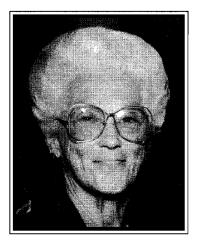
FRA NEWSLETTER Alumni Association



FALL 1994

SPONSORED BY DODGE TRUCK

President's Message June Dean, Owasso, Oklahoma



A wonderful summer has passed and now we are in a new school year. It is a busy time for Alumni. I'm sure you have all your fall activities planned and are in full swing supporting your FFA chapter.

The National FFA Alumni summer has been very successful. The State Leader's Conference, led by our own western region representative Jeanea

Lambeth, was great! I have received many thank you notes from those who attended, stating "What a wonderful time of learning we had." We appreciate Philip Morris USA for sponsoring this conference.

Our national council meeting was in Corpus Christi, Texas, in early August. We were welcomed by Texas teachers of agriculture and members of the Calallen FFA Alumni Affiliate. Thanks to the council for another successful meeting.

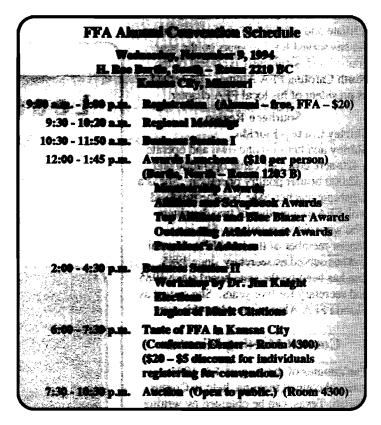
Let me take this opportunity, since this will be my last message as president published in the newsletter, to give each Alumni member a big "Thank You" for your support this year. Lots of challenges have come our way, but we're working through them. I am looking forward to seeing many of you at the convention in November. You don't want to miss this event. It will be the greatest one ever!

FFA Alumni Calendar October – November – December

October 1	-	Legion of Merit Citation Applications
	-	National Scrapbook Contest Entries
	-	Blue Blazer Award
	-	Convention Delegate Registration
October 31	-	Last Date for Receiving 1994 Membership Dues
November 9	_	National FFA Alumni Convention
December 31	-	State Newsletter Inserts for Winter Issue

National FFA Alumni Convention

The 23rd National FFA Alumni Convention is Nov. 9. Convention highlights will include the presentation of approximately \$35,000 in scholarships to FFA members, a business session, an Alumni awards luncheon, and a speech and workshop by Dr. Jim Knight. The first "Taste of FFA in Kansas City" and an auction to raise scholarships for FFA will also be conducted by the FFA Alumni on Wednesday evening. Workshops and agribusiness exhibits will be conducted as part of the National Agricultural Career Show. The FFA convention will have a special guest appearance by Florence and Al Joyner, Olympic gold medalists. June Dean, national president, invites you to attend the FFA and FFA Alumni conventions.



Executive Director Announces Plan to Resign

Robert W. Cox has announced his intention to resign as Executive Director of the National FFA Alumni Association by March 1, 1995. He has served as director since January 1976. The announcement for the position is on page 4.

Prepared and published by the National FFA Alumni Association as an affiliate of the National FFA Organization in cooperation with the U.S. Department of Education as a service to state and local vocational agriculture education agencies.

National Council Nominations

Delegates from the eastern and southern regions will elect a national council representative for their respective regions at the convention. The following nominations were selected for the ballot.

Eastern Region

James A. Shiflet – Virginia James has served as a customer service representative for the Wetsel Seed Company, a teacher of agriculture, and is presently a conservation technician for the Shenandoah Valley Soil and Water Conservation District. He has served as president of the Virginia FFA Alumni since 1992 and a national convention delegate in 1985, 1986, 1992 and 1993. He was the Virginia FFA vice president and received the American FFA Degree.

F. Mac Hodges - North Carolina

Mac is a funeral director in Washington, North Carolina. Prior to becoming part owner in the funeral home, he was a salesperson in a lumber business. He is a charter member of his FFA Alumni affiliate and served two years as president. He has served for five years on the state council and is currently president of the North Carolina FFA Alumni. He served as president of his local FFA chapter.

Southern Region Shirley Carte – Florida

Shirley and her husband own and operate a 420-acre cow/calf cattle operation and 132,000 broiler poultry operation. She is a substitute teacher. She became involved with FFA as a mother of two daughters who were active members. She is a charter member of the local FFA Alumni and has served as secretary since 1985. She has been on the state board since 1985 and secretary for five years. She served as Florida FFA Alumni president this year.

Council Meeting Minutes

The minutes of the August 4-6, 1994, national council meeting, held in Corpus Christi, Texas, can be obtained by writing the national FFA Alumni office. The next meeting of the National FFA Alumni Council will be Nov. 8 in Kansas City, Missouri. Please contact your regional representative on the Alumni Council if you have agenda items or issues that should be addressed.

Local and State FFA Alumni in Action

New York Toy Auction



The New York Farm Show, held at the state fairgrounds in Syracuse, New York, was the site of the sixth annual toy auction. The auction raised more than \$1600 for the FFA and FFA Alumni. Pictured are Hamilton FFA Chapter members who assisted with the auction.

Virginia Truck Raffle

When David Berry of Rockingham Co., Virginia, pictured below, answered a phone call on June 30, he never dreamed of what he was about to hear.



James Shiflet, Virginia FFA Alumni president, was calling to inform him that he was the grand prize winner in the statewide raffle and had won the 1994 Chevy S-10 4x4 pickup. Approximately 28,000 tickets were sold.

National FFA Alumni Leadership Workshops

1994 National FFA Convention

Conducted by FFA Alumni Sponsored by Land O'Lakes

H. Roe Bartle, South - Room 2210 BC November 10-11, 1994

Travis Park "Supercharged Life" 11:00'a.m.-Noon, Thursday 1992-93 National FFA Officer

Kevin White "Kiss a Frog and Hug a Toad" 4:00-5:00 p.m., Thursday 1992-93 National FFA Officer

Lee Thurber "An III-Fated Journey" 9:00-10:00 a.m., Friday 1991-92 National FFA Officer Todd Hingson & "John Kleiboeker "Is That Really Me?" 11:00 a.m.-Noon, Friday 1992-93 Officer 1992-93 Officer

Lesa Ann King "Could You, Would You, Ain't You Gonna?" 1:00-2:00 p.m., Friday 1990-91 National FFA Officer

Matt Lohr

"Running with the Big DogS"
 4:00-5:00 p.m., Friday
 1990-91 National FFA Officer

Convention Gala - "Taste of FFA in Kansas City"

Wednesday, November 9 - Conference Center, Room 4300 - 6:00 p.m.

Imagine feasting on mouth-watering barbecued beef and pork cooked Kansas City-style. These delicious entrees, plus other agricultural treats, can be found at the "all-you-can-eat" food festival. You'll be entertained by the National FFA Chorus and other musical performances. The festival begins at 6:00 p.m. followed by the Alumni auction. Remember, all proceeds support FFA Alumni programs. Order tickets (\$15.00 each) by sending check to FFA Meal Tickets, PO Box 15160, Alexandria, VA 22309-0160. Make check payable to: FFA Organization.

FFA Alumni Auction at Convention

Wednesday, November 9 - Conference Center, Room 4300 - 7:30 p.m.

More than 300 incredible items to be auctioned. Come and watch the excitement, or even try your hand at bidding. It's an evening of fun. Plus, your participation funds national FFA scholarships. Want to donate an item or need more information?...Call Rick Metzger at 419-878-0081.

Huskee Lawn Tractor Tractor Supply Company and Murray-Ohio Manufacturing Company

> 5-Week Welding Course The Lincoln Electric Company

Power Arc 4000 Generator Welder with 5-Week Welding Course The Lincoln Electric Company

Pro 155 Limited Edition Wire Feeder Welder with 5-Week Welding Course The Lincoln Electric Company

500 gallons Liquid Plant Food Na-Churs Plant Food Company

One-of-a-Kind Topper® Jr. Classic 20 ga. Shotgun H & R 1871, Inc.

Speeches, Seminars, Keynotes... Jim Wand from Wand Enterprises R. W. Smith from Smith Rick Metzger from RLM Enterprises Patrick Grady from TNT Enterprises

Whitetail II Cam Bow Set & Case Bear Archery, Inc.

2900-watt Portable Generator Kawasaki Motors Corp., U.S.A.

Homelite 240 Chainsaw and Woodsman Kit/Carrying Case Homelite Division of Textron Inc. Chevrolet Pickup Special FFA Blue and Gold 4WD Silverado CHEVY TRUCKS

John Deere Belt Buckle Set Limited Edition 1984-93 FFA Farm Management Series Larry Riney

Motivational and Training Tapes Mark Sanborn – Sanborn & Assoc. Scott McKain – McKain Performance Group

> Boot Certificates (3) Acme Boot Company

Miller Electric Welder Miller Electric Inc.

20' Patz Belt Conveyor Model #8916 Patz Sales, Inc.

> 2 – 2 1/2 Gallons Roundup Ohiogro

> > Boot Certificates (2) Georgia Boot, Inc.

2 Aluminum Martin Houses Seedex Distributors, Inc.

One-of-a-Kind First Run John Deere Collectible 120 Card Set (Uncut) Promac, Inc. Port-a-Torch Oxy-acetylene Welder Harris Calorific Division of The Lincoln Electric Company

> Signed Art Print Bonnie Mohr Studio

\$200 Gift Certificate *American Breeders Service*

Earthway Garden Seeder (Model 1001B) Whitehouse Seed Company

WIX Toy Trucks WIX Corp. – A Division of Dana Corp.

> John Deere Pedal Tractor Harry Von Deylon Co., Ohio

Case IH Pedal Tractor Meyer Equipment, Ohio

AGCO Pedal Tractor Mitchell Farm Equipment and Homier & Sons, Ohio and Dan's Farm Supply, Michigan

> John Deere Tractor Mailbox Georgia FFA Camp Dr. & Mrs. Duane Nielsen

Pair of Rear Tractor Tires Firestone Ag Tire Division

Other items from:

ACE Nut & Bolt Co. O. M. Scott Landmark Genetics Sauder Woodworking

Lake Michigan Car Ferry Sullivan Supply NASCO Salt o' Thee Earth Pottery

Special Convention Workshop - "Cutting the Ice"

An exciting and interactive leadership workshop that will change your life. Don't miss the fun!

Special <u>autograph signing</u> by Guy Kawasaki, Apple Computer Guru and Charles Sampson, World Champion Bull Rider

Mildred Joyner – Workshop Presenter Thursday, November 10, 1:00-2:00 p.m. H. Roe Bartle, South – Room 2210 BC First 500 FFA members will receive a <u>FREE</u> ice drink.

Sponsored by Land O'Lakes as a Special Project of the National FFA Foundation and Hosted by FFA Alumni

Alumni State Leaders' Conference Participants



The conference, held the last week of July, was a great success. Outstanding workshops and great fellowship made this a great conference for the 32 participants. The conference was sponsored by Philip Morris USA.

FFA Agricultural Biotechnology Skills Booklet Now Available

As reported in the last newsletter, the National FFA Foundation has been working on a set of skill standards for the occupation of Agricultural Biotechnology Technician under a grant from the U.S. Department of Education. Part of the *America 2000* initiative to help improve worker employability, the skill set is intended for use by educators and curriculum writers in developing course materials for students who want to enter this new occupational field. The National FFA



Alumni was instrumental in providing employment data for the study.

Phase I of the project has recently been completed and a 32-page booklet, titled "National Voluntary Occupational Skill Standards:-Agricultural Biotechnology Technician," has been published. In addition to listing the technical and employability skills needed by a worker in agricultural biotechnology, the booklet includes suggested instructor qualifications, course lengths, related academic skills and a list of tools and equipment commonly used on the job.

The booklet also incorporates a list of the corporations and academic institutions that served on the FFA grant committees, a brief overview of agricultural biotechnology, and a summary of the methodology FFA followed to develop the skill standards. Write for your free copy of the FFA Agricultural Biotechnology Skill Standards booklet by filling out the form below and sending it to the address or fax number indicated.

Welcome New Life Members

Since our summer newsletter, our prestigious list of life members has grown by 74 and has reached a total of 16,825. A life member receives the FFA magazine and may designate that upon their death a check, equal to the amount of their life membership, be presented as a memorial scholarship to an FFA member in a chapter or state, or may be designated to support some area of agriculture and/or agricultural education, or may remain permanently in the national FFA Alumni trust fund. Life membership dues are \$150.

Florida	Connie Widmer	New Jersey
Natalie Lightsey	Iowa	Donald Strang
Idaho	Steve Flynn	New Mexico
Dixie Finck	Edward Tubbs	Jennifer
Max Finck	Kansas	Armstrong
Anna Ruth Kohler	Jack Ashbaugh	Avery Culbertson
Larry Kohler	Donald	Karla Hutchins
Fred Mundt	McCarthy	Robert Lake
Mark Pratt	Mike Money	Vickie Lake
Illinois	Rhonda Phillips	Crystal Tarpley
Glen Clevenger	Daryl Popp	Tom Wheeler
Verlee Clevenger	Virgil Schulte	Shannon Wiley
Donald Collison	Tim Walts	Ohio
Robert Cone	Kentucky	Harold Brubaker
Donna Daws	John Bohannon	Greg Nofziger
Stuart Daws	Anne S. Clark	Charles Sackett
George Dolly	Whitney Elmore	Scott Vizedom
Arlo Ford	Mississippi	Oklahoma
Ed Hartman II	Danny Johnson	Charles Bunch
Leland Littig	Jason Mayo	Lou Bunch
Wm. McKee III	Mark Moorman	South Dakota
Todd Mosier	Renda Ritter	Lee Wittmeier
George Obernagel	Derrick Simmons	Texas
William Onken	Missouri	Linda J. Englert
Shane	Claudia Cox	Wisconsin
Stechmesser	James Hutcheson	Herbert Bunger
Ken Stulz	Jim Sprenkle	Larry Dangerfield
Evelyn Vortman	Ed Stephens	Robert Hayward
Indiana	Montana	Floyd Matteson Jr.
Ina Anstett	Darrin Oelkers	Wyoming
Roger Deno	Nebraska	Casey Epler
Bob Scherer	Dennis Bazata	Troy Gladson

National Voluntary Occupational Skill Standards: Agricultural Biotechnology Technician Booklet

Please Print Your Name:			() Phone:			
Street Address:		City:		State:	Zip:	
Send order form to:	National FFA Organization Attn: Distribution Services P.O. Box 15160 5632 Mt. Vernon Memoria Alexandria, VA 22309	i .	Or fa	x this form to: 1-800)-366-6556	

Announcement #4

POSITION AVAILABLE Alumni Association Executive Director / Team Leader

Position:

One full-time position is available as the Alumni Association Executive Director / Team Leader with the National FFA Organization. The position will be headquartered at the National FFA Center, Alexandria, Virginia. There may be possible collaborative efforts with or through the National FFA Partners Team. This person will provide leadership in the National FFA Organization's functions of unifying community support of former FFA members and interested individuals in support of agricultural education at the local, state and national levels. Salary is commensurate with experience.

Major Responsibilities:

The Alumni Association Executive Director / Team Leader reports to the National FFA Alumni Council for all programmatic and operational direction, and is responsible for FFA Alumni Association fundraising, budget, legal compliance, employee performance evaluation and training, managing membership promotion and list maintenance, administration of tactical plans, long-range plans and program of work, managing and investing all FFA Alumni assets, overseeing the research, development and marketing of Alumni supply items, preparing and conducting public presentations on behalf of FFA Alumni, and providing assistance in planning all FFA Alumni Council meetings, reports, minutes and committee operations. This position reports to the FFA Chief Operating Officer on policy issues.

Skills and Qualifications Desired:

University undergraduate degree, with a minimum of two years' experience in agricultural education and/or association management area of similar non-profit educational organization or trade association. Knowledge of volunteerism, budgeting, accounting, and financial management, tactical planning, membership development and list maintenance, fundraising, and implementing strategies are desirable. Oral and written communication and well-defined organization and leadership skills are required. Ability to meet and work with people on a personal basis are essential. Knowledge of Macintosh computers is helpful. Desire to work as a member of the National FFA team.

To Apply:

Send résumé, including formal education, work experience, salary history and references to: Mr. Lennie Gamage, Human and Fiscal Resources, National FFA Center, P.O. Box 15160, Alexandria, Virginia 22309-0160. Résumé and letter of application must be postmarked to the above address by November 30, 1994. The Alumni Council reserves the right to reopen the application process in the event that no qualified applications are received by the deadline date. Starting date approximately March 1, 1995.

Equal Opportunity Employment:

The National FFA Organization is an Equal Opportunity Employer and does not discriminate on the basis of age, race, color, religion, sex, handicapping conditions or national origin in any employment opportunity.

Important – FFA Trademark Issues

There appears to be growing confusion and concern about FFA trademarks. Specifically, what may a local chapter authorize in relation to the FFA logo, the name "FFA," or initials "FFA," or the name "Future Farmers of America" and their permutations?

Please read the Official FFA Manual, pages 85-87, which clearly delineates uses. Please note that these policies grant approval for <u>informational</u> and <u>educational</u> uses only and do not grant any authorization for <u>commercial</u> ventures including fund-raising!

Bernie Staller, FFA Chief Operating Officer, states "the National FFA is not interested in restricting your use or rights to reproduce the emblem/name as per the policies. On the other hand, your national organization must defend <u>each</u> copyright infringement or lose its protection and the logo will become public property!" My goal here is simply to help all of us understand the current policies relative to these copyrights. Certainly, if the policies need to be updated there is the FFA delegate or FFA board process to do so.

Please contact the National FFA Organization if you surface any illegal use so we can send letters directly to the vendors.

Dr. Jim Wand Entertains at National Convention

Plan to attend, or sponsor tickets for FFA members from your school to attend, this exciting, entertaining and motivational program at the 1994 National FFA Convention. Dr. Jim Wand, a former FFA member and currently an internationally known educator, motivator, and entertainer, will present two shows during the convention as fund-raisers for the National FFA Alumni.

Hypnotist Show

Location: H. Roe Bartle, South – Room 2210 BC

Time: 9:00 a.m. and 7:30 p.m. Thursday, November 10 Shows are approximately 1 1/2 hours.

Cost: \$5.00 (Tickets may be purchased at meal ticket booth.)

This program involves a great deal of audience participation and will entertain everyone in attendance. Dr. Wand conducted exciting shows at the 1992 and 1993 national conventions and has performed at many state FFA conventions.



FFA Alumni Supply Items (Fall '94)

A. Alumni Road Sign

FFA Alumni emblem is placed on a 21" x 30" durable, high impact polystyrene sign. •Item ARS ea \$20.00

Letter Decals – Dura-Cal letters 1-1/2" in height, adhesive backing, guaranteed for at least two years outdoors, sheet with 60 characters.

•Item D-4 ea \$3.25

B. Alumni Flag

FFA Alumni flag $(3' \times 5')$ is 100% nylon for indoor or light outdoor use. Flag is blue with emblem in gold. •Item ALF-3 ea \$57.00

C. (NEW) Alumni Manual

This 40-page manual tells how to organize, suggests activities for affiliates, and contains guidelines/applications for national contests and programs and history of FFA Alumni.

•Item ALM	ea \$3.50
10 or more	ea \$2.50

D. Cap

Off-white cap with blue bill and special Alumni patch on front. One size fits all. •Item ACAP-1 ea \$8.50 10 or more ea \$8.00



E. Stationery & Envelopes

Note: These items should be ordered directly from the Alumni office. Stationery can be personalized but envelopes come with emblem only. Available in both one- and two-color emblem. Stationery per 1000 (one-color) \$75.00 Stationery per 1000 (two-color) \$100.00 Envelopes per 500 \$20.00

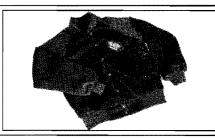
F. Alumni Business Cards

Gold and blue Alumni emblem with name and address. Quantity 300. •Item BUSC-ALU \$40.00

G. Corduroy Jacket

Royal blue corduroy jacket, 85% cotton, 15% polyester with mandarin collar, knit cuffs and wristband. Snap front. Raglan sleeves. Alumni patch. Sizes S M L XL. Add \$2.00 for XXL. Name in gold embroidery at no extra cost. Please state name.

•Item 355-AL ea \$47.00



H. Blazer Emblem

Attractive Swiss embroidered (3" x 4") blazer emblem in three colors on a blue felt background.

•Item Crest No. 4 ea \$3.40

I. Badge

Identification at banquets, meetings, conventions, and other activities. Sturdy 2" celluloid badge.

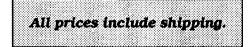
•Item ACB-1 ea \$.50 10 or more ea \$.39

J. Decals

Emblem decal (4" x 5-1/4") in three dimensional color with mylar finish. Weatherproof with peel-off backing. Will adhere to most any surface. •Item AD-1 ea \$1.25 10 or more ea \$1.00

K. Alumni Luggage

This set features two popular pieces that are carry-on sized. The underseater carryon is sized 20" x 13" x 7", the garment carrier is 46" x 22" x 3". Made of 420 denier navy oxford nylon with red piping and gray trim. Oxidized metal hardware and large front zipper pocket complete this set with "FFA Alumni" gold-stamped on each piece. Purchase separately or save with purchase of the set. •Item LUG-CO-ALU Carry-On Underseater ea \$19.00 Item LUG-GAR-ALU Garment Carrier ea \$34.00 •Item LUG-SET-ALU Set of Two ea \$48.00



L. Alumni T-Shirts

T-shirt in 100% cotton with "Alumni FFA" front and back neon imprint (back side pictured). Sizes S M L XL. Available in XXL for an additional \$2.00. •Item 364-T California blue ea \$10.00 •Item 364-B Black ea \$10.00 Size XXL ea \$12.00



M. Alumni Polo Shirt White polo shirt with Alumni screen imprint in blue and red. Sizes S M L XL. •Item 360 ea \$17.95



N. Alumni Ash Sweatshirt

Ash sweatshirt in 50/50 poly/cotton with Alumni logo in blue and red. Sizes S M L XL. Available in XXL for an additional \$3.00.

•Item 363	ea \$17.00
Size XXL	ea \$20.00

O. Alumni Fleece Cardigan

White fleece cardigan with Alumni logo in blue and red. One size fits all. •Item 361 ea \$25.00

P. Alumni Ash T-Shirt

Ash T-shirt in 50/50 poly/cotton with Alumni logo in blue and red. Sizes S M L XL. Available in XXL for an additional \$2.00.

•Item 362	ea \$8.00
Size XXL	ea \$10.00

Q. Alumni Plaques

Most any type of plaque can be adapted for special occasions. Please look through the plaque section of the FFA Catalog for plaques. Standard FFA Alumni plaque is cherry finish (7" x 9") with screened Alumni emblem and engraving plate. •Item PAL-1 ea \$27.00 Etched engraving per character \$.15

Screen-etched Alumni emblem plate (3 3/4" x 5") for use with other plaques. •Item 6004-R ea \$11.50

R. Alumni Poster

Alumni emblem (old emblem) in full color printed on 70# (23" x 35") enamel paper. •Item AAA-1 ea \$4.00 (Sale price)

S. Alumni Tie

Exclusive design for FFA Alumni. Dark blue with gold lettering •Item AL-T ea \$10.00

T. Official Membership Pin

Gold enamel pin with blue background can be worn on the lapel or as a tie tac. •Item ALP-1T ea \$7.50 10 or more ea \$6.50 (new supplier - note price savings)

U. FFA Alumni Charm

FFA Alumni emblem charm that can be worn as a charm bracelet. •Item ALCH ea \$10.00

V. Oxford Jacket

Navy-blue jacket comes with either an oxford kasha lining or a quilted polyester lining for added warmth, FFA Alumni patch, stretch nylon knit cuffs, waistband and stand-up collar. Sizes: XS S M L XL. Additional \$4.00 for XXL.

•Item AWB-4 ea \$38.00 Size XXL ea \$42.00

•Item AWB-5 (quilted lining) ea \$43.00 Size XXL ea \$47.00

Personalization in gold thread: First, last name and middle initial, if desired add \$4.50. First name or nickname only or three initials add \$3.50.

W. Tie Bar & Cuff Links

(Limited number available, orders will be on first come basis.) Gold tie bar with official Alumni emblem. •Item ATB-1 ea \$5.00 (Sale price)

Gold cuff links with Alumni emblem. •Item ACL-1 ea \$4.75 (Sale price)

For information or phone orders, call 703-780-5600. Other items such as cap patches (emblem) are available.

			FFA Alum	ii Supply O			
SEND TO:	FFA Alumi	ni Supply, P.O.	Box 15058, Alexandria, V/	A 22309. Include	e check, money order or credit c	ard information.	
PRICES INC	CLUDE HA	NDLING CH	ARGE	PRICES	LISTED ARE IN EFFECT U	NTIL April 1	, 1995.
Address						Zip	
Phone							
Item #	Qty.	Size	Description	Lettering	Desired (Type or Print)	Price Each	Total Price
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NEWSLETTER FFA Alumni Association

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NEWSLETTER



FFA and DODGE TRUCK A Big Part of America's Agriculture



All of us on the Dodge Truck Team are proud of our long-time affiliation of sponsoring the FFA and pleased to assist the FFA move forward. Believe it or not, we're in our 41st year together! After that many years, we consider all FFA members to be part of the Dodge Team.

It seems teamwork has always been the pillar of the agricultural community; lending a helping hand to friends and neighbors and sharing new ideas keeps farmers in business. Well, teamwork at Dodge Truck is the key to our success as well. We've found that adding truck owners to our development teams provides real world insight that helps engineers develop products that meet customer needs better than ever before. We call it putting the customer in the driver's seat. That's what we call "changing the rules."

But teamwork to design and build great products is only the beginning. Agriculture is a big part of our truck business, accounting for about 1 of every 5 sales of the New Ram Pickup in fact. It should come as no surprise that Dodge Truck is "teaming up" with the people of agriculture to insure the success today and in the future for American agribusiness.

Dodge Truck's partnership program with agribusiness is meant to build teamwork for the long haul, and that begins with FFA. Dodge Truck is committed to assisting the FFA strive for excellence by providing scholarships and proficiency awards for FFA members, along with sponsoring the Alumni Newsletter. We'll also play a key role in the Career Show in Kansas City, and bring along a few surprises to top last year.

Our excellence in agribusiness partnership continues with the American Farm Bureau's Young Farmer and Rancher Program (YFR), including cash merit awards for state winners and Dodge Trucks as prizes for national winners of the YFR Achievement and Discussion Meet programs. Finally, we support 46 state Farm Bureaus with an exclusive member discount program, good for an extra \$500 cash-back on Dodge Ram pickups, Dakota pickups and full-size Ram Vans. Just our way of recognizing the unique needs of farmers by lending a helping hand of support.

That's our commitment to you and all the people that make agribusiness work for America.