a student of vocational agriculture and in 1973 served as state FFA treasurer, an office his father held 20 years earlier. While a student at The Ohio State University, Doug was elected National FFA Eastern Region Vice President for 1975-76.

After graduating from Ohio State with a Bachelor of Science degree in agricultural education, Loudenslager began his career as a teacher of vocational agriculture at Cory-Rawson High School in northwest Ohio. He quickly rebuilt a lagging program, with many of his students receiving state and national recognition.

Loudenslager garnered considerable experience in the industry of agriculture. He served as communications manager for the Ohio Farmers Grain and Supply Association (a regional grain and supply cooperative) and as executive director of the Ohio Soybean Association.

Holding a Master in Business Administration degree from Washington University in St. Louis, Loudenslager brings solid business management experience to FFA. Since 1987, he has been employed by Edward Jones Investments headquartered in St. Louis. With Edward Jones, he has held various positions including investment representative, full-service account manager, new investment representative trainer and area manager. Doug reported to the National FFA Center June 28 and will officially assume the duties of chief operating officer July 17. For more information visit:

[http://www.ffa.org/media/documents/med\\_coo\\_newsrelease.pdf](http://www.ffa.org/media/documents/med_coo_newsrelease.pdf)

**Agriscience Teachers and Students Wanted:** Don't let your state be the only one not represented by an Agriscience Teacher of the Year or Agriscience Student Scholarship and Recognition winner. The 2004 state student winner amount is \$750; runners-up will receive a \$500 scholarship. Submit your teacher nominations and student applications

today. Access the forms at [http://www.ffa.org/programs/ag\\_sci/](http://www.ffa.org/programs/ag_sci/). For more details or information, do not hesitate to contact Damon Spight at either 317-802-4402 or [dspight@ffa.org](mailto:dspight@ffa.org).

**National FFA Officer Candidates 2004:** The 2004 National FFA Officer Candidate Application has been converted to an Excel template, so it is now in a format members are accustomed to completing. The new application can be found on the State Guide and on the "Guide to the National FFA Officer Selection Process." The guide is available at an unpublished Web address, which was sent to state staff via e-mail in late March. The guide has been updated with information used during the 2003 process. All applications must be submitted in hard copy format and are due postmarked by Aug. 1, 2004. Contact: Kelly Horton, [khorton@ffa.org](mailto:khorton@ffa.org), 317-802-4248 or Kim Henry, [khenry@ffa.org](mailto:khenry@ffa.org), 317-802-4362.

**NLC SO dates announced:** The tentative schedules (by conference) for the upcoming National Leadership Conference for State Officers (NLC SO) have been announced. The 2004 NLC SO program is sponsored by Monsanto, Inc., KRAFT, Inc., Wrangler, International Truck and Engine Corp., Archer Daniels Midland, Ariat International, Intervet and Wayne Farms LLC, as a special project of the National FFA Foundation. For more information, contact Tiffany Sanderson, [tsanderson@ffa.org](mailto:tsanderson@ffa.org), 317-802-4239. <http://www.ffa.org/programs/conferences/>

**Dates for State Presidents' Conference announced:** The 2004 State Presidents' Conference will be held July 20-24 in Washington, D.C. The State Presidents' Conference is sponsored by GMAC and Chevrolet as a special project of the National FFA Foundation. For more information, visit [http://www.ffa.org/programs/conferences/html/conf\\_officers.html](http://www.ffa.org/programs/conferences/html/conf_officers.html). Please contact Seth Derner, [sderner@ffa.org](mailto:sderner@ffa.org), or Tiffany Sanderson, [tsanderson@ffa.org](mailto:tsanderson@ffa.org), if you have any questions.

## CONVENTION NEWS

**National Convention Courtesy Corps:** The application to participate in Courtesy Corps at the 2004 National FFA Convention is now available! The application may be downloaded from [http://www.ffa.org/convention/html/pln\\_courtesy\\_corps.html](http://www.ffa.org/convention/html/pln_courtesy_corps.html) and must be returned to the National FFA Center by Sept. 5. Courtesy Corps is a great way for students to get involved in the national convention, and we are always looking for volunteers! For more information please contact Carrie Powers, [cpowers@ffa.org](mailto:cpowers@ffa.org), 317-802-4321.

**American Degree recipients to be named this month:** The names of the American Degree recipients will be posted on [ffa.org](http://www.ffa.org) following board approval on Monday, July 12. Please check the names and chapter information for accuracy. This information will be used for convention print items, such as certificates, ID cards, program booklets and convention proceedings. Convention information will be mailed to all American Degree recipients and chapter advisors using the address listed on the recipient's application.

**Star Award National Finalist Announcements:** The names of all finalists for the American Star Farmer, American Star in Agribusiness, American Star in Agricultural Placement and American Star in Agriscience awards will be announced on Tuesday, July 27 on the [ffa.org](http://www.ffa.org).

**Proficiency Award Announcement:** The results of the national judging of proficiency awards will be posted on [ffa.org](http://ffa.org) on Friday, July 30.

**Mark your calendars!** The 77th National FFA Convention is right around the corner!! This year's convention is Oct. 27 – 30, 2004 in Louisville, Ky.

The first edition Planning Guide has been mailed. Inside you will find the housing form, a list of area hotels/accommodations, along with a tentative schedule to help you plan for your convention experience. If you do not have a planning guide and would like to receive one, please contact Jill Masters, [jmasters@ffa.org](mailto:jmasters@ffa.org), or 317-802-4216.

The second edition Planning Guide will be sent out in August with more convention information. In the meantime, check our website, [www.ffa.org/convention/](http://www.ffa.org/convention/), often for updates on convention.

**Applications for flag bearers being sought:** Applications for the 2004 National FFA Convention State Flag Bearers are due by Sept.15. For more information contact Tina Paris at 317-802-4309 or [tparis@ffa.org](mailto:tparis@ffa.org).

**H.O. Sargent Diversity Award Workshop:** On Saturday, Oct. 30 at this year's national FFA convention, a student workshop will be held from 8:30–9:30 a.m. in Conference Center 102. The overall purpose of the workshop is to provide students and their local chapters with the relationship-building models and skills necessary to focus on building and strengthening relationships by respecting the many dimensions of diversity. Students and chapters will leave the workshop with tips, insight and practices that can lead to personal, membership, and community growth. A \$300 mini grant for diversity programming will be awarded to the chapter with the most members present. For more information, visit <http://www.ffa.org/programs/hosargent/>.

**Select your nominees for National FFA Recognition:** For forms and applications for all honorary awards visit: <http://www.ffa.org/programs/honor/>

**Collegiate events at FFA convention:** Are you beginning to map out your plans for the 2004 National FFA Convention? Make sure to add Collegiate programs to your travels! Along with the National Ag Ed Collegiate/ATA Conclave events, guests of the convention will have the chance to attend multiple workshops with topics including "Interviewing Hot Tips," "Career Development," "Choosing Ag Ed as a Career" and "Building a Successful Organization."

The 77th National FFA Convention activities will also include the first-ever Collegiate Career Expo on Saturday, Oct. 30. This activity is designed to allow college age convention guests an opportunity to meet with the top agriculture businesses in the nation to discuss internships and full time employment. So polish up that resume and get ready to experience career success at the collegiate level.

Visit <http://www.ffa.org/collegiate/index.html> in the coming months to learn more about the Collegiate Career Expo as well as the exciting evening activity planned for your collegiate students. Questions or comments? Contact [collegiate@ffa.org](mailto:collegiate@ffa.org).

## **MEMBERSHIP**

**Membership: New Horizons “Undeliverable” Address List** – Have you received questions from students who have not received the *New Horizons* magazine? In order to aid state staff in answering these inquiries, membership representatives will provide each state with a report of undeliverable member addresses. The report contains the member addresses gathered from returned magazines the U.S. Post office has been unable to deliver or forward due to address information errors. Contact your membership representative with any address changes or corrections so your members can be accurately included in the October 2004 issue mailing.

#### **New Horizons Upcoming delivery schedule**

<b>Issue</b>	<b>Processed at National FFA Organization</b>
October 2004	August 9, 2004
December 2004	October 9, 2004
February 2005	December 9, 2004

**Membership: Over 100% Club** The following states have submitted 100 percent of membership as compared to last year's state total (as of 06/21/04):

**Online States:** Ohio

**Excel Template States:** Alabama, Arizona, Arkansas, California, Connecticut, Florida, Georgia, Indiana, Louisiana, Massachusetts, Minnesota, Montana, New Hampshire, New Mexico, New York, Nevada, North Carolina, Oklahoma, Tennessee, Texas, Utah, Washington, West Virginia, Wisconsin.

**Membership: 90% Club:** The following states have submitted 90 percent of membership as compared to last year's state total (as of 06/21/04):

**Online States:** Illinois

**Excel Template States:** Colorado, Delaware, Idaho, Iowa, Kansas, Kentucky, Maryland, Michigan, Mississippi, Missouri, Nebraska, North Dakota, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Vermont, Virgin Islands, Virginia, Wyoming.

Remember, the membership year continues until Aug. 31, 2004, so additional new and renewing members can still be submitted. The May 15 deadline for member submission and payment applied primarily to convention delegate count determination. Additional members will be accepted until Aug. 31 but will not be applied to delegate counts.

## **PROGRAMS AND AWARDS**

**New policy for special needs and disabilities:** During the 2003 award year the National FFA Organization incorporated a new policy and procedure for accommodating special needs and disabilities in national Career Development Events (CDEs). This policy was adopted to make CDEs more accessible to our members with special needs, to uphold the organization's legal obligation and to address our key strategic priority area of increasing diversity in membership and participation. Based on the success of this effort, special needs policies and procedures have been developed for each of the following award areas for implementation at the 2004 National FFA Convention: Agriscience Fair, Agriscience Student of the Year, Agriscience Teacher of the Year, H.O. Sargent, Models of Innovation (National Chapter Award), SAE, Proficiencies and Stars. Career Development Events will operate under the same guidelines as 2003. Information regarding these policies and procedures will soon be available on [www.ffa.org](http://www.ffa.org) in the

specific areas for each program, and will be included on the 2004-2005 Local Program Resource CD-ROM. As you prepare to certify teams for national participation, please take a moment to look at these policies so that we can best serve participating members with special needs. For more information contact Mike Honeycutt, [mhoneycutt@ffa.org](mailto:mhoneycutt@ffa.org), or 317-802-4262.

**CDE Handbook now available:** The Revised CDE Handbook is now on the web! You may access the entire handbook or the 2004 supplement at <http://www.ffa.org/programs/cde/>.

**Important CDE Deadlines:** Please remember to mark your calendar with the following deadlines for the 2004 National FFA Career Development Events:

July 9:	Team Certification Forms, Student Waiver Forms, Payments, and Special Needs Requests due State assistants forms due State speaking judges forms due
Aug. 15:	Prepared Public Speaking Manuscripts due
Sept. 15:	Agricultural Communications Portfolios due Agricultural Issues Portfolios due Job Interview Portfolios due Marketing Plan Portfolios due
Oct. 14:	Add/Delete Forms due

**State CDE plaques available:** Please remember to order plaques for your state's CDEs. Orders must be submitted at least 30 days prior to your presentation using the state plaque order form found in the 2004 State Guide, <http://www.ffa.org/statestaff/html/stateguide.html>  
For more information, contact: Jessica Ells, [jells@ffa.org](mailto:jells@ffa.org), 317-802-4288.

## COLLEGIATE

**Collegiate FFA, are you involved?** Do you have a Collegiate FFA Chapter? Are you interested in beginning a Collegiate FFA Chapter? If you answered yes to either of these questions please contact Eric Schilling and Kristy Miller, your Collegiate Services team. To confirm your National Collegiate FFA Chapter affiliations or to join Collegiate FFA contact [collegiate@ffa.org](mailto:collegiate@ffa.org), 317-802-4214.

## ALUMNI

**State Leaders Conference:** The National FFA Alumni Association invites you to attend the National FFA Alumni Association's 2004 State Leaders Conference in Omaha, Neb., July 27-Aug. 1. This is an opportunity for FFA Alumni leaders across the country to meet and discuss issues facing the FFA and FFA Alumni. It is a time to gather valuable information and ideas related to assisting your local FFA, volunteerism, fundraising, public relations, membership incentives and much more. Registration forms are now available online at <http://www.ffa.org/alumni>, or contact us at [alumni@ffa.org](mailto:alumni@ffa.org).

**Alumni Auction:** The National FFA Alumni auction offers entertainment and excitement for convention attendees, while generating funds for student scholarships. Show your support of FFA and this rewarding activity by donating to the 2004 National FFA Alumni



auction, Oct. 27-29. Donations of products, gift certificates, travel packages and gift baskets are all needed to continue the high level of support we now offer FFA members.

What does the term "basket" mean in your state? As part of the auction, a state basket contest is held for all state FFA associations and state FFA alumni associations to enter. Create a fun and inventive basket filled with your state's products and specialties! All baskets will be judged and the top three baskets will receive prizes and be moved into the live auction for further bidding. Prizes include a WLC scholarship, a registration fee to the State Leaders Conference and 100 tickets in the Alumni convention giveaway. Don't miss this opportunity to show pride and support for your state.

**Calling all teachers!** Your agricultural education program can assist us in our fundraising efforts by donating outstanding student projects. This is an excellent opportunity to showcase your students' talents and skills. We are looking for a diverse representation of the areas being taught in our agricultural classes, from woodworking to floral arranging and everything in between! Big or small, we'll take them all! Get your students thinking about unique and creative projects they could donate.

To donate to the auction, please complete the attached form and return to the National FFA Alumni. For more information on the auction please visit our website at <http://www.ffa.org/alumni> or contact us at [alumni@ffa.org](mailto:alumni@ffa.org) <<mailto:alumni@ffa.org>>.

**Alumni awards WLC scholarships:** WLC scholarship packets were mailed to qualifying states and Alumni affiliates in March. Attached is a listing of scholarship numbers and dollar amounts awarded to states and affiliates. Names noted designate the individual who received the scholarship packets and is responsible for distribution. Please be aware that all scholarships are conditional upon receipt of all required documentation. For more information or questions, please contact us at [alumni@ffa.org](mailto:alumni@ffa.org), or 317-802-4293.

## **EDUCATOR NEWS**

**The National FFA Organization accepting nominations for judges:** FFA is accepting nominations for judges for the Agricultural Proficiency Awards, Stars, Agriscience Awards and National Chapter Awards at the National FFA Convention in Louisville, Ky., this fall. The Agricultural Proficiency and Star Awards judging will take place on Thursday, Oct. 28, 2004, and all the judges will be invited to an awards luncheon on that day. The Agriscience Awards will be judged on Thursday, Oct. 28 and Friday, Oct. 29. National Chapter Awards will be judged on Wednesday, Oct. 27. We are unable to cover any expenses for the judges. Nominations can be submitted on attached form and should be mailed to Rosalie Hunsinger, National FFA Organization, P.O. Box 68960, Indianapolis, IN, 46268-0960, or faxed to 317-802-5255.

## **STATE STAFF NEWS**

### **Local Program Resource Guide 2004-2005 CD-ROM**

Just a quick reminder to all state staff and teacher educators, the 2004-2005 Local Program Resource Guide CD-ROM has been released. Orders were shipped to state staff on May 28, and a second shipment will go out to teacher educators in mid August. If you have not received your order or have not placed an order, please contact Michele Gilbert, [mgilbert@ffa.org](mailto:mgilbert@ffa.org) or 317-802-4301.

**AG ED Job Posting Web Site:** Do you have any teaching, state staff or internship opportunities in your state? Post your agriculture related job openings on our AG ED Job Posting web site. Check it out at <http://www.ffa.org/statestaff/agedjobs/index.htm>

For more information, please contact Michele Gilbert, [mgilbert@ffa.org](mailto:mgilbert@ffa.org), 317-802-4301

**Electronic calendars available:** State Staff are reminded that National Team Ag Ed/Local Program Success Specialists have developed electronic calendars for both Outlook and Excel. These calendars can be found for download, with instructions at: <http://www.ffa.org/statestaff/index.html>. Scroll down that web page to: "Help & Resources" -- "Calendars" for options and calendar file downloads.

**Important Information regarding CDE certification and payment:** The deadline for CDE declaration forms (June 1) is already passed, and several states have submitted their declaration forms. Before we start invoicing states based upon those teams, we are informing state staff of the processes being implemented this year to ensure that declaration forms, certification forms and payments are appropriately processed.

Two years ago, nearly all states paid for the certification of their CDE teams with one check, but last year we had several states that asked individual chapters to send their payments directly to the National FFA Center. This year, please ask your chapters to pay the state directly, and then each state should pay the National FFA Organization for the total amount. We are unable to process certification forms without proper payment and we would hate to hold your teams back. Paying by one state association check ensures the reliability of the certification, expedites the processing time of the certification form, and ensures team orientation packets and other correspondence are sent in a timely manner. Your cooperation with this method of payment will be most appreciated.

After states send in their CDE declaration form, the National FFA Organization will invoice you for the number of teams you declared. The packet this invoice comes in will include four items:

- a copy of your declaration form
- an invoice based on the number of teams declared (on green paper)
- a large envelope pre-addressed to CDE Certification Coordinator at the National FFA Center (with a pink label "CDE Certification Forms")
- a legal size envelope pre-addressed to the Accounts Receivable Department at the National FFA Center (with a green label "CDE Certification Payment")

Please use the large envelope addressed to the CDE Certification Coordinator to mail all of your certification forms.

Please use the separate, legal sized envelope addressed to Accounts Receivable to mail the check and the voucher portion of your invoice. Please remember to include this payment voucher to ensure that payment is processed correctly.

Please **do not** send this payment to the National FFA Organization lockbox in Cincinnati; as this will undoubtedly delay the certification process!

Our desire is to be proactive in this process to ensure that forms and checks get to the right place. We do not want to delay your teams or have them disqualified because

payment was never received. Please help us help you by following the processes outlined above. Please contact Jessica Ells at [jells@ffa.org](mailto:jells@ffa.org), 317-802-4288 with any questions or concerns.

## **MERCHANDISING**

**July \$35.00 Official Jacket Sale:** We are about to the end of the old color jackets and have approximately 1,200 left in inventory. In order to have a smooth transition to the original FFA jacket color starting August 1, we are going to sell what is left starting July 1 at \$35.00. Not all sizes will be available; however, we will update the front page of our site at [www.ffaunlited.org](http://www.ffaunlited.org) on a daily basis. For more information, contact Lee Anne Shiller, [lshiller@ffa.org](mailto:lshiller@ffa.org).

**Official Jacket Update:** Jackets currently being shipped now feature new emblems that have been updated to restore the design and color of the original FFA emblem. The jacket's front emblem now matches its back emblem and the color of the thread used for the jacket's embroidery matches the gold in the new emblem. Starting in August chapters will begin seeing their jackets arrive in the original shade of FFA blue. We're very excited about these changes and understand that we will have a mix of both colors for the next few years, but believe these changes are a move in the right direction and will get us closer to how the original jacket looked. For more information, contact Lee Anne Shiller, [lshiller@ffa.org](mailto:lshiller@ffa.org).

**The Agricultural Education Resources Catalog has a new name and a new look:** The Core is now where you'll turn to find solutions for teaching and learning in your agricultural education program. Along with the new design and new name, you'll notice that there are many exciting new products. From Charlie Greenhand's Ag Trivia Game to LifeKnowledge™ lesson plans, your teachers will find every thing they need to create an interactive and engaging learning environment for their agriculture students. If you haven't yet received your copy of The Core, e-mail T.J. Abbey, [tjabbey@ffa.org](mailto:tjabbey@ffa.org).

## **INTERNATIONAL HAPPENINGS**

**Teacher Resources:** The FFA Global website has numerous resources available for teachers to utilize in their classrooms. Choose from a wide range of lesson plans and interactive global projects. Bring global agriculture into your classroom by visiting: [www.ffa.org/programs/global/](http://www.ffa.org/programs/global/) online resources or call 317-802-4309.

**International Leadership Seminar for State Officers:** Each year current and past state officers have an opportunity to travel abroad to learn about agricultural practices in another country. The 2005 trip is tentatively scheduled for Jan. 4-20. Approximate cost is \$3,300-\$3,600. The countries included on this year's trip are yet to be determined.

## **PREVIOUSLY REPORTED IN UPDATE**

**2004 National Delegate Process:** Representatives at the State Presidents' Conference will again select the issues for consideration in the 2004 national delegate process. All new issues must come from state nominations; each state may submit up to five issues. Please submit your nominations to Seth Derner before July 1. If you have any questions, please contact Seth at [sderner@ffa.org](mailto:sderner@ffa.org), 317-802-4413 or visit <http://www.ffa.org/statestaff/so/delegates/>.



**UPDATE** is also available online: State Staff Connection:  
<http://www.ffa.org/statestaff/index.html>

=====

**The FFA Mission**

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.

**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.

The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.

© 2004 National FFA Organization