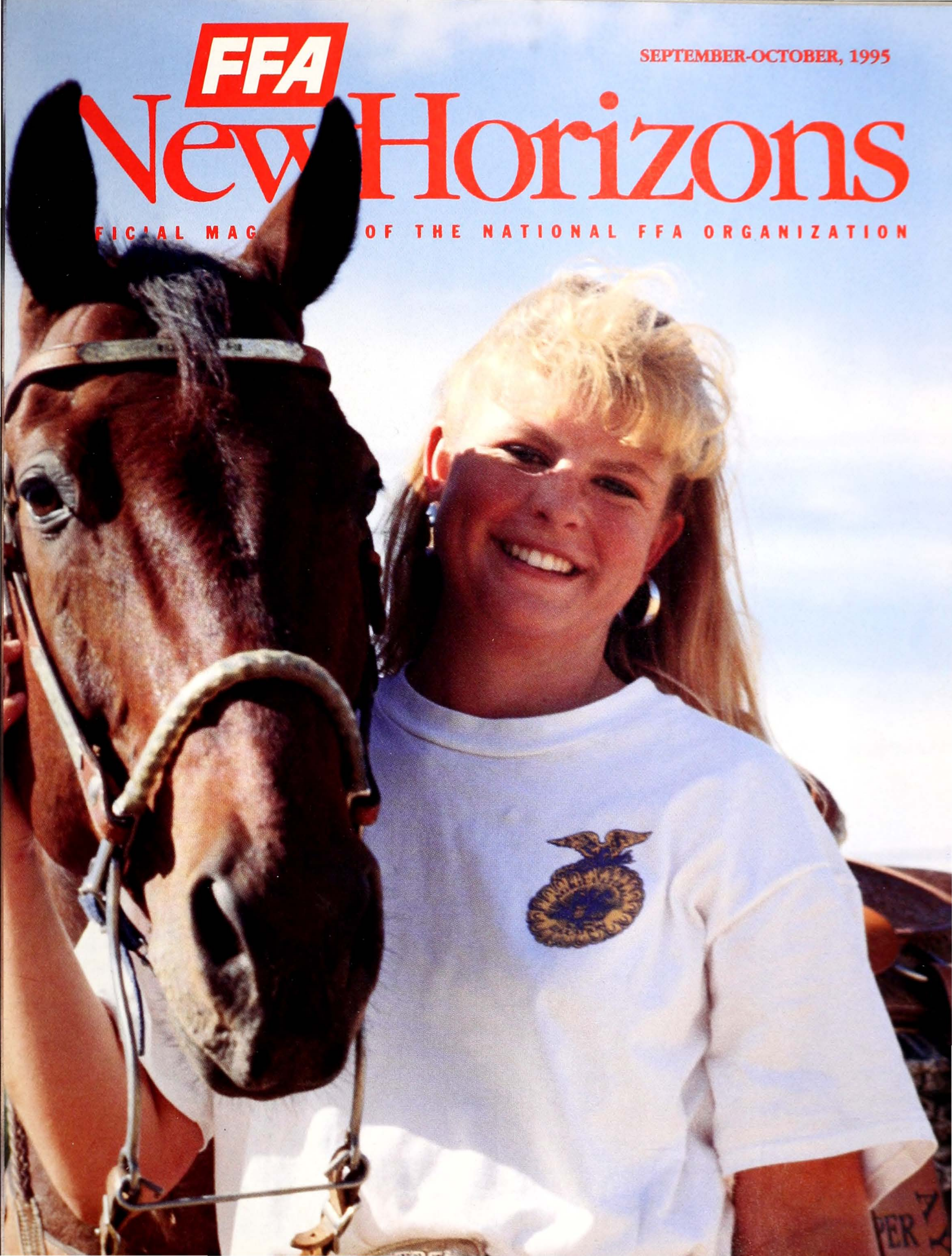


FFA

SEPTEMBER-OCTOBER, 1995

New Horizons

OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION





COWBOY UP!



FFA New Horizons

OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

September-October, 1995

Volume 44 Number 1



FFA

12 • • • • •

Light Your Leadership Torch

Excitement is building for the 68th National FFA Convention. Find out why you should be one of the 32,000+ FFA members in Kansas City during this fall festival.

16 • • • • •

From Your Back Yard To Brussels

FFA members from across the country spent a couple of weeks touring Europe and

learning about international agriculture this summer. See how what's happening in your life is affected by what's happening overseas.

23 • • • • •

Bringing In the Bucks

All FFA chapters need money to operate. Find out how FFA members across the country are creatively raising cash and what they're spending it on.

COVER STORY

8 • • • • •

Make Mine Equine

Marci Alderman of Gilbert, Arizona, is one of thousands of FFA members who takes a shine to things equine. Find out about all the different and exciting careers related to the horse industry. We'll give you a few tips on how to prepare and where to go for more information.

Photo by Jeri Mattics Freeman of Marci Alderman, an FFA member from Gilbert, Arizona.

TECHNOLOGY

18 • • • • •

Satellite Auctions Revolutionize Livestock Marketing

See how the use of videotape and satellite technology is putting more bucks in ranchers' wallets. Former FFA member Jeff Wright provides insight into this rapidly growing service.

20 • • • • •

Rocket Science Meets Agriscience

Technology is changing the way production agriculture operates and is creating new jobs for techno-whiz kids who understand agriculture.



DEPARTMENTS

4	News In Brief	27	Personal Growth
6	Mailbag	28	My Turn
7	National Officers On Tour	29	FFA Stars
26	Premier Leadership	30	FFA In Action

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 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.

Magazine Staff

Editor, Jim Scott
Contributing Editor, John M. Pitzer
Art & Production, Linda Flint
Publishing Assistant, Lyn Salata
Circulation Fulfillment Manager, Dottie M. Hinkle
Assistants, Harriett Fidd, Pamela Holbert

National Officers

National President, Corey D. Flournoy, 12032 South Bishop Street, Chicago, IL 60643; National Secretary, Travis D. Hagen, 13021 S.E. Hubbard, Clackamas, OR 97015; National Vice Presidents, Trisha Bailey, 1720 N. Dover Road, Dover, FL 33527; Jennafer Neufeld, Route 2, Box 75, Inman, KS 67546; Lee Schroeder, 4033 Road 5, RR #3, Leipsic, OH 45856; Greg Vetter, 620 RD 146, Carpenter, WY 82054.

Board of Directors

Chairman, Larry Case; Members of the Board, David Cox, James Craft, Marion Fletcher, David Hopson, Les Olsen, Edward Smith, Edward Stephens, Randy Trivette

National Staff

National Advisor, Chief Executive Officer, Larry Case; Executive Secretary, Coleman Harris; Chief Operating Officer, Bernie Staller; National Treasurer, K. Eugene Eulinger; Team Leaders — Student Services, Jim Scott; Teacher Services, Randy Bernhardt; Partner Relations, Joyce Winterton; Sponsor Relations, Doug Butler; Human & Fiscal Resources, Lennie Gamage; Communication Resources, William Stagg; Distribution Resources, Janet Lewis and James Long; FFA Ventures, Dennis Shafer

Advertising Offices

FFA New Horizons
P.O. Box 15160
Alexandria, VA 22309703-360-3600

The Brassett Company
1737 Fairgreen Drive Suite 100
Fullerton, CA 92633-1515714-525-8011

Midwestern States
Karaban / Labiner Associates, Inc.
75 East Wacker Drive Suite 930
Chicago, IL 60601312-236-6345

Pennsylvania, Delaware, New Jersey
Karaban / Labiner Associates, Inc.
130 West 42nd Street
New York, NY 10036212-840-0660

Robert Flahive Company
22 Battery Street
San Francisco, CA 94111415-781-4583

FFA New Horizons (ISSN 1069-806X) is prepared and published bimonthly by the National FFA Organization, 5632 Mount Vernon Memorial Highway, Alexandria, Virginia 22309-0160, in cooperation with the U.S. Department of Education as a service to state and local vocational agricultural education agencies. 2nd Class postage rate is paid at Alexandria, VA and additional mail offices.

POSTMASTER: Please send change of addresses to: Circulation Department, FFA New Horizons, P.O. Box 15160, Alexandria, Virginia 22309-0160.

CORRESPONDENCE: Address all correspondence to: FFA New Horizons, P.O. Box 15160, 5632 Mt. Vernon Memorial Highway, Alexandria, Virginia 22309-0160. Offices located at the National FFA Center, approximately eight miles south of Alexandria, Virginia.

SUBSCRIPTION: \$5.00 per year in U.S. and possessions (FFA members \$1.75 paid with dues). Single copy \$1.00; five or more 75¢ each. Foreign subscriptions, \$8.00. Copyright 1995 by the National FFA Organization.

Editorial Management, Rocky Mountain
Marketing & Communications 

NEWS IN BRIEF

National FFA Convention News

Give the Gift of Life

The Wellington-Napoleon, Missouri, FFA chapter will sponsor a blood drive at the National FFA Convention on Friday, November 10, in Bartle Hall from 9:00 a.m. to 3:00 p.m.

Wellington-Napoleon chapter members will be at the convention Wednesday and Thursday to inform other chapters how to organize blood drives in their communities. In addition, they'll schedule members who are eligible to donate blood on Friday. Donors must be able to prove they are 17, must weigh at least 100 pounds and be in good health. The entire donation process will take 30-45 minutes.

Gearing Up for Excellence

If you're interested in developing



your leadership skills, the place to be is an FFA Made for Excellence Conference. These weekend workshops are held in many states during the

school year. The theme for this year's conferences will be "Excellence Files—Top Secret." If you want to get in on the secret, ask your advisor about attending the conference in your state!

Oops!

In the story entitled *Ten Ways to Make Money This Summer* published on pages 26-27 of the July-August issue of *FFA New Horizons*, the author suggested marketing services you might provide (such as mowing lawns and watering plants) by placing flyers in mailboxes. Postal regulations require that all items placed in mailboxes have the proper postage attached. The editors apologize for providing misleading information.

Calling all Agri-Entrepreneurs and PALS

If you're interested in finding out more about the new Agri-Entrepreneurship Program or Partners in Active Learning Support (PALS), you should plan on attending a couple of meetings that will be held in conjunction with this fall's National FFA Convention. The National Agri-Entrepreneurship Forum will be held on Friday, November 10, and will include presentations from several exceptional agri-entrepreneurs along with a panel discussion. The PALS Mentoring Conference will be Wednesday, November 8. More than 1,000 participants are expected to attend including several special visitors from Paraguay who are tentatively scheduled to start using PALS in their country. Ask your advisor for more information on both of these exciting events.

Around the World

Did you know FFA sent 110 members and advisors on a four-week trip to Russia, Moldova and Ukraine? But wait, there's more! Did you know FFA hosted 110 members and teachers from Russia, Moldova and Ukraine? Both sets of students got a chance to see first-hand what life is like half-way around the globe. The exchanges were part of a Russian leadership grant program through the U. S. Information Agency. If you'd like to get involved in an FFA exchange program, call or write Bruce White, 703-360-3600, ext. 319, National FFA Organization, P.O. Box 15160, Alexandria, VA 22309-0160.

Membership Rising

FFA membership is beginning to resemble the Energizer bunny...it just keeps growing and growing and growing...There were 444,497 FFA members in 7,225 chapters. That's 16,388 more than last year and moving in on the one-half million mark!

WESTERN *& Walls* ERN



Walls' jackets feature a clean, crisp style that reflects the attitude of the real West. You'll find a rich pallet of cowboy-pleasing colors and a combination of fabrics, linings and insulations for any occasion and any weather.

Walls is known for delivering quality and value that's always in style. Maybe that's why Walls has been the jacket of choice in the American West for more than 50 years.



For the store near you
1-800-447-WEAR



LEADING THE WAY OUTDOORS™



The Answer

to scrapes
scratches
minor cuts
girth sores
rope burns
harness sores
rubbed tails
saddle sores
chapped muzzles
sunburned lips
dry frogs
brittle hoof walls
corns
and more

For More Than 80 Years.



Lanolin-rich Corona Ointment has been on the shelves of good horsemen since 1906. In all those years, nothing has matched Corona's unique ability to restore and maintain the vital moisture balance of skin and hoofs. So keep plenty of Corona on your shelf. It's been the right answer for more than 80 years.



USE CORONA / LEXOL
Products are official
sponsors of the United
States Equestrian Team.

Also remember
to send for your
free copy of
"How To Care
For Your Horse's
Hoofs And Coat"



Corona
P.O. Box 7329
Marietta, GA 30067
800-241-6990

FFA

MAIL BAG

Thank You FFA Members

Our 17-year-old son, Jeff Terry, was killed in a pickup rollover while dove hunting with friends September 7, 1994. His two great passions since his elementary school days had been basketball and FFA, but especially FFA.

You can understand why we were so touched when the pall bearers, who were friends and FFA members, donned their official FFA dress to pay their last respects to him. We were again touched when Jeff's high school principal repeated several anecdotes about Jeff's FFA experiences in his eulogy.

While my husband and I were still in a state of denial and disbelief, Jeff's FFA advisor, Alan Been, approached us about completing Jeff's livestock projects. Several of Mr. Been's students wanted to share in the responsibility. Kyle Turney and Luke Albus each took a steer and Kyle Smart took his lamb.

In fair weather or bad, they exercised, fed and cleaned pens. Amanda Newton, whose steers were stalled with Jeff's, was always doing something extra because she knew Jeff was a perfectionist when it came to cleanliness and tidiness. Buckie McClintock, Russ Liner and several other chapter members and their parents did their part to see that the projects were completed in the style they knew Jeff would have wanted. Always, Alan Been was there behind his students, providing leadership and encouragement.

If any good has come from this tragedy, it has been the love shown to us by these young people who wear FFA blue and gold. As I tucked away some of Jeff's belongings recently, I found his *Official FFA Manual*. I opened to the inside cover and as I surveyed the aim and purposes, three of them stood out—"to develop character, train for useful citizenship and participate in cooperative effort." Yes, FFA members, you do just that!

Sincerely,

Neta Terry, Morton, Texas

You've Got to Stand for Something

I'm the reporter of the Fort Atkinson, Wisconsin, FFA Chapter. Our chapter is very active and we try to involve the community in everything we do. However, many people still ask me what "FFA" stands for. I tell them it once meant Future Farmers of America, but now the letters don't mean anything and they get confused.

To most people outside the FFA community, the letters "FFA" are merely letters with no meaning. It's time to change that! It's time to adopt a meaning for the acronym "FFA."

Today's FFA is a national organization that promotes agriculture and its many related careers. FFA is no longer just learning about production agriculture. It's teaching people about the changes in agriculture that are producing food and fiber for the world. FFA in my mind stands for "Future For Agriculture."

The FFA (as an organization) means a lot to its active members and alumni, but often, the community doesn't understand the satisfaction of being an FFA member. The FFA is more than an organization, it's teaching others not to take agriculture for granted. It's leadership, it's employment, it's motivation, it's self discipline. It is truly the future for agriculture. The FFA gives students feelings of self-worth, accomplishment and belonging.

FFA means so many different things to so many different people. For simple explanation and a permanent name, I'm in favor of adopting the terminology "Future For Agriculture" because, just like agriculture, the FFA has grown beyond its simple beginning, and its simple definition.

Sincerely,

Jennifer Naber

Fort Atkinson, Wisconsin

National Officers On Tour



Sprinting Toward Kansas City

Two months to go and the national officers are sprinting toward the convention finish line. No one ever promised that life as a national officer would be easy. As the officers round the 10-month curve and sprint toward Kansas City, they have earned the right to explain just what a marathon it is.

In the last few months the six officers spread out across the country to attend 49 state conventions. But their travels didn't stop there. In addition, the officers:

- planned and conducted nine National Leadership Conferences for State Officers;
- planned and conducted the State Presidents' Conference in Washington, D.C.;
- participated in a National FFA Board of Directors meeting in Alexandria, Virginia;
- attended Washington Leadership Conference sessions;
- planned and conducted numerous leadership workshops and conferences across the country;
- attended a retreat in the mountains of Montana to regroup and continue convention preparations; **and much more!**



Would you believe this picture was taken in June? Trisha Bailey, a native of Florida, received a real surprise when the snow started falling June 28 during the National Leadership Conference for State Officers held in Wyoming near Yellowstone National Park. Pictured with Trisha (center) are Courtney Gauthier, Montana FFA secretary (left) and Lyndsey Fosberry, Montana FFA president (right).

Talk about a fish story! Greg Vetter checks out one of the fish models used in the Envirothon at the Alaska State FFA Convention.

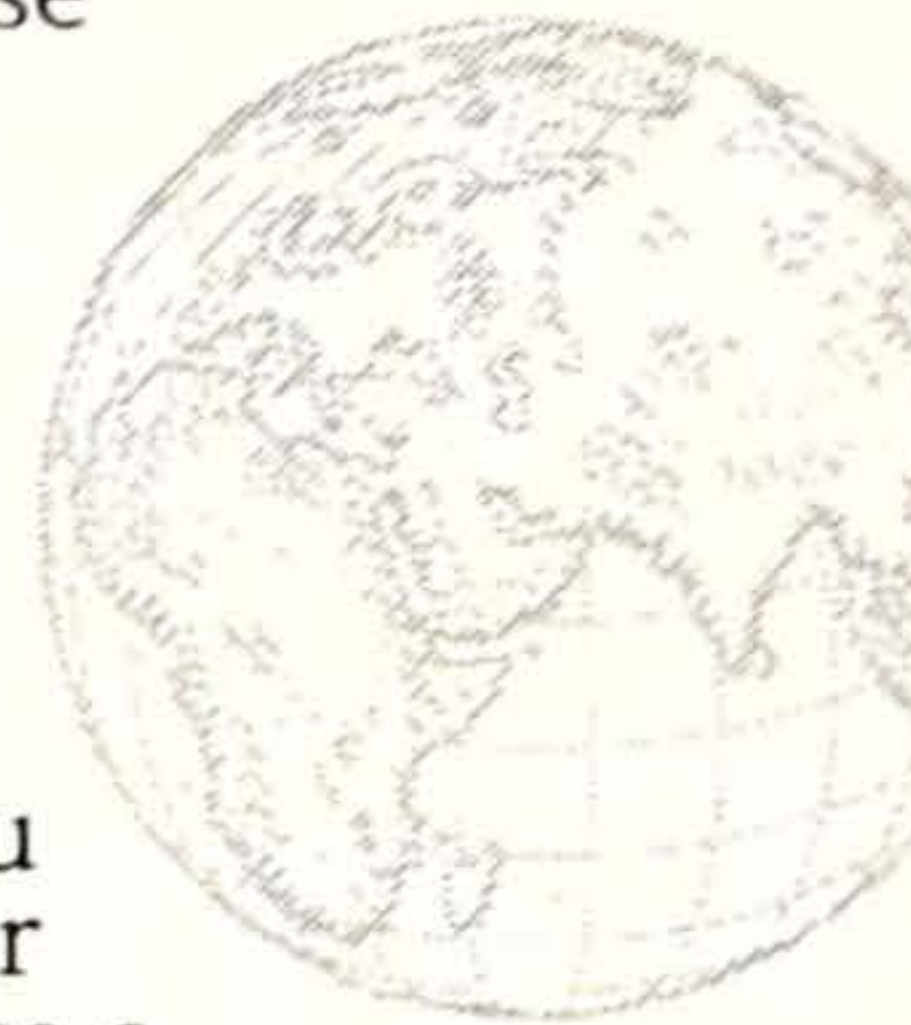


Lee Schroeder helps a group of newly elected state officers understand the importance of effective communications during a workshop in Denver, Colorado.



CONSIDER PEACE CORPS

In developing countries all over the world, people go hungry because they lack the farming knowledge you might take for granted. As a Peace Corps Volunteer, you can share your skills and make a lasting difference in these people's lives.



Peace Corps offers two years of international experience, language training, paid living expenses, medical care, travel and more. It's an unforgettable opportunity for personal and career growth!

Peace Corps Volunteers must be U.S. citizens and at least 18 years old. There is no upper age limit. Married applicants are welcome, but your spouse must also qualify for an assignment.

**TO LEARN MORE, PLEASE
MAIL IN THE REQUEST FOR
INFORMATION OR CALL:**

800-424-8580

MAIL TO: Peace Corps,
Room 8506
1990 K Street, NW
Washington, DC 20526

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE # () _____

SSN # _____

U.S. CITIZEN: ☐ Yes ☐ No

AGE _____

TYPE OF FARMING EXPERIENCE YOU HAVE: _____

How Long? _____

Make Mine Equine



Tips on picking and preparing for a successful equine career

by Sushil K. Dulai

Do your parents turn ghost-white when you bring up the idea of devoting your life to horses? Do your teachers frown at the notion and direct your attention to more “acceptable” career paths? Do you feel daunted by their doubts sometimes, even though you know your life won’t be complete unless it centers on horses? Don’t worry, there is hope.

Despite public perception, you’re not destined to lead a pauper’s life if you choose to follow the equine trail. In fact, many horse-related jobs offer a very comfortable income. And, although trainer, judge, veterinarian and farm manager are all good jobs, they’re not your only career options in the horse world. You can take nearly any non-horse profession—lawyer, apparel designer, store manager, salesperson, chiropractor, accountant, artist—and put

an equine spin on it.

“Just find out what interests you—science, economics, communications—then foster talents in that area,” explains John Shelle, an equine science professor at Michigan State University. “Understand your abilities, and do what you enjoy.”

To give you an idea of what it takes to land some specific equine-industry jobs, we’ve profiled careers in four general categories: the arts, business, production and science. We’ve also tossed in advice from equine professionals and included a list of resources that will help you further investigate the many career possibilities that’ll keep you in the saddle—or at least near it.

Getting There

No matter what specific career catches your fancy, your best opportunity for success lies in finding a mentor, says Shelle. “Find an individual who is doing what you want to do, then study his or her background.” You might also try to ‘shadow’ professionals, following them on the job for a day or more. You’ll learn more than any book could teach.

Don’t neglect your basic schooling, either. Horse experience alone won’t get you too far in today’s equine industry. “The days of ‘winging it’ are over,” says Diana Detterding, owner of Dymar Agency, an equine advertising agency near Chicago, Illinois.

“The equine market is more sophisticated than it was 15 years ago, and you really need an education to be successful.” That includes computers and other high-tech items which are increasingly becoming commonplace, even in the barn. Good students will also qualify

for the best scholarships, a major bonus in today’s high-priced college atmosphere.

You’ll need to practice résumé and cover-letter writing, too. Darrell Dodds, editor of the *Paint Horse Journal*, notes, “Basic skills and academics come first when I’m hiring. Then, a good cover letter with an attractive résumé. That’s more important to me than involvement in clubs and associations.” Not that you should neglect these vital activities: judging teams, equestrian clubs and similar groups give you added knowledge that will set you apart from the competition. It’s a good idea to investigate non-horse activities like science clubs, debate teams and writing groups, too. Not only will you hone profitable skills, you’ll also broaden your horizons and offer a fresh perspective for which many potential employers hunger.

Resource Tools

It’s not always easy finding accurate information on equine careers, colleges, and scholarships. These reference guides will set your search off on the right foot.

- *Planning a Career with Horses*, by Bonnie Kreidler, is new this fall, (\$24.95.) It gives in-depth advice on planning and preparing for a variety of equine careers and includes detailed descriptions of several jobs.

Contact: Breakthrough Publications, 800-824-5000.

- The American Horse Council’s *Horse Industry Directory* (\$20) lists breed, sport, health, sales and educational associations; horse-related government contacts; U.S. and foreign publications; and more. This is an invaluable

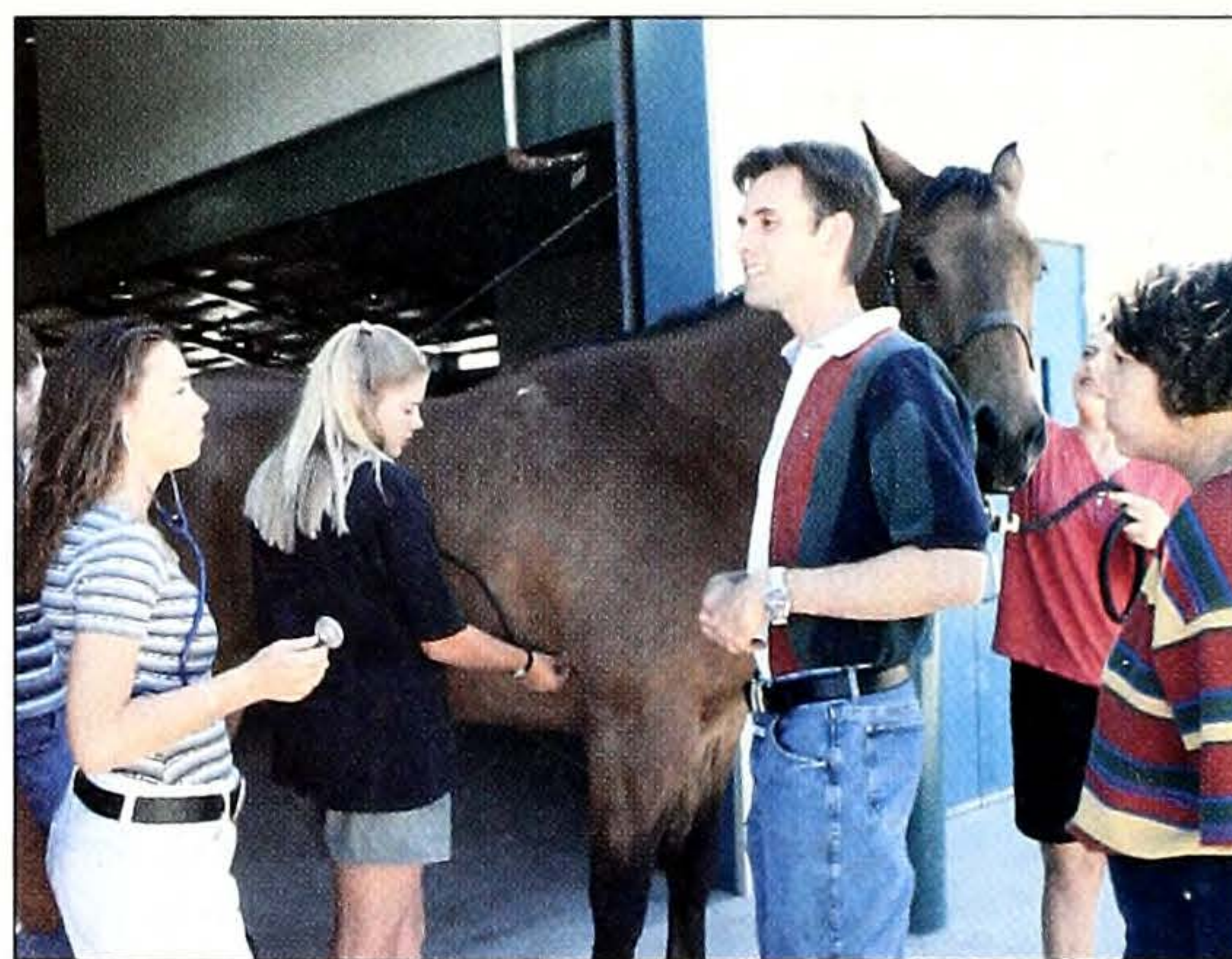


Photo by Marshall E. Poole

Students at the Carl Hayden Center for Agribusiness & Equine Science near Phoenix, Arizona, learn about horse health as part of their course work.



Photo by Marshall E. Poole

A student at the Carl Hayden Center for Agribusiness & Equine Science near Phoenix, Arizona, practices his riding skills in the school's indoor arena.

able reference book; with it, you can find information on nearly any horse-related interest you have. Contact: American Horse Council, 1700 K Street NW, Suite 300, Washington, DC 20006-3805; 202-296-4031.

- The Equine Educational Program Directory (\$17.95) lists college and university degree programs, as well as instructor, trainer, manager and jockey certification programs. A separate listing of equine careers is also available. Contact: Sue Stuska, Martin Community College, 1161 Kehukee Park Rd., Williamston, NC 27892; 919-792-1521 or 919-792-4111.

- The Equine School and College Directory (\$5) lists college and university degree programs, veterinary and veterinary technician programs, farrier schools and scholarship sources. Contact: Harness Horse Youth Foundation, 14950 Greyhound Ct., Suite #210, Carmel, IN 46032-1091; 317-848-5132.

(Continued on page 22W)

The Arts

The job: Journalist

You're: inquisitive, organized and deadline-oriented with good people and communication skills. You love to ask questions, inform and write.

You'll need: Most employers prefer a four-year degree in journalism, English, or a related field such as agricultural communications. If your written communications skills are strong, a degree in psychology or equine science might suffice.

Bonus: If you're a skilled photographer, you enhance your salability by offering employers a two-in-one package.

You'll earn: \$15,000-\$50,000; the top end is usually reserved for editors and publishers of high circulation, nationally distributed magazines.

Prepare by: writing for club newsletters and the school paper, keeping a daily journal to practice style and skill, submitting story ideas to local papers and small equine publications.

The job: Advertising Agency Account Executive

You're: outgoing, conscientious, detail-oriented and work well under deadline pressure. You like working with people, and are concerned with helping others.

You'll need: A four-year degree in marketing or some combination of advertising and public relations. Salaries are tied to level of education and experience.

Bonus: Since most agencies are highly computerized, any computer experience, particularly with a Macintosh, will boost your employment chances. In-depth horse knowledge will also tip the decision scales in your favor.

You'll earn: \$20,000-\$70,000; salaries vary by experience and agency location.

Prepare by: working on the school paper—in sales, editing, even printing—to familiarize yourself with publishing. Get any sales experience you can. Stay involved in horse activities and keep abreast of industry trends by reading horse publications.

Business

The job: Tack Store Manager

You're: a leader—self-motivated and willing to take the initiative. You're comfortable working with a variety of personalities and are outgoing with an honest, reliable manner.

You'll need: Formal education can range from seminar-style training programs to junior and four-year college degrees emphasizing basic business skills, advertising, marketing and merchandising.

Bonus: Understanding retailer-oriented technology will set you at the forefront in equestrian retailing. An understanding of equestrian needs—from current styles to training techniques—also gives you an edge.

You'll earn: \$30,000 to \$100,000; high end is for managers of large chain stores.

Prepare by: working in a commercial retail environment; feed, apparel or department store experience is invaluable training. Chain stores offer great advancement opportunities if you're willing to work hard over long hours.

The job: Association Administration

You're: a hard worker who enjoys an office environment. Wide job opportunities mean there's a niche for nearly any personality—from introvert to extrovert, creative-thinker to number-cruncher.

You'll need: Educational requirements depend on the job—from receptionist to data processor to president. If you're headed to a western sport breed, a four-year agri-business degree will come in handy.

Bonus: Many associations look for employees with diverse backgrounds and no "political ties" to one breed or discipline.

You'll earn: \$15,000-\$100,000; many college graduates will start at \$25,000 or more. Larger registries pay more than smaller ones.

Prepare by: visiting association headquarters for first-person insight to particular jobs and expert advice on entering the field. Participate in a variety of equine endeavors and get a feel for how each one handles its club policies.

Last year, Kenneth Hutchinson had 4020 vision



We are proud
to support FFA

This year it's your
turn to set your sights
on winning a classic
John Deere 4020
Tractor from JDC™

At John Deere Credit, we understand what it takes to get started in farming and ranching today. That's why we're offering FFA members a head start by giving them an opportunity to win a classic John Deere 4020 Tractor.

Last year Kenneth C. Hutchinson of Franklin, West Virginia got his dreams of a farming career rolling by

winning a classic 4020. This year, it could be you. John Deere Credit is proud to support FFA and other farm organizations. It's our way of helping to plant the seeds of future farming success. And our way of giving back to the people who we've done business with for over a century...the American Farmer.



**JOHN DEERE
CREDIT**

You Deserve Credit For Buying The Best™

See your FFA advisor for an entry blank, or cut and mail this entry form with your name, address, zip code, phone number, and chapter name to:

"JDC™ Understands Getting Started...Win a Classic 4020 Tractor Drawing"

P.O. Box 2879, Cedar Rapids, Iowa 52406-2879

Name _____

Address _____ ZIP _____

Phone Number (_____) _____ Chapter Name _____

Entry forms must be postmarked by October 27, 1995. No purchase necessary. The contest is open to all current, active FFA members in good standing throughout the continental United States. Merchants, advertising and promotion agencies, and employees (including their families) of Deere & Company and its subsidiaries are not eligible. FFA Advisors and FFA Corporate Members are not eligible. Contact your local FFA Advisor for full details.

Keep on Working

New Jersey horsewoman proves determination pays off

by Sushil K. Dulai

Six years ago, Tammie Kenney was a shy, introverted newcomer to the FFA program. Today, she's outgoing and outspoken, a state officer and New Jersey's 1995 Horse Proficiency Award winner.

What might the next six years bring for this goal-oriented 19-year-old? If Kenney has her way, her future will include receiving the American FFA Degree and a diploma from Rutgers University (she's currently a sophomore studying natural resources management).

And then? "After college, I want to try my hand at professional riding," Tammie explains. "I want to prove that I can do it. And if I make it, I'd like to have my own barn to train, ride and teach out of."

In pursuit of her dreams, Kenney not only takes a tough course load at Rutgers, but was also recently promoted to barn manager of the university's student-run, mounted patrol unit—the country's only such program. In addition, she rides her own horse, works with young Thoroughbreds at R.D.R. Second Chance Horse Farm, and gives riding lessons on the weekends. During the school year, she competes with the intercollegiate equestrian team. Over the summer she shows on her own locally.

For most people, that would be a complete calendar, but Kenney adds a few more challenges. Last year she qualified for the 4-H Nationals in both horse bowl and hippology (an all-

around test of equine knowledge). The year before she qualified for the National FFA horse judging competition.

Life hasn't always been so full and satisfying for this young woman, though. "At first, she hardly ever talked in class," recalls her FFA advisor from Hunterdon Central High School, Patricia Hilton, who's known Kenney for six years. "Memorizing the creed was so difficult for her. But, with some coaching

and coaxing, she took the challenge." Soon, Kenney was running for office, and actually held positions during three of her four high school years. Now, she's in her second state officer role, as vice president.

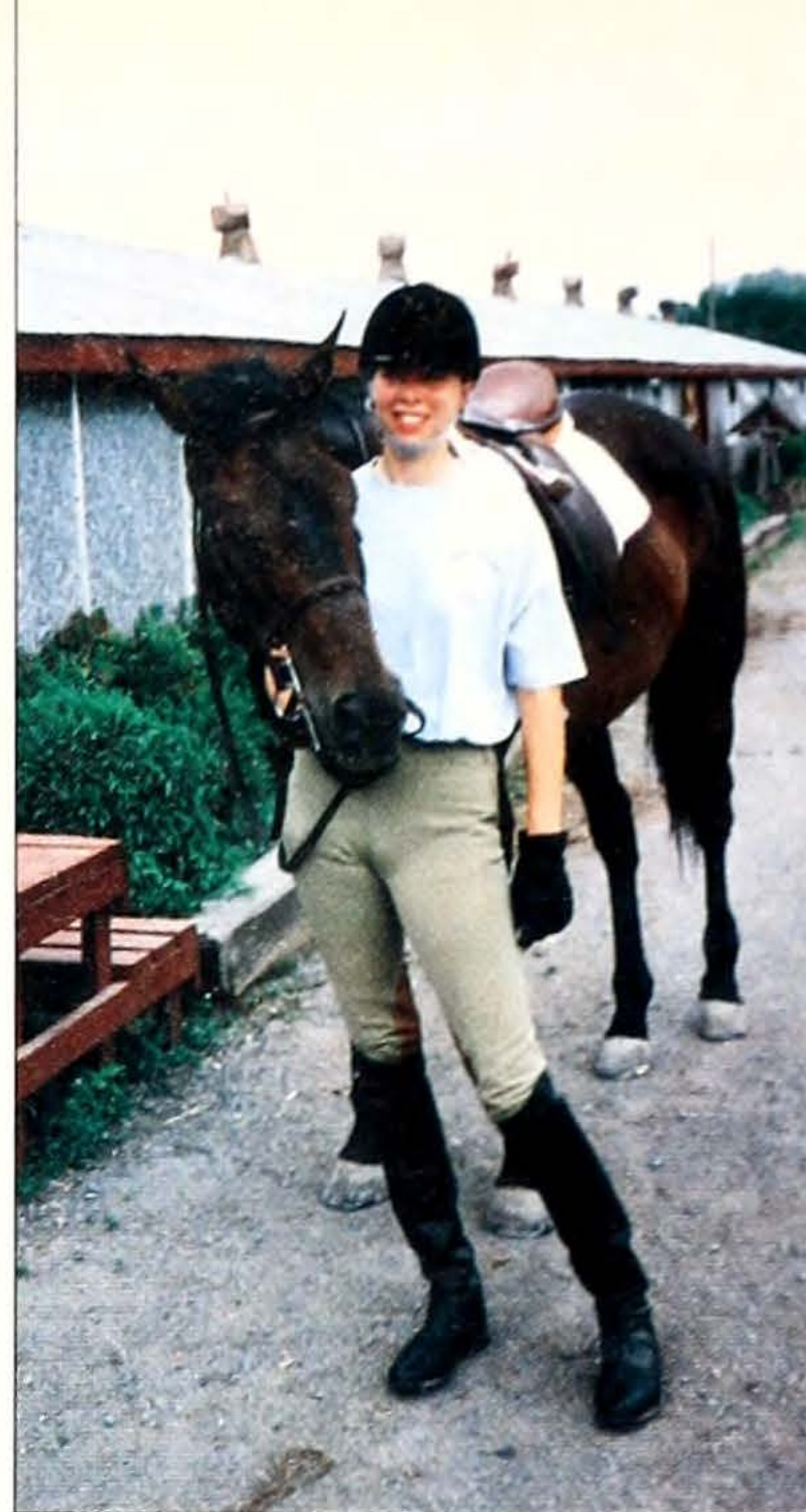
Kenney says, "Being a state officer is so satisfying. I've had a chance to see what other students all around the country are learning. For instance, my high school's FFA program centers on horticulture and agriscience. I was amazed to discover that some schools have entire equine programs!"

Horses have played an integral part in Kenney's character development ever since she was 12. "They've made me more aggressive, in a positive sense," she says. "I had always been shy, and if someone told me I couldn't do something, I wouldn't even try. With horses, you just can't give up."

Her perseverance paid off one day when Hilton asked the young student to ride a friend's problem three-year-old filly. "I made a lot of progress with that horse and it felt good to show my advisor how much I'd learned," Kenney says.

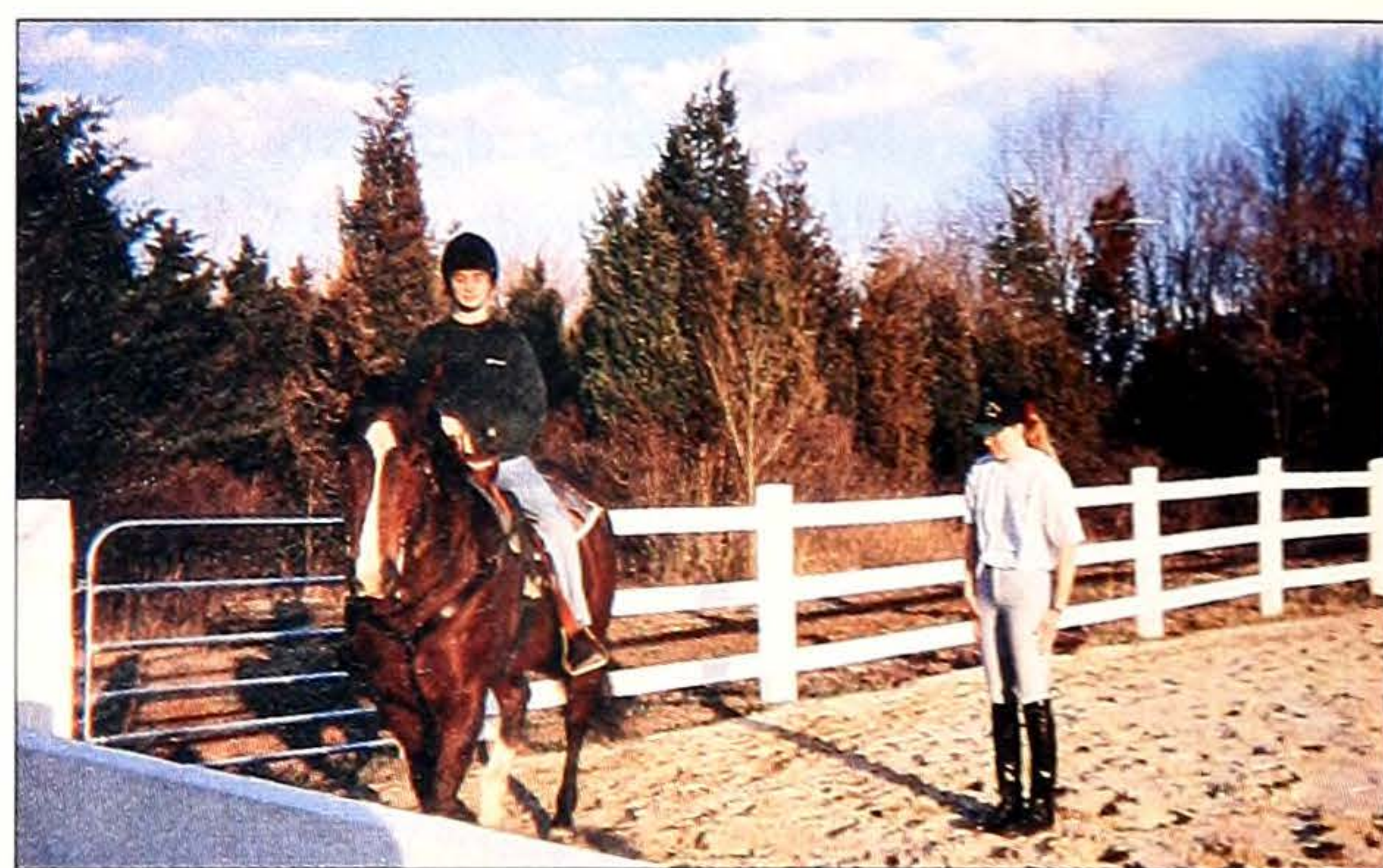


Tammie Kenney is New Jersey's state FFA vice president (1995-96) and 1995 Horse Proficiency Award winner.



Shown here with her Thoroughbred, City Lights, Kenney is an all-round horsewoman who not only rides and shows, but gives lessons and trains young Thoroughbreds.

Hilton, too, remembers that special day. "Riding that three-year-old, who hadn't let anyone else ride her, was quite an accomplishment for Tammie," she says. "It was very, very rewarding to see her display her abilities and her confidence that way." ...



Kenney gives riding lessons as part of her SAE. Here, she coaches younger sister Megan on her western pleasure horse, Fanzi Dan Bar (Danny).

The National FFA Horse Proficiency Award is co-sponsored by the American Paint Horse Association, Georgia Boot, Inc., and Red Brand Non-Climb Horse Fence/Made by Keystone Steel and Wire Company as a special project of the National FFA Foundation, Inc.



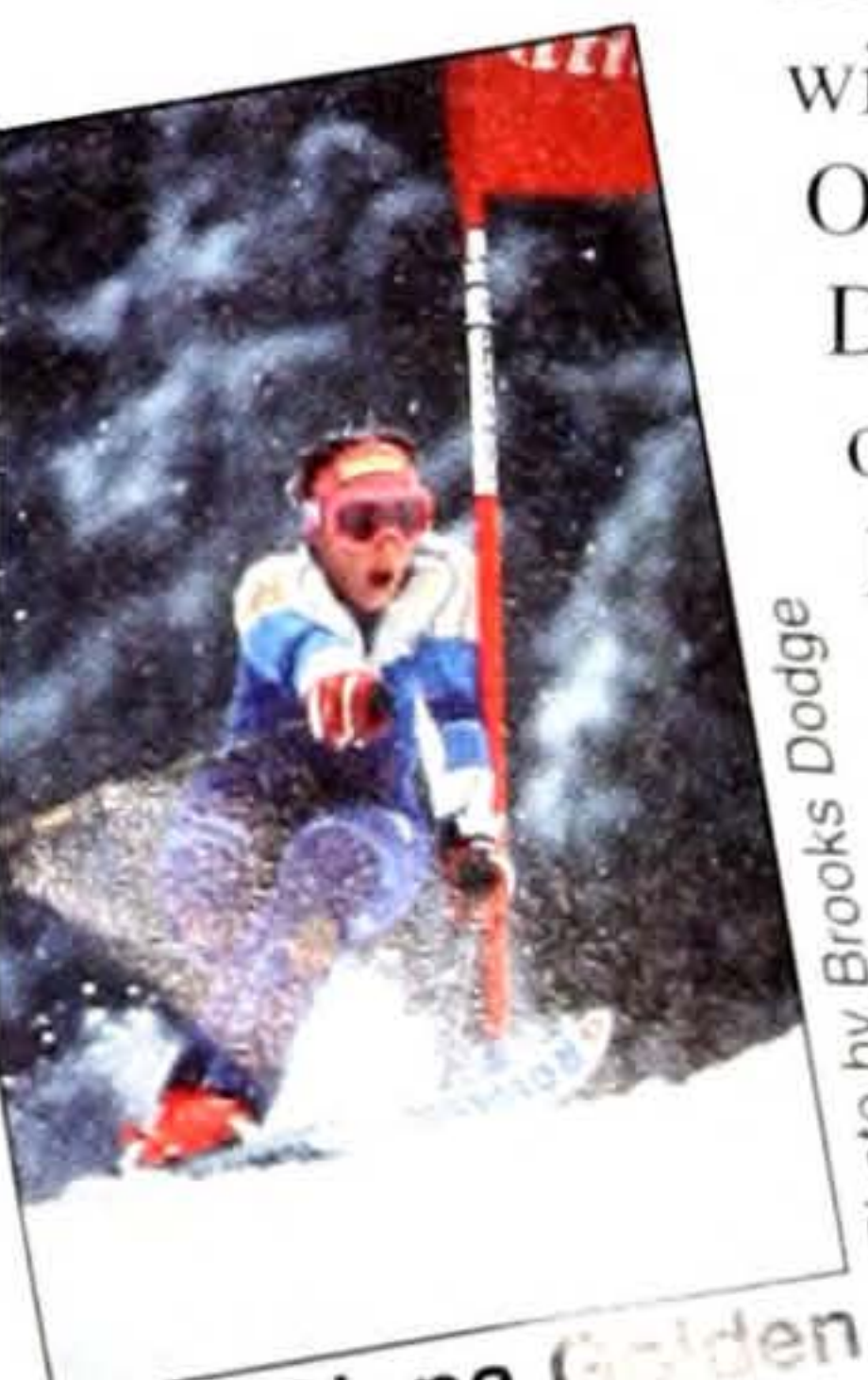
Light Your

at the National FFA Convention

by Jeri Mattics Freeman

FFA is throwing a huge party and you're invited! Don't miss out on all the action. Come meet and mingle with 32,000+ energetic young people from across the country and around the world. The streets of downtown Kansas City will be overflowing with blue corduroy jackets November 9-11 and you can be right in the middle of it all. You'll get more than you ever dreamed of as you experience the leadership opportunity of a lifetime.

The National FFA Convention is famous for drawing the country's best speakers and this year will be no exception. Olympic gold medalist Diana Golden will kick off the convention with her inspiring story. Although Golden lost a leg to cancer at age 12, she pushed herself toward excellence and was rewarded with a gold medal in skiing at the 1988 Calgary Olympics. Golden didn't stop with the Olympics. True to her name, she now holds 10 world championship golds and 19 national championship golds. Oh yeah, she has also climbed 14,410 foot Mt. Rainier on crutches and hiked solo for five days in the

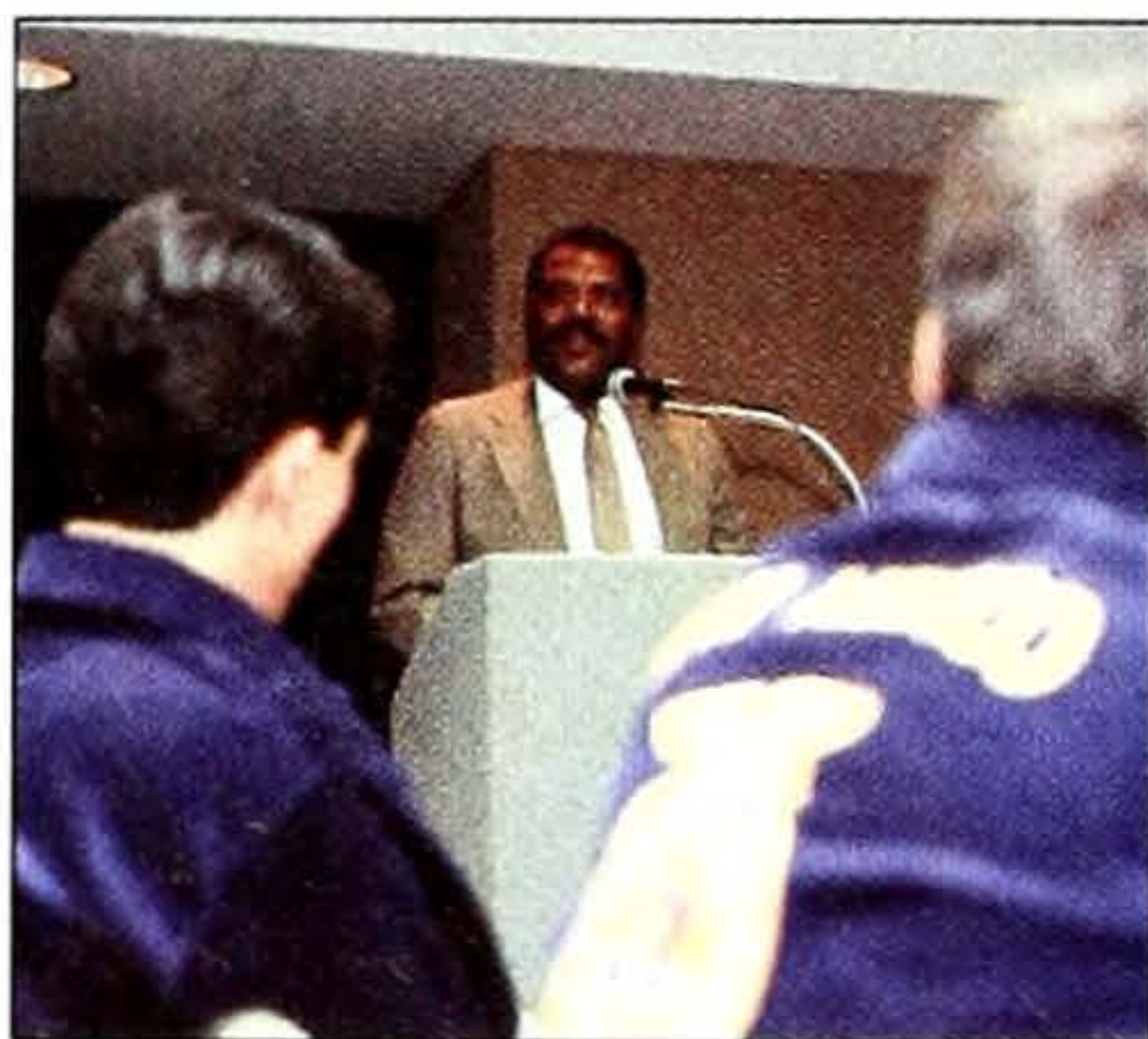


Diana Golden

Photo by Brooks Dodge

Utah desert.

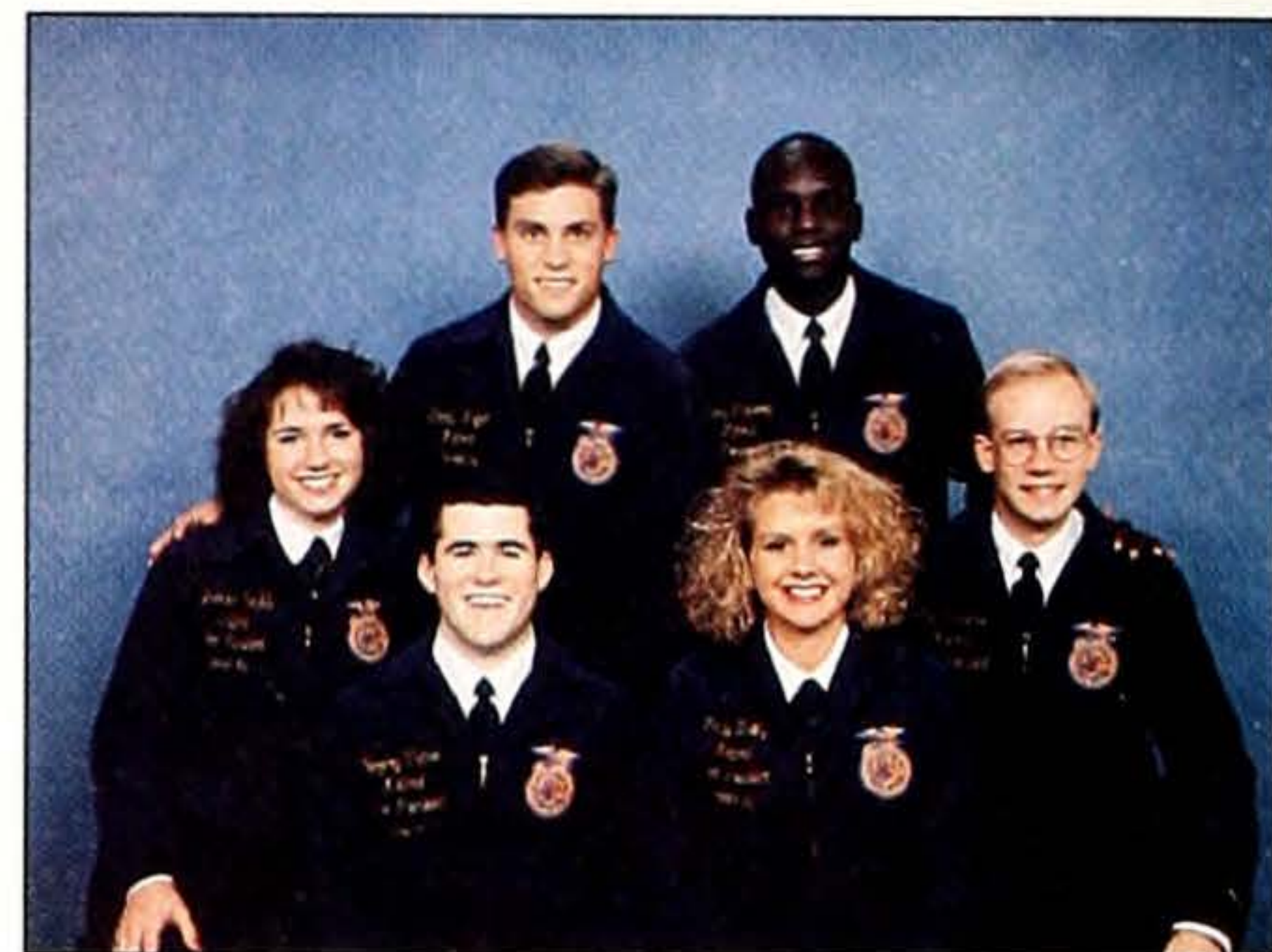
John Alston will keep the flame burning bright. Alston has been a psychologist, classroom teacher, college instructor and author among other things. Come see how his message of character, decency and common sense can help you deal with the chaotic world in which we live.



Fred McClure

As a past national FFA officer and former assistant to President George Bush, Fred McClure knows a thing or two about carrying the torch of leadership. After listening to this eloquent Texan, you'll understand why *TIME* magazine named him one of America's 50 most promising leaders.

And it doesn't stop there. David Toma, a former New York City cop with a heart the size of the "Big Apple," will talk about his work with kids across the country as he's helped them win the battles they're fighting with drugs, alco-



1994-95 National FFA Officers

hol, suicide and gangs.

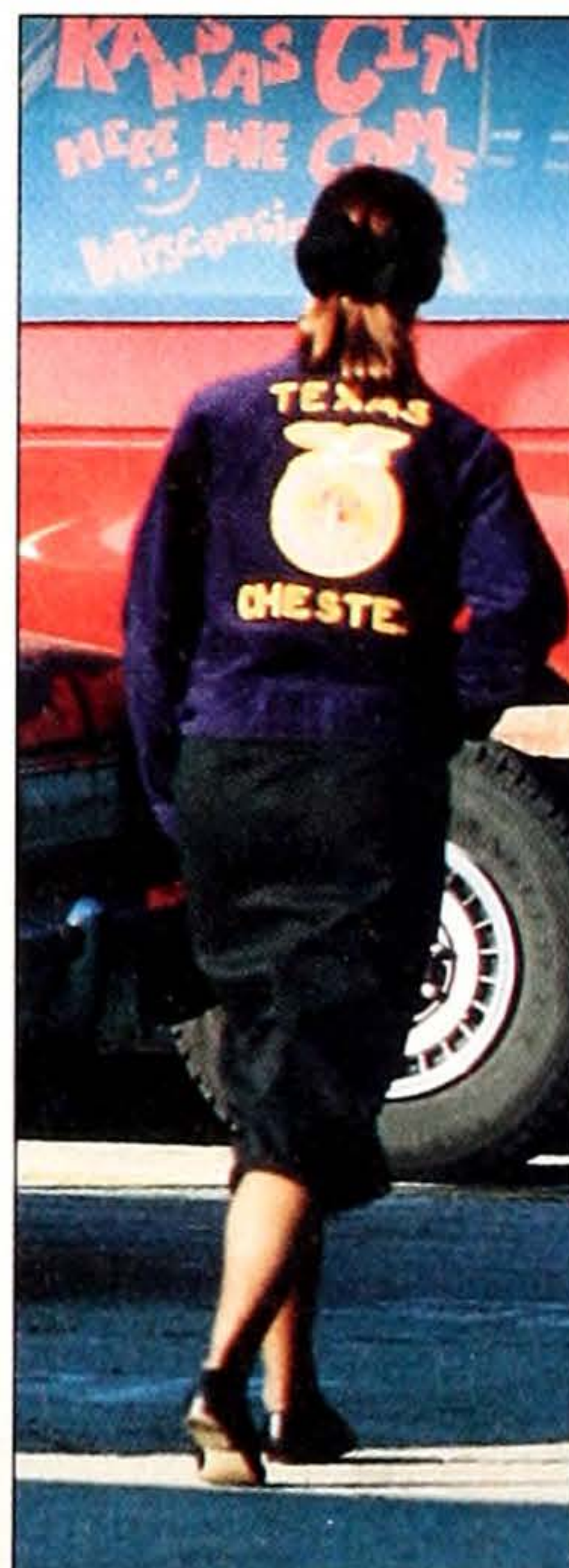
You'll know when Jeanne Robertson takes the stage. She'll be the former Miss North Carolina who stands 6'2" barefoot. Listen in as she uses her down-home Southern drawl to tickle your funny bone and share her strategy for success.

Adding Fuel to the Fire

You can top off your leadership fuel tank at one of the exciting workshops led by former national FFA officers, Washington Leadership Conference and Made For Excellence counselors. With titles that range from "And the Winner Is..." to "Maximum Power Required" and "Get in the Hokie Huddle" to "Sometimes It's Hiding," you're sure to find a workshop that'll light your fire.

Exploring Red Hot Careers

When you're ready to think about what you're going to do after high school, beat a path to Bartle Hall and check out the National Agricultural



Leadership Torch

Career Show. The show, which boasts more than 315 exhibitors, covers the equivalent of 10 football fields. You'll find exhibits from all the major agricultural companies, plus colleges and universities and livestock breed associations. You'll even see the latest light trucks, tractors and other equipment.

Thinking about becoming an employer rather than an employee? Then cruise on over to the agri-entrepreneurship exhibit and visit with ten of your peers who have already entered the world of business ownership. Better yet, attend the National Agri-Entrepreneurship Forum on Friday morning and listen to some of the country's leading agri-entrepreneurs.

Cranking Career Development Events

If you're one of the 2,200 career development event participants, your convention experience will also include some tough competition. Whether you end up with a trophy on the main stage or not, you'll go home with a great experience and a bunch of new ideas.

Burning up the Dance Floor

You can set the floor on fire as you strut your stuff at FFA dances Wednesday, Thursday and Friday nights. Whether you prefer to two-step, mosh, head bang or boogie, you'll make new friends from across the country at these don't-miss dances.

Sizzling Souvenirs

You'll want to share some of the fun with the folks back home so don't forget to spend some time shopping. The FFA mall will be overflowing with hot, new fashions and old favorites not to mention all sorts of other items. From books to boxer shorts, the mall's got it all. Check it out!

The souvenirs won't be the only things sizzling in Bartle Hall. Once again the FFA Food Court will be serving up burgers, pizza, chicken, donuts and desserts. Take a few minutes to rest your feet while you munch your favorite morsels.

American Royal

Rodeo royalty will reign in the American Royal arena with perfor-



mances twice a day. The country's top rodeo talents will battle broncs, bulls, barrels, calves, steers and of course the clock as they compete for more than \$140,000 in prize money.

The show doesn't stop when the bulls are finished bucking. When the lights go down, the stars come out. This year you can catch concerts by Toby Keith, Collin Raye, Shenandoah and John Anderson.

Whether you're in the mood for a romantic ballad or a rip-roaring guitar riff, the American Royal is the place to be. ...



Toby Keith

Thank You

Kansas City Area FFA Convention Coalition

The National FFA Organization recognizes and thanks the following businesses and associations for providing undesigned support for the 1995 National FFA Convention:

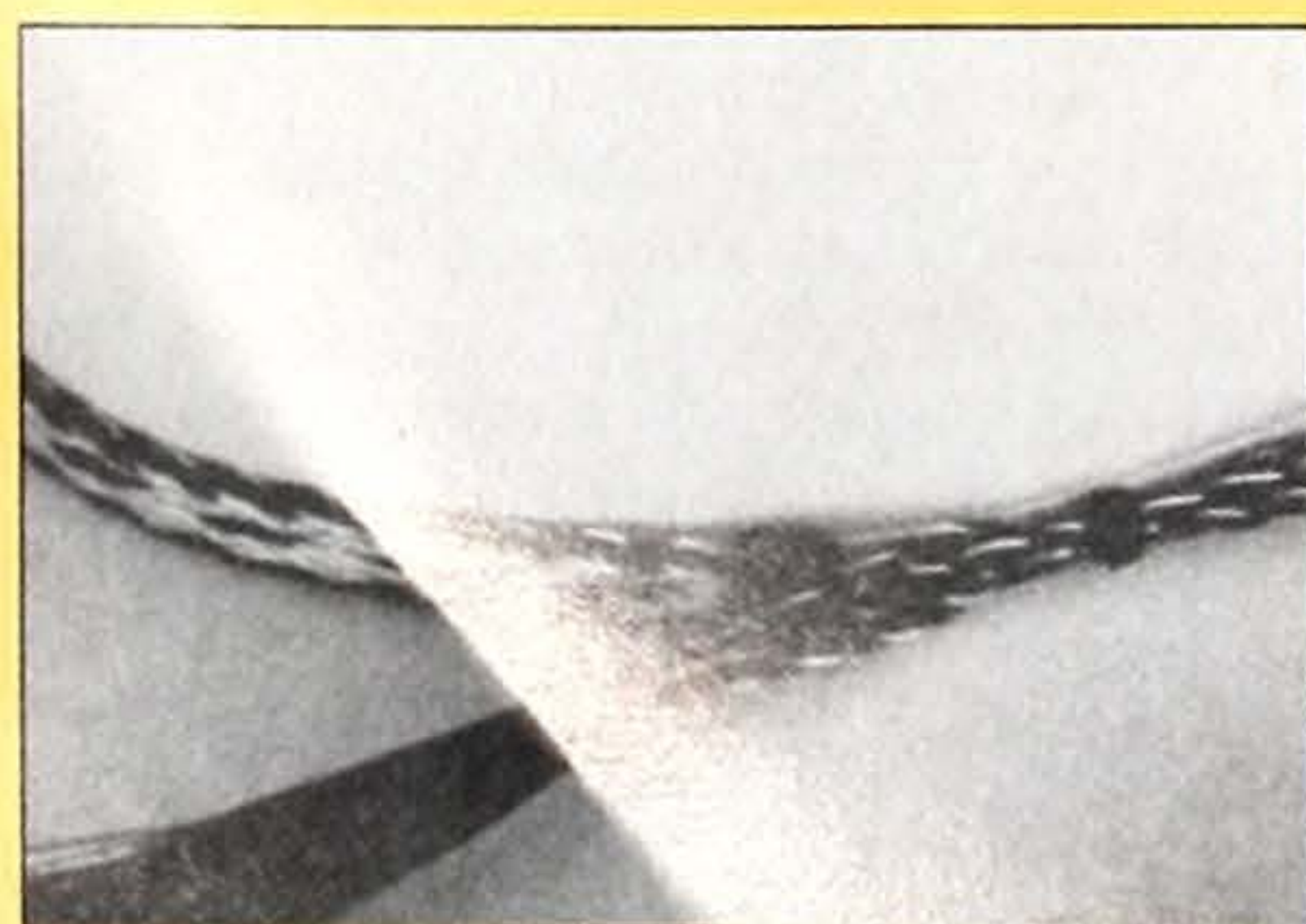
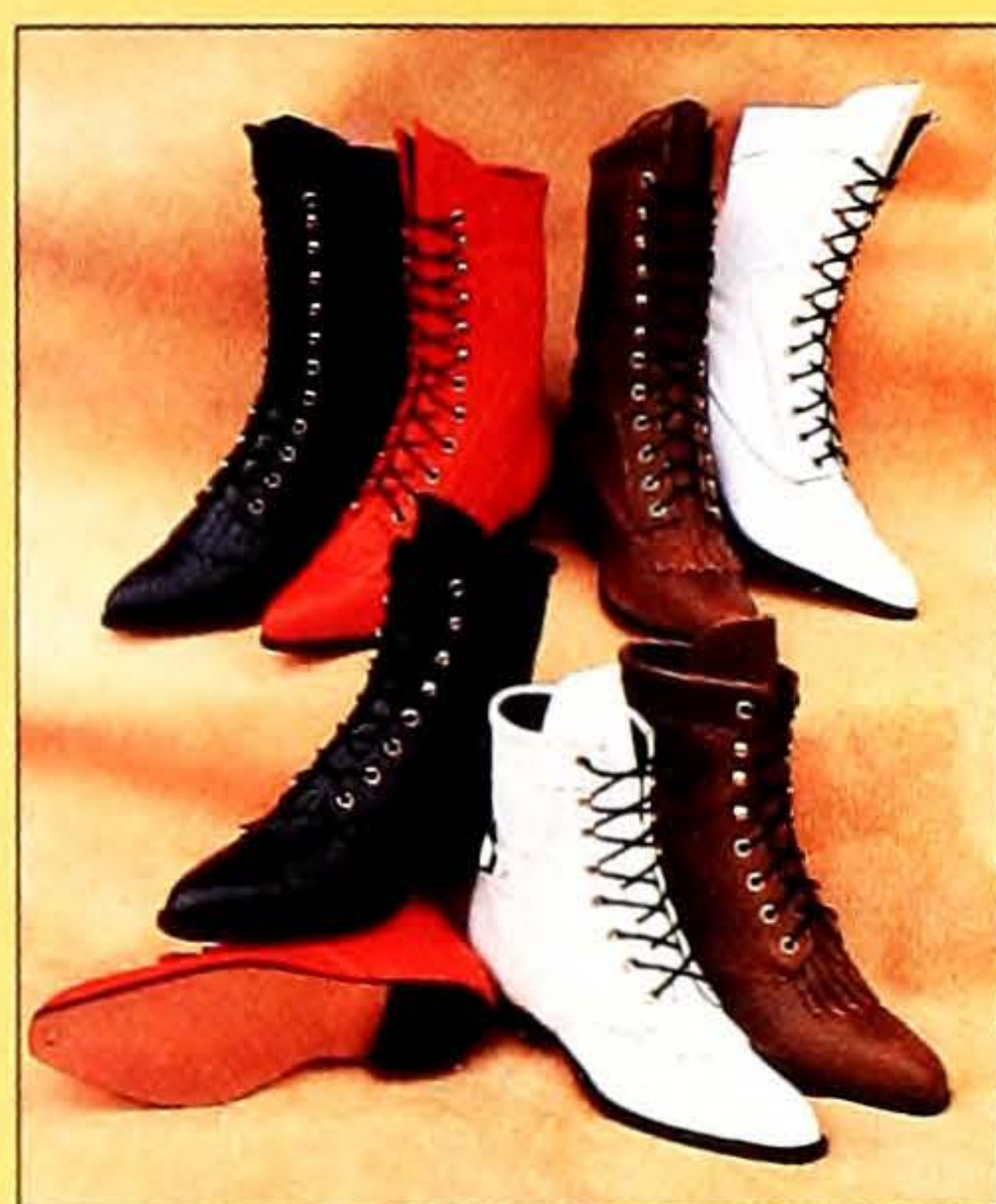
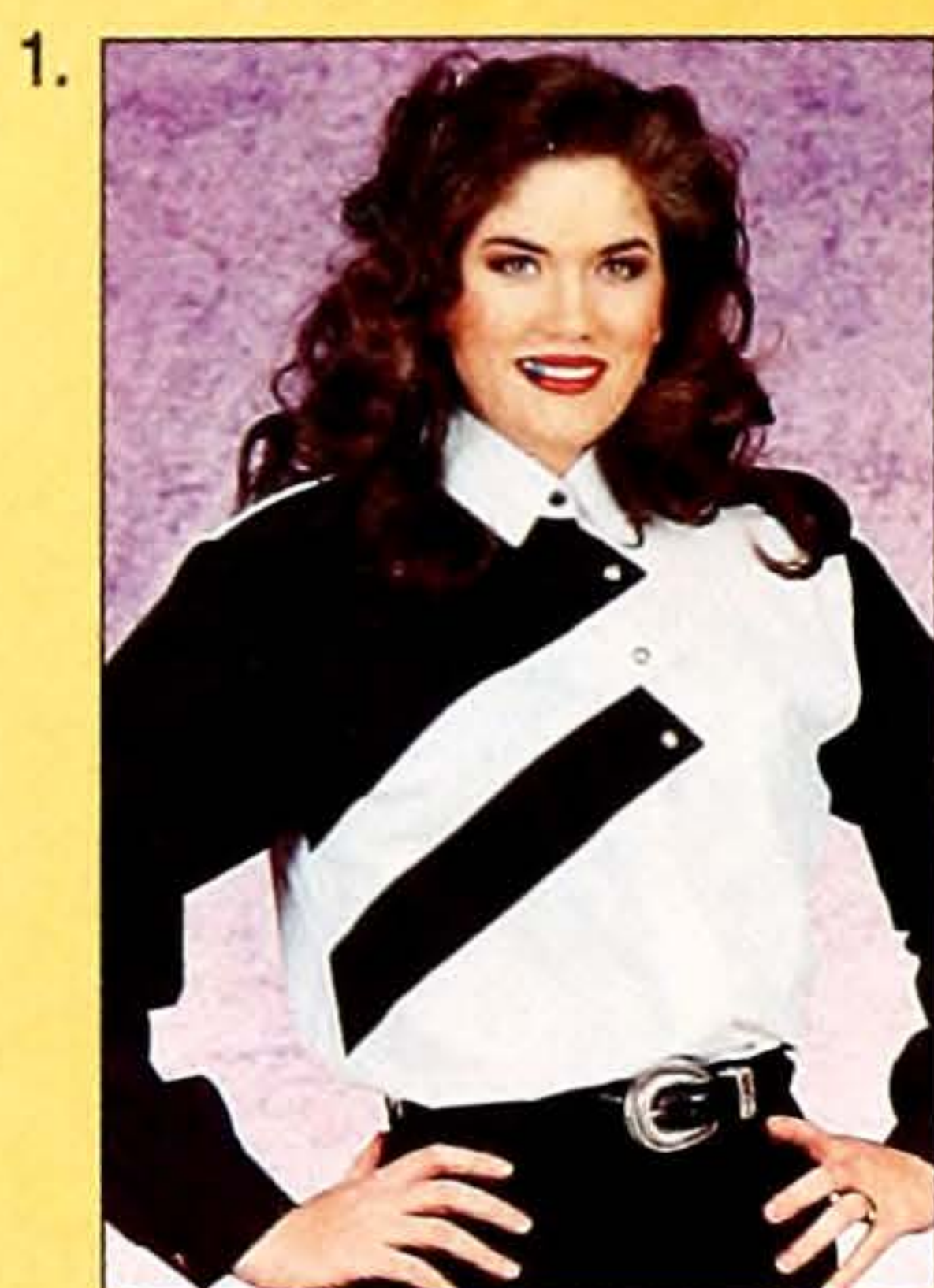
- American Royal Association, Inc.
- Boatmen's First National Bank of Kansas City
- City of Kansas City
- Kansas City Convention Center
- Farmland Industries, Inc.
- Fermenta Animal Health Company
- The H&R Block Foundation
- Hallmark Corporate Foundation

- Kansas City Power & Light Company
- Kansas City Southern Industries, Inc.
- The Kansas City Star Company
- Marion Merrell Dow, Inc.
- North American Salt Company
- Payless Cashways
- Sprint Foundation
- Sutherland Lumber Company
- United Missouri Bank, n.a.
- Yellow Corporate Foundation

Additional Kansas City-area sponsors providing specific project support to the National FFA Convention include:

- Bayer Corporation, Agriculture Division
- Butler Manufacturing Company
- Center for Entrepreneurial Leadership of the Ewing Marion Kauffman Foundation
- Commerce Bank of Kansas City
- Kansas City Life Insurance Company
- Sprint/United Telephone-Midwest
- Universal Dairy Equipment, Inc.

What's Hot! '95



1. You'll make a daring statement when you step out in this new shirt by Roper. Bold colorations and the asymmetrical closing combine to leave a lasting impression.

2. Want to let everyone know you're together? Then check out these great new his and her shirts from Roper. They feature inset pockets and a nifty water color design printed on twill fabric.

3. Dance the night away in these great new boots from Durango. Designed specifically for tappin' your toes, the Twisters line features a soft inside lining and a hidden pocket so you don't have to carry a purse! Look for Twisters on "Dancin' at the Wild Horse" and the "National Finals of the Smooth Steppin' Showdown" on TNN and in your local western wear stores.

4. If you're planning to spend time in the great outdoors this fall, you'll want to check into Walls' new deluxe blanket rider jacket. An alternative to shorter, traditional jackets, it extends 33" to mid-thigh for a modern look that will keep you cozy on those chilly autumn days. The longer-style coat features leather-look accents on the collar and pocket flaps, and a blanket lining for added appeal. A drawstring at the waist and adjustable wrist closures ensure a custom fit.

5. Classic lines and vibrant colors make Walls' new rodeo jacket a favorite with western wear enthusiasts. The bright, solid-color outer shell adds fun to this all-purpose jacket's timeless appeal while a blanket lining ensures warmth. The knit collar, cuffs and waistband will keep you snug when the temperature begins to drop. Two front, welt pockets provide extra storage space and an inside chest pocket protects valuables.

6. You can be the talk of the town when you show up in this short-waisted cowsplit jacket from Pioneer Wear. With inlaid detailing, luxurious black fringe and conchos at the shoulder, it's western style at its finest. Available in white, teal or chestnut, this jacket is perfect for coordinating with skirts or jeans.

7. The hottest items for hats this year are hand-braided horsehair hat bands. The fully adjustable bands have decorative tassels capped by Spanish half-hitch knots. They come in three-, five- or seven-strands with double tassels. Hat bands can be ordered from the Hitching Post Supply catalog. To request one, call 360-668-2349.

8. If your leather items are in need of a good cleaning, here's just the thing for you! Bick-1 is a special blend of non-alkaline cleaning agents formulated specifically to clean leather safely and thoroughly. Once cleaned, apply Bick-4 leather conditioner to restore, lubricate and protect the leather. Bick-4 is safe and effective for all smooth leathers, including exotic skins.



**YOU'D BE SURPRISED
HOW MANY PEOPLE
JOIN THE NAVY JUST SO
THEY CAN WEAR THIS UNIFORM.**



Join the U.S. Navy, and you could really start going places. Like college, for instance. Because if you qualify, *you could earn up to \$30,000 for college tuition and expenses* from the Navy College Fund and Montgomery G.I. Bill*.

For more information, talk to your Navy recruiter or call 1-800-USA-NAVY.

N A V Y

YOU AND THE NAVY. FULL SPEED AHEAD.



*Plus four years of active duty

From Your Back Yard to Brussels: U.S. Agriculture is Feeding the World

by Lawinna McGary

Get hungry. Eat. Go out in 100-degree weather and you're guaranteed to sweat.

The weather around you and the food you consume can make you comfy, cozy or miserable. It's easy to see why you should care about them.

Global issues just don't seem quite as critical as the ones in front of your face every day. Take international agricultural trade. BORING! Zero affect on your life, right?

Well, if the U.S. stopped trading on the world market, you might as well take away 30 percent of each farmer's acres. After all, there would be no place to sell the goods produced on that land. Deduct about one out of every five dollars farmers' receive for their products—that's how much of their income depends on exports. And forget about jobs for more than one million Americans.*

The U.S. and other countries that trade agricultural products are dependent upon one another. Growing conditions 12 time zones from your home can affect the price U.S. farmers get for

their grain at the local elevator.

Take the price of wheat, for instance. The Russians said they're going to have less wheat this year and the price went up. When the Japanese had a rice shortage last year, they opened up their market for rice for the first time and the price for rice rose considerably.

The price doesn't always go up though. Sometimes farmers from the U.S. or other countries produce more than is needed and prices plummet.

"U.S. farmers are among the most productive in the world. With less than seven percent of the world's land and less than five percent of the world's population, the United States produces about 12 percent of the world's agricultural commodities. That is why expanding export markets is the key to agricultural prosperity," report Matthew Shane and Lloyd Teigen in the *AgExporter* article "Trade Vital to U.S. Agriculture."*

"The greatest future market potential for U.S. food and agricultural products is outside the United States where more than 95 percent of the world's consumers live," the report continues. (See related story: Where

Do Our Products Go?)

Can We Compete?

American Star Farmer finalist Jeral Gross, Bridgewater, South Dakota, thinks so. Jeral was one of 34 national proficiency winners and Star Farmer and Star in Agribusiness finalists who learned about international trade as well as agricultural production practices during a recent two-week European Travel Seminar in Germany, Belgium and Luxembourg. The expenses-paid trip is part of the national award package.

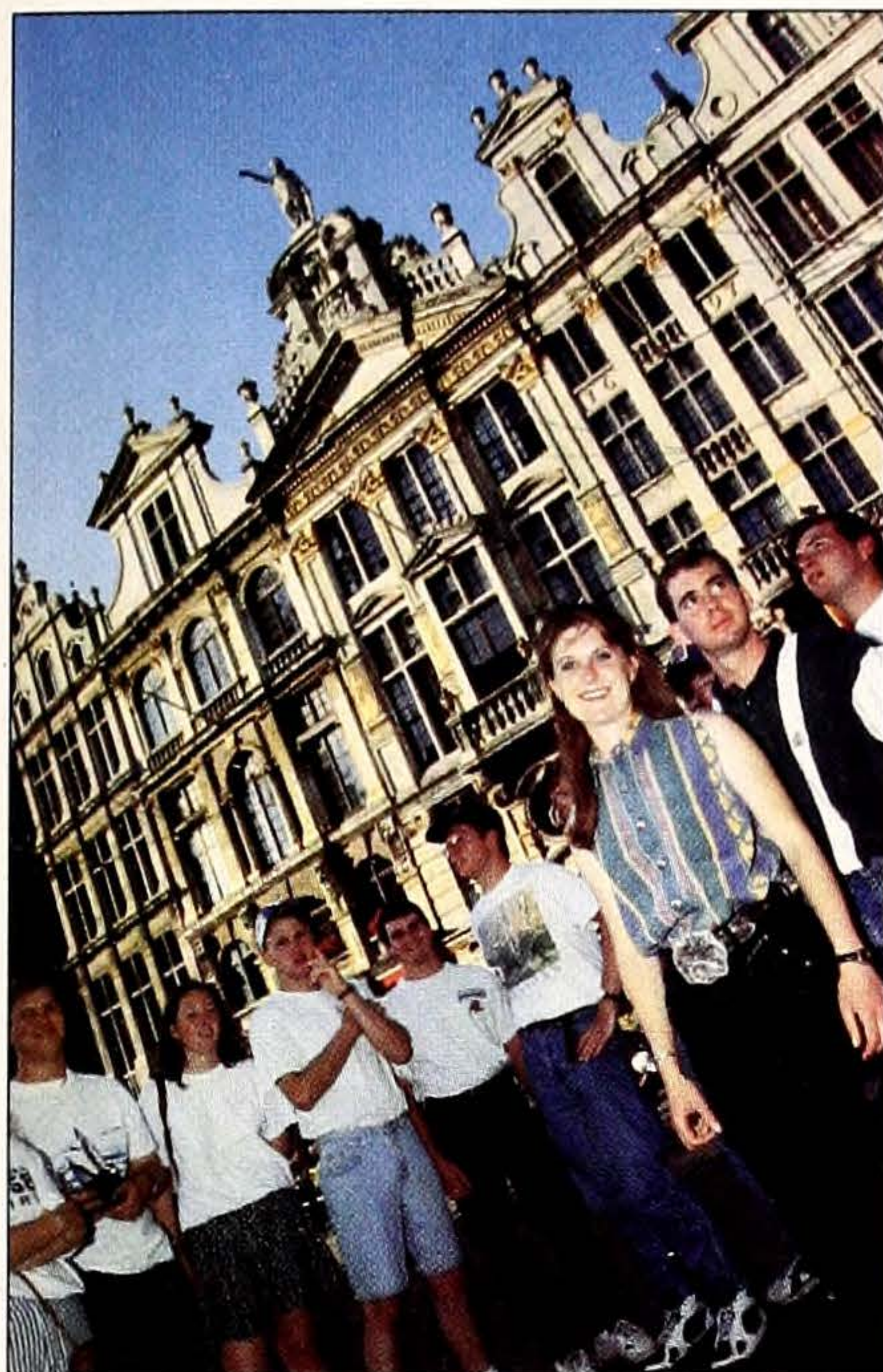
After visiting with German farmers and a briefing by a member of the German Ministry of Food, Agriculture and Forestry, American Star Farmer finalist Lloyd Vaill, Pine Plains, New York, reports what he learned. "The largest advantage German farmers have is strong government support. Soybean growers get a subsidy payment of \$200 to \$400 per acre. With this support they're able to compete and under-sell U.S. farmers."

Without subsidy support, German



Photos by Author

Thirty-four national proficiency award winners and American Star Farmer and American Star in Agribusiness finalists recently had the chance to visit Germany, Belgium and Luxembourg to learn about international agriculture and trade. In addition, they visited cultural sites and checked out European architecture.



FFA members explore the Grand Place in Brussels, Belgium.

farmers would be in a bind, says Lloyd, since their operating expenses are higher than in the U.S. (see chart 1). "I strongly feel that on a world-wide market with no restrictions and limitations, the U.S. farmer would thrive because the continued decrease in product price has forced us to streamline our operations for efficiency, and more importantly, profitability," Lloyd explains.

For now, "Farmers are going to have to take more initiative upon themselves to become active, because we don't have the subsidy push that other countries have," says Jeral. "It's important that we keep up-to-date on the issues and policies that affect us. If farmers are more current on the world topics they will be better able to market their products and thus stay with, if not ahead of, the competition." ...

*Source: June 1994 article "Trade Vital to U.S. Agriculture," *AgExporter*

The European Travel Seminar was made possible by proficiency award sponsors as a special project of the National FFA Foundation, Inc. If you'd like more information about traveling abroad through an FFA program, please call Bruce White at the National FFA Organization, 703-360-3600, ext. 319.

Where Do Our Products Go?

Last year U.S. agricultural exports were higher than ever before—nearly \$46 billion. We sold \$20 billion more agricultural products than we bought. So where are all of these food and fiber products going?

The European Community, a steady customer for years, still imports a high volume of U.S. products, but exports to Japan, Asia and China have exploded. The U.S. exported 366 percent more agricultural products to China during the first six months of this year than by the same time last year.

That's good news since more than 20 percent of the world's population lives there. Compare that to the relatively tiny 6.3 percent who have homes in the European Community (EC).

Brad Kohlhausen, National Feed Grains Proficiency Award winner from Rensselaer, Indiana, says, "For U.S. agricultural exports to keep expanding, we must please our consumers. Our products must pass inspection and continue to increase in quality. Consumer education on brands, markets and prices of food must continue."



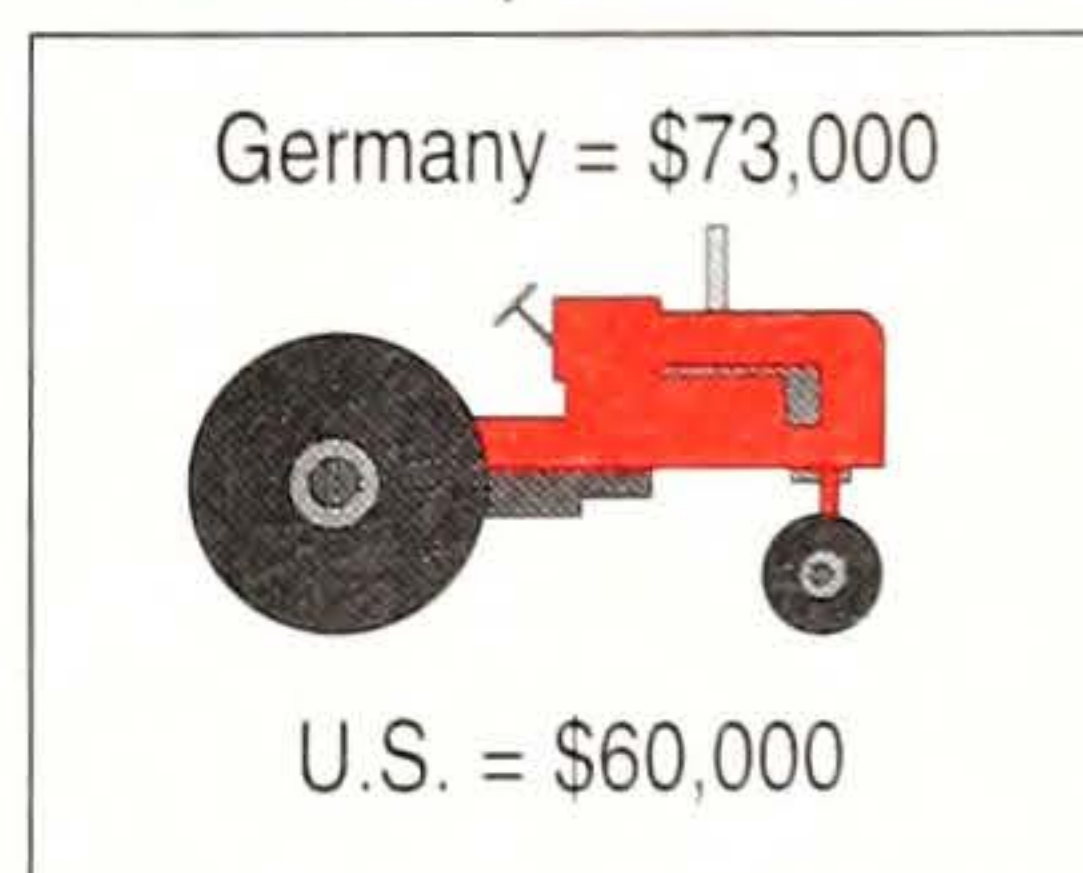
Chart #1 Comparing Production Costs

(Figures are estimates)

Seed Cost Per Acre of Corn



100 Horsepower Tractor



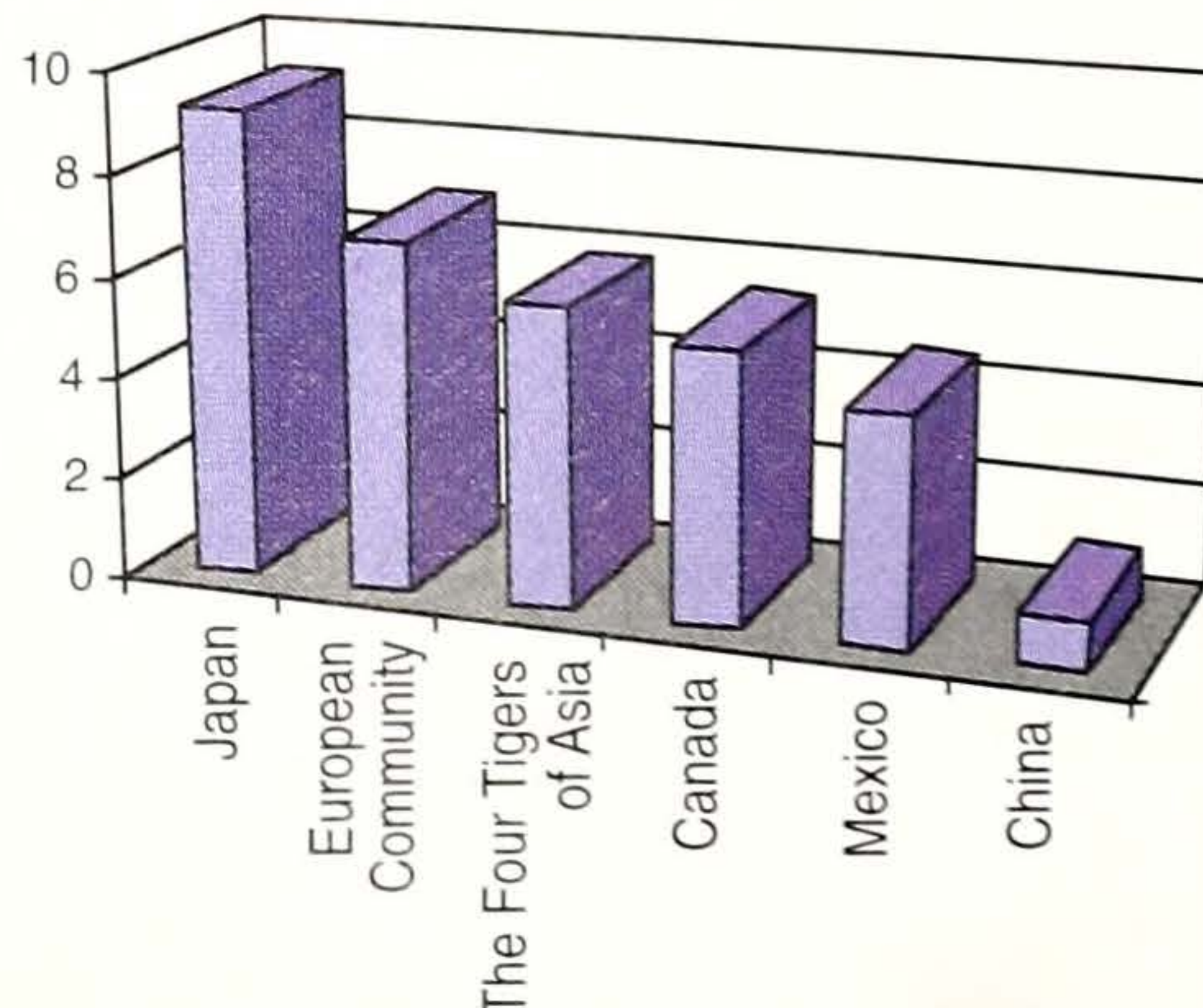
Land Rental Per Acre



**Chart #2
1994 U.S.
Agricultural
Exports***

*in billions of U. S. \$

Source: U.S. Bureau of the Census Trade Data





by Lynn Hamilton

Cattle from Colorado could show up in your living room in Louisiana—if you're armed with a remote and a satellite dish. It's the home shopping network for cattle, where a truckload of steers is just a phone call away.

If it sounds like technology gone too far, think again. Last year was the biggest year ever for Superior Livestock Auction, a satellite video auction service. One-and-a-half million cattle were purchased via video, and the trend shows no sign of slowing. Jeff Wright, a former Nevada FFA state officer who now lives in Twin Falls, Idaho, helps ranchers sell their cattle through this relatively new technology.

"It's a modern way to market livestock and it works," Wright says. Ranchers like the service because they get national exposure for their cattle. Superior's buyer list is near the 2,000 mark and represents all areas of the country. "Even if there are only 30 buyers watching, that's more than the one or two who come by the farm," Wright notes. More buyers means stiffer competition and higher bids, something that makes ranchers smile.

That's what J.L. McDonald found when he marketed his cattle through the satellite service for the first time last year. "You have buyers bidding on your cattle from all over the country," he says. McDonald figures he gained \$5 per hundredweight over a traditional auction. His father has used video auctions to market cattle for eight years, and J.L. plans to ~~sell~~ with the new technology.



Jeff works the phones during a recent satellite auction. Depending on the auction location and timing, between 60 and 90 percent of the cattle are sold over the phone.

Photos by Jeri Mattics Freeman

Satellite Auctions Revolutionize Livestock Marketing

Another advantage to satellite sales is the reduced stress on the cattle, which makes a difference at the scales. Stressed cattle don't eat and drink normally. This causes a weight loss known as "shrinkage." It's bad for the cattle and bad for the pocketbook.

"If you load cattle on trucks to haul them to a regular sale barn and unload them, the cattle stand around for hours or even days — by the time they are weighed, they might have lost 10 percent of their body weight," Wright says.

That's not a problem with satellite video auctions. Wright goes to the ranch and weighs the cattle on site when he comes to make the videotape

of the sale animals. He covers 75 percent of Utah, 75 percent of Nevada and the bottom half of Idaho.

The videotape is sent to Superior's office in Fort Worth, Texas, where it is compiled with videos from other ranchers to create a master tape. Each group of animals, or "lot" gets about two minutes of air time.

On auction days, which occur about every two weeks, buyers and an auctioneer gather in a sale barn, just like a traditional sale. The sound of cattle bawling and bumping into gates is replaced by a ringing bank of phones and the quiet flicker of the video monitors.

Advertisements in livestock publications notify potential buyers so they can either attend in person or know what time to watch their sets. Buyers can bid in person, but most are tuned into the sale via their television sets all over the country. The auctioneer sings out the current bids just like a regular auction, and the phone banks light up as buyers call in their bids.

"Ninety percent of the cattle are sold on the telephone," Wright says, though when more buyers attend the big summer sales, phone purchases decrease to about 60 percent.

Wright's personal experience with satellite auctions eventually led him to his current career. Wright was interested in buying some cattle and saw ads for a satellite video auction. At that time, most of the cattle were in the south and seemed too far away to haul to Nevada. The next year, though, he did buy several loads of cattle.

The company representative told Wright that Superior needed a repre-

sentative in that part of the country. Wright had two years of college to go, and declined the offer. But two years later, the representative called again and Wright started as a Superior representative part-time while he ranched with his father.

The job soon became full time. "You can do this from 5 a.m. until midnight every day if you want," Wright says. It took a lot of work to build the business base the first year. "At first, it was entirely me going out to find it," he remembers. He found quite a few interested ranchers though, most of whom remain loyal today.

"I still have about 95 percent of my original customers, plus their neighbors or relatives," Wright says, as he starts his fourth year with Superior.

Word of mouth travels fast, and Wright has found that a good reputation is great for business. "Now about 25 percent of the sellers come to me," he notes. "It's kind of a snowball effect—I have about all the business I can handle."

He attributes much of his career success to his FFA experiences. His job requires constant communication skills, for which FFA speaking contests and his service as a state officer gave him plenty of training. "Public relations is more than half of my business," Wright says.

He learned to critically evaluate animals through livestock judging, and growing up on a ranch helped him to learn the business firsthand.

Wright finds that many ranchers he works with are former FFA members, as well. "You find you have something in common, it's a way to get to know people," he says. ●●●

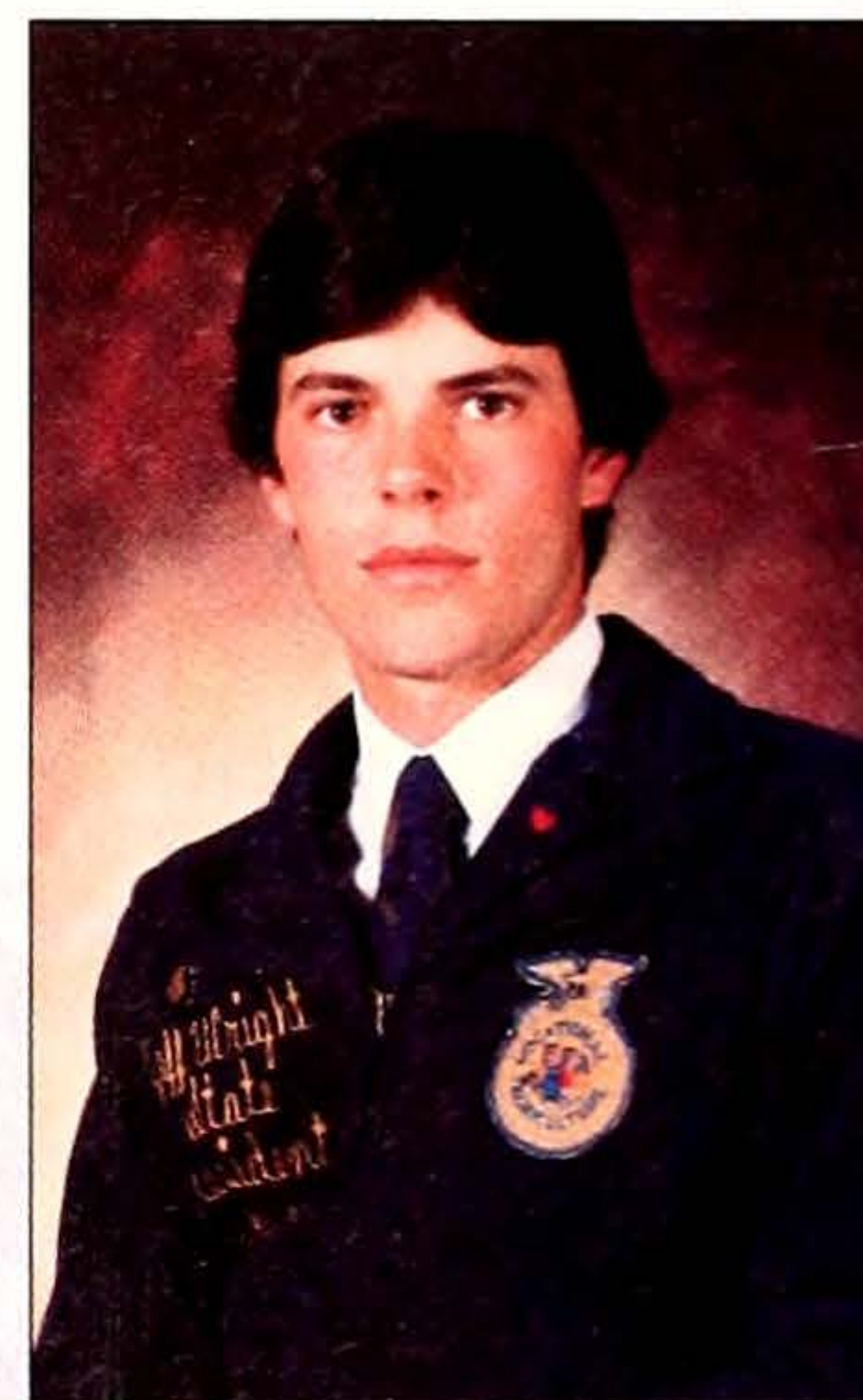


Photo courtesy of Jeff Wright

Jeff Wright served as Nevada's 1981-82 state president.

Selling Livestock Via Satellite: A Career for You?

If techno-livestock marketing seems like a career path for you, Jeff Wright has a few pointers to share.

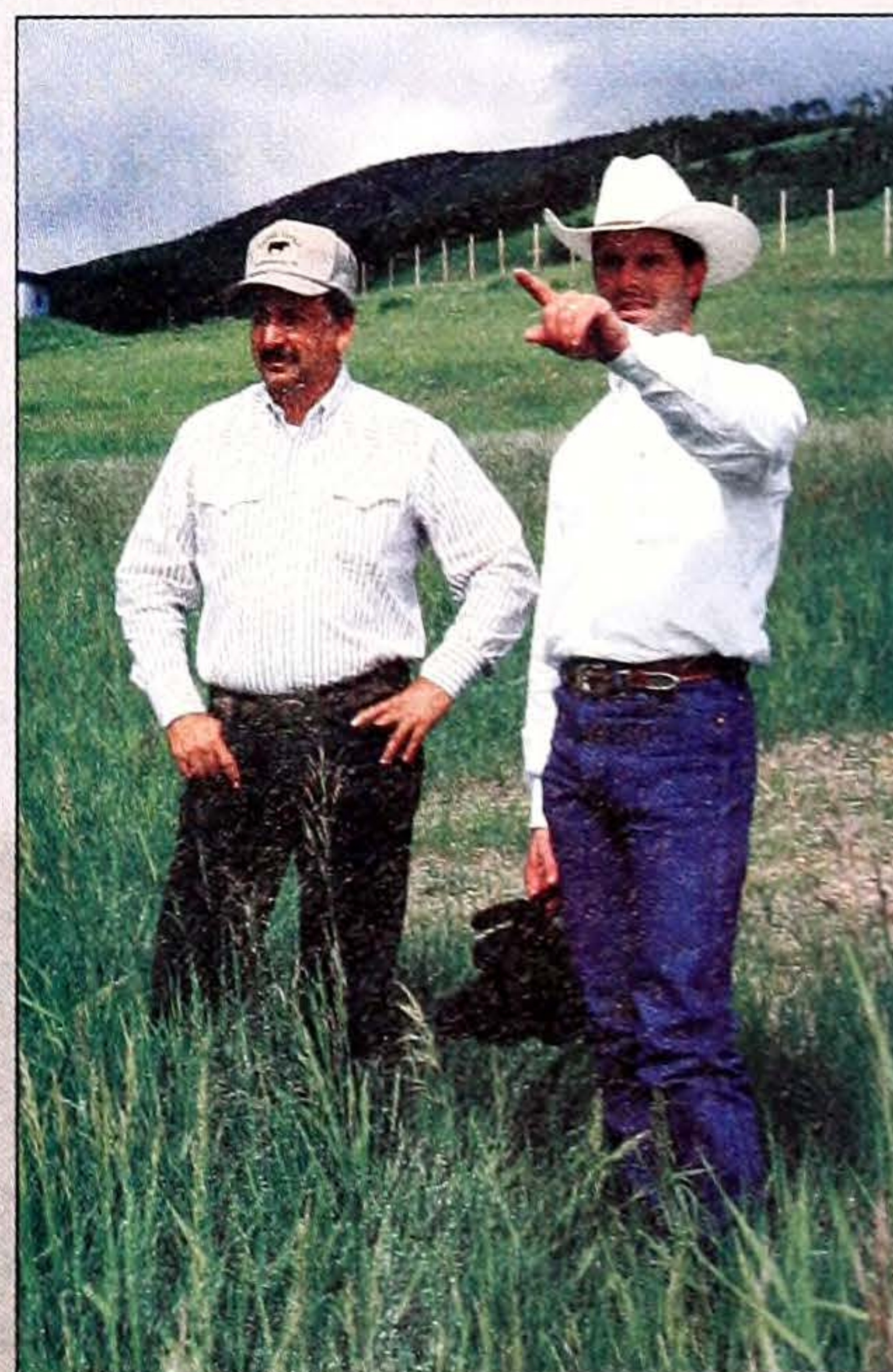
A career in livestock marketing requires some specific skills. "There's a lot of financial information you need to know—not technical information, but you need to know numbers pretty well," Wright recommends.

Knowledge of the livestock industry is a must. "If you don't know what you're talking about, you'll get yourself into so many jams, you'll want to get out," he says.

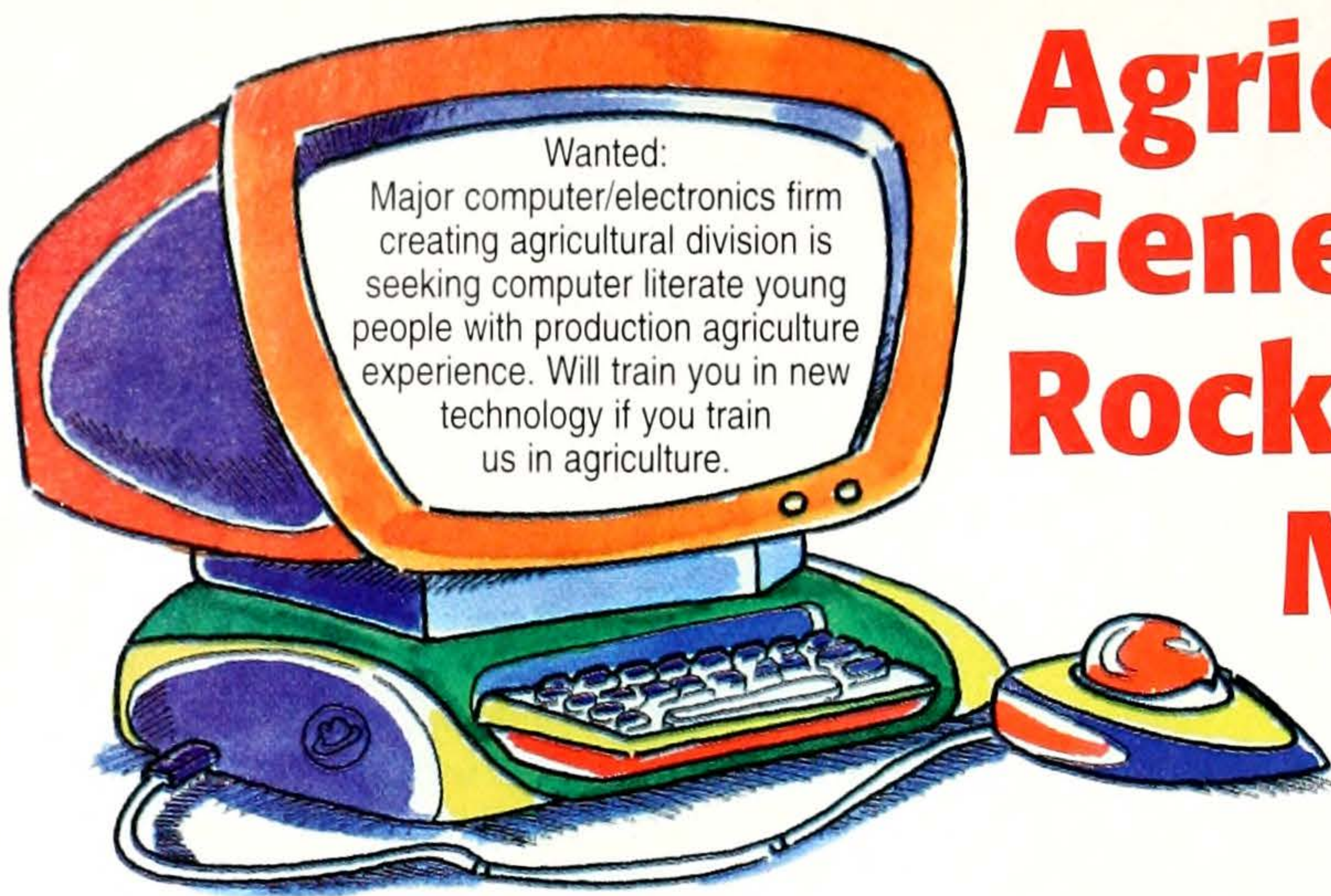
There are several ways to get that experience. If you don't live on a ranch, try to work on the livestock farm in college. Joining the livestock or meats teams are also valuable avenues to pursue.

Personal and public relations skills are extremely important, also, Wright notes. Sign up for public speaking or parliamentary procedure to learn how to communicate your ideas clearly.

Wright encourages young people to learn as much as possible about the agricultural industry in general. "There are a lot of avenues a person could take to study and prepare," he notes. "Agriculture is such a monstrous industry—the broader the knowledge base you have, the better."



Jeff discusses the options with a rancher as he prepares to videotape a group of cattle. He says participating in FFA activities and contests helped him develop the communications skills that are critical to his business.



Agriculture's Next Generation: Rocket Science Meets Agriscience

by Susan Zillinger

Welcome to the 21st century. Mainstream agriculture is entering the world of rocket science. This new frontier is promising cost reductions, higher yields and environmental benefits as well as new career categories. Already manufacturers of high-tech, space-age wares are looking for technologically literate people who speak the language of production agriculture.

The Future Is Now

At the turn of the century there will be more mouths to feed and less land to farm. Experts project the earth's population will double in the next century. One report estimates that the world's farmers will be asked to produce as much food in the next 40 years as they have in the entire 14,000 year history of agricultural production!

Luckily, new technology that rivals the last century's life-changing inventions created by innovative greats like Henry Ford and Thomas Edison is becoming reality. Space-age technologies such as global positioning satellites (GPS), variable-rate controllers on sprayers and planters, real-time on-the-go yield monitors on combines, crop sensors and powerful computer software are making executing production tasks more accurate than ever before.

These precision tools are

already helping innovative farmers increase field productivity, improve input efficiency, protect the environment, maximize farm profitability, and create computerized field histories that may help increase land values. Collectively, these and other emerging technologies are being used in a site-specific approach known as precision agriculture.

If you've never heard of precision agriculture before, you soon will, say proponents of this emerging technology, many of whom participated in a Congressional Field Day on the subject held recently at the Agricultural Research Center in Beltsville, Maryland. They also say FFA members are in a unique position to directly benefit from this new agricultural revolution.

The Information Revolution

The first agricultural revolution occurred thousands of years ago when animals were employed to till the ground. American agriculture then evolved from horsepower to mechanized power, from chemical tools in the 1950's to what experts are now calling the dawn of the fourth agricultural revolution: the information revolution.

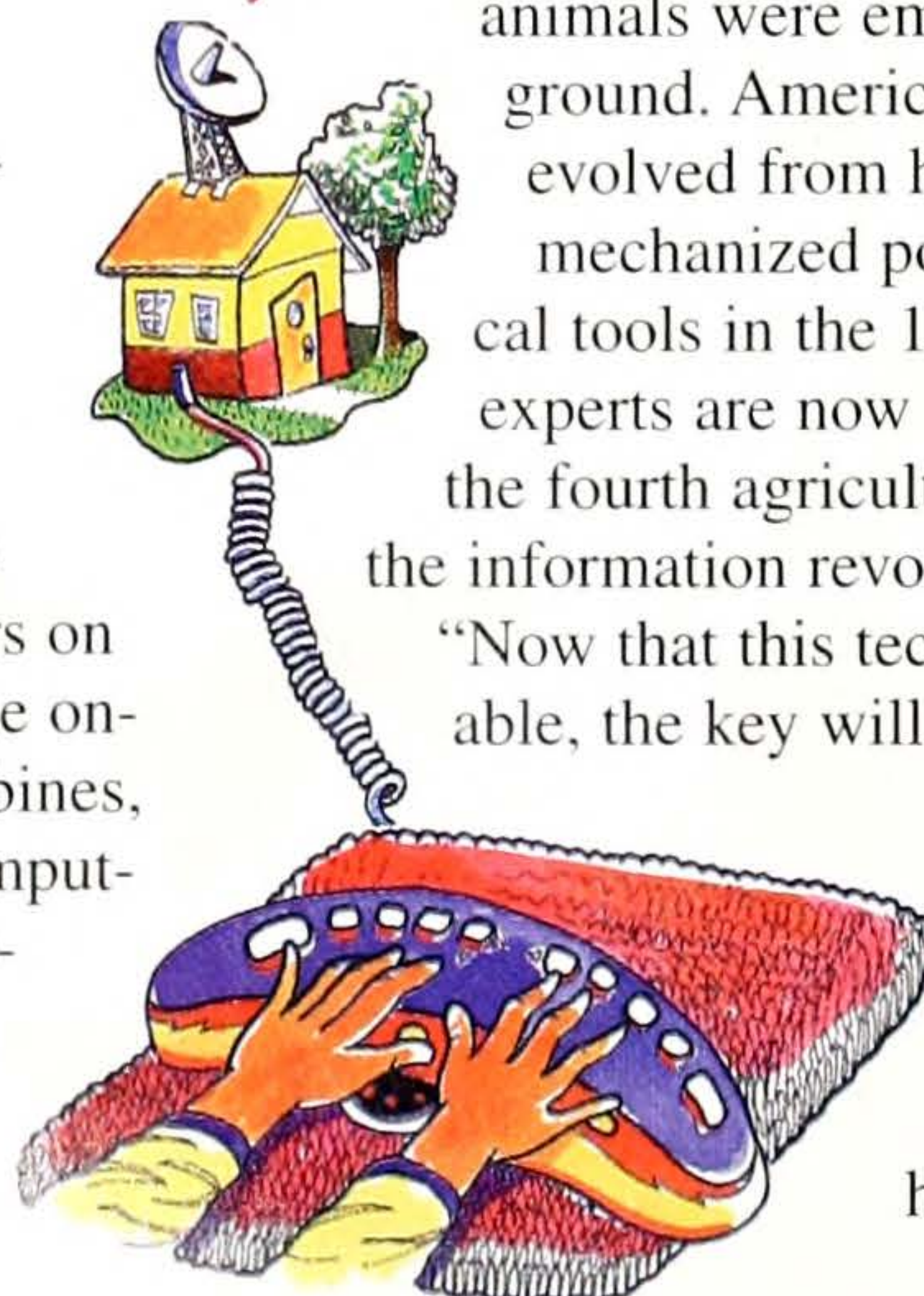
"Now that this technology is available, the key will be to educate and inform farmers, livestock producers and agricultural suppliers about how they can cut

costs, reduce inputs and be more environmentally conscious,"

says Kansas Congressman Pat Roberts, chairman of the U.S. House Agriculture Committee and field day speaker. Roberts said this fourth agricultural revolution opens new doors and opportunities for rural youth who want to stay in agriculture.

"It also means young people who are comfortable with computers and knowledgeable in agriculture will be in demand," echoes Kenneth Bloom, director of agricultural systems at Rockwell International. "That's a big plus for today's FFA members."

Their advice to FFA members? Take as many classes as you can in math, science and computers in addition to your agriculture courses. You'll need the skills from those classes to move into this rapidly growing field. Careers that don't even exist now will be searching for enthusiastic young people who are ready to make their mark. ...



A Sneak Preview of Agriculture's Future

by Susan Zillinger

Five members of the Frederick, Maryland, FFA chapter caught a glimpse of agriculture's future recently at a precision agriculture field day in Beltsville, Maryland. "This technology is a lot farther along than any of us imagined. It's way out there," says Frederick, Maryland, FFA Chapter President and high school senior, Emilie Lloyd.

What comes to Lloyd's mind when she thinks about precision ag? "It's like *Star Trek—The Next Generation*. All the buttons, lights, terminals and computer technology like remote sensing are really cool."

Before attending the one-day event, none of the FFA members had heard of precision agriculture. It's no wonder. This technology is so new that it is only being used by about 100-150 farmers nationwide, according to Rockwell International's Kenneth Bloom.

So where did this technology come from? Military use. Rockwell International, a long-time military defense contractor which built the B-1 Bomber and much of NASA's fleet of space shuttles, recently created an agricultural division to begin transferring these technologies into commercial uses.

This movement is also being called earth-friendly farming. Kristy Geisbert, secretary of the Frederick FFA Chapter, says, "I think this technology will help save the environment. Precision agricul-

ture allows growers to know exactly how much extra product is needed and where it's needed so there isn't extra that runs off or doesn't get used."

Global positioning satellites, yield monitors, digital field mapping, electronic pest scouting—these emerging



Photo by Susan Zillinger

Congressman Pat Roberts of Kansas, who serves as chairman of the U.S. House Agriculture Committee, met with Frederick, Maryland, FFA members at a recent precision agriculture field day and discussed the new career opportunities available in this area. Pictured from left to right are Emilie Lloyd, Sandy Newbold, Kristy Geisbert, Monica Gilbert and Congressman Roberts.

technologies may be just the career path for which some in the Nintendo generation are looking. On the other side of the interview table, high-tech companies are looking for individuals with strong computer and production agriculture knowledge and vocabularies.

As precision agriculture becomes more widely accepted, FFA members will have a unique advantage in the job field. At the current pace, these space-age technologies may soon become as common-place on the farm as air-conditioned tractor cabs and power steering.

Gasp!

Life Without Computers

To some, using precision technology to farm is years away. But is it? Think of what life was like without computers not so long ago.

When your parents were your age did they imagine pocket calculators or digital watches, let alone computers small enough for the home? Even 20 years ago, there were no VCRs, satellite dishes or microwave ovens. Author Denis Waitley summed it up best when he wrote, "Today when I throw away a musical birthday card, I am tossing out more computer power than existed in the entire world before 1948."

The power of envisioning the future isn't easy. Even some technology greats doubted the power of computers and the impact they would have on our society and the world.

Thomas Watson, while he was chairman of IBM in 1943, said, "I think there is a world market for maybe five computers." Oops.

In a 1949 forecast on the relentless march of science, *Popular Mechanics* magazine predicted, "Computers in the future may weigh no more than 1.5 tons." Pretty heavy stuff, eh?

In 1968 an engineer at the Advanced Computing Systems Division of IBM, commented, "But what is it good for?" He was talking about the microchip.

Ken Olson, who was president, chairman and founder of Digital Equipment Corp., made a similar blunder in 1977 when he stated, "There is no reason anyone would want a computer in their home."

If you're asking yourself what precision agriculture is good for, think again. The possibilities are mind-boggling!

(Quotations from *The Kansas City Star*, Business Section, January 17, 1995.)

Resources Available

For more information about precision agriculture, contact the American Society of Agricultural Engineers, 2950 Niles Road, St. Joseph, MI 49085-9659, and ask for the *Proceedings of the 1991 Symposium on Automated Agriculture for the 21st Century*.

Limited quantities of precision agriculture videos and fact sheets are available at no charge by sending a request on your chapter stationery to: Chief, Audio Visual Branch, Agricultural Research Service, 6303 Ivy Lane, Greenbelt, MD 20770.

A 27-minute video entitled, *Precision Agriculture: At the Point of Revolution*, is available for \$12.95 from Clear Window, Inc., 15444 Clayton Road, Suite #314, St. Louis, MO 63011.



Production

The job: Riding Instructor

You're: people-oriented, patient, and appreciate small victories. You're analytical, and can break instructions into a step-by-step, how-to/why-to format.

You'll need: No formal schooling is required, though a liberal arts degree may provide a well-rounded background. Extensive hands-on riding and training experience is a must.

Bonus: Instructor certification, which encourages safety and quality, is a growing trend and could help you earn customers. An understanding of human and horse behavior and psychology will also enhance your teaching ability.

You'll earn: \$15,000-\$40,000. Earnings depend on many factors, including region, discipline, number of hours/days you work, and whether you're independent, or affiliated with a barn.

Prepare by: volunteering with therapeutic riding programs to learn horse and human body awareness. Apprentice with a respected instructor (some certification groups offer assistant-instructor programs).

The job: Judge

You're: self-assured with a strong belief in integrity. You don't mind spending hours alone and you aren't troubled when people disagree with your decisions.

You'll need: Requirements vary by breed and discipline—from nominations to tests and interviews. American Horse Shows Association 'R' judges must do an apprenticeship, attend seminars, and possibly pass an exam; an 'R' license is a promotion from there.

Bonus: Studying equine anatomy/physiology will help you decide which conformation faults are undesirable and which are unacceptable.

You'll earn: Annual salaries vary widely, depending on the type and number of shows judged per year. Daily rates range from \$150 to \$800 (for a highly respected judge at a major show).

Prepare by: joining a competitive judging team, through FFA, 4-H, breed associations or colleges. Attend regional and national shows and test your skills against the judges'.

Health and Science

The job: Veterinarian

You're: interested in science, detail-oriented and studious. You enjoy horses and people, are patient and dedicated despite long hours.

You'll need: A four-year college degree is recommended, but you can enter most of the country's 27 vet schools with two to three years of college if you meet minimum prerequisites. Then, you must complete four years of vet school and pass a state board exam.

Bonus: Competition is tough, so internships are invaluable—especially if you plan to specialize. A strong equine background is also very helpful.

You'll earn: \$15,000-\$75,000 (high end for established practitioner).

Prepare by: taking as many advanced science courses as you can in high school and completing any equine curriculum available. Attend clinics where veterinarians are lecturing; if possible, work for a vet or research lab.

The job: College Professor

You're: inquisitive with a zest for knowledge, understanding and discovery. You have good written and verbal skills, enjoy working with people and are interested in their futures.

You'll need: A doctorate is required for success at the university level; a masters will let you instruct at the junior college level. At most universities, an animal science background gives you the advancement prospects. However, opportunities are available for horse-oriented ag communications and ag economics majors.

Bonus: Combining scientific knowledge with horse care and handling experience makes you a prime employment candidate.

You'll earn: Salaries are \$45,000-\$65,000 (high end is for full professors with tenure).

Prepare by: getting as much horse farm experience as you can; you'll learn more than by caring for your horse alone. To hone communication and teaching skills, join judging, debate or public speaking teams.



The Colquitt, Georgia, FFA Chapter has a concession stand each year at the Sunbelt Ag Exposition. They make an average annual profit of \$7,000 a year on the stand.

Bringing in the Buck\$

by Jeri Mattics Freeman

Fact One: FFA chapters need money to fund activities.

Fact Two: There are probably as many ways to raise money as there are FFA chapters.

It doesn't matter where you come from, all chapters need to raise money to support everything from member travel to chapter facilities. Many chapters turn this annual challenge into fun activities that help members develop their self-confidence and sales techniques. Here's a look at a few ways members across the country are cashing in.

Burger and BBQ Bucks

Food concessions have been filling the Colquitt FFA Chapter treasury for almost twenty years. The nearby town of Moultrie, Georgia, hosts a large farm equipment show—the Sunbelt Ag Exposition—every October. More than 200,000 people attend during the Expo's three-day run, and all of them get hungry.

Along with about 15 other organiza-

tions, the FFA chapter has a food concession at the show. They sell hamburgers, hot dogs and plate lunches stacked high with barbecued chicken, pork chops, beans, potatoes and the like. This effort generally involves about 120 of the chapter's 500+ members and generates \$6,000-\$7,000 of profit.

The members take a field trip and get to spend time checking out all of the exhibits. The chapter uses the proceeds to fund everything from a couple of vans in which to transport students to and from FFA activities to a \$26,000 livestock facility.

Magazine Money

The Clay Center, Kansas, FFA Chapter takes a diversified approach to fundraising and organizes several activities throughout the year. During the fall, members sell subscriptions of *Successful Farming* magazine. The magazine sends the chapter a list of all the subscribers in the county from which to work. Last year the chapter

sent letters to everyone on the list and then made follow-up phone calls to determine interest and take orders. With orders in hand, the members went around the community visiting with buyers and completing the paperwork. They raised about \$1,400.

Stephanie Cott was one of the chapter's top sales persons. She says, "It was a bit nerve-wracking at first, but I got to know a lot more people in the community. That experience gave me a lot of confidence to do other things."

Softball Assets

The Clay Center chapter also sponsored a co-ed softball tournament and invited the 12 chapters in their district to participate. The one-day event was set up as a round robin with every team guaranteed to play three games. They charged a \$50 per chapter entry fee and awarded a traveling trophy at the end of a very fun day. The event raised about \$500 and built friendships around the district.

In addition, the Clay Center chapter hosts concession stands at football games, holds a fruit sale in the fall and

(Continued on Page 24)



Bringing In the Bucks

(Continued from Page 23)

a pizza sale in the spring. Some of the money raised is used for a three-day chapter retreat in the summer. The officer team travels to a nearby resort area where they work on the chapter's Plan of Activities (POA), participate in officer training activities and have an all-around good time.

Air Wave Raves

Along with other chapters in Wyoming, the Riverton FFA Chapter combines raising money with raising public awareness about FFA. After working out an agreement with Northern Agri-Net, a regional agricultural radio broadcast network, the Wyoming chapters sell small

about how she can't wait to join.

Tadd McMillan, Riverton FFA advisor, says, "It's a great way to get funding and exposure for the chapter and the students really like to be on the air. They look forward to hearing who's message is going to be broadcast each week."

Turning Orange into Green

A perennial FFA chapter favorite is selling citrus products and the Jefferson Davis FFA Chapter in Georgia pursues it with zest. Members take orders the last week of November and the first week in December. The chapter places its order and two weeks before Christmas a truck rolls in loaded with fruit and enough profit to fuel the chapter's yearly activities.

Each year the students decide how

Excellence conferences, the national FFA convention in Kansas City and the Washington Leadership Conference held every summer in the nation's capital.

Box Top Bucks

FFA chapters across the country took full advantage of a special fund-raising program sponsored by WIX Filters again last year, redeeming more than 200,000 box tops and collecting \$50,000+ in the process. Each year WIX Filters offers to pay FFA chapters 25 cents for each box top they redeem, with additional \$1,000 bonuses to the top four chapters and to the chapter with the greatest increase from the previous year.

Members of the Dalhart, Texas, FFA Chapter rounded up 3,644 box tops and came away with \$1,911 of cold, hard cash. Advisor Dwight Clifton says coordinating the campaign wasn't all that difficult. "We just worked with the local parts store from which we buy all our welding supplies. We're planning to expand the effort next year and spend more time working with the community."

What will you do?

Now that you've had a look at what others are doing, what will you and your chapter do? Start by thinking about what sorts of activities you'd like to have, where you'd like to go and how much money you'll need to raise. Then, let the ideas flow. What kinds of activities does your community host? Are there opportunities for hosting a concession stand? If so, you might be able to bankroll your chapter treasury with just one fun event!

What about talking to your local radio station about on-air promotional messages funded by sponsors? You could raise money, awareness and try your hand (err, your voice) at being an announcer.

Regardless of what path you choose, you'll find the experience exhilarating and rewarding. And besides, the effort could pay your way to all sorts of exciting events. ...



Bruce Johnston (left) and Les Peterson (right) of Dana Corporation's WIX Filtration Products Division survey some of the 200,000+ box tops sent in by FFA chapters across the country as part of the company's national FFA fund-raising program.

sponsor placards to local businesses for \$20. Then, chapter members are encouraged to submit public service announcements for broadcast. Every Thursday morning an FFA message is broadcast as part of Northern Agri-Net's show. Topics have included everything from public speaking and state judging to local chapter activities and a 10-year-old girl talking

to reward the top salespersons. Some years the students receive 50 cents for every box they sell. Other years the chapter has given coupons for merchandise donated by local merchants.

The chapter raises about \$10,000 annually. The funds are used to pay expenses for chapter members who attend FFA functions such as Made For

ENGINEERED TO...

It's a barnyard. Stuff happens.

And what it does to boots isn't pretty.

That's why Justin engineered a boot to handle barnyard acid, mud and salts. With stain and water-resistant features. Like rust-proof hardware. Goodyear welted construction.

A flexible one-piece sole. And a patented breathable leather that keeps the weather outside and your foot dry inside.

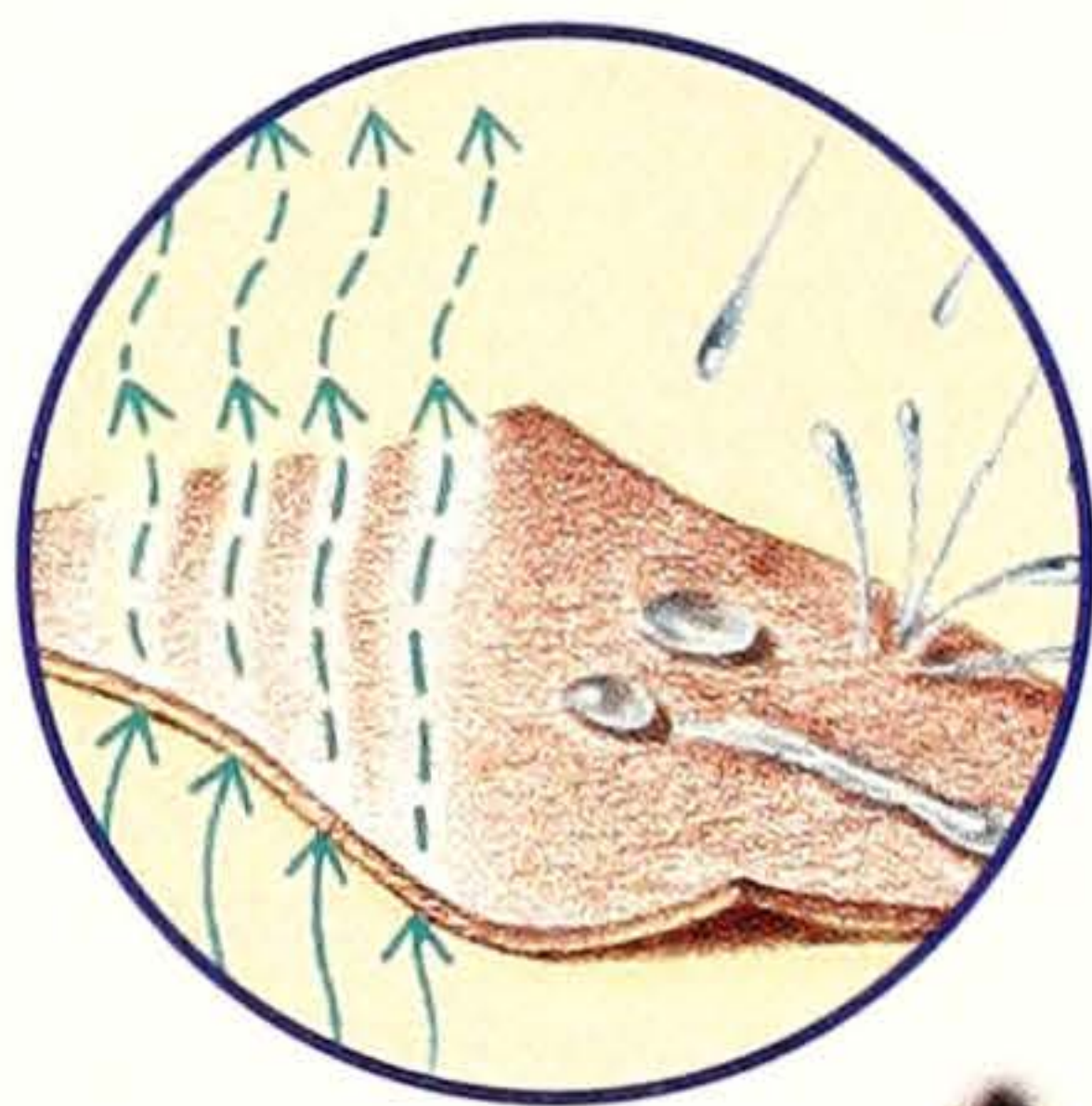
You could, of course,

wear any boot in the barnyard.

But you'd better

watch your step.

One-way patented
WeatherTuff Leather lets
moisture out but never in.



LIFE STARTS NOW.
BE WELL-EQUIPPED.

JUSTIN'S WEATHERTUFF BOOT

TAKE
WHAT

THEY

DISH OUT.



Lou Holtz... on Leadership

by Jeri Mattics Freeman

Leadership is one of those elusive qualities that's hard to describe. It's not just being able to get people to do what you want, or being a good speaker. It's being able to help people accomplish their dreams.

Lou Holtz is a leader and one of the greatest motivators in America. As a college football coach, he's helped numerous young athletes meet their goals by helping them be their best. In 25 seasons as a collegiate head coach, he's earned a sterling reputation for turning pretenders into contenders.

What's his secret to success? Oh, it really isn't a secret,

he says with a grin. "All successful endeavors start with having a very good plan. You can't achieve without a plan. You have to have a plan and you have to follow the plan."

Born in a working class

As the head football coach at the University of Notre Dame, Holtz's motto is, "First we'll be our best, then we'll be first."

neighborhood in East Liverpool, Ohio, Holtz was a gangly, small-framed kid with a lisp and the nickname, "Sunshine." So, how did this 5'10", 152-pound guy with a lisp become one of the winningest college football coaches in history? He attributes it to having a supportive spouse and setting high goals.

Holtz relates a story about when he was 28 years old and hit bottom. It was 1966 and he had just been hired as an assistant coach at the University of South Carolina. He and his wife, Beth, had spent all their savings to move to South Carolina and she was eight months pregnant with their third child. Not long after Holtz arrived, the head coach resigned and accepted a position at another college. Suddenly, Holtz was out of a job.

In his hour of despair, Beth encouraged him to write down a list of all the things he wanted to do in life. He sat down and started thinking. He began writing and started

getting excited. Before he knew it, he had a list of 107 things he wanted to accomplish, including being the head football coach at the University of Notre Dame.

Holtz believes that most success in life comes simply from picking yourself up and facing adversity. "People get discouraged when facing adversity. You show me anyone who has achieved success and I'll show you somebody who has had to get up off the ground in order to do it. We all have a tendency to look at successful people and say, 'Boy, weren't they lucky...didn't everything fall in the right place for them.' When, in truth, we know things don't work that way. We all have the power to choose. To be happy or sad, to act or react, to succeed or fail, it's our choice."

Holtz notes, "The most important thing is getting people to believe in themselves. Once that happens they'll set bigger goals and then they'll achieve those goals. Things don't just happen. You have to have a goal and expect good things to happen."

Even though you should expect good things to happen, Holtz says you've got to realize things won't always go your way. "I've been on top and I've been on bottom and I'll be both places again. I'll probably have at least three crises in my life in the next twelve months and so will you. Will we rally back or wallow in self-pity? I've never had a crisis that didn't make me stronger or the organization better if we reacted positively. Adversity is just another way to measure the greatness of an individual."

Holtz combines his positive outlook and goal-setting with a few simple rules. He explains, "There are three basic rules in life. First, do what's right. Second, do the very best you can; don't accept mediocrity. When you accept average, you hurt your self-esteem."

To make his point, Holtz refers to a quote by John F. Kennedy. In 1960, when asked whether he would be willing to settle for the vice presidency, Kennedy replied, "No. Once you accept second place when first is available, you have a tendency to do it the rest of your life."

Holtz's third rule is the golden rule—treat others as you'd like to be treated. He expounds, "Take the opportunity to let people know how you feel. Do special things for them. Their self-image will rise and so will yours."

Holtz's final challenge regards doing your best. He says, "No matter what the task, always do your very best. You can't be a great leader if you don't have a strong faith in yourself. And the only way to develop that faith is to always do your best."

...



McEntire says, "The only way to live life successfully is to grab it by the horns, take calculated risks, keep two steps ahead of your competition and never, ever stop striving for excellence."

Reba McEntire

by Jeri Mattics Freeman

Reba McEntire knows all about facing tough times. She's learned from experience how to saddle up her inner strength and ride the storm out with gritty determination. And true to her Oklahoma roots, she's more than willing to share what she's learned if it will help others.

One of the biggest names in country music recently proved she has a heart as big as the wide open west from whence she hails. Reba was scheduled to speak at this spring's Oklahoma FFA Convention but didn't get the chance because it was canceled due to the

bombing. Shortly thereafter she sent a message to the Oklahoma FFA Association. The following are excerpts from that letter.

I'm terribly sorry that you weren't able to have your FFA convention in Oklahoma City as scheduled. I know how much all of you were looking forward to it. But then, disaster struck. Someone placed a bomb in the heart of America.

My heart goes

out to the victims, the parents, the families, the friends, co-workers, community, state and our country. The whole United States of America has been shocked, they have been angered, and they have cried right along with all of us—all of us from Oklahoma.

Whoever thought this would happen here of all places? But there has been a great awakening to the rest of the world. They hadn't seen anything like this before. People pulling together, helping each other, of all levels, of all professions. Volunteers in every walk of life pitching in.

Of course, we all see what a horrible, senseless, selfish, ignorant act this was. Was it brought on by hate? Was it to prove a point? Who could hate and want to express themselves so much as to kill so many innocent people? Did they ever stop to think what the outcome of their actions would be?

We must speak out against such

hostilities. As the next leaders of the world, you have the opportunity to make your generation better, less

violent, more productive, with positive planning and thinking that could result in, maybe one day, a hate-free world.

Bad communication is the root of all evil. Great communication can clear up misunderstandings and prevent all kinds of bad things from happening. It can lead to better ideas and better ways of doing things from a lot of different kinds of people.

I've seen tragedy. I've lived through it. The plane crash in 1991 that took the lives of seven of my band members, my tour manager and two pilots was the worst time of my life, as this tragedy is for you. You will get through it. It'll take time, but you will.

You don't know why things happen, why these innocent people were put through this horrible nightmare. As Billy Graham said, "It's a mystery." After the crash, I had to have faith in God. I didn't want to face anything else in my life without him, ever. He was with me throughout the whole thing.

I wish only the best for you, FFA members. I pray for you, too. Because one day you will be the leaders, maybe even our president.

I pray that the Lord gives you wisdom, knowledge, understanding and that you will know what it is He wants you to do in your life. Believe me, He always has the best plan. For everything I have accomplished to this moment, I give Him all the credit. The only credit I give myself, is that I listened.

Good luck to you and I hope to see you all somewhere down the road in a much happier time.

Love,



My Turn

Travis Hagen

After a couple of intense weeks of training at the National FFA Center, I was on my way back home to California on December 23, 1994. My flight connected through the ferociously cold weather of Detroit. The ride consisted of a packed flight of travelers who were all going "home for the holidays."

The flight attendant announced *Forrest Gump* was the movie all of us weary travelers had the privilege of viewing. She then proceeded to tell us the cost of such a treat would be \$4. I quickly grabbed my wallet to search for my life savings. She handed me a headset so that I could plug into the audio system. Unfortunately, in the process of searching my wallet I discovered I only had one dollar left. "Only three short," I thought to myself. I said to the flight attendant, "No can do! Do you take Visa?" She literally pulled the headset out of my hands, sneered and walked away (I believe she had a momentary lapse of reasoning).

Why is it you pay \$600 for a flight and don't receive headphones as a courtesy service? Three minutes later she returned and handed me the headphones. I thought, "Oh, she finally had a change of heart." But she told me that the gentleman sitting behind me paid for them. I turned to thank him but before I could, he said, "Merry Christmas!"

Wow! That ~~man~~ made my day and put a smile on my ~~face~~. A simple gesture of kindness not ~~only~~ made it possible for me to watch the ~~movie~~, but also provided the opportunity ~~for that man~~ to feel good about what he had ~~done~~. It



**Travis Hagen
National Secretary**

is refreshing to know the giving spirit of the American people has not disappeared.

Do you have the giving spirit? Do you look out for others? FFA members, our communities and our society is crying out for high caliber leadership. That leadership starts with you and me. Are we willing to show concern for the needs of others and lend our support in hopes of creating positive results for the people around us?


We can set a precedent that will leave a favorable impression of respect and admiration for our organization if we attempt to model the attitude displayed by the man on the airplane. We will never be considered leaders because of the titles we hold, trophies we have won, or people who do what we ask. It is only with compassion for others and living by the golden rule — "Do unto others as you would have them do unto you" — that we will be graced with the title of "true leader."

Three days later I found a college student's wallet in a parking lot. It contained several credit cards and about \$100. I was able to secure the owner's phone number and deliver it to him.

When I returned the wallet, he offered me \$10. That is when I had a flashback of my airplane encounter and realized money carries little value when compared to looking out for other people. It's the mere fact that you can

make a difference in the lives of others and be a true leader by following the words of my mom who always says, "Just be nice." Isn't it great to know that someone is watching out for you? I politely declined the money and took comfort in the valuable lesson I learned from the man on the plane.

As FFA members, we can make the same commitment to the giving spirit. It's time to bring to our communities, families and schools the kind of leadership that is selfless, giving and respectable; the type of leadership that exemplifies the ideals and principles of the FFA. There is no monetary value that compares to putting a smile on someone's face. You can make that difference, so do it!

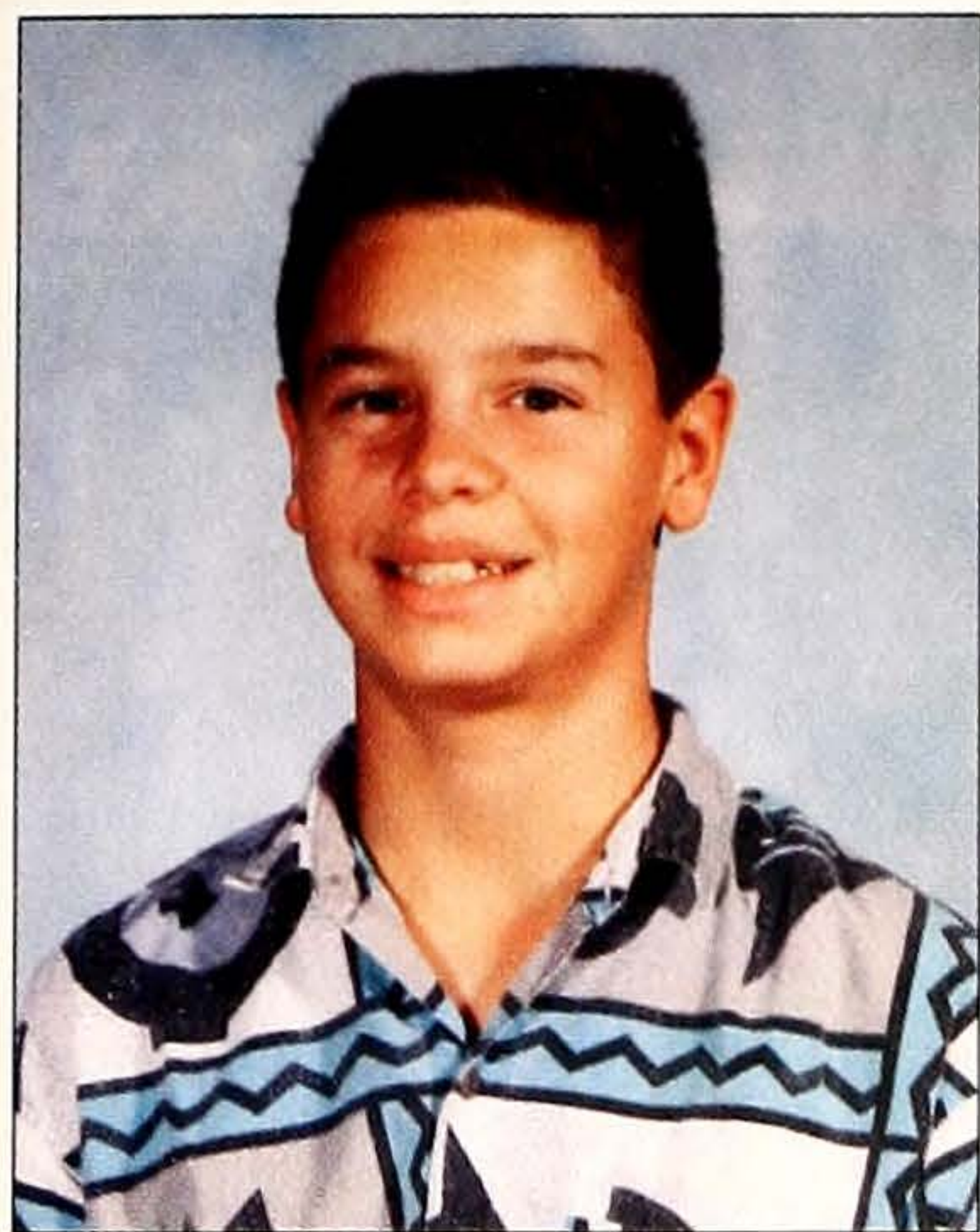


P.O. Box 854
Stephenville,
Texas 76401
(817) 965-5031

Are you tired of trying to raise money for your group by selling junk? We will help your group earn those fundraising dollars selling **PECANS** -- a natural agricultural product that is delicious, nutritious and a product that your customers will actually want to buy and will use year round. WE GROW WHAT WE SELL! Our pecans are irrigated, improved variety papershell pecans grown, harvested, shelled, packed and shipped by our company in the heart of Central Texas. Freshness and satisfaction is guaranteed. Delicious Pecan Halves and Pieces are available in a variety of package sizes and our 10 different flavors (including **CHOCOLATE**) are packed in attractive gift containers. **PECAN VALLEY** will guide you through a successful sale -- we furnish free order forms and offer a **CASH INCENTIVE PROGRAM** and free tee shirts to salespeople selling 50 lbs. or more. If you don't need a fundraising program right now but would like to order some delicious pecans for yourself or a delightful gift for someone special, please call for our **FREE** full color mail order brochure (available after October 15).

"GO NUTS WITH US!"

1-800-4UR-NUTS
ASK FOR DELIA



Jason Brown, Ysleta, Texas

After hearing an American Cancer Society speaker who had lost his larynx to cancer, 15-year-old Jason Brown decided to spearhead an effort in his community to reduce the amount of tobacco available to minors. Working with his FFA chapter, Jason and other members went to 24 area convenience stores and attempted to purchase tobacco products. They documented which stores followed the law (which requires that tobacco not be sold to persons under age 18) and which ones didn't.

The results were made public by news stories on the local ABC and NBC television stations (11 of the 24 stores sold to the minors and didn't request any identification).

"Jason really helped us stand up for what is right and this safety project raised awareness about the ease with which minors could get tobacco products," says Dr. Steve Forsythe.

Nominated by: Dr. Steve Forsythe



Tennille Marrujo-Suggs, Tularosa, New Mexico

Tennille Marrujo-Suggs, a sophomore, is in hot pursuit of New Mexico's high jump record. As an eighth grader, she won the event with a jump of 4' 10"; last year she won with a jump of 5' 2". This year she has twice cleared 5' 4" and has her sights set on the 5' 6" record which is just one inch shorter than her 5' 7" frame.

Suggs excels not only in track, but also in volleyball and basketball. In addition to her athletic pursuits, Suggs served as her FFA chapter's greenhand president, carries a 3.4 grade point average and is a member of the honor society.

Nominated by: Anonymous



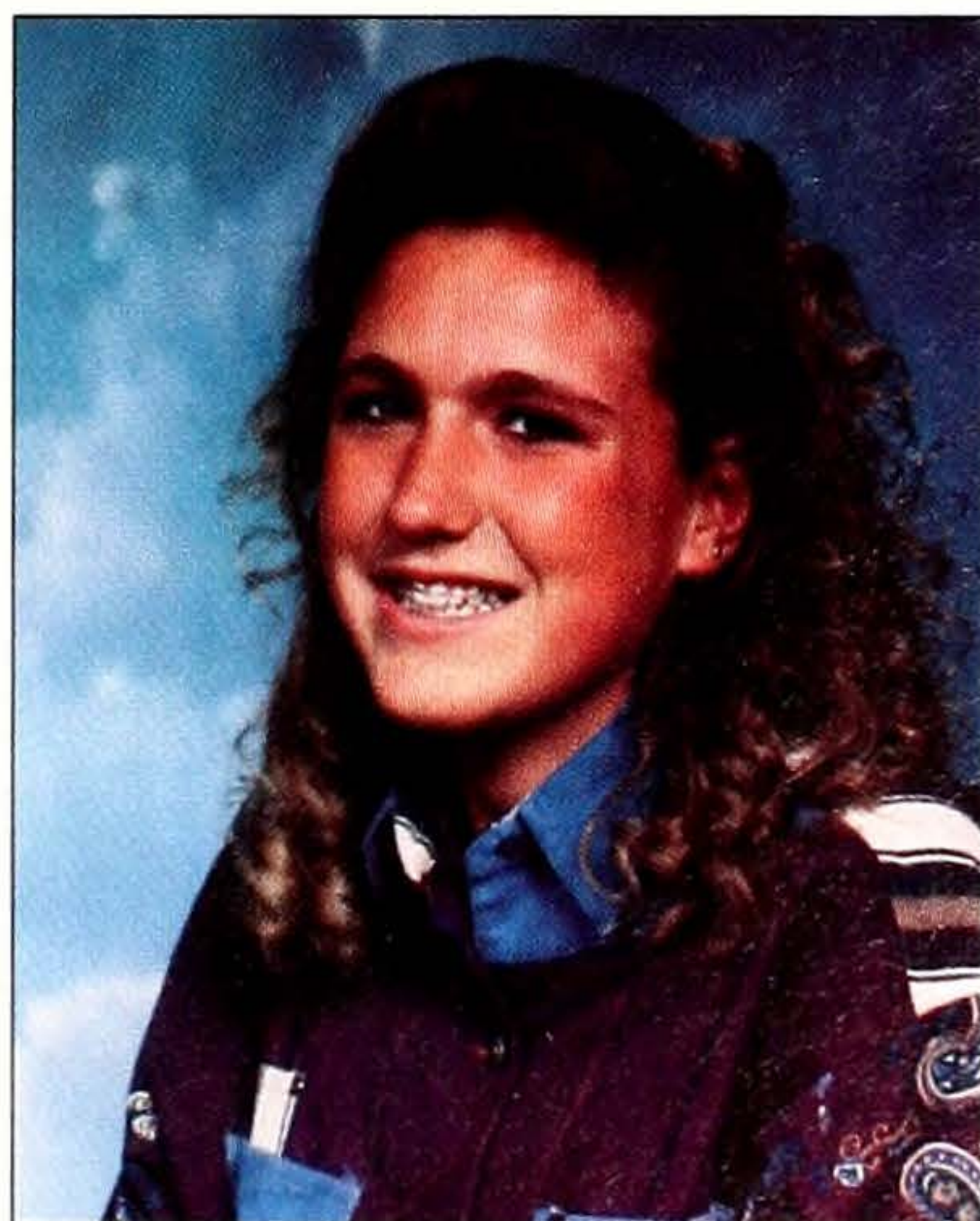
FFA Stars



Pam Smith, Pierson, Florida

An active member of the Taylor Jr.-Sr. FFA Chapter, star of the junior vegetable team and junior chapter president, Pam Smith was diagnosed with leukemia for the second time this spring. Even though she was undergoing chemotherapy and was extremely weak, Pam decided to attend the chapter banquet and do her part in opening ceremonies. The chapter presented Pam with a "Someone Special" gold charm and dedicated the banquet to Pam and her recovery. The thank you card she sent touched everyone who read it. In it she expressed her appreciation and indicated she was ready to fight more than ever. Pam is a true example of what an FFA member should be.

*Nominated by: Melinda Smiley,
Taylor Sr. FFA Secretary*



Becky Carlson, Riverton, Wyoming

Becky Carlson of the Riverton, Wyoming, FFA Chapter has spent the past several years helping a couple of her younger friends cope with cancer. Friend Heather Harris says, "She stayed by their sides and had faith in their strength to live. If she hadn't been there to provide support and give her friends something to look forward to, they might not have made it. Job well done, Beck!"

Nominated by: Heather Harris

Wanted: FFA Stars

Have you or someone you know done something special, such as overcome challenges, physical or otherwise; organized or contributed to a community project; courageously stood up for what was right or excelled in sports? This new section of the magazine has been started to recognize deserving members.

You can nominate an FFA member by writing to Jim Scott at the National FFA Organization, P.O. Box 15160, Alexandria, VA 22309-0160.

FFA IN ACTION

Montana

FFA Member Quizzes President Clinton

Kevin Fochs, Advisor, Parks FFA, Livingston



Jason Noyes, a 19-year-old FFA member from Livingston, Montana, found himself sitting across from President Clinton in June during the President's visit to his state. Noyes, who is serving as state FFA second vice president, asked Clinton his thoughts on the future of agricultural education in America's schools.

"Those types of non-academic educations are a key to the nation's continued economic well-being," Clinton answered.

He continued, "Americans must continue to find appropriate levels of funding for them. We have to abolish what I think is an artificial distinction between academic and vocational education."

Noyes, who won Montana's state prepared public speaking contest last year with a speech on the benefits NAFTA could bring to the agricultural industry, was chosen to meet with Clinton because of his agricultural knowledge and his interest in the politics of agriculture. ...

Jason Noyes, Montana FFA second vice president, met with President Clinton in June when the President visited Montana.

Missouri

FFA Poet Writes Out

Pam Rowan, Assistant Reporter, Windsor FFA

*I wear the blue and gold
with pride,
The FFA gives me confidence inside.
I know we can all "believe
and succeed,"
Pride in yourself is all you
need.
The FFA shows us how to
work as a team,
Together things are not as
hard as they seem.
We should live by the first
line of the creed,
"I believe in the future of
agriculture with the faith
born not of words, but of
deeds."*

Texas

What's Hot...and NOT at Sam Rayburn FFA

CATEGORY

HOT

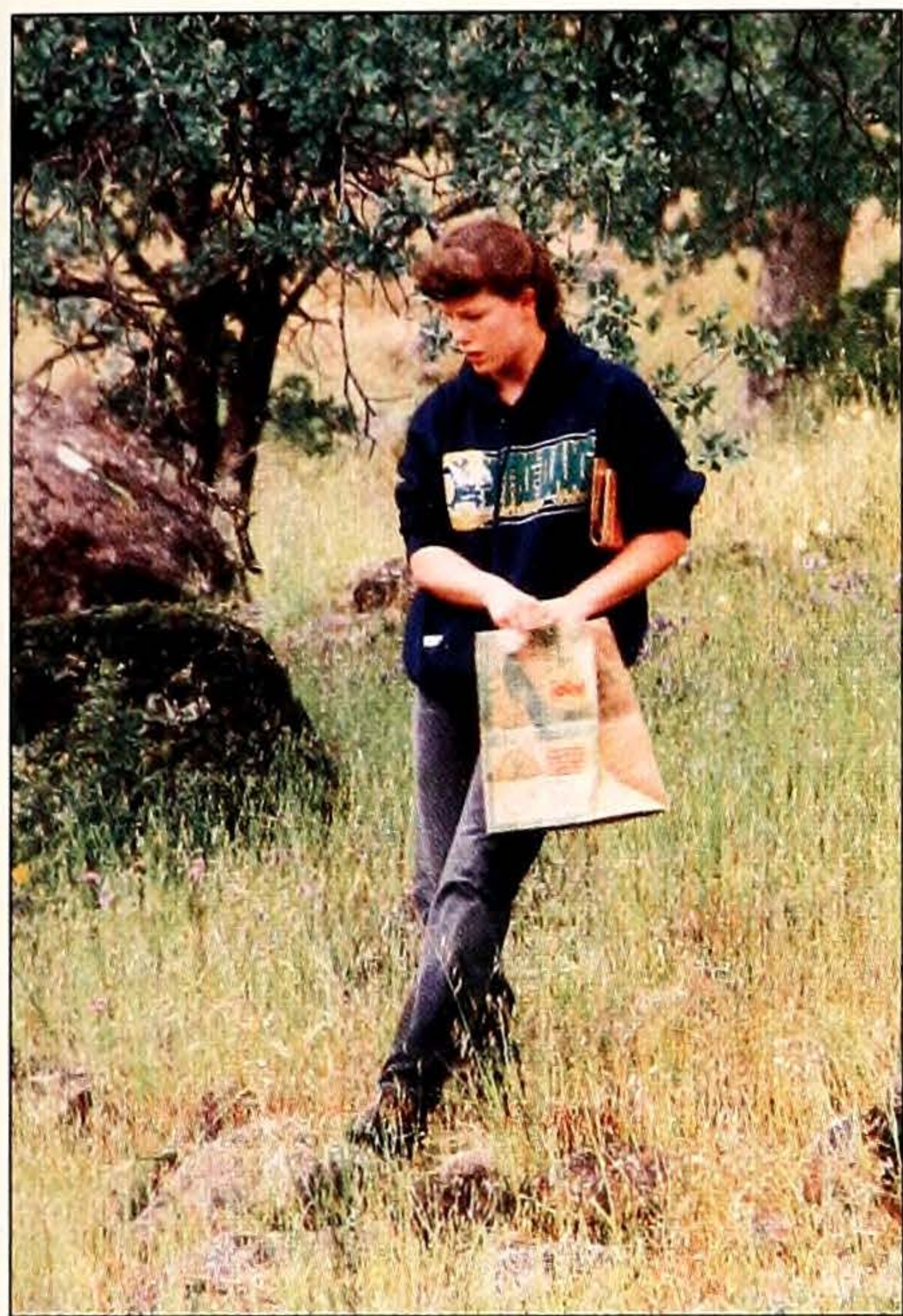
NOT

Movie	<i>Forrest Gump</i>
Actor	John Wayne
Actress	Julia Roberts
Singer	George Strait
Album	George Strait (any and all)
FFA Activity	Livestock and Dairy Judging
Place to Go	Rose Dance Hall
Things to Do	Gang Dancing
Book	<i>Lonesome Dove</i>
Magazine	<i>Muscle, Seventeen</i>
Sport	Volleyball
FFA Event	Pasadena Livestock Show & Rodeo
Clothes	Rockies and Wranglers
TV Show	<i>Cops, Rescue 911</i>
Music Video	Garth Brooks, <i>Red Strokes</i>
FFA Fundraiser	Car Wash
Career Choice	Veterinarian, Cop

<i>The Mask</i>
Jim Carrey
Barbra Streisand
Billy Ray Cyrus
Dr. Dre, <i>The Chronic</i>
Selling Calendars
Skating Rink
Set Up Show Pens
<i>How to Kill a Mocking Bird</i>
<i>People, Newsweek</i>
Polo, Golf
Greenhand Picnic
Preppy Clothes, Daisy Dukes
<i>Three's Company</i>
Sammy Kershaw,
<i>Down by the River</i>
Selling Sausage
Sewage Cleaner

California

Preserving Range Land



Misty Jenkins of the Anderson, California, FFA Chapter collects perennial grass seed as part of a project to restore California's range lands.

What do the Nature Conservancy, the Dye Creek Cattle Company and the Anderson FFA Chapter have in common? All three are interested in preserving our range lands while maintaining the viability of the ranching culture and economy in northern California.

On May 13, Kalli Wooters, Misty Jenkins and Justin Reed along with their FFA advisor, Richard Titus, set out to join four other volunteers from the Nature Conservancy in search of native perennial grasses on the Dye Creek Preserve in Los Molinos. When found, the seeds of these once-prominent grasses were harvested and stored. The volunteers harvested approximately three pounds of grass seed for future planting projects involving the Los Molinos FFA and local elementary schools. ...

Oklahoma

Helping Hands in the Heartland

Kent Kinzer, Reporter, Grandfield FFA



Members of the Grandfield, Oklahoma, FFA Chapter raised \$1,285 for the American Red Cross bombing relief fund.

In response to the bombing in Oklahoma City, Grandfield FFA members decided to collect contributions for the American Red Cross bomb relief fund. The chapter made ribbons and distributed them to the Grandfield

schools, administration and to people who made donations of time and money. Through their efforts, chapter members raised \$1,285 for the relief fund. ...

(Action continued on Page 32)

**Over
\$9,000 in
prizes
Awarded Monthly**



Draw Me

You may win one of five \$1,785.00 Art Scholarships or any one of fifty \$10.00 cash prizes.

Make your drawing any size except like a tracing. Use pencil. Every qualified entrant receives a free professional estimate of his or her drawing.

Scholarship winners will receive Fundamentals of Art taught by Art Instruction Schools, one of America's leading home study art schools. Our objective is to find prospective students who appear to be properly motivated and have an appreciation and liking for art.

Your entry will be judged in the month received. Prizes awarded for best drawings of various subjects received from qualified entrants age 14 and over. One \$25 cash award for the best drawing from entrants age 12 and 13. No drawings can be returned. Our students and professional artists not eligible. Contest winners will be notified. Send your entry today.

MAIL THIS COUPON TO ENTER CONTEST

ART INSTRUCTION SCHOOLS

Studio 5G-3540
500 South Fourth Street
Minneapolis, Minnesota 55415

Please enter my drawing in your monthly contest.

(PLEASE PRINT)

Name _____

Occupation _____ Age _____

Address _____ Apt. _____

City _____ State _____

County _____ Zip _____

Telephone Number _____

© 1994 Art Instruction Schools

FFA IN ACTION

(Continued from Page 31)



Kentucky

Trees of Remembrance

Jamie Stamper, Reporter, Knox Central FFA, Barbourville

The Knox Central FFA accepted donations to buy two young dogwood trees to commemorate the victims of the Oklahoma City bombing. The first tree was planted in memory of those who lost their lives in the bombing. The second tree was dedicated to the grieving families.

Pictured from left to right are (back row) Joey Fields, Jeff Brown and Jeremy Waligorski; (middle row) Brooke Hembree, Billy Carter, Haskel Mills, Jason Carnes and Charles Miles; (front row) Steve Partin and Brad Helton.

Ohio

Edgewood Hits the Airwaves

Laura Dengler, Reporter, Edgewood-Butler County FFA, Middletown

Members of the Edgewood-Butler County FFA Chapter decided they had read about or known too many teenagers who were injured or killed in car accidents while under the influence of alcohol or drugs and decided to do something about it.

Shane Claxton, Amber Motes, Shaunna Well and Katie Wheelright traveled to WPFB Radio in Middletown after school one day and taped a series of public service announcements which aired throughout the prom season. During the announcement, these four seniors asked area teens to focus on safety on prom night while still having a great time. Hopefully these teens opened others eyes to the fact that car keys and alcohol don't mix and maybe made a few people ask themselves, "Is my life worth risking over a couple of drinks?"

YOU CAN BE A STAR...

With the American Quarter Horse Youth Association STAR Program!!!

The AQHYA STAR (Skill, Talent, Achievement, Recognition) Program increases your equine knowledge, horsemanship and leadership skills. You can even begin the program without owning a horse! Simply complete the four-level workbook program to win scholarships and other awards. The Bronze Level, the first workbook of the STAR program is now available.

Call the American Quarter Horse Association for more information and enrollment forms at (806) 376-4811.



AMERICAN QUARTER HORSE ASSOCIATION
P. O. Box 200 ■ Amarillo, Texas ■ 79168



Texas

Helping Kids Learn and Grow

Lori Dodson, Reporter, Clear Creek FFA, Kemah



Mr. Steven Meier, Clear Creek FFA advisor, helps camper Daniel make his candle out of bees wax while counselors Megan Heard and Doug Machen watch.

During June, members and advisors of the Clear Creek FFA Chapter were busy hosting an agricultural camp for children ages five through nine. On the first day the kids learn what kinds of things animals produce. To drive home the point, they make candles out of

bees wax. On the second day they learn about "the incredible edible egg," and work with animals. This year the children washed, dried and sheared two lambs. On the third and final day, they make bird feeders and learn about the environment. ...

Ohio

Working Together to Feed Starving Horses

Sarah Ray, Reporter,
Canal Winchester FFA

Several Canal Winchester FFA members spent many hours in February and March collecting and delivering donated hay to help feed starving horses in southern Ohio. With help from parents and their advisors, the members made several trips to farms where some of the 125 abused animals are being kept.

The horses had been confiscated by

the Humane Society of Highland County, Ohio, and placed in the care of some generous local individuals who are working to restore the health and spirit of these horses. In an attempt to help defray costs, several local FFA chapters, agricultural organizations and businesses in Ohio are working together to collect grain, hay and other supplies. By taking hay to the farms where some of the horses were being kept, the members got a first-hand look at the level of cruelty they were helping reverse with their efforts. ...

MARKETPLACE



**TRAIN FOR
A CAREER
AS A
VETERINARY
TECHNICIAN**

Bel-Rea is the only privately owned A.V.M.A. accredited school in the U.S. with its own teaching hospital. Our 18 month Associate Degree program prepares you for a caring career with large and small animals.



Metro Denver - 751-8700

Toll Free - 1-800-950-8001

Bel-Rea Institute of Animal Technology
1681 S. Dayton St. • Denver, CO 80231

American Veterinary Medical Assn. and CCA accredited

TRUCKS, TRACTORS FOR \$500!

Other farm equip, cars, boats,
4-wheelers by gov't agencies.

Available your area now.

Call 1-805-962-8000 Ext S-5384



Big Jim™ Halters

Scientific Marvel Controls
The Meanest Animals

Halter breaks cattle, sheep,
goats etc. in half the time.
Call or write for free catalog
of unique & exciting products.

Big Jim Halter Co. (800) 344-7242
Rt. 3, Box 3138, Boerne, TX 78006

**CLEARFIELD™ Degradable
Plastic Baler Twine**
displayed at KC show!
For nearest dealer
call 1-800-225-8946

Become a Professional Welder!



Aaron C. Leier, FFA—North Dakota

Earn good money
with a rewarding
career. High
School grads
attend from 23
states. Financial
aid for qualified
students. Lic.
by OBPVS

**Seniors call for free Welding Video:
1-800-WELD PRO**

TULSA WELDING SCHOOL
3038 Southwest Blvd.
Tulsa, Oklahoma 74107

Direct From The Grove
No Middle Man

We Support FFA
10,000 Acres Of Indian River Citrus

Free Sale Material
Citrus 100% Guaranteed



GRACEWOOD GROVES

Growers, Packers, Shippers Since 1938

Call Toll Free
-800-678-8922

Write:
P.O. Box 2590
Vero Beach, FL 32961

J O K E P A G E



"I'm sorry, we are unable to complete your call as dialed. Please finish your homework, clean your room, take the dog out, then try your call again. Thank you."

Q: What did the duck say to the store clerk?

A: Please put this item on my bill.

Jarvis Green,
Homer, Michigan

Q: Did you hear about the vegetable-powered car?

A: It runs on aspara-gas.

Earl Otto,
Arthur, Illinois

Q: What do turkeys drink out of?

A: Gobblets.

Melissa Feild,
Norborne, Missouri

Q: How can you tell a dogwood tree?

A: By its bark.

Mandy Torkelson,
Powers Lake, North Dakota

Q: Why was the batter swinging a broom?

A: He was the clean-up hitter.

Mike Batchelor,
Andalusia, Alabama

Q: What did the grape say when the elephant sat on him?

A: Nothing, he just made a little wine.

Shauna Letterman,
Walnut Grove, Missouri

Q: Where do cows like to go for fun?

A: To an a-moos-ment park.

Mike Batchelor,
Andalusia, Alabama

Q: One day a dime and a nickel were setting on a fence. The nickel fell off, why didn't the dime?

A: The dime had more cents.

Charlie Bowman,
Harrisonburg, Virginia

Girl: Did you know that all the animals on Noah's ark came in pairs?

Boy: Oh really.

Girl: Except for the worms, they came in apples.

Karrie Capps,
Gooding, Idaho

Q: What is a horse's favorite sport?

A: Stable tennis.

Tara Dvorak,
Lake Andes, South Dakota

Q: What did the alien say to the dandelion?

A: Take me to your weeder.

Beth Geiger,
Phenix, Virginia

Charlie and Friends



"Have you memorized the creed?"

NOTICE:

FFA NEW HORIZONS will pay \$5.00 for each joke selected for this page. Jokes must be addressed to FFA NEW HORIZONS, 5632 Mt. Vernon Mem. Hwy., P.O. Box 15160, Alexandria, VA 22309-0160. In case of duplication, payment will be for the first one received. Contributions cannot be acknowledged or returned.



How to make money with two flavors.

It's simple. Just build your next fundraiser around Sunkist® oranges and grapefruit.

Any time of the year, you and your organization can make up to \$4,000 in profit on an average truckload of Sunkist citrus.

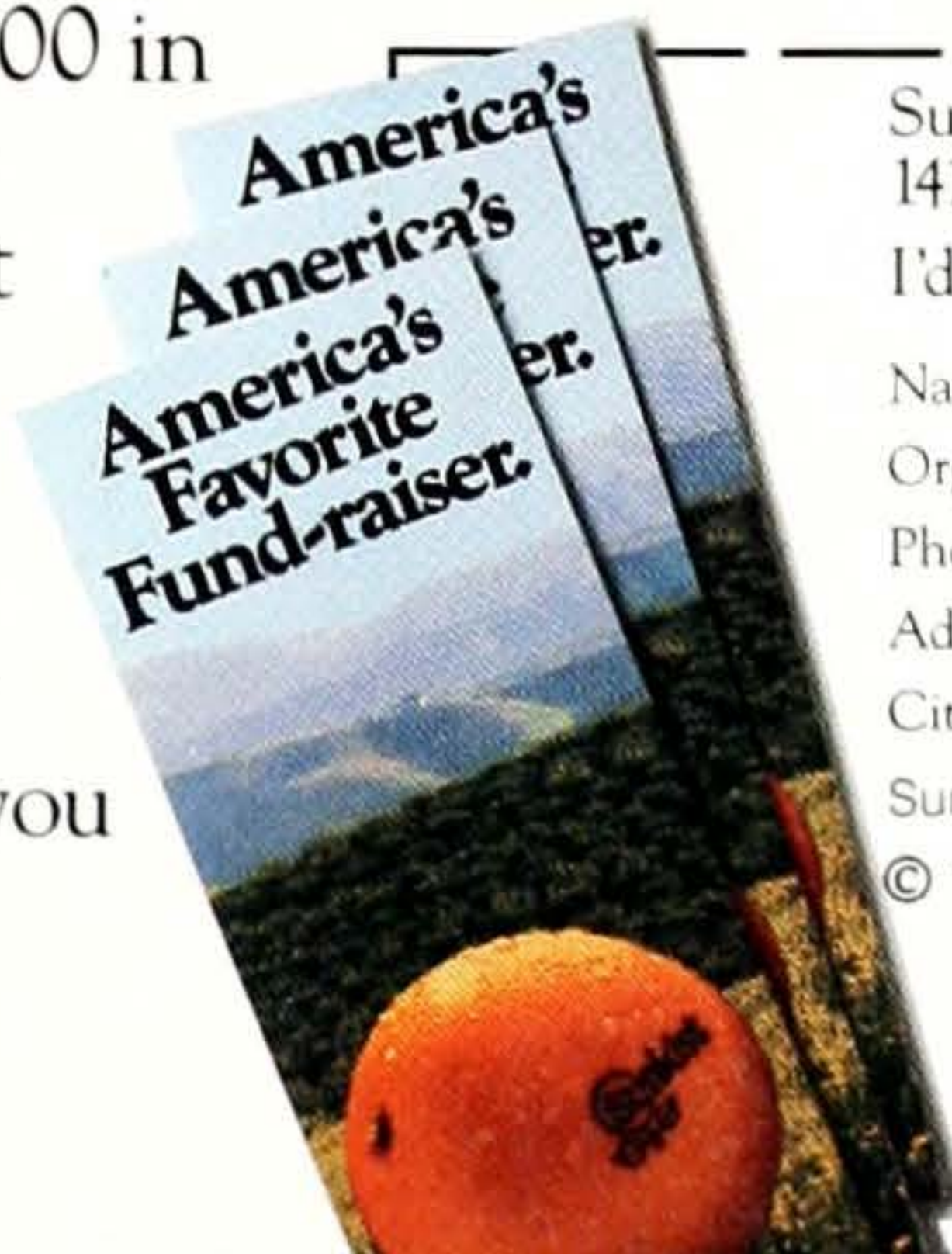
And now it's easier than ever before with our new sales kit. We'll help you

organize your fund-raiser, set prices, even give you publicity ideas.

For more information, fax us at 1-818-379-7141, or mail in this coupon.

You'll find it's so easy to make money with Sunkist, you can almost taste it.

Sunkist.



Sunkist Fund-Raising/Sunkist Growers, Inc.
14130 Riverside Drive/Sherman Oaks, CA 91423

I'd like to learn how to make money with two flavors.

Name _____

Organization _____

Phone Number _____

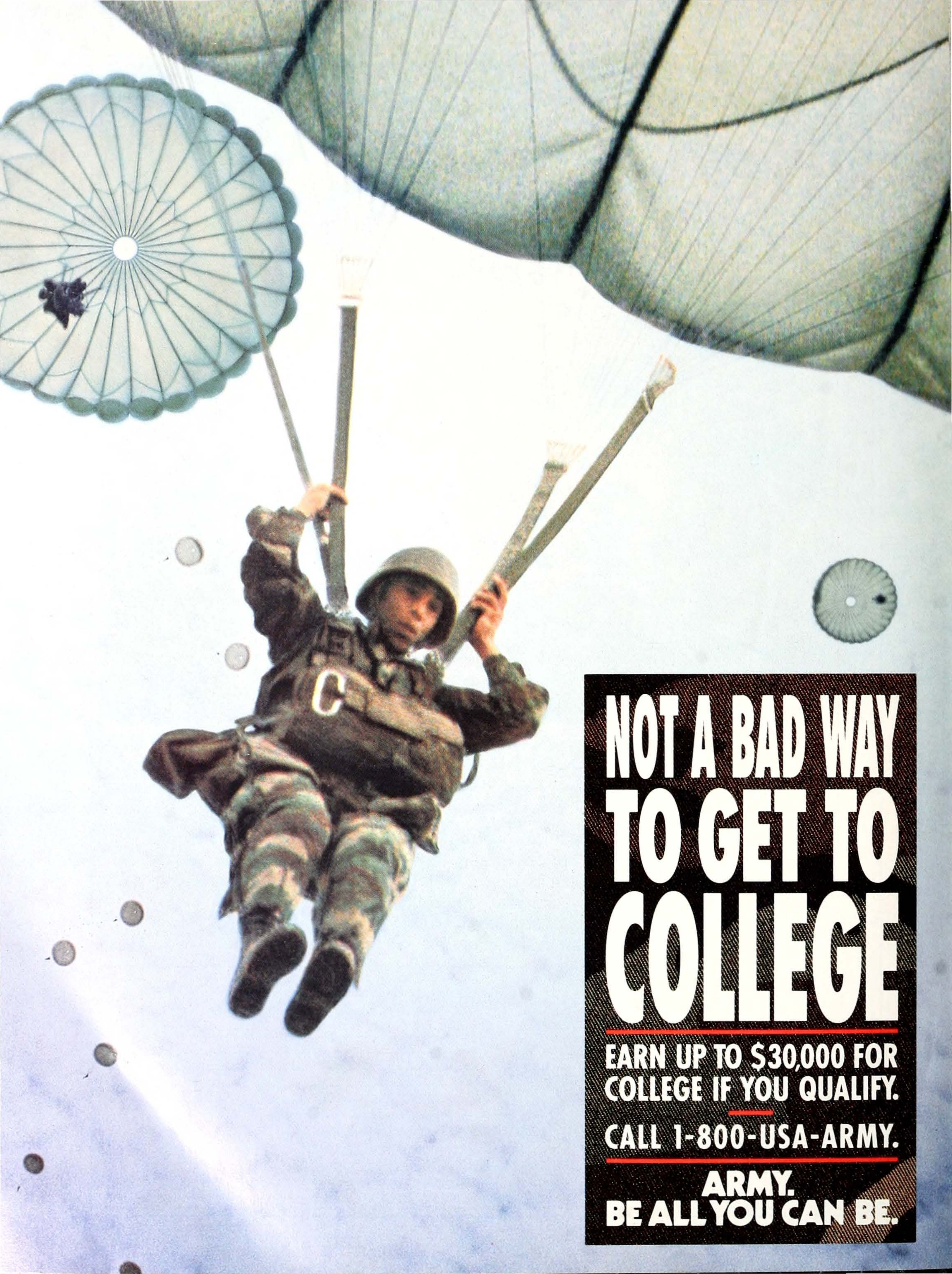
Address _____

City _____ State _____ Zip _____

Sunkist and Sunkist are registered trademarks of Sunkist Growers, Inc.

© 1995 Sunkist Growers, Inc.

NFF



NOT A BAD WAY TO GET TO COLLEGE

EARN UP TO \$30,000 FOR
COLLEGE IF YOU QUALIFY.

CALL 1-800-USA-ARMY.

ARMY.
BE ALL YOU CAN BE.