

## Summary

### National FFA Organization Board of Directors Agenda Items for the July 1995 Meeting

#### \* Finance:

- Capital Requests.
- Recommendations on Facilities Upgrading.
- Reserve Targets.
- January 1995 Board Action Regarding Facilities.
- 1995-96 National FFA Organization Budget.
- Dues Recommendation for 1996-97.

#### \* Policy, Constitution and Bylaws:

- Review Status of Constitutional Amendments Going to the Delegates in November of 1995:
  - \* Wisconsin Amendment (American FFA Degree).
  - \* Delegate Amendment (Greenhand FFA Degree).
  - \* California Amendment (Regional Realignment).
  - \* National FFA Board Amendment (Qualifications for Board Membership).
  - \* National FFA Board Amendment (Location of Offices).
  - \* National FFA Board Amendment (Adjustment of National Executive Secretary's Duties).
- Review and Make Recommendation(s) Regarding the Revised FFA Board Policy System.
- Take Appropriate Action on Trademark Policy.
- Progress on Updating and Modernizing of the FFA Code of Ethics — Delegate Recommendation.
- Policy on Statement on Livestock Competitions.

#### \* Program Development and Direction:

- State Leadership Development Services Initiative Parameters.
- National Agribusiness Conference in 1996.
- Career Success Conferences.
- Approval of Chair of Tabulation and Written Test for the National Officer Election Process.
- Position Requirements for Volunteer Superintendents, Directors and Managers.
- Pilot to Improve Regional Collaborations.
- FFA Agriculture Ambassador Program.
- Site Survey: National FFA Convention.

#### \* Other Items:

- Building Renovation.
- Career Development Events Committee Report.
- Awards Selection — Stars, HAF, VIP, DSC.
- Federal Charter.

**NOTE:** If you have any questions or input regarding any of these July Board items, please call one of the Board members listed on the back of this page. Thank you.

**NATIONAL FFA ORGANIZATION  
BOARD OF DIRECTORS**

**JULY 1995**

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# **MINUTES**

## **MEETING OF THE NATIONAL FFA ORGANIZATION BOARD OF DIRECTORS AND NATIONAL FFA OFFICERS**

**Alexandria, Virginia**

**July 16 - 19, 1995**

### **Sunday (July 16, 1995)**

The Board held a special session at the Holiday Inn Hotel & Suites - Historic District (formerly Old Colony Inn), Alexandria, Virginia to discuss the following: Status of FFA Federal Charter (Public Law 81-740) Revision Process; Review of the New FFA Board Policy System; 1995-96 Organization Budget, Reserves and Dues; and the Award Selection Process.

### **Monday (July 17, 1995)**

The Board had meetings with USDE officials and USDA officials in Washington, D.C. and returned to the Holiday Inn Hotel & Suites - Historic District by 2:00 p.m. A special session was held at the Holiday Inn Hotel & Suites - Historic District in Alexandria, Virginia for Standing Committee meetings. The Standing Committees which met were: Policy, Constitution and Bylaws; Board Education; and Finance.

### **Tuesday (July 18, 1995) — Opening Session**

The meeting of the Board of Directors and National FFA Officers of the National FFA Organization was called to order at 8:30 a.m. in the Washington Room of the National FFA Center, Alexandria, Virginia by Corey Flournoy, National FFA President. Corey asked the staff members who were present to introduce themselves. Following is a listing of Board members who were present:

#### **Board of Directors:**

Larry D. Case, Chairperson of the Board and Coordinator, Agricultural & Rural Education, Office of Vocational and Adult Education, U.S. Department of Education, Washington, D.C.

David E. Cox, (USDE Representative), Associate Professor, Department of Agricultural Education, The University of Arizona, Tucson, Arizona

James Craft, (USDE Representative), State FFA Executive Secretary, Illinois FFA Center, Roanoke, Illinois

Marion D. Fletcher, State Supervisor, Agricultural Education, State Department of Education, Little Rock, Arkansas

David B. Hopson, (USDE Representative), Agricultural Education Instructor at the Regional School District #7 (Winsted, Connecticut), Blandford, Massachusetts

Les A. Olsen, Education Program Consultant, Technical Education Team, Kansas State Board of Education, Topeka, Kansas

Edward Smith, State Supervisor, Agricultural Education, State Department of Vocational-Technical Education, Stillwater, Oklahoma

Edward D. Stephens, (USDE Representative), Agricultural Education Instructor,  
Carthage Area Vo-Tech School, Carthage, Missouri  
Randy Trivette, Program Specialist, Agricultural Education, State Department of  
Education, Trenton, New Jersey

**Officers of the Board of Directors:**

Larry D. Case, National FFA Advisor and Coordinator, Agricultural & Rural Education,  
Office of Vocational and Adult Education, U.S. Department of Education, Washington, D.C.  
K. Eugene Eulinger, National FFA Organization Treasurer, District Supervisor,  
Agricultural Education, Department of Elementary and Secondary Education, Jefferson  
City, Missouri  
C. Coleman Harris, National FFA Executive Secretary and Education Program Specialist,  
Agriculture, Division of Vocational-Technical Education, U.S. Department of Education,  
Washington, D.C.

**Board of National FFA Officers:**

Corey D. Flourmoy, National FFA President, Chicago, Illinois  
Travis D. Hagen, National FFA Secretary, Chico, California  
Lee Schroeder, National FFA Vice President, Leipsic, Ohio  
Trisha Bailey, National FFA Vice President, Dover, Florida  
Greg Vetter, National FFA Vice President, Carpenter, Wyoming  
Jennafer Neufeld, National FFA Vice President, Inman, Kansas

**Consultants:**

MeeCee Baker, Vice President, NVATA, Port Royal, Pennsylvania  
June Dean, Past President, FFA Alumni Council, Wagoner, Oklahoma  
Tom Heffernan, President-Elect, NVATA, Poteet, Texas  
Ray V. Herren, Vice President, FFA Alumni Council, University of Georgia, Athens,  
Georgia  
Gary E. Moore, Professor, Agricultural and Extension Education, North Carolina State  
University, Raleigh, North Carolina  
Kenneth Natzke, President, FFA Alumni Council, Bonduel, Wisconsin  
Douglas A. Pals, Professor, Department of Agricultural and Extension Education,  
University of Idaho, Moscow, Idaho  
Merle Richter, President, NVATA, Bloomer, Wisconsin  
Dennis C. Scanlon, Associate Professor, Agricultural Education, The Pennsylvania State  
University, University Park, Pennsylvania  
Michael K. Swan, Assistant Professor, Agricultural and Extension Education, North Dakota  
State University, Fargo, North Dakota  
Dennis Wallace, Vice President, NVATA, Olympia, Washington

**Others present for all or portions of the meeting:**

FFA Organization, FFA Foundation and Agricultural Education Related Organization  
(AERO) staff participated throughout the week.  
Nancy J. Trivette, State FFA Advisor, State Department of Agriculture, Trenton,  
New Jersey (Member, National FFA Foundation Board of Trustees)  
John K. Wilkinson, State FFA Executive Secretary, Georgia Department of Education,  
Atlanta, Georgia (Member, National FFA Foundation Board of Trustees)

**1. REFLECTIONS**

Reflections — by Trisha Bailey



2. SEATING OF NEW BOARD MEMBER - Chairperson Case introduced and welcomed to the Board the new USDE representative, David B. Hopson from Blandford, Massachusetts.

3. REVIEW OF BOARD OPERATING PROCEDURES

Chairperson Case explained the Board's function and purpose and stated that discussion was open to all. He explained the voting procedures and invited full participation of the National FFA Officers, the members of the Board, as well as the Consultants and Staff. Case pointed out that sometimes there are four groups including the Board of Directors, Students, Consultants and Staff/Others working together.

4. OVERVIEW OF NATIONAL FFA OFFICER ACTIVITIES

Corey Flournoy led a review of the activities of the National FFA Officer Team and their activities since the January 1995 Board of Directors meeting.

Travis Hagen - Travis spoke about the trip to Japan and how it gave the National Officers an opportunity to experience a different culture.

Lee Schroeder - Lee spoke about their Business and Industry Tour visits. They made 150 visits. The National Officers also had an opportunity to visit with the Secretary of Agriculture, Dan Glickman, USDA and Assistant Secretary for Vocational and Adult Education, Augusta Kappner, USDE.

Greg Vetter - Greg shared that they had a retreat in Florida in April and will be going on their second retreat to the Glacier National Park in Montana in August. These retreats give them a chance to plan and build communications between each other.

Trisha Bailey - Trisha spoke about state conventions. These state conventions gave them an opportunity to meet and know FFA members on an individual basis. They traveled to about nine conventions each, presented workshops, spoke at banquets and presented keynote addresses.

Corey Flournoy - Corey spoke about National Leadership Conferences for State Officers (NLC SO). The National Officer team conducted eight of the ten conferences this year. Main goals of the NLC SO's are to train State Officers and prepare them for State office.

Jennafer Neufeld - Jennafer spoke about the State Presidents' Conference (SPC). The theme for the 1995 SPC is, "A Legacy of Leadership." An exciting conference is planned for this year. There will be workshops on empowerment and visits with the President of the United States and other dignitaries.

MOTION: It was moved by Eddie Smith, seconded by David Cox and carried to accept the report of the National FFA Officers and to commend them for a job well done.

**5. REMARKS - CONSULTANTS TO THE BOARD**

Remarks were made by Consultants:

Agricultural Education Instructors — Merle Richter. NVATA will be celebrating its 50th anniversary in 1998. He shared the NVATA report which shows an increase in membership.

Agriculture Teacher Educators — Dennis Scanlon.

All expressed appreciation at being a part of the group. Corey Flournoy thanked all of them for their participation.

**6. REPORTS ON MATTERS AS RELATED TO FFA BOARD OPERATIONS**

- a. NASAE — K. Eugene Eulinger.
- b. PAS — Kim Perry.
- c. The Council — Bernie Staller spoke on behalf of Rosco Vaughn. Dr. Vaughn was absent due to a death in the family.

**7. REVIEW OF AND ADJUSTMENTS TO AGENDA**

Chairperson Case asked that the revision of Draft Public Law 81-740 be discussed after the Board Education Report on Wednesday, July 19 (Agenda item #20). Also, Wednesday, July 19 (Agenda item #19) — Board terms of office after the Policy Report.

**8. APPROVAL OF MINUTES**

MOTION: It was moved by Jennafer Neufeld (Randy Trivette), seconded by Lee Schroeder (Jim Craft) and carried to approve the January 1995 Minutes.

**9. REPORT OF NATIONAL TREASURER**

K. Eugene Eulinger reviewed the current financial statement. (*Appendix A*)

MOTION: It was moved by Travis Hagen (Marion Fletcher), seconded by Trisha Bailey (Les Olsen) and carried to accept the report of the National Treasurer.

**10. PROGRAM DEVELOPMENT AND DIRECTION**

Bernie Staller summarized the procedure for Program Development and Direction presentations. Team Leaders will present three key successes, three key challenges and any funding requests which should be in the Board notebooks. (Reports are available from Team Leaders upon request.)

- a. Lennie Gamage presented the report for the Human and Fiscal Resources Team.
- b. Dennis Shafer presented the report for the Ventures Team.
- c. Janet Lewis presented the report for the Distribution Resources Team.
- d. C. Coleman Harris presented the report for the Convention Team. There were no new proposals, but the Board was given an update on the convention.



- e. Bill Stagg presented the report for the Communications Resources Team. Bill introduced Jennifer Messenger, new employee to CRT. Mark Timm will be with CRT as a Marketing Specialist beginning in August 1995.

**MOTION:** After considerable discussion, it was moved by Trisha Bailey (Marion Fletcher), seconded by Greg Vetter (Eddie Smith) and carried to approve the concept of the FFA Agriculture Ambassador Program as outlined in the attached proposal and request special project funding through the National FFA Foundation. (*Appendix B*)

- f. Joyce Winterton presented the report for the Partner Development Team.

**MOTION:** It was moved by Lee Schroeder (Randy Trivette), seconded by Jennafer Neufeld (David Cox) and carried to approve the pilot to improve regional collaborations to support State leadership as a special project of the National FFA Foundation. (*Appendix C*)

The meeting adjourned for official photo and lunch at 11:50 a.m.

### **Tuesday (July 18, 1995) — Second Session**

The meeting of the Board of Directors and National FFA Officers reconvened at 1:00 p.m. with all members of the Board present. There was a ten-minute presentation on the Internet by Mark Cavell.

- g. Randy Bernhardt presented the report for the Teacher Services Team. Randy also introduced his team members which included Sharon Smith, an intern from Milford, New Jersey. Much discussion was held regarding the Membership rosters. We have received \$20,000 in grants from NRA which is a matching grants program (total of \$40,000). There have been a few negative letters about the connection between FFA and NRA, but Randy explained that we do not endorse the NRA. There have also been some very positive letters.

- h. Jim Scott presented the report for the Student Services Team. He commended his team members for all of their hard work and introduced Richard Boerner, an intern from Tacoma, Washington. He praised the success of the 1995 Washington Leadership Conference, the leadership of the new teacher intern, individual professional development plans of each of his team members, and an FFA State Leadership publication called "Connections." Mr. Scott also commended Bruce White for all of his efforts regarding the international program.

**MOTION:** It was moved by Trisha Bailey (Eddie Smith), seconded by Greg Vetter (David Cox) and carried to approve the proposal "State Leadership Development Services" and accept the parameters as described empowering the National staff to assess current need, seek financial support through the National FFA Foundation as special project funding and then develop, test and deliver leadership and personal development programs targeted for delivery to and by State Associations. (*Appendix D*)

**MOTION:** It was moved by Jennafer Neufeld (Marion Fletcher), seconded by Lee Schroeder (Eddie Smith) and carried to approve the proposal "National Agribusiness Conference" and seek special project funding through the National FFA Foundation. (*Appendix E*)



**MOTION:** It was moved by Travis Hagen (Eddie Smith), seconded by Lee Schroeder (Les Olsen) and carried to approve the proposal "Career Success Conferences" and seek special project funding through the National FFA Foundation. (*Appendix F*)

**MOTION:** It was moved by Trisha Bailey (Marion Fletcher), seconded by Lee Schroeder (David Cox) and carried to approve the nomination of Dr. Jamie Cano as the Chair of the Tabulation and Written Test for the National Officer election process.

## **11. SPECIAL COMMITTEE REPORTS — STAR AND ADULT RECOGNITION**

- a. Jim Craft, Chairperson, presented the report for the American Star Farmer Selection Committee.

**MOTION:** It was moved by Greg Vetter (Les Olsen), seconded by Trisha Bailey (Randy Trivette) and carried that Darrell S. Glodowski (Wisconsin); Benji Ortman (Indiana); Randy Petroschus (Michigan); and J. Ryan White (Kentucky) be named National American Star Farmer finalists.

- b. Eddie Stephens, Chairperson, presented the report for the American Star in Agribusiness Committee.

**MOTION:** It was moved by Travis Hagen (Eddie Smith), seconded by Lee Schroeder (Jim Craft) and carried that Larry Edward Duffner (Washington); Wade Kallevig (Minnesota); Chad Eric Reinhart (Illinois); and Chad Alan Thixton (Indiana) be named National American Star in Agribusiness finalists.

- c. Les Olsen, Chairperson, presented the report for the Adult Recognition Selection Committee.

**MOTION:** It was moved by Trisha Bailey (Eddie Stephens), seconded by Travis Hagen (Eddie Smith) and carried that the National FFA Organization bestow 64 Honorary American FFA Degrees (Teacher), as listed, at the 1995 National FFA Convention. (*Appendix G*)

**MOTION:** It was moved by Jennafer Neufeld (Jim Craft), seconded by Travis Hagen (Randy Trivette) and carried that the National FFA Organization bestow 89 Honorary American FFA Degrees (Other), as listed, at the 1995 National FFA Convention. (*Appendix H*)

**MOTION:** It was moved by Eddie Stephens, seconded by David Cox and carried to suspend the rule regarding the Distinguished Service Citation number of three recipients.

**MOTION:** It was moved by Trisha Bailey (Randy Trivette), seconded by Greg Vetter (Les Olsen) and carried that the Distinguished Service Citation be presented to American Cyanamid Company, Agricultural Division; New Holland; DuPont Agricultural Products; and Kraft Foods at the 1995 National FFA Convention.



**MOTION:** It was moved by Trisha Bailey (David Cox), seconded by Greg Vetter (Randy Trivette) and carried that the National FFA Organization bestow seven VIP awards, as listed, at the 1995 National FFA Convention. (*Appendix I*)

Robert Seefeldt, Teacher Services Team Specialist, presented the motion for the American FFA Degree candidates.

**MOTION:** It was moved by Jennafer Neufeld (Jim Craft), seconded by Lee Schroeder (Marion Fletcher) and carried that the National FFA Organization bestow 1426 of the 1479 American FFA Degree candidates, as listed, at the 1995 National FFA Convention. Bestowing 53 of the remaining candidates will be subject to the outcome of the official appeal process.

**NOTE:** A complete listing of the American FFA Degree winners will be available from the Teacher Services Team.

**MOTION:** It was moved by Jennafer Neufeld (Jim Craft), seconded by Trisha Bailey (Les Olsen) and carried that the National FFA staff develop criteria to evaluate the Honorary American FFA Degree nominees and State staff be informed of the evaluation criteria; and that an appeal process be developed for rejected nominees to be reconsidered should the quota not be filled.

12. **SPECIAL COMMITTEE REPORT — CAREER DEVELOPMENT EVENTS**  
Les Olsen, Chairperson, presented the report for the National FFA Awards and Career Development Events Advisory Committee. Mr. Olsen reviewed the Minutes from the meeting held on February 17 - 19, 1995. (*Appendix J*)
13. **SPECIAL PROGRESS REPORT — RENOVATION OF THE NATIONAL FFA CENTER**  
Bernie Staller presented a progress report on the renovation of the National FFA Center. He discussed a land-use study that has been done and the suggested property improvements study.
14. **SPECIAL COMMITTEE REPORT — TRADEMARK PROTECTION TASK FORCE**  
Marion Fletcher, Chairperson, presented the report for the Trademark Protection Task Force.
15. **SPECIAL REPORT — NATIONAL FFA CONVENTION FACILITY AND SERVICE NEEDS**  
Bernie Staller presented a report on National FFA Convention facility and service needs.

The entire Board of Directors and Consultants gave the staff a standing ovation for all of its hard work.

The meeting adjourned at 5:00 p.m.

### **Wednesday (July 19, 1995) — Third Session**

The meeting of the Board of Directors and National Officers reconvened at 8:30 a.m. with all members of the Board present.

16. NATIONAL FFA ALUMNI ASSOCIATION BUSINESS AND ISSUES

Ricardo Valencia, the new Executive Director, presented the report for the National FFA Alumni Association and introduced his staff — Beth Seitzinger and Connie Tyler. Marion Fletcher complimented Alumni for being so proactive and presenting such a good report to the Board. He appreciated being shown the Memorandum of Understanding. Mr. Fletcher applauded Ricardo for bringing his staff members to their first Board of Directors meeting. Ricardo said that he is going to take the Alumni Association forward in new directions. June Dean received a standing ovation for all of her years of service to the National FFA Alumni Association and the FFA. Mrs. Dean thanked everyone for allowing her to serve with the Board. Ray Herren and Ken Natzke expressed a positive outlook for the future of the Alumni and Agricultural Education.

MOTION: It was moved by Jennafer Neufeld (Marion Fletcher), seconded by Lee Schroeder (Les Olsen) and carried to accept the July 1995 FFA Alumni Report.

17. NATIONAL FFA FOUNDATION

Doug Butler presented the report for the National FFA Foundation. Mr. Butler commended his staff for working so hard to try to meet the goals set by Harry Cleberg, 1995 Chairman of the National FFA Foundation Sponsors' Board. Fred Troendle and Tammy Meyer are very enthusiastic new members of the Foundation staff. The heat conditions at a recent staff retreat were very bad, but the outcomes of the retreat were very positive. Mr. Butler expressed his appreciation at the support the Foundation staff in Madison, Wisconsin receives from Bernie Staller, Vicki Settle and Odell Wareham. Bernie Staller praised Doug Butler's for all of his efforts and hard work. (*Appendix K*)

18. NATIONAL FFA OFFICERS

MOTION: It was moved by Jennafer Neufeld (Eddie Smith), seconded by Lee Schroeder (David Cox) and carried to direct the National FFA staff to continue the development of criteria for the future needs of a National FFA Convention.

MOTION: It was moved by Lee Schroeder (Jim Craft), seconded by Greg Vetter (Randy Trivette) and carried that the National FFA staff review the projects approved during this meeting by the National FFA Board of Directors and consolidate those projects of similar intent and/or design into a comprehensive proposal for presentation to the National FFA Foundation Board of Trustees during the July 20, 1995 meeting.



**MOTION:** It was moved by Lee Schroeder and seconded by Jennafer Neufeld to submit the applications of the unapproved Honorary American FFA Degree and VIP Award nominees to an appeal process by returning them to the submitter for corrections/clarifications using the same dates as the American Degree appeal process with the original screening committee continuing to review and recommend.

**MOTION AS AMENDED:** It was moved by Lee Schroeder (Les Olsen), seconded by Greg Vetter (David Cox) and carried to submit the applications of the unapproved Honorary American FFA Degree and VIP Award nominees to an appeal process by returning them to the submitter for corrections/clarifications using the same dates as the American Degree appeal process with the Governing Committee of the National FFA Board of Directors to review and recommend.

19. **STANDING COMMITTEE REPORT - POLICY, CONSTITUTION AND BYLAWS**

Eddie Stephens (Co-Chairperson) presented the report for the Policy, Constitution and Bylaws Committee.

**MOTION:** It was moved by Lee Schroeder (Marion Fletcher), seconded by Jennafer Neufeld (David Cox) and carried that the Policy and Procedure Handbook be finalized including procedures and Board policies adopted in July 1994 and January and July 1995; and that the completed Policy and Procedure Handbook be included in the January 1996 Board notebook.

**MOTION:** It was moved by Trisha Bailey (Eddie Smith), seconded by Jennafer Neufeld (Eddie Cox) and carried that Items 2 and 3 of the attached system for maintaining the FFA Policy Book be adopted. (*Appendix L*)

**MOTION:** It was moved by Greg Vetter (Marion Fletcher), seconded by Travis Hagen (Jim Craft) and carried to add Section J., *Conducting Livestock Exhibitions and Judging Competitions*, to Division I. *Activities* of the National FFA Organization Policy and Procedure Handbook and that staff be directed to place this statement in appropriate FFA publications. (*Appendix M*)

**MOTION:** It was moved by Jennafer Neufeld (Les Olsen), seconded by Trisha Bailey (Randy Trivette) and carried to amend the position description requirements for volunteer Superintendents, Directors and Managers as follows:

- A. **Background.** ~~Must be an agriculture instructor, teacher educator in agriculture, or serve in a state supervisory capacity in agricultural education.~~ Relevant educational experience for the assigned Career Development Event and/or Awards program.
- B. **Education.** ~~Bachelor of Science/Arts Degree in Agricultural Education. Must~~ A plus to be an agriculture instructor, teacher educator in agriculture, or serve in a state supervisory capacity in agricultural education.



- C. **Skills.** Good organizational skills required. Broad personal and organizational management skills. Strong leadership skills, including team building. Knowledge of computer applications for communications operations. Excellent written, oral and interpersonal skills.
- D. **Relevant Experience.** Must have industry or educational background in participating and/or coordinating the activity or similar activity.
- E. **Travel.** Requires moderate travel to FFA Convention and other planning activities under FFA policy.

**MOTION:** It was moved by Travis Hagen (Jim Craft), seconded by Lee Schroeder (Randy Trivette) and carried to adopt the FFA Trademark Management System. (*Appendix N*)

**MOTION:** It was moved by Greg Vetter (Marion Fletcher), seconded by Trisha Bailey (Eddie Smith) and carried to recommend the development of an H.O. Sargent Award to recognize individuals who promote diversity and, if possible, to announce the program at the 1995 National FFA Convention.

**MOTION:** It was moved by Trisha Bailey (Marion Fletcher), seconded by Jennafer Neufeld (Randy Trivette) and carried to extend the term of Board member Edward Smith from 6/96 to 6/97 and Board member Les Olsen from 6/97 to 6/98 therefore providing balance in the National FFA Organization Board rotation system with three Board members retiring in 1996, three in 1997 and two in 1998.

20. **STANDING COMMITTEE REPORT — BOARD EDUCATION**

David Cox (Chairperson) presented the report for the Board Education Standing Committee.

**MOTION:** It was moved by Lee Schroeder (Eddie Smith), seconded by Greg Vetter (David Hopson) and carried to disband the Standing Committee entitled Board Education.

**MOTION:** It was moved by Travis Hagen (David Hopson), seconded by Lee Schroeder (Marion Fletcher) and carried to adopt items 1 through 4 on the Board Education Standing Committee Report. (*Appendix O*)

Dr. Larry Case led a discussion regarding the changes in agricultural industry, the move from USDE to USDA and Public Law 81-740. He presented overheads regarding the "Change Process." Dr. Case's recommendation was that we need to decide whether or not we want to move from the U.S. Department of Education to the U.S. Department of Agriculture. Dr. David Cox spoke to the group about the issues. He questioned the agricultural education groups' feelings regarding the "Federal Presence in Agricultural Education." Dr. Case spoke about the Task Force on a Federal Presence which was composed of many members from the Vision 2000 Task Force. Marshall Stewart spoke about the second conference call meeting of the Federal Presence Task Force and the "White Paper" developed by Dr. Case. A vote was taken to decide whether or not to continue to check into the move from USDE to USDA. There was a 100% "Yes" vote. Dr. Case then spoke about the changes to Public Law 81-740. At a meeting on Monday,



Ray Lett recommended that the law be transferred, as is, and then if there are to be any changes, they can be made later.

The meeting adjourned at 12:03 p.m.

**Wednesday (July 19, 1995) — Fourth Session**

The Board reconvened at 12:54 p.m.

**MOTION:** It was moved by Trisha Bailey (Les Olsen), seconded by Greg Vetter (Randy Trivette) and carried to direct the Senior Management to continue discussions to incorporate the FFA Organization as an integral part of Agricultural Education into the language of the 1995 Farm Bill, and to prepare the Amendments of Public Law 81-740, and have it ready to consider at the January 1996 Board of Directors meeting.

**21. STANDING COMMITTEE REPORT — FINANCE**

Eddie Smith (Chairperson) presented the report for the Finance Standing Committee. He thanked the committee members, the FFA staff and Sue Springirth for a job well done.

**MOTION:** It was moved by Trisha Bailey (Les Olsen), seconded by Greg Vetter (David Cox) and carried to accept recommendations establishing the National FFA Organization Reserve targets to include:

1. Establish a \$4,600,000 capital reserve for buildings and equipment. Once established, reinvest investment income earned on the capital reserve fund back into that reserve.
2. Maintain \$900,000 liquid reserves for cash flow needs and as an operating reserve. Investment income, earned on operating reserve, available for general organizational needs.
3. Generate (through set aside) 1% R&D funding for new programs. Any investment income earned on this fund would be available for general organizational needs.
4. Balance the annual budget with the set-asides as listed. When reserve targets are met, then set-asides are removed from annual budget.

**MOTION:** It was moved by Jennafer Neufeld (Marion Fletcher), seconded by Lee Schroeder (David Cox) and carried to approve \$150,250 capital requests as printed. (*Appendix P*)

**MOTION:** It was moved by Trisha Bailey (Jim Craft), seconded by Lee Schroeder (David Hopson) and carried to authorize the COO to explore building designs that would eliminate the current Washington Room and reconnect buildings one and two while meeting ADA and future office/space needs by the January 1996 Board meeting.

**MOTION:** It was moved by Jennafer Neufeld (Les Olsen), seconded by Trisha Bailey (Randy Trivette) and carried to approve upgrading the National FFA Center facilities including (from the March 30, 1995 McShea report):

- |  |                  |
|--|------------------|
| 1. Property Clean-up & General Maintenance:  | \$ 3,290.00      |
| 2. Miscellaneous Office Reconfiguration, Building One:                             | 3,070.00         |
| 3. Construct Handicap Ramp & Two (2)<br>Handicap Parking Spaces at Front Entrance: | 22,520.00        |
| 4. Driveway, Parking Lot Repair:   | 14,120.00        |
| 5. Re-roof Building One:   | <u>18,300.00</u> |

**TOTAL PROPOSED IMPROVEMENTS:** \$61,300.00

**MOTION AS AMENDED:** It was moved by Travis Hagen and seconded by Lee Schroeder to strike item number 4 from the above motion. **MOTION FAILED.**

**MOTION:** It was moved by Travis Hagen (David Cox), seconded by Trisha Bailey (Randy Trivette) and carried that the National FFA Board of Directors recommend to the 1995 Convention Delegates that the National FFA Organization dues be set at \$5.00 per year per member effective with the 1996-97 fiscal year.

**MOTION:** It was moved by Greg Vetter (Marion Fletcher), seconded by Trisha Bailey (Jim Craft) and carried to adopt the 1995-96 National FFA Organization balanced budget as presented to the Board (version 5/9/95) including any changes mandated by Board action at the July 1995 meeting.

**22. REPORT ON ADMINISTRATIVE AND LEGAL MATTERS**

Bernie Staller gave an update on administrative and legal issues. We have been sued by the State of Montana for an accident that occurred three years ago and the case has been turned over to our attorneys and insurance company. The resale of FFA jackets was discussed. Our emblem is not protected by foreign or U.S. vendors who are resaling our used FFA jackets. We are taking no legal steps regarding this issue. Sharon Smith and Richard Boerner were introduced. They are teachers from New Jersey and Washington who are interning at the National FFA Center. In January 1996 there will be a report on the Membership Study which is being done by Ohio State University. Mr. Staller commended the FFA staff as being of top-flight caliber. He also praised the staff of the Agricultural Education Related Organization (AERO) groups and the National FFA Officers. In addition, Mr. Staller complimented the Board of Directors regarding its membership dues recommendation. No Board motions were necessary.

**23. MEMORANDUM OF UNDERSTANDING — THE U.S. DEPARTMENT OF EDUCATION AND NATIONAL FFA ORGANIZATION**

Dr. Case passed around copies of the new Memorandum of Understanding between the U.S. Department of Education and the National FFA Organization which was signed and dated July 18, 1995. This memorandum legalizes the appointment of David Hopson as a USDE expert on the Board of Directors.



24. ADJOURNMENT

Corey Flournoy (on behalf of the National FFA Officers) recognized the retiring Board members and Consultants who will be honored at the 1995 National FFA Convention (James Craft, Marion D. Fletcher, Edward D. Stephens, Merle Richter, MeeCee Baker, Michael Swan, Dennis Wallace, Dennis Scanlon and June Dean). Jim Craft, Marion D. Fletcher and Edward D. Stephens will not be retiring until June 1996, but they will be recognized at the 1995 National FFA Convention. A standing ovation was given to the retirees.

There being no further business to come before the Board, the meeting was adjourned at 2:12 p.m.

25. EXECUTIVE SESSION WITH SENIOR MANAGEMENT

No motions in the Executive Session of the Board.



C. Coleman Harris, Secretary



Larry D. Case, Chairperson

**National FFA Organization**  
**P.O. Box 15160**  
**Alexandria, VA 22309**  
**703-360-3600 Fax: 703-360-5524**

**To:** Board of Directors  
**From:** Larry Case, Coleman Harris and Bernie Staller  
**Re:** FFA Financial Reports  
**Date:** July 17, 1995

**Analysis of Revenues and Expenses for September - June by year:**

<b>Year</b>	<b>Revenue</b>	<b>Expense</b>	<b>Excess</b>	<b>Grant Adj/(1)</b>	<b>Timing Adj (2)</b>	<b>Gross Profit Adj/(3)</b>	<b>Adjusted Excess</b>
1989-90	\$5,102,702	\$5,049,508	\$53,194	\$40,433	(\$103,649)		(\$10,022)
1990-91	\$5,402,150	\$5,324,160	\$77,990	\$20,640			\$98,630
1991-92	\$5,327,767	\$5,556,495	(\$228,728)	\$28,144	\$76,246		(\$124,338)
1992-93	\$5,775,101	\$5,658,304	\$116,797	\$52,658			\$169,455
1993-94	\$6,493,694	\$5,764,600	\$729,094	\$20,472			\$749,566
1994-95	\$6,997,925	\$6,526,683	\$471,242	\$64,140		\$130,000	\$665,382

**Analysis of Revenues and Expenses for September 1994 - June 1995:**

<b>Month</b>	<b>Revenue</b>	<b>Expense</b>	<b>Excess</b>	<b>Grant Adj/(1)</b>	<b>Gross Profit Adj/(3)</b>	<b>Adjusted Excess</b>
Sep-94	\$677,442	\$641,154	\$36,288			\$36,288
Oct-94	\$435,843	\$595,336	(\$159,493)			(\$159,493)
Nov-94	\$1,512,359	\$766,884	\$745,475			\$745,475
Dec-94	\$450,866	\$687,742	(\$237,076)			(\$237,076)
Jan-95	\$722,468	\$624,636	\$97,832			\$97,832
Feb-95	\$479,068	\$456,978	\$22,090			\$22,090
Mar-95	\$769,403	\$658,608	\$110,795			\$110,795
Apr-95	\$550,604	\$578,373	(\$27,769)	\$22,067		(\$5,702)
May-95	\$697,761	\$599,996	\$97,765	\$38		\$97,803
Jun-95	\$702,311	\$016,976	(\$214,665)	\$42,035	\$130,000	(\$42,630)
	<b>\$6,997,925</b>	<b>\$6,526,683</b>	<b>\$471,242</b>	<b>\$64,140</b>	<b>\$130,000</b>	<b>\$665,382</b>

- Notes:**
- 1 This represents reimbursements due under grants.
  - 2 Timing adjustments represent adjustments made to reflect an "apples to apples" comparison for year to year activity. (e.g. WLC revenues were not collected at the same time for each of the fiscal years)
  - 3 Adjustment represents estimated gross profit on jacket sales not marked as shipped (sales) by the computer software, but "true" sales based on research/testing.



**FFA Financial Report**  
Continued

**Analysis of Reserves by type and total:**

Year	Net Worth(1)	Capital(5%)	Operations (3%)(2)	R&D (1%)	Teacher Team R&D	Other
1988	\$4,839,968	\$564,045	\$47,783			\$4,228,140
1989	\$5,117,758	\$705,158	\$71,986			\$4,340,614
1990	\$5,073,062	\$878,265	\$233,192			\$3,961,605
1991	\$5,053,354	\$1,009,015	\$253,666			\$3,790,673
1992	\$4,901,825	\$714,916	\$313,341			\$3,873,568
1993	\$5,084,720	\$708,396	\$458,083			\$3,918,241
1994	\$5,754,927	\$862,135	\$578,620	\$61,518	\$20,299	\$4,232,355
Jun-95	\$6,626,254	\$1,040,379	\$713,601	\$24,419	\$20,299	\$4,827,556

**Analysis of Capital (5%) Reserve by year:**

Year	Amount Set Aside	Amount Spent	Net Set Aside	Balance
Balance forward:				\$397,447
1988	\$238,914	\$72,316	\$166,598	\$564,045
1989	\$245,183	\$104,070	\$141,113	\$705,158
1990	\$323,509	\$150,402	\$173,107	\$878,265
1991	\$253,713	\$122,963	\$130,750	\$1,009,015
1992	\$270,173	\$564,272	(\$294,099)	\$714,916
1993	\$265,625	\$272,145	(\$6,520)	\$708,396
1994	\$307,591	\$153,852	\$153,739	\$862,135
9/94-6/95	\$273,239	\$94,995	\$178,244	\$1,040,379

**Analysis of Operational (3%) Reserve by year :**

Year	Amount Set Aside	Amount Spent	Net Set Aside	Balance
1988	\$47,783		\$47,783	\$47,783
1989	\$98,073	\$73,870	\$24,203	\$71,986
1990	\$161,844	\$638	\$161,206	\$233,192
1991	\$101,485	\$81,011	\$20,474	\$253,666
1992	\$108,067	\$48,392	\$59,675	\$313,341
1993	\$159,374	\$14,632	\$144,742	\$458,083
1994	\$123,037	\$2,500	\$120,537	\$578,620
9/94-6/95	\$163,944	\$28,963	\$134,981	\$713,601

**Notes:** 1 Total Net Worth at the end of each year agrees to the audited financial statement. The 1993 balance differs from the Audit by the amount of the Alumni Reserve.

2 1% Transferred to R&D reserve at end of year based on per results.

**Analysis of Research and Development (1%) Reserve by year:**

Year	Amount Set Aside	Amount Spent	Net Set Aside	Balance
1994	\$61,518		\$61,518	\$61,518
9/94-6/95		\$37,099	(\$37,099)	\$24,419

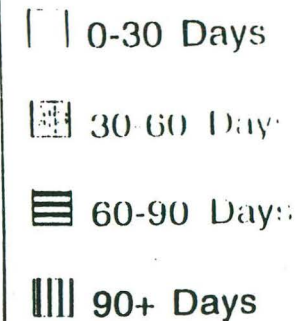
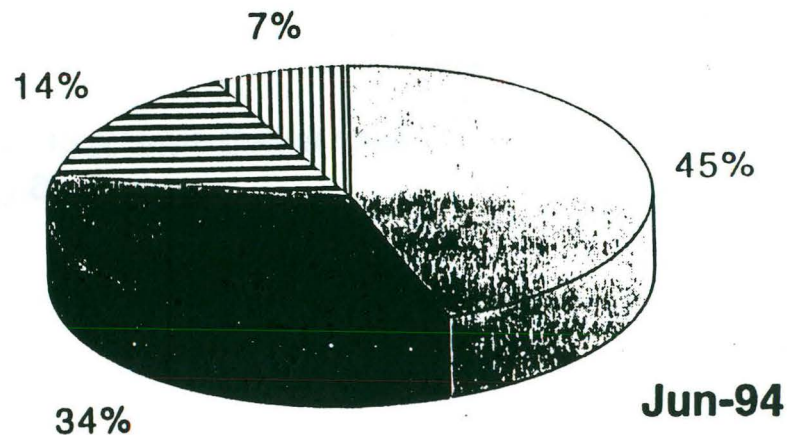
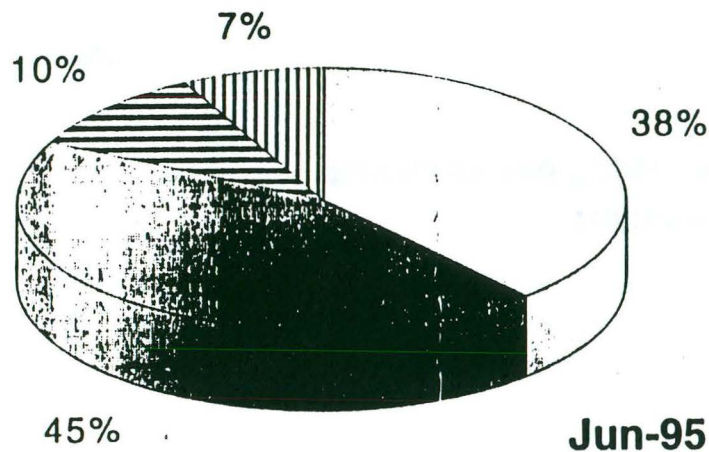
**Analysis of Set Aside Reserves for 1994-1995:**

	Capital	Operations	R&D	Total
Amount Budgeted for Year	\$304,135	\$182,493		\$486,628
Amount Set Aside Sept - June	\$273,239	\$163,944		\$437,183
Amount Spent Sept - June	\$94,995	\$28,963	\$37,099	\$161,057

**Investment Analysis by Year:**

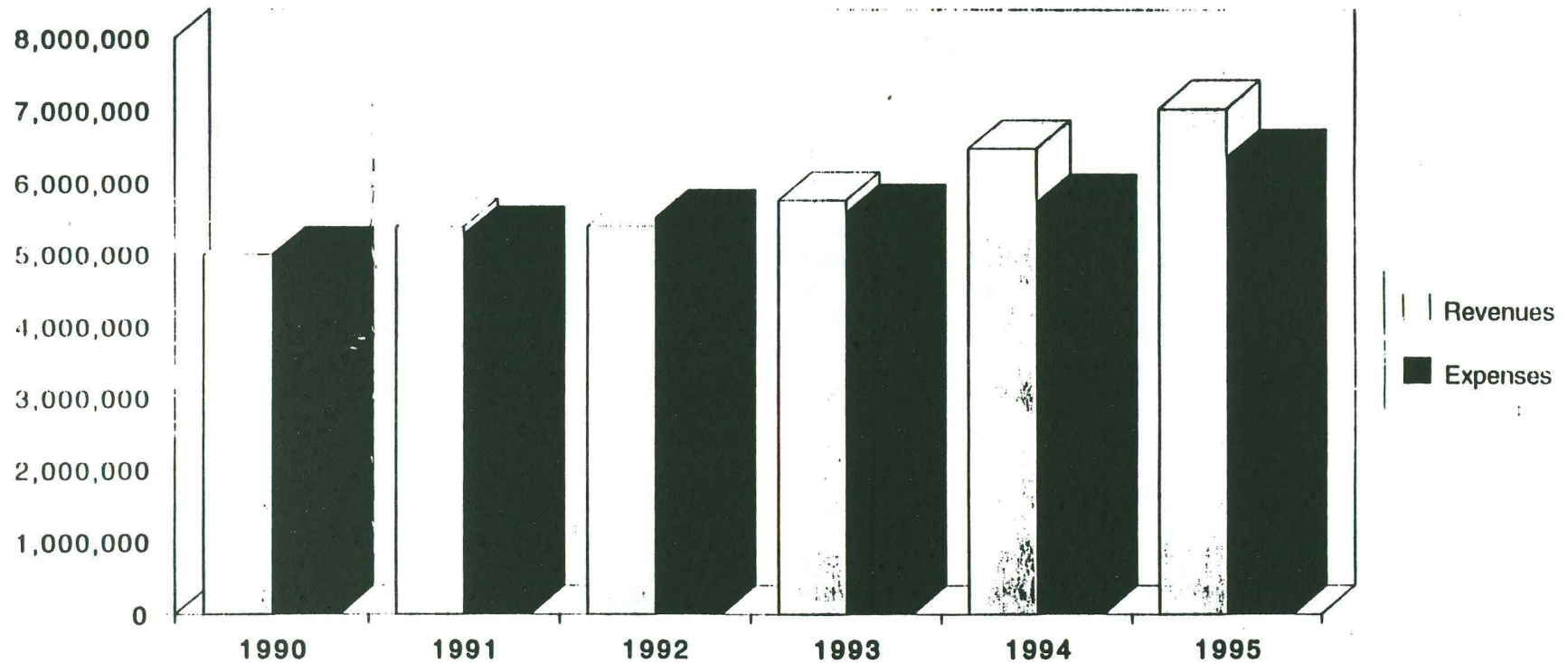
	CDs/CMOs	Cash	Inventory	Total
Aug-91	\$2,475,000	\$190,000	\$697,000	\$3,362,000
Jun-92	\$2,570,238	\$579,000	\$787,858	\$3,937,096
Jun-93	\$2,306,000	\$444,000	\$864,000	\$3,614,000
Jun-94	\$3,585,500	\$247,500	\$1,109,000	\$4,942,000
Jun-95	\$4,360,758	\$305,358	\$1,077,992	\$5,744,107

**A/R Aging Comparison -- June 95 vs. June 94:**





**National FFA Organization  
Revenues and Expenses for the 10 Months Ended June**



## Proposal for the FFA Agriculture Ambassador Program

### PROJECT SUMMARY

The FFA Agriculture Ambassador Program seeks to develop and encourage a core of motivated, well-prepared spokespeople promoting agricultural education, the goals of FFA and the benefits of modern agriculture. The program will help FFA members, advisors and partners to develop their leadership and presentation skills by delivering Ambassador speeches or providing training sessions to service organizations, civic groups, key partner audiences, students and others. The program will be administered through the National FFA Organization and other partners in agribusiness, and will be geared toward members, advisors, state staff, agricultural education related organizations, national leaders and alumni members.

### CONCEPT

The FFA Agriculture Ambassador Program will utilize a set of informational materials to provide participants with the information and tools necessary to schedule, prepare and deliver public presentations on agricultural education and modern agriculture. Through the FFA Agriculture Ambassador Program, members and advisors will develop and strengthen their research, organizational and presentation skills. The program will also encourage links and mentoring relationships among members, advisors, alumni, partners in the community, and opinion leaders as Ambassadors deliver their messages. The value of the presentations made by Ambassadors will be leveraged by helping participants secure key national speaking "platforms" and through news media coverage and the circulation of texts and reprinted articles.

The FFA Agriculture Ambassador Program will help create a positive leadership and growth experience for members and leaders; encourage Ambassadors to serve as spokespeople and present key messages on behalf of agriculture and agricultural education; and link new communications opportunities with existing FFA programs such as PALS and the Agricultural Issues Forum.

### INTRODUCTION

The FFA Agriculture Ambassador Program is consistent with the National FFA Organization's mission *"to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education."* Members will develop the leadership skills and self esteem the organization seeks to impart. Placing student leaders and advisors in the roles of trainers and motivators further hones their leadership skills.

The program's impact on personal growth and career success—beyond the easily-identified benefits of better presentation skills or the advantages for communications-oriented students to explore the spoken word—could be expanded by the involvement of partners as mentors and connections, through which FFA Agriculture Ambassadors could gain access to audiences and coaching on audience analysis and presentation. The FFA Agriculture Ambassador Program will be one link in a chain of Ambassador programs in place or in development at a wide variety of agricultural associations across the nation.

The Program as outlined in this document will start with a tight core of national and state student leaders and state staff, and extend outwards to eventually involve members, advisors and partners in widening circles. That pilot program, followed by a more extensive launch, will allow the National FFA Organization to train its trainers, develop the program using the input of some of its most recognized and skilled leaders, and help those leaders hone their skills as they train and



motivate future Ambassadors.

## NEED

At a time of shifting resources and educational policies, agricultural education and agriculture in general are under great scrutiny by lawmakers and the general public. The vast majority of U.S. residents—even in many of the places that support a chapter of FFA—have become disconnected from the source of their food supply. A consistent theme heard from those in agricultural education and FFA is that the general public does not recognize or understand the value and contribution of the educational programs and the student organization.

Despite the vast number of good arguments in support of agricultural education and modern agricultural practices, it is often difficult for people to find a comprehensive set of facts, figures and statistics through which they can present agriculture in a positive light and respond to its critics. In addition, new teaching and research methods enable members and advisors to access vast amounts of information—but demand refined research skills, many of them foreign to traditional students. The FFA Agriculture Ambassador Program would bring together a core of information with a step-by-step approach that will allow Ambassadors to organize and deliver a basic presentation, then provide the tools and impetus to explore the industry in search of greater detail. Information gathering avenues could include library research, in-person and telephone interviews, and on-line access to stored information.

The FFA Agriculture Ambassador Program will help participants effectively address key issues in agricultural education and agriculture. It will also help Ambassadors hone their research, planning and presentation skills by requiring them to prepare good Ambassador programs. The Program could provide material for members and advisors engaged in other FFA activities like PALS, the Agricultural Issues Forum or other public speaking programs.

Lastly, there is a need to provide connections between FFA members and partners in the community. The FFA Agriculture Ambassador Program could provide valuable connections between FFA members and partners in the community; perhaps a mentoring opportunity for an Ambassador from another agricultural organization such as the American Society of Farm Managers and Rural Appraisers, the Agricultural Retailers Association, the National Association of County Agricultural Agents, or other such groups. Ambassadors might also call on representatives of sponsor companies or organizations, opening routes to informational interviews on career choices and options as well as on the subject at hand. The career and personal opportunities that could emerge from interaction among Ambassadors and partners is nearly limitless.

## PURPOSES

The purpose of the FFA Agriculture Ambassador Program is to develop a cadre of trained, motivated, skilled proponents of agricultural education and modern agriculture through a program consistent with the vision and mission of the National FFA Organization, providing opportunities for learning, personal growth and career exploration. Through the activities of the FFA Agriculture Ambassadors, the members, advisors and partners will advance their skills in researching, planning and delivering public presentations, and tap into personal growth and career opportunities. The causes of agricultural education, FFA itself and agriculture as a whole will benefit from the support they receive from the Ambassadors.



## GOALS & OBJECTIVES

The goals and objectives of the FFA Agriculture Ambassador Program are:

- A. To create leadership, research, planning and growth opportunities for members;
- B. Enhance the public perception and understanding of agriculture, agricultural education and FFA;
- C. Influence opinion leaders in communities across the nation on issues affecting agriculture, agricultural education and FFA;
- D. Provide opportunities to members to explore careers in sales, marketing, consulting, public relations and other speaking-intensive occupations, or in other ag-related fields;
- E. Increase the knowledge base on agricultural issues and extend the presentation skills of participating members and advisors, as well as their audiences;
- F. Build and expand the leadership and communications capacities of FFA staff and advisors.

## METHODOLOGY

### 1. Pilot Program: Core Ambassadors

The FFA Agriculture Ambassador Program should be developed using a multi-stage, multi-year process, emphasizing evaluation and continual improvement throughout the process. Members, advisors and partners would all be exposed to the Ambassador Program differently, to suit their varying roles in its success. The pilot program would allow the FFA to gradually test and verify the program's approach, materials and successes. In the initial phase, a sample of members, state staff, partners, alumni and representatives of agricultural related organizations would be provided with tools and training. These Ambassadors would then engage in presentations that would be monitored and evaluated for results. The pilot group would involve:

- A. Members. The following groups of members can be trained as core FFA Ambassadors:

- National Officers

- State Officers

- The 30 student candidates not elected to national office

- Selected national and state winners in such programs as public speaking,

- B. Staff. State staff members can be introduced to the FFA Ambassador Program and encouraged to act as proponents and skill-builders, much as they have with The Council's Professional Growth series.

- C. Partners. Partners who are Ambassadors in other associations, or are employees or members of sponsoring organizations, can be encouraged to serve as resources for student and teacher Ambassadors.

- D. Alumni. Key national, state and local Alumni leaders would participate as Ambassadors.



E. **Agricultural Education Related Organizations.** Key national, state and local leaders would participate as Ambassadors.

## **2. Pilot Program: Stratifying the Training**

A. **Members.** Student leaders will be introduced to the FFA Agriculture Ambassador Program during their national and state leadership meetings. Exercises can include (but are not limited to):

1. Review of the resource materials and avenues for further research;
2. Impromptu presentations on key themes outlined in Ambassador Program;
3. Workshop on speaking and presentation skills;
4. Critiques and self-critiques on presentation skills.

Student leaders will be issued Ambassador Kits and training in exchange for a pledge to conduct at least a specific number of Ambassador presentations per year, measured through return cards and surveys.

B. **Advisors.** Advisors can be introduced to the FFA Agriculture Ambassador Program during their inservice training meetings. Training can involve an introduction to the Ambassador materials, a discussion of the principles and goals behind the program, exercises and brainstorming workshops on how to utilize the Program to augment existing FFA or school activities, and how to motivate members to participate.

Advisors would be asked to "buy in" to the program by committing to use the materials; work to motivate student Ambassadors; extend the program; and help Ambassadors network with area mentors, fellow Ambassadors and information sources. They can also serve as Ambassadors to their communities, sharing their knowledge through presentations of their own.

C. **Partners.** By communicating the goals and objectives of the FFA Agriculture Ambassador Program, National FFA Organization and FFA Agriculture Ambassadors can solicit the help of partners in the local and national business community. Partners can serve the FFA Agriculture Ambassador Program by:

1. Mentoring a student FFA Agriculture Ambassador by encouraging him or her, co-presenting with the student, introducing the Ambassador to new audiences or coaching the Ambassador on presentation and personal skills;
2. Providing information and insight that could help the Ambassador prepare and deliver more effective presentations.

## **3. Pilot Program: Contents and Format**

The pilot program can be developed by the National FFA Organization or a contractor to meet the program and organizational objectives. The program's focus and the contents of the core presentation and ancillary materials will be determined by a pilot panel of FFA Organization staff, advisors and members to ensure that organizational goals, education methodology and relevant subject matter are included appropriately.

The basic pilot kit will contain:

A. A tightly outlined core presentation covering:

1. Modern agriculture as a product of education, technology and skill, functioning in harmony with the environment;
2. Career opportunities in agriculture;
3. Agricultural education
4. The benefits of FFA.

B. Ancillary materials on topics of importance, like:

1. The magnitude and importance of agriculture in national and world economies;
2. Agricultural technology like engineering, biotechnology, meteorology, computer science, environmental planning and stewardship, food and nutrition issues, and overseas development efforts;
3. Career opportunities in agricultural fields.
4. The importance of, and statistics supporting, agricultural education;

C. Additional sources of information—and how to access them—can also be addressed in the kit, including:

1. Contacts from sponsor organizations;
2. Library skills;
3. On-line research skills, including information on accessing USDA databases and land-grant college libraries, public documents and World Wide Web home pages for organizations like Conservation Technology Information Center, top state universities, USDA and other agricultural resources.

The tightly constructed core is similar to a highway—the easiest, fastest way to accomplish the job and get the Ambassador where he or she is going. The ancillary materials (background facts and information arranged by topic) are the side roads—the more scenic, more rewarding routes. And the additional sources of information and notes on research skills can function as a set of road maps.

New Ambassadors might be encouraged to drive the highway the first time or two he or she is asked to present a speech on the future of agriculture. But as the speaker gains experience and develops an interest in improvising, embellishing his or her presentation, and customizing the program, it's time to explore the side roads and see the countryside.

Key messages could include:

A. "Thanks to education and technology, many exciting developments are occurring in Agriculture, which I can share today. Those developments offer opportunities for American agriculture to feed and clothe the world, operate in tune with the environment, and also offer excellent career opportunities for me and my peers."



B. "I represent the future of agriculture; the potential for America to continue to enjoy a safe, wholesome, affordable food and fiber supply while remaining environmentally sustainable."

C. "Agricultural education is at the heart of our continuous improvement in agriculture, and allows America's agricultural system to keep up with ever-increasing demand."

D. "FFA offers personal, leadership, educational and career growth opportunities that are unparalleled in American education."

#### **4. Pilot Program: Multiplying the Benefits**

By engaging national, state and local student leaders, state staff, advisors and partners during the pilot phase of the FFA Ambassador Program, the project will reach 700 to 900 people who can act as Ambassadors, motivators or facilitators. Those people, in turn, can reach thousands more with key messages supporting modern agriculture, agricultural education, and FFA.

To further amplify their messages and publicize the program—as well as gain experience in working with the media—FFA Agriculture Ambassadors will be encouraged to use various media to widen their audiences. Ambassadors can work with local and regional print media to run transcripts or excerpts from their presentations, or to run interviews with the Ambassador. Television or radio could be encouraged to cover or follow up on the presentation. And computer-oriented Ambassadors could use the Internet to make their points to an international audience.

Dealing with media and developing a strong presence during interviews are important growth traits and career skills. Exposure to media and practice in planning and executing a media campaign or relationship can provide valuable learning experiences for the student...and, perhaps, even career contacts.

#### **5. Pilot Program: Evaluation**

As with any development process, the FFA Agriculture Ambassador Pilot Program will need to undergo careful evaluation at a number of stages. The evaluation program itself could be used to provide excellent leadership and career growth opportunities for selected members and advisors through involvement in a pilot committee.

A pilot committee of members, advisors, partners and staff will review curriculum elements and determine their appropriateness for the program both during the initial development phase and the continuation and growth phase. The committee will also review feedback forms to ascertain how the Ambassador materials are being used, develop programs to motivate Ambassadors to make more presentations, and plot ways in which the program can be altered or managed for continual improvement. Last, the committee will analyze media placements and other multiplier and amplifier tactics for effectiveness and potential for improvement.

#### **6. Sustaining the Program & Future Growth**

After the initial group of Ambassadors has run through a year-long cycle and the results have been analyzed by the pilot committee, more members, advisors and partners can be trained as Ambassadors.

Possible opportunities might be to offer an Ambassador workshop for members and advisors at the



annual WLC in Washington, which engages 2,000 members per year. Another opportunity would be to encourage state staff, advisors and partners to nominate prospective Ambassadors from their local pool of members. Nominees who accept the opportunity could then be trained at the national FFA convention in November.

Growth will be managed by setting an upper limit on the number of Ambassadors that may be trained in a given year. Follow-up will be carefully monitored, and non-performing (or non-reporting) Ambassadors cut from the roster. Members and advisors must place a reasonably high value on their status as Ambassadors. A sense of value can be encouraged by recognizing active Ambassadors in FFA publications, Ambassador newsletters and other PR materials; motivating advisors, staff and student leaders to encourage Ambassadors to make presentations and continue developing their skills; and by recognizing Ambassadors at annual awards dinners and other local functions.

Growth will also create new duties for national staff, and must be managed appropriately:

- A. Regular communications with Ambassadors—both to update and motivate—will require good database management and a steady stream of letters or other materials;
- B. Fulfilling requests for additional copies of literature or other support materials will need to be handled through National FFA's fulfillment operation, or a coordinator must be assigned to direct Ambassadors to appropriate sources;
- C. Feedback forms must be collected and tabulated, and their results distributed to members of the pilot committee;
- D. The curriculum and materials will need to be updated and augmented to continue to stimulate Ambassadors and keep facts, figures and topics up-to-date.
- E. Efforts will be made to obtain state and national "platforms" for high profile presentation opportunities. Placements generated in media coverage can be circulated to a VIP audience to further extend the reach of these high visibility presentations.

## **TIMETABLE**

The pilot FFA Agriculture Ambassador Program and subsequent roll-out can be executed within the following time frame:

- |   |                   |
|---|-------------------|
| 1. Presentation to the Foundation Board     | May 18-19, 1995   |
| 2. Presentation to the FFA Board            | July, 1995        |
| 3. Focus groups of members, staff, advisors | November, 1995    |
| 4. First meeting of Pilot Committee         | November, 1995    |
| 5. National meeting of State Staff          | March, 1996       |
| 6. National meetings of State Officers      | May-July, 1996    |
| 7. Formal meeting of the Pilot Committee    | July/August, 1996 |
| 8. Roll-out at National Convention          | November, 1996    |

## **KEY DELIVERABLES**

The outcomes expected to flow from the FFA Agriculture Ambassador Program include:

- A. A pilot program that sets an appropriate tone for the implementation, growth and continual improvement of the FFA Agriculture Ambassador Program;



**B. Members, staff and advisors with improved research, planning and presentation skills;**

**C. FFA Agriculture Ambassadors reaching agricultural and non-agricultural audiences with positive messages about the need for agricultural education, the benefits of modern agricultural technology, environmental stewardship, and career opportunities in agriculture;**

**D. A functional evaluation scheme dedicated to reviewing the FFA Agriculture Ambassador Program, encouraging continual improvement and updates and ensuring that the Program continues to reflect the goals and vision of the National FFA Organization.**

## BUDGET

If approved, the FFA Agricultural Ambassador Program will seek funding as a special project through the National FFA Foundation. It is anticipated that there could be a number of sponsoring organizations contributing to the program.

### I. STAGES

#### Timelines

- |    |  |                           |
|----|--|---------------------------|
| 1. | Design and Development                       | 6 months                  |
| 2. | Pilot test/operation                         | 12 months                 |
| 3. | Roll Out                                     |                           |
|    | 3a. - State, National sample Level - Phase I | 12 months                 |
|    | 3b. - Local Level - Phase II                 | Constant after 2 1/2 yrs. |
| 4. | Sustaining effort/support                    | Constant after 2 1/2 yrs. |
- Stage 2, 3 and 4 need ongoing evaluation components.
  - Stage 3 and 4 may need incentive components
  - Stage 3 and 4 will need "platform development" components, i.e., systems to:
    - a) help create "platforms" or opportunities for people to make presentations
    - and b) market those presentations to the media.

### II. COSTS

<b>Development</b> w/18% Fdn	\$850,000 over three years
<b>Sustaining</b> w/18% Fdn	\$300,000 per year

1. **Staff** (e.g., Project Manager, Support Staff, and Benefits-22%)
2. **Travel** (e.g., Staff, Task force (9))
3. **Overhead** (FFA, AERO, etc.)
4. **Materials** (e.g., Design, Update/Refresh, and Duplicate)
5. **Training** (3-4 hour sessions) (e.g., Pilot Test Sites, Includes Limited Travel-no materials, Honoraria, Video (to assist), Materials (slides, overheads, etc.)
6. **Evaluation**
7. **Sustaining/Supporting** (e.g., Newsletter, Database Management, Reporting, Updated Materials)
8. **"Platform Development"** (e.g., booking meetings, leveraging media, etc.)
9. **General Fund** (Fdn - 18%)



## PILOT TO IMPROVE REGIONAL COLLABORATIONS

The following proposal is not a traditional proposal but lists and identifies areas of needs and concerns of states to improve regional collaborations. The proposal seeks permission to work with the National FFA Foundation to solicit cash or in-kind contributions to fund these objectives. The areas identified can also serve as a guide to other organizations for possible cooperative efforts, i.e. NVATA, NASAE, FFA Alumni.

### Need Statement

There is a need to improve regional collaboration so that improved curriculum, business and industry linkages, state leadership, and instruction will occur without costly duplication of efforts. The Eastern Region has continued to experience severe reduction of state staff for agricultural education and FFA. These states lack the time and resources to ensure quality programs and services to teachers and students. Although, it is a more drastic situation in the Eastern States, the reduction of state staff will continue to be a problem in all states. Therefore, a pilot effort to coordinate and maximize state staff through improving regional collaborations needs to be implemented in the Eastern States. The results and evaluation of the effort would be utilized to replicate the collaboration strategies in other states and regions.

### Proposal Development

During the March 1995 Inservice of State Staff, the state supervisors, executive secretaries and teacher educators from the Eastern Region met to discuss challenges and opportunities. It was decided that a follow-up meeting was necessary to discuss specific strategies. The follow-up meeting held in Pennsylvania on May 16 and 17, 1995 included 10 states (CT, DE, MD, ME, NH, NY, NJ, PA, OH, RI); VT was not able to attend. Positive occurrences from each state were identified during the meeting. There were also major challenges identified, such as:

- Technical assistance for state supervisors
- Education of ag leaders on the need for state leadership
- Teacher education capacity
- Insuring that FFA is integrated into all ag ed curriculum
- Curriculum development capacity--what to teach, how to teach and supportive materials
- Availability of grants
- Maintaining a cutting edge posture with curriculum and instructional supplies

- Recognize comparable terms of new national initiatives and translate need, i.e. school-to-work
- Recruit and retain upper level students and students of diversity
- Recruit and retain new teachers
- Break down state boundaries as it pertains to teacher recruitment
- Increase the usage of technology to collaborate with other states
- Collaborate with other states on projects
- Financial constraints

Based on the identified strengths and challenges, the pilot proposal was developed to address the common concerns of the Eastern States, but with an emphasis on developing models for other state and regions.

### Objective

1. Improve communication and sharing among the eastern region states.

Establish bi-monthly teleconference calls--until electronic communications are in place.

Establish electronic communications capacities within all states.

- Modem connections
- National Internet server
- Staff training on computer use

2. Establish bench marking and best practices efforts to guide program leadership and curriculum development efforts.

Hold an Eastern Region bench marking/best practices development conference to establish benchmarks and best practices for state leadership functions and agricultural education program functions.

Complete team visits to selected states to find best practices examples using skills/bench marks developed at the conference.

3. Provide technical assistance to state staffs to improve state leadership capacities.

Develop a series of state leadership workshops, for example:

- how to establish foundations
- training state FFA foundation trustees
- how to establish a state-wide Ag Council
- communicating with business
- electronic communications
- how to develop partnerships in political environments
- effective legislative activities



Identify grant sources, coordinate grant development efforts, and provide grant writing expertise.

Assure continuity of communications between national, state, and local agricultural education entities.

4. Establish coordinated curriculum development efforts.

Complete a curriculum needs assessment for Eastern Region states.

Have current curriculum materials services meet with teachers (e.g. at teachers' conferences) in each state for the purpose of sharing current materials and to identify needs.

5. Establish coordinated teacher pre-service and inservice efforts focused on improving integration of academic and vocational instruction, teacher availability, curriculum use, and student performance through quality instruction.

Coordinate teacher inservice activities and to assist teacher education institutions with developing coordinated pre-service efforts.

Develop an integration crosswalk between academic and agricultural competencies. Define models for integration efforts within each state.

Develop and implement a team-based teacher trainer program designed to improve integration of agricultural education competencies with academic competencies from kindergarten to adult education.

### Plan

Wherever possible the objectives outlined in this proposal should be coordinated with existing or planned strategies, such as the National Council for Agricultural Education "Reinventing School-Based Agricultural Education for the Year 2020", the National FFA's pilot Internet efforts, National FFA Inservice for State Staff. The proposal could be funded in part or as a whole. The Partner Development Team will work with the FFA management, other FFA Teams and the Eastern Region leaders to implement and evaluate the strategies.

### Management

The Partner Development Team would be responsible for the overall management of the project, working closely with FFA management, all appropriate teams and organizations.

## Timeline

The objectives would be implemented based on when they are funded.

## Budget

### 1. Improve communications capacities:

Establish bi-monthly teleconference calls (until electronic network established)	\$ 2,700
---	----------

Establish electronic communications within all states

- |                                  |          |
|----------------------------------|----------|
| • Modem connections              | \$ 1,200 |
| • National Internet server est.  | \$10,000 |
| • Staff training on computer use | \$ 3,000 |

### 2. Establish bench marking and best practices efforts:

Bench marking/best practices development conference	\$15,000
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Complete team visits to selected states to find best practices	\$ 5,000
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### 3. Technical assistance to state staffs:

Develop a series of state leadership workshops, for example:

- how to establish foundations
- training state FFA foundation trustees
- how to establish a state-wide Ag Council
- communicating with business
- electronic communications
- how to develop partnerships in political environments
- effective legislative activities

Coordination and development of grants	\$ 5,000
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Continuity of communications - national, state, and local	\$10,000
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### 4. Coordinated curriculum development:

Curriculum needs assessment	\$ 5,000
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Curriculum materials services meet with teachers	\$ 6,000
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5. Coordinated teacher pre-service and inservice:

Inservice and preservice coordination	\$10,000
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Integration crosswalk - academic and agricultural competencies	\$20,000
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Team-based teacher trainer program	\$10,000
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The 18% General Fund would be added.

## ***State Leadership Development Services Serving State Associations***

**Need:** Leadership development is the hallmark of the National FFA Organization. From career development events to conferences leadership is a part of every activity FFA conducts. However, as student populations diversify, the National FFA Organization must take innovative strides to provide quality leadership and personal development training for all members. This can only happen if products and services are designed and implemented directly at the local level. Currently, members choose from a variety of options for their leadership development experience. These include but are not limited to:

- Nationally Sponsored Conferences—WLC and MFE
- State Sponsored Conferences
- Regional/District Conferences
- Local Leadership Training conducted by the chapter advisor

Although these programs are highly effective, the number of FFA members attending them represents only a fraction of the total membership of over 428,000 members. There are five main factors that function together or independently to limit participation.

1. Greater competition for student time and interests during the summer and on weekends.
2. Cost and time required.
3. Increased demands on advisor time.
4. Administrative restrictions on field trips and travel.
5. Reduced State Staff time and resources to manage some activities.

Providing products and services directly to state associations for delivery would be an efficient means to meet the needs these factors create.

This proposal would set the mode of operation that would allow the national staff to assess current need, seek financial support through the National FFA Foundation, and then develop, test, and deliver leadership and personal development programs targeted for delivery to and by State Associations.

**Purpose:** In order to maximize the capacity of existing delivery systems and fulfill our mission of providing premier leadership, personal growth and career success materials to every FFA member through agricultural education, we propose board approval of the following parameters within which the national staff could pursue a variety of initiatives. Each product or service would be assessed against the following criteria before being accepted:

- I. Does the product or service . . .
  - A. Support the mission of the National FFA Organization?
  - B. Contribute to the capacity of state associations to provide leadership and personal development experiences for FFA members?
  - C. Address contemporary needs identified by state associations?
  - D. Prove self sustaining, given proper marketing, distribution and/or Foundation Special Project sponsor support?
  - E. Warrant the allocation of limited FFA Center resources?
  - F. Develop in collaboration with all National FFA customer teams?



II. Any new area would be reviewed by the FFA Center staff and final approval would be the responsibility of the COO.

III. All products and services with a budget exceeding \$100,000 would be subject to the approval of the National FFA Board before funding would be sought.

- Objectives:**
- Provide products and services that state associations will utilize to build the leadership skills of their members.
  - Provide inexpensive, quality premier leadership materials for training of local FFA members delivered through the state system.
  - Meet the demand for leadership training materials requested by delegates.
  - Facilitate sharing of resources between state associations.

**Plan:** In order to provide need based products and services, the FFA student services team will regularly gather, assess and prioritize key needs and topics. The methodology for accomplishing this goal will be:

Step 1—Identify the top 15 leadership and personal development products, services and initiatives important to state associations; from this listing the top 5 will be prioritized, focused on and developed. *(Note: This list will constantly be updated and regularly cross referenced with the top rated topics of school administrators and guidance counselors to insure that mutual interests are served when appropriate).*

Sources for this research would include, but not be limited to the following:

- National FFA Delegate Process
- National Leadership Conference for State Officers
- State Presidents' Conference
- Surveys to State Advisors and Executive Secretaries
- Washington Leadership Conference/Made For Excellence
- Focus groups as available.

Step 2—

Products and services would be developed as funding allowed with the assistance of representatives from each FFA customer group. All items would be pilot tested before release.

**Reporting:** A progress report of all products and services being developed would be presented at each meeting of the National FFA Board of Directors. It would include the status of each project as well as identify key target areas for future products.

## National Agribusiness Conference

### *Background*

Purina Mills has an historical commitment to developing future leaders in agriculture. The company's founder, Wm. H. Danforth, established many youth-oriented leadership development programs and was very supportive of the efforts of 4-H and FFA. The company celebrated its 100th anniversary in 1994 by hosting the first ever National Agribusiness Conference focused on the future. This conference generated over \$30 million dollars' worth of positive publicity for the industry of agriculture and FFA. Due to the overwhelming success of the conference, interest and support exists for its continuation.

### *Need*

Current consumer concern about food safety and environmental and technological issues creates a need to expand the number of highly trained and motivated ambassadors for the industry of agriculture. These youth spokespersons must be cognizant of the issues and committed to leveraging their knowledge by training ambassadors within their state.

### *Purpose*

The proposed National Agribusiness Conference will provide 100 FFA student leaders from all 50 states and territories with a valuable orientation to agribusiness at a National conference to be sponsored by a coalition of agricultural sponsors. The conference will focus on the primary issues of today's food and fiber system in an attempt to develop well-informed ambassadors for the agriculture industry.

### *Objectives*

This conference will meet the following general objectives:

- Provide extensive exploration of current agriculture issues.
- Develop 100 FFA leaders as articulate and informed ambassadors for agriculture.
- Develop the critical thinking skills of 100 FFA student leaders.
- Provide career exploration opportunities to the participants.
- Generate positive National media attention for FFA and the agriculture industry.

### *Plan*

The conference will only be conducted if funding is confirmed by January 1, 1996. It will be coordinated by FFA with program assistance from Purina Mills. The business conference itself would be conducted at the Purina Mills Conference Center located at the company's Research Center in Gray Summit.

As in the 1994 conference, top executives from major companies such as John Deere, Elanco and Monsanto will participate.



While some important presentations by executives would take place, the intent of the program is that these speeches be kept brief in order to give students the opportunity to interact and participate. They would discuss major issues facing the agricultural and food industries. At a press conference which would be conducted near the end of the program, reporters would be given the opportunity to interview the FFA members.

### ***Budget***

Overhead Allocation	\$2,000.00
Printing	\$5,000.00
Materials Supplies	\$14,000.00
Meals	\$24,000.00
Lodging	\$22,000.00
Travel Tours	\$14,000.00
Travel	\$21,000.00
Audiovisual	\$10,000.00
Salaries	\$14,000.00
General Fund	<u>\$24,000.00</u>
	\$150,000.00

## **Career Success Conferences**

### *Need*

The National FFA Organization offers an assortment of leadership development opportunities and experiences. However, its mission also states that FFA develops the potential of young people for career success. Although leadership development is a component of career success, there are other factors that are necessary as well.

Some of these factors are:

- Career Exploration
- Career Planning
- Interests Assessments
- Industry Analysis
- Global Connection of Careers

### *Purpose*

We propose a series of career success conferences developed in collaboration with related industry organizations and associations.

With a "hands-on" approach, these conference would include interactions with key leaders in career clusters, while also providing technical skill development necessary in each career area. In addition, current issues in each career cluster would be identified and discussed utilizing a forum setting.

Potential topics would include, but are not limited to:

- Environmental and Natural Resources Careers
- Wildlife Management and Outdoor Recreation Careers
- Agriscience and Technology Careers
- International Agricultural Careers

We seek the approval of the National FFA Board of Directors for the development of regionally-based topical career success conferences and seek special funding through the National FFA Foundation Board of Trustees.

### *Objectives*

Participants will:

- assess their career interest and skill level.
- develop an awareness of the opportunities within a career area.
- develop a plan for attaining the career of their choice.
- understand the current issues within the career cluster.
- apply leadership strategies to issues within their career cluster.



***Plan***

Conferences will be developed in concert with business and industry representatives. The conferences will be managed on a cost-recovery basis. Topic areas will be developed as industry funding is available.

***Budget***

General Fund	\$10,000.00
Project Management	\$10,000.00
Materials Design & Development	\$11,000.00
Industry Action Force (2 Meetings)	\$12,000.00
Printing	\$ 3,000.00
Promotion	<u>\$ 5,000.00</u>
<b>Total</b>	<b>\$50,000.00</b>

## **1995 - Honorary American FFA Degree - Teacher**

### **Alabama**

David V. Ashe, Opp Middle School, 304 East Stewart Avenue, , Opp, AL 36467

Tony W. Berry, Montevallo High School, 980 Oak Street, , Montevallo, AL 35115

Ronald C. Harris, East Limestone High School, 15641 East Limestone Road, , Athens, AL 35611

### **California**

Jerry Dean, Atascadero High School, # 1 High School Hill, , Atascadero, CA 93422

Leroy Wallace, Santa Rosa High School, 1235 Mondocino Ave, , Santa Rosa, CA 95401

### **Colorado**

Charles Donkle, Las Animas High School, 300 Grove Ave, , Las Animas, CO 81054

Steven C. Karspeck, Hoehne High School, PO Box 91, , Hoehne, CO 81046

### **Georgia**

Charles P. Griner, Colquitt County High School, 1800 Park Ave, , Moultrie, GA 31768

### **Illinois**

Mark S. Wright, Georgetown-Ridge Farm High School, 500 W Mulberry, , Georgetown, IL 61846

### **Indiana**

Michael L. Johnson, C.A. Prosser School of Technology, 4202 Charlestown Rd, , New Albany, IN 47150

Richard McGown, Triton Central High School, 4774 West 600 North, , Fairland, IN 46126

### **Iowa**

Brent A. Hanna, Knoxville Community High School, 102 N Lincoln, , Knoxville, IA 50138

### **Kentucky**

Gary H. Burdine, Jessamine County High School, 2101 Wilmore Rd, , Nicholasville, KY 40356



**Maryland**

Robert A. Beavan, Catoctin High School, 14745 Sabillasville Road, , Thurmont, MD 21788

**Michigan**

Alan Alaga, Ovid-Elsie Area Schools, 8989 Colony Rd, , Elsie, MI 48831

Craig A. Edgerly, Harbor Beach Community Schools, 402 S Fifth St, , Harbor Beach, MI 48441

**Minnesota**

Bernard H. VanZomeren, Jefferson High School, 1401 Jefferson St, , Alexandria, MN 56308

Jeff Voss, Jackson High School, 1128 North Hwy, , Jackson, MN 56143

Marvin D. Ziner, Elk River Area High School, 900 School St, , Elk River, MN 55330

**Missouri**

Albert Bos Jr., Aurora High School R-8, 101 Roosevelt St, , Aurora, MO 65605

Larry Henneke, Hermann High School, Gasconade CO R1 Hwy 100 West, , Hermann, MO 65041

Robert W. Knight, Brunswick High School R-2, 1008 County Rd, , Brunswick, MO 65236

Francis M. McCrory, Clopton High School, Box 218 Hwy WW RR # 1, , Clarksville, MO 63336

Rex Moore, Van Far High School, 2200 Hwy 54 West, , Vandalia, MO 63382

**Montana**

Kevin Fochs, Park High School, 102 View Vista Dr, , Livingston, MT 59047

**Nebraska**

David L. Barnard, Superior Public Schools, PO Box 288, West 8th St, Superior, NE 68978

Randy Vlasin, Chase County High School, 1000 Wellington St, , Imperial, NE 69033

**New York**

Glenn Osterhout, Madison Central High School, PO Box 155 Rt 20, , Madison, NY 13402

**North Dakota**

Jeff Hagel, Granville High School, 600 S Main Street, PO Box 158, Granville, ND 58741

**Oklahoma**

Arnold Bourne, Harrah Public Schools, 20370 Elm St, , Harrah, OK 73045

Donald Boyett, Grove High School, Box 789, , Grove, OK 74344

Thomas G. Cannon, Sapulpa Public Schools, 3 South Mission, , Sapulpa, OK 74066

Dearl Cunningham, Jay High School, Monroe St, , Jay, OK 74346

Joe Cunningham, Locust Grove High School, PO Box 399, , Locust Grove, OK 74352

Dan Flanders, Okemah High School, 204 W Date St, , Okemah, OK 74859

Bill Gerler, Inola High School, Box 789, , Inola, OK 74036

Jack T. Gorczyca III, Harrah Public Schools, 20370 Elm St, , Harrah, OK 73045

Jeffrey L. Hogue, Coweta High School, Box 550, , Coweta, OK 74429

Larry Long, Elk City High School, 222 W Broadway, , Elk City, OK 73644

Wyman Nemecek, Checotah Public Schools, 320 W Jefferson, , Checotah, OK 74426

C. B. Tuck, Caney Valley High School, PO Box B, , Ramona, OK 74061

**Oregon**

Rolland Aschim, Forest Grove High School, 1401 Nichols Lane, , Forest Grove, OR 97116



**South Dakota**

Linda A. Rist, West Central High School, PO Box 259, , Hartford, SD 57033

**Tennessee**

John M. Blankenship, Halls High School, 4321 Emory Rd, , Knoxville, TN 37938

Robert W. Myracle, Riverside High School, Rt 1 Box 64A, , Parsons, TN 38363

**Texas**

C. Don Beene, Fairfield High School, 631 Post Oak Rd, , Fairfield, TX 75840

Joe R. Burkett, Jacksboro High School, 812 W Belknap, , Jacksboro, TX 76457

Michael C. Edwards, Klein Oak High School, 22603 Northcrest Dr, , Spring, TX 77389

Jerry K. Mathis, Hart High School, PO Box 490, , Hart, TX 79043

Barney M. McClure, Cleburne High School, 1501 Harlin Dr, , Cleburne, TX 76031

Clarence G. Schornburg, Edna High School, Drawer D Gayle St, , Edna, TX 77957

John A. Smith, Mabank High School, 124 E Market St, , Mabank, TX 75147

**Utah**

William C. Schell, Manila High School, PO Box 249, , Manila, UT 84046

**West Virginia**

Robert C. Beach, Clay-Battelle High School, Drawer A, , Blacksville, WV 26521

Erwin Berry, St Marys High School, 1002 Second St, , St Marys, WV 26170

David L. Bourgeois, Ripley High School, #1 School St, , Ripley, WV 25271

James R. Knotts, Mineral County Vo Tech Center, 600 Harley Staggers Dr, , Keyser, WV 26726

**Wisconsin**

Richard L. Colby, Adams-Friendship High School, 420 N Main, Box 346, Adams, WI 53910

Tari Costello, New Holstein High School, 1715 Plymouth Street, , New Holstein, WI 53061

Peter D. Drone, Bloomington High School, 545 Mill Street, , Bloomington, WI 53804

Leif Gigstad, Sheboygan Falls High School, 220 Amherst Ave, , Sheboygan Falls, WI 53085

Brian Hendrickson, Montello School District, 222 Forest Lane, , Montello, WI 53949

Robert L. Johnson, Milton High School, 114 W High Street, , Milton, WI 53563

**Wyoming**

Nick L. Siddle, Sheridan High School, 600 Adair St, , Sheridan , WY 82801

**Grand Total (All States): 64**



## 1995 - Honorary American FFA Degree - Other

- Armbruster, Mr. Walter J. - Managing Director  
Farm Foundation, Oak Brook, IL 60521
- Arrington, Dr. Louis C. - Extension Poultry Specialist  
UW System, Madison, WI 53711
- \*\* Bailey, Mrs. Melissa -**  
Dover, FL 33527
- \*\* Bailey, Mr. B. Courtney -**  
Dover, FL 33527
- \* Baker, Ms. MeeCee - Vice President**  
NVATA, Port Royal, PA 17082
- Banks, Dr. Donna J. - Vice President Research & Development  
Kellogg Company, Battle Creek, MI 49016
- Beard, Mr. Fred Richard - Assistant Professor  
University of Georgia, Athens, GA 30602
- Bergman, Mr. Frederick W. - Staff Forester  
Missouri Dept of Conservation Burr Oak Woods, Blue Springs, MO 64015
- Biondo, Mr. Ronald J. - District 2 Field Advisor  
Facilitating Coordination In Agricultural Ed, Countryside, IL 60525
- Braksick, Mr. Norman A. - President  
Asgrow Seed Company, Kalamazoo, MI 49002
- Brister, Dr. Roy - Director of Research and Nutrition  
Tyson Foods, Inc., Springdale, AR 72765
- Butler, Mr. Fred Gold - Farmer  
Inwood, WV 25428
- Casey Jr., Dr. James E. - Associate Professor of Agribusiness  
Division of Ag Science & Vocational Education, Huntsville, TX 77341
- \* Cleberg, Mr. Harry D. - President & CEO**  
Farmland Industries, Inc., Kansas City, MO 64116
- Colgan Sr., Sen. Charles J. - Virginia State Senator  
Legislative Office, Manassas, VA 22110
- \* Craft, Mr. James - State FFA Executive Secretary**  
Illinois FFA Center, Roanoke, IL 61561
- Cunningham, Dr. Richard - Principal  
Warren Hills High School, Washington, NJ 07882
- Curtis, Mr. Russell - Vice President  
Prairie Farms Dairy, Carlinville, IL 62626
- Doyle, Mr. William J. - President  
PCS Sales, Skokie, IL 60077
- \*\* Duffner, Mrs. Erma -**  
Ephrata, WA 98823
- \*\* Duffner, Mr. Larry -**  
Ephrata, WA 98823
- Elmore, Mr. Walter - Executive Treasurer  
New York FFA, High Falls, NY 12440
- Emin Jr., Mr. John F. - Retired Agricultural Instructor  
Smithfield, RI 02917
- Estep, Ms. Shawna Lea - Co-Owner  
R-AYR Farms, Marionville, MO 65705
- Fischer, Mr. Roger - Agricultural Products Advertising Manager  
Melroe Company, Fargo, ND 58102

\* Retiring Board Member

\*\* NO &amp; Star Parents

## 1995 - Honorary American FFA Degree - Other

- \*\* Flournoy, Ms. Barbara A. -  
    , Chicago, IL 60643  
    Foell, Mr. Dick - Manager Agribusiness Affairs  
    Zeneca Ag Products, Roseville, CA 95661
- Folk, Hon. Joe Neil - Judge  
    Jasper County Courthouse, Jasper, TX 75951
- Funk, Ms. Esther - Secretary  
    Illinois Foundation FFA, Roanoke, IL 61561
- Glenn, Ms. Marcia E. - Vice President  
    Kraft Foods, Glenview, IL 60025
- \*\* Glodowski, Mrs. Kathy -  
    , Amherst Junction, WI 54407
- \*\* Glodowski, Mr. Greg -  
    , Amherst Junction, WI 54407  
    Griffin III, Mr. Ben Hill - President & Chairman of the Board  
    Ben Hill Griffin, Inc., Frostproof, FL 33843
- \*\* Hagen, Mrs. Sue -  
    , Powell Butte, OR 97753
- \*\* Hagen, Mr. Lyman -  
    , Powell Butte, OR 97753  
    Herd, Mr. Amon Roy - Associate Director  
    Instructional Materials Laboratory, Columbia, MO 65201
- Hobgood Jr., Mr. Walter P. - President  
    Protiva, a Unit of Monsanto Co, St Louis, MO 63167
- Hoff, Dr. David E. - Assistant Professor  
    University of Minnesota, Crookston, MN 56716
- Horn, Dr. Floyd - Deputy Under Secretary Research Ed & Econ.  
    USDA, Washington, DC 20250
- Irwin, Dr. Lyndon N. - Poultry Science Department of Agriculture  
    Southwest Missouri State, Springfield, MO 65804
- Jacoby, Mr. Jeff - Director External Affairs  
    FMC Corporation, Ag Chemicals Group, Philadelphia, PA 19103
- \*\* Kallevig, Mrs. Cindy -  
    , Willmar, MN 56201
- \*\* Kallevig, Mr. Steve -  
    , Willmar, MN 56201  
    Klein, Ms. Lynn Brock - Senior Communications Manager  
    Georgia Pacific Corporation, Atlanta, GA 30348
- Komatsu, Mr. Shunzo - National Advisor  
    Tokyo Noge High School, Imagawa, JP 00000
- Luft, Dr. LeRoy D. - Associate Dean and Director of Coop Ext. Svs.  
    University of Idaho, Moscow, ID 83844
- Mallilo, Dr. Anthony T. - President  
    R. I. FFA Alumni, Kingston, RI 02881
- McRee, Mr. Alton K. - President CEO  
    Federal Land Bank of South Mississippi, Jackson, MS 39202
- Medley, Mr. Frank - Principal  
    Upperman High School, Cookeville, TN 38501
- Miller, Dr. Glen M. - Associate Professor  
    University of Arizona, Tucson, AZ 85721



## 1995 - Honorary American FFA Degree - Other

- Monterastelli, Mr. Jerry - Urban Forester, Kansas City Forest District  
Missouri Dept of Conservation Burr Oak Woods, Blue Springs, MO 64015
- Myers, Mr. Gary A. - Executive Vice President  
Morgan & Myers, Jefferson, WI 53549
- \*\* Neufeld, Mrs. Connie -  
    , Inman, KS 67546
- \*\* Neufeld, Mr. Fred -  
    , Inman, KS 67546
- \*\* Ortman, Mrs. Elaine -  
    , Westport, IN 47283
- \*\* Ortman, Mr. Danny -  
    , Westport, IN 47283
- Oswald, Mr. Barry C. - Vocational Education Service Supervisor  
PA Department of Education, Harrisburg, PA 17126
- Pelly, Mr. Jerry D. - Vice President Sales & Customer Realtions  
Forestry Supplies, Inc, Jackson, MS 39201
- Perdue, Mr. Tim - Distribution Resources Team Specialist  
National FFA Organization, Alexandria, VA 22309
- Persiko, Mr. Robert - Chief, Div for NIS Secondry Sch Exchange Init  
Office of Citizen Exchanges, Washington, DC 20547
- \*\* Petroshus, Mrs. Virginia -  
    , Allegan, MI 49010
- \*\* Petroshus, Mr. Jerome -  
    , Allegan, MI 49010
- Plowman, Mr. R. Dean - Administrator Agricultural Research Service  
USDA, Washington , DC 20250
- Poulson, Mr. Howard D. - Farmer/President of Wisconsin  
Farm Bureau Federation, Madison, WI 53705
- \*\* Reinhart, Mrs. Ruth -  
    , Normal, IL 61761
- \*\* Reinhart, Mr. Larry -  
    , Normal, IL 61761
- Schafer, Dr. David E. - Extension Specialist, Meats  
Kansas State University, Manhattan, KS 66506
- Schiattareggia, Ms. Julli - Customer Service Representative  
National FFA Organization, Alexandria, VA 22309
- \*\* Schroeder, Mrs. Nancy A. -  
    , Leipsic, OH 45856
- \*\* Schroeder, Mr. Daniel C. -  
    , Leipsic, OH 45856
- Schug, Mr. James M. - President  
Midwest Agribusiness Services Inc, West Bend, WI 53095
- Schumann, Dr. Herbert B. - Professor  
Sam Houston State University, Huntsville, TX 77341
- Shirley, Dr. John E. - Associate Professor  
Kansas State University, Manhattan, KS 66506
- Shuler, Mr. Richard O. - President & CEO  
VetLife Inc, Norcross, GA 30092
- Simon, The Honorable Paul - Senator  
United States Senate, Washington, DC 20510

\* Retiring Board Member

\*\* NO & Star Parents

## 1995 - Honorary American FFA Degree - Other

- Slack, Mrs. Beth B. - Executive Assistant  
NVATA, Inc., Alexandria, VA 22309
- Sommers, Mr. Ron - Sales Coordinator  
Pioneer Hi-Bred International, Inc., Willmar, MN 56201
- \* Stephens, Mr. Edward D. - Ag Education Instructor  
Carthage Area Vo-Tech School, Carthage, MO 64836
- \*\* Stucker, Mrs. Patricia E. -  
Salem, IN 47167
- \*\* Thixton, Mr. Thomas Earl -  
Salem, IN 47167
- Thomas, Mr. Bobby J. - Curriculum Specialist Agribusiness Education  
Auburn University, Auburn University, AL 368495304
- Townsend, Dr. Joe D. - Associate Dean  
College of Ag & Life Sciences, College Station, TX 77843
- \*\* Vetter, Mrs. Sandy -  
Carpenter, WY 82054
- \*\* Vetter, Mr. Gary -  
Carpenter, WY 82054
- Wantz, Ms. Judith - Former Administrative Assistant  
The Council, Dumfries, VA 22026
- \*\* White, Mrs. Mary Nelle -  
Sturgis, KY 42459
- \*\* White, Mr. Jack -  
Sturgis, KY 42459
- Whitmore, Dr. James - Group Vice President  
Research & Quality Assurance Tyson Foods Inc., Springdale, AR 72762
- Woeste, Dr. John T. - Dean  
University of Florida, Gainesville, FL 32611

**Grand Total (All States): 89**



## **VIP Award Directory Listing**

**Mr. Roy T. Denniston**, Retired Associate in Agricultural Education  
349 Woodward Rd, Box 433, Nassau, NY 12123

**Mr. J. Earl Frick, Jr.**, Retired FFA Executive Secretary  
Rt 2 Box 238, Florence, SC 29501

**Mr. William R. Harrell**, Professor of Agricultural Mechanization & Chair  
Sam Houston State University, PO Box 2088, Huntsville, TX 77341

**Mr. Frank Moon**, Retired Agricultural Instructor  
417 1st Street SE, PO Box 306, Hayfield, MN 55940

**Mr. Robert W. Reynolds**, Corporate VP Int'l Operations & Development  
Monsanto Company, 800 N Lindbergh Blvd, St Louis, MO 63167

**Dr. Dewey W. Stewart**, Area Vocational Director,  
Area 30 Technology Center, PO Box 628, Greencastle, IN 46135

**Mr. Les Thompson**, Retired Chief, Appalachian Regional Staff Division of National  
Programs. Office of Vocational & Adult Education. U. S. Department of Education.  
205 Seneca Court, Franklin, TN 37064

## **National FFA Awards and Career Development Advisory Committee Minutes**

**February 17 - 19, 1995**

The National FFA Awards and Career Development Events Advisory Committee met February 17-19, 1995 at the Holiday Inn, Kansas City Airport, Kansas City, Missouri.

The Committee worked through a discussion of previously surfaced topics, issues and reports of event superintendents and members of the National FFA Teacher Services Team staff. Mr. Bernie Staller, Chief Operating Office, National FFA, led discussions of the reorganization of FFA, its mission, core business goals, pricing procedure for FFA products and services, and finances. Mr. Staller and Bob Seefeldt, TST, then provided the background and basis for the Contests and Awards Study, the Implementation Plan, and Awards and Career Development Events Advisory Committee.

At the close of discussion the committee meeting concluded with the following recommendations. Note unless otherwise indicated the recommendations were approved by consensus.

1. To direct staff to provide for those members with limited English speaking proficiency with interpreters, readers, or other assistance when notified at least two weeks in prior to the event.
2. Recommended that staff initiate the expansion the Career Development Events Agriculture Communications core area, first by determining how current awards, events and activities may be expanded to include the areas of journalism, publications, and audio visual technology, or by preparing a proposal for a new Agricultural Communications Career Development Event which would include those areas.
3. Recommended that staff develop a clarifying statement for Article 5 Section B-1 which is quoted in the for the eligibility requirement section of the Career Development Events Handbook. The statement should clarify that members must have fulfilled the course requirements offered at the local school.
4. Recommended National FFA Staff gather dates, times, locations and organization affiliations where National FFA Career Development Events might be implemented outside of the convention.
5. Recommended that staff proceed with changes to the New National Chapter recognition to be Superior Chapter, a certificate, and State/National Chapter, multi-year plaques. State rankings will continue to be followed. If the national judges discern a-obvious discrepancies in the rankings, then the staff will notify the state staff of the judges concern.
6. Leon Schumacher (Kirk Edney) moved to recommended to the Board that the number of teams be left to the superintendent until a formal proposal can be submitted to the Board for administrating multiple teams and to direct staff to develop selection criteria for multiple teams. Motion carried.
7. Public Speaking Public Speaking Events - Leon Schumacher (Larry Lokai) moved to recommend to the Board that speeches be scored on the relation of the content to agricultural and all Prepared Speaking manuscripts be scored by one individual in advance. National judges would only evaluate the participants' presentations and response to questions. Motion Carried.



8. Superintendent, Manager, Director Position Description - Carl Reynolds (David Moorman) moved to recommend to remove the requirement that a Superintendent, Manager, Director's background experience be in agriculture education. Motion Carried.
9. January 1996 Meeting - Jim Ertl (Carl Reynolds) moved to schedule the next winter meeting prior to the January 1996 National FFA Board of Directors meeting a site to be selected by Teacher Service Team staff. Motion Carried. It was agreed that the meeting would be optional for event superintendents. Event reports would be turned in with successes, computerization results and other arising issues.
10. Jay Lark (Dick Weber) moved to amend the policy of team members all qualifying at a state event by inserting the words "with extenuating circumstances, a teacher may substitute another student from the chapter who may not have participated at a state qualifying event." Motion Carried.
11. Carl Reynolds (Jim Ertl) moved that the committee send a letter of staff commendation to Bernie Staller. Motion Carried.

The Career Development Event Superintendents developed the following list of items that will continue to be worked on in the various committees.

- a. Skill assessments score cards that evaluates process rather than product.
- b. Continue to promote National FFA CDE Winners - excellent this year.
- c. Superintendent's identify a line item in the Career Development Events for dinner meetings with officials, where needed.

Meeting adjourned at 11:00 a.m., February 19, 1995



# National FFA Foundation

## Executive Council

Ron Davis, Chairman 1994  
President & Chief Executive Officer  
Biggs/Gilmore Communications

H. D. Cleberg (1995)  
President & Chief Executive Officer  
Farmland Industries, Inc.

Richard O. Shuler (1996)  
Vice President & General Manager  
Syntex Animal Health, North America

Dale A. Miller (1993)  
President and Chief Executive Officer  
Sandor Agro, Inc.

## Sponsors' Board

Donna J. Banks  
Kollogg Company

Wayne L. Beck  
Pioneer Hi-Bred International, Inc.

Donald O. Borgman  
Boatmen's First National Bank

Norman A. Bralsick  
Agrow Seed Company

Jon R. Carlson  
Case Corporation

William P. DeMeno  
Nationwide Insurance Companies

William J. Doyle  
PCS Sales

Paul F. Engler  
Vitas Foodco, Inc.

Jer A. Gardiner  
Aperial Schrade Corporation

Marcia E. Glenn  
Kraft General Foods

Walter P. Hohgood, Jr.  
The Agricultural Group of Monsanto Company

Allan R. Johnson  
Agricultural Group of Capital Cities/ABC

Steven A. Kirchner  
The Valvoline Company

Lee O. Lochmann  
ConAgra Meat Products Companies

Earl M. Morgan  
FMC Corporation

Gary A. Myers  
Myers & Myers

Richard M. Pelton  
O.F. Mossberg & Sons, Inc.

Monte Rees:  
Cattlemen's Beef Promotion and Research Board

Joe Scarlett  
Tractor Supply Co.

Todd C. Seitz  
The O.M. Scott & Sons Company

W. Jay Spencer  
Toyota Motor Sales U.S.A., Inc.

Robert D. Van Schnick  
Merck Ag Vet

Boyd D. Waincott  
Transnational

Catherine A. Westphal  
Santa Fe Pacific Corporation  
Atchison, Topeka and Santa Fe Railway

rk A. Williams  
National FFA Alumni Association

Robert A. Woods  
ZENECA Ag Products Group

July 12, 1995

TO: Board of Directors  
Board of Trustees

FROM: Bernie L. Staller and Doug Butler

RE: JULY REPORT

## 1. 1995 Foundation Campaign Update

### Highlights of the second quarter:

	6/26/95	6/28/94
<b>Regular Annual Campaign</b>		
Prepaid in previous year <sup>(1)</sup>	\$ 65,483.83	\$ 297,803.00
Cash to date	3,532,260.40	2,784,167.64
Pledges to date	<u>2,142,331.88</u>	<u>2,069,355.65</u>
Sub-total	\$ 5,740,076.11	\$ 5,151,326.29
Prepaid for next year <sup>(1)</sup>	(329,870.26)	(00.00)
Accounts Receivable <sup>(1)</sup>	<u>(197,850.00)</u>	<u>(82,916.25)</u>
Total for current campaign	\$ 5,212,355.85	\$ 5,068,410.04

(1) In 1993, the National FFA Foundation accounting system changed to an accrual basis for pledges under contract.

No. of Sponsors to Date	713	657
No. of New Sponsors	176	116
No. of Executive Sponsors	244	202

### Development & Endowment Campaign

Cash to Date	\$ 4,164.00	\$ 4,085.00
Deferred Gift Commitments	\$ 1,835,000.00	\$ 1,835,000.00

## 2. Office Update

- a. **Staff Changes:** Fred Troendle joined the staff as a new Regional Director in March 1995. He's a former State FFA Officer from Minnesota. He brings a solid background to the position with 10 years teaching experience, most recently at St. Charles, Minnesota. He has tackled his new position with a great deal of enthusiasm and is doing an excellent job of building on the base that Randy Bernhardt had established in that region. Fred works with corporate sponsors in AL, AR, FL, GA, IN, KY, LA, MS, NC, OH, SC, TN, TX, VA and WV.

The National FFA Foundation affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an Equal Opportunity Employer.



- b. This year we will have four 50-year sponsors recognized at the National FFA Convention. They are AGCO, Amoco, Chevrolet, and Farmland Industries. Plans are for AGCO to do a limited edition FFA collector tractor (similar to what John Deere did) which will be available at the 1995 Convention.
  - c. We appreciate the cooperation and communication we receive from those we provide funding for. Since the last board meeting we have appreciated personal visits to the Madison office by Travis Hagen, Jennafer Neufeld & Greg Vetter; Jim Scott & Scott Stump, Carol Duval, Janet Lewis & Tim Purdue; Marshall Stewart and the NVATA Board of Directors; Ricardo Valencia and National FFA Alumni Council to discuss Foundation operations funding relationships.
3. This week's Foundation Board of Trustees meeting will be attended by all three Executive Council members representing the Sponsors' Board by virtue of their position. They are: Harry Cleberg, President & CEO, Farmland Industries, Inc.; Allan R. Johnson, President, Agricultural Publishing Group, part of Capital Cities/ABC, Inc.; Wayne Beck, Vice President - Supply Management, Pioneer Hi-Bred International, Inc. They will be making the following two recommendations to the Board of Trustees based on action taken at the May Sponsors' Board meeting.
- a. Hire an additional Regional Director in the non-profit sector to join the staff in January 1996.
  - b. Capital Reserves request to upgrade computer system and add office equipment for new Regional Director (if new position is approved).

### **Maintaining the FFA Policy Book**

1. As a function of the Policy Committee, policies will be received and formulated into specific policy motions for FFA Board action. Examples are as follows:

Move to amend Division I, Section A, Item 01, Policy a. by . . .

or

Move to amend Division III, Section B, Item 02 by adding Policy d. which will read as follows: . . .

or

Move to amend Division II, Section E, Item 02 by deleting Policy b.

2. Following each FFA Board meeting, the Secretary to the Board will formulate into motions those policy items not processed through the Policy Committee with the use of the above procedure. Following a review with the Chairperson of the Policy Committee, the Secretary to the Board will conduct a Governing Committee meeting to officially insert into the Policy Book those policy matters passed by the FFA Board.
3. The Policy Book will then be updated and available to the Board at the July and January Board meetings.
4. Following the July 1995 Board meeting, the process covered in item 2. above will be used to formulate policies from the July 1994 and 1995 and January 1995 Board meetings.
5. We suggest that the FFA Board officially adopt the Policy Book and all policies included in the document at this meeting (July 1995) and the process spelled out above will begin. Between the July 1995 FFA Board meeting and the January 1996 Board meeting, the procedures will be developed by the FFA staff and placed in the book.
6. In January 1996, the Policy Book will be complete and the system for maintaining the document will be operational.



## **Board Policy Statement on Livestock Competitions**

**“The National FFA Organization believes that livestock exhibition and judging competitions offer significant opportunities for the personal, social and career growth of its members. Participation in all competitive events requires the highest personal standards of ethics, integrity and fair play as called for in the FFA Code of Ethics. FFA members are expected to comply with the specific rules of each competition and to adhere to the industry's National Show Ring Code of Ethics. Additionally, FFA does not condone or tolerate abuse or mistreatment of animals in any form in its activities, programs or competitions. The organization actively supports the training and education of FFA members and advisors in the proper ethical behavior for livestock competitions and in the application of sound and humane principles of animal husbandry.”**

## I. FFA TRADEMARK MANAGEMENT SYSTEM

- A. FFA will select a small number of manufacturers who will be authorized to manufacture the emblem (raised, die-cast metal/plastic, mylar, etc.) to FFA specifications. These authorized manufacturers will be eligible to sell the emblems to trophy shops and similar suppliers for use in creating plaques, trophies and other items for local or state use as long as the use complies with the stated policies. These manufacturers will provide FFA with a complete customer list on a routine basis.

This will then allow a chapter or state advisor to go to a local trophy shop, have the shop order the official emblem from the authorized manufacturer of the emblem, and make FFA plaques, trophies, etc. for local and state use consistent with the policies.

- B. FFA will attempt to secure a limited number of trophy and plaque makers as licensed dealers. These dealers will be of sufficient size to handle substantial business in one or multiple states. The state(s) will agree to buy all emblems from the authorized manufacturers, produce quality products and provide quality customer service and report to National FFA any attempts by any manufacturer to sell them FFA marks or emblematic type of materials.

The help of these dealers to report unauthorized manufacturers will assist FFA in its search for violators. In addition, these dealers agree to sell products with FFA's emblem/name only to FFA chapter advisors and state advisors or executive secretary. In return, FFA will promote, along with its own "supply service," these additional licensed dealers to chapter and state advisors.

FFA believes this relationship could allow the organization to build a controlled "pipeline" to ensure quality from the manufacturers of the emblem, through the actual trophy/plaque maker and to the end user, while providing economic incentive for FFA "dealers" to help surface illegal manufacturers or users of FFA's name or marks.

- C. FFA will attempt to authorize a small number of computer software manufacturers to produce computer software for automatic engraving machines, laser engravers (wood, metal and plastic) and similar emblem-creating technology. These manufacturers would agree to sell only to National FFA "dealers" or authorized users. This restriction is only for the technology that allows the creation of mechanically or laser etched/carved emblems and does not include software to print the logo, create photos of the logo, or create logos on screen or in CD ROM formats.
- D. FFA will provide (to all authorized parties), at no cost, official camera ready art work for printing, video production, computer scanning, CD ROM use and similar applications .
- E. FFA will conduct an 8-10 month educational campaign to inform all FFA and agricultural education units, vendors and manufacturers of the new policies, usage requirements, authorized manufacturers or licensed dealer options.

FFA will then begin an aggressive campaign to prosecute violators, through legal action, beginning with emblem manufacturers and following with other unauthorized uses inconsistent with the new policy.



**F. Cost**

It is very difficult to estimate true costs. Early efforts in the education process may well reduce costly legal fees at a later date. In addition, there is the possibility of a revenue stream from licensing agreements that might offset some costs. The costs will probably be greatest the first through third years. After that, if successful, a small cost would be probable.

Anticipated annual costs in the early years of establishing this management system include; a one half-time system coordinator, travel to select and work with manufacturers or dealers, printing/postage for public information efforts and rudimentary legal work. These costs are anticipated to be \$25,000 to \$30,000 per year. In addition, the organization, on a case-by-case basis, might incur additional legal expenses depending upon the level of resistance by manufacturers to the enforcement of these policies. However, our work to date indicates at least a recognition of FFA's rights by these manufacturers.

**G. Timetable**

<u>Date</u>	<u>Item</u>
6/1/95	Final version of new policies on use of name and emblem prepared for Board book including indemnification language. Note that there is some legal concern in that products carrying the FFA name or FFA marks may increase risk, especially in product liability situations.
7/15/95	Select and begin preliminary discussions with 1-5 nationally authorized manufacturers of emblems (cast, raised, plastic, mylar). Draft letters of agreements including verification, quality control, reporting, etc.
7/19/95	Board action on draft policy.
8/1/95	Finalize agreements with nationally authorized manufacturers of the emblem and announce such to all concerned (suppliers, advisors, state staff, etc.).
8/1/95	Notify delegate coordinators, state presidents, state advisors and executive secretaries of recommended action at the national FFA convention. NOTE: This is not a bylaw or constitution item and does not require delegate action, but the organization seeks delegate action to add to the credibility of the policy.

- |                   |  |
|-------------------|--|
| 8/1 - 11/1/95     | Write to all past violators of the "use of emblem" policy and inform them of the new policies. Inform them that FFA intends to enforce these policies, however, we are looking for a few nationally authorized dealers (especially for trophies and plaques) and if they are interested they should apply for a licensing agreement. |
| 8/1 - 11/1/95     | Begin to process/select "licensed dealers."  |
| 10/1/95           | Present policies to delegates for action via delegate packet.  |
| 11/15/95 - 1/1/96 | Full campaign to notify all individuals of these policies and name of authorized manufacturers and names of licensed dealers, including <i>Making a Difference.</i> , <i>UPDATE</i> , <i>FFA New Horizons</i> , order stuffers, chapter mailings, etc.   |
| 1/1/96 - 6/1/96   | Continue to sign up and build relationships with licensed dealers and authorized manufacturers.  |
| 1/1/96 - 12/31/96 | Continue to inform all advisors, state leaders and vendors of these policies while actually searching out violations. During the first six months focus on education and information, changing over the last six months of 1996 to enforcement and legal action against violators.   |
| After 1/1/97      | <ul style="list-style-type: none"> <li>• Policies fully implemented</li> <li>• Information campaign continues yearly</li> <li>• Verification and enforcement campaign ongoing</li> </ul>   |

## II. SPECIFIC POLICY WORDING

DRAFT — 5/12/95

The Board of Directors and the National FFA Board of Student Officers, on the advice of the Trademark Task Force, hereby approves the following resolution, and submits said resolution to the Delegates for action at the National FFA Convention.

Resolved:

The Board of Directors has not considered or revised the Official Policies for the Use of the FFA Name and Emblem (the "1955 Policies") since 1955. In the nearly forty years since those Policies were adopted, there have been numerous changes in the manner in which the Name, Emblem and other trademark and service marks (the "FFA Name and Marks") are used and may be used. While the basic principles of the Official Policies remain valid, clarification and modification of certain policies relating to the "authorization" of FFA chapters and state associations to use the FFA Name and Marks (within the meaning of Section 16 of Public Law 81-740) are needed. Accordingly, pursuant to the authority granted to the Board of Directors (see 1955 Policies Basic Premise 1), the Board adopts the following, for approval by the Delegates to the National Convention:



**OFFICIAL POLICIES  
FOR THE USE OF THE FFA NAME, EMBLEM  
AND OTHER FFA TRADEMARKS AND SERVICE MARKS**

The following policies are for the guidance of FFA members, local chapters, state associations, the National FFA Organization and all other parties concerned with the approved and acceptable uses of the name Future Farmers of America, the name National FFA Organization, the letters FFA, the FFA emblem, the FFA Advertising Mark and other FFA trademarks and service marks. They were approved by the National Board of Student Officers and National Board of Directors and adopted by delegates in the 1995 National Convention.

**BASIC PREMISES**

1. The name Future Farmers of America and the National FFA Organization, the letters FFA, and the FFA emblem or insignia and FFA Advertising Mark are registered as trademarks in the United States Patent and Trademark Office. They, and the other FFA Marks, are the exclusive property of the "Future Farmers of America," a corporation by an Act of Congress (P.L. 740, 81st Congress). The National FFA Board of Directors, acting upon recommendations of the National Board of Student Officers and the National Convention Delegates, is assigned the responsibility for establishing policies governing the use of the FFA Name and Marks.
2. The use of the FFA Name and Marks shall be only such that will reflect dignity and credit on the organization.
3. Chapter, state association, state foundation and national foundation use of the FFA Name and Marks is encouraged to publicize and promote FFA, especially in the context of:
  - a. Public information, including, but not limited to, newspapers, TV, Radio, Videos, multimedia works and other forms of publicity relating to FFA and FFA activities and programs;
  - b. Promotions and publicity events including, but not limited to, FFA Week, Fairs, Expositions, or other displays, road signs, member home designations, and parade floats;
  - c. Educational programs of all types, including career development events and awards designed for educational purposes and including programs where revenue may be generated, but is incidental to the purpose of the activity and does not significantly exceed the cost of the program;
  - d. Motivational programs of all types, including those where revenue may be generated, but is incidental to the purpose of the activity and does not significantly exceed the cost of the program.

4. Any use of any of the name FFA Name and Marks is strictly prohibited if such use exploits, or might be construed to exploit, for commercial or unapproved purposes, the organization, its officers, members, or the agricultural education program of which they are a part.
5. No organization, person, company, chapter, state association, or state foundation, may grant the right to use or reproduce by any means or manufacture, any of the FFA Name and Marks for any purpose, except as expressly granted in these Policies. The National FFA Organization reserves the right, in its discretion, to enter into agreements for use of the FFA Name and Marks, including appropriate uses for commercial purposes. Any use or employment of any of the FFA Name and Marks that is not specifically included in this Statement of Policies is reserved to the National Board of Directors.
6. Any grant or authorization to an individual, organization or institution for a specific use of any of the FFA Name and Marks does not imply nor preclude granting a similar authorization to another individual, organization or institution for the same or similar purposes.

#### **GENERAL POLICIES**

1. The FFA emblem should be given a position of prominence whenever it is used.
2. The FFA emblem always should be used intact without being defaced.
3. The FFA Name and Marks shall not be used or employed in any manner by the FFA groups, members or other parties as trademarks in connection with commercial enterprises or purposes.
4. Advertisements, public releases or displays containing any of the FFA Name and Marks in any form shall not include expressed or implied testimonials or endorsements of business firms or individuals, their products or services, either by individual members, local FFA chapters, state associations state foundations or the National FFA Organization.
5. The FFA Name and Marks shall not be used by or associated in any manner with any organization or business when such use or association might reflect unfavorably on the National FFA Organization or its members.
6. All uses of the FFA Name and Marks shall be truthful and accurate. The FFA Name and Marks shall never be used in a manner that misleads or deceives. For example, any authorized use stating that proceeds from an activity "goes to FFA" shall clearly identify the portion of proceeds that will be provided to FFA.



## **SPECIFIC POLICIES**

1. Consistent with the Goals set forth in the Basic Premises and General Policies, chapters, state associations and state foundations are hereby authorized (within the meaning of Section 16 of Public Law 81-740) to use the FFA Name and Marks for the purposes set forth in the Goals on the following conditions:
  - a. The use of FFA Name and Marks is otherwise in compliance with these Policies and the FFA Name and Marks are used in such a manner as to impart positive feelings of support for agricultural education and FFA or to impart a modern view of agricultural education;
  - b. The FFA Name and Marks are not used on official clothing, which remains the exclusive province of the National FFA Organization. "Official clothing" refers to any clothing so designated by the National Board of Directors and any facsimiles thereof;
  - c. The FFA Name and Marks are not used on any articles for sale or otherwise for the purpose of fundraising, which is governed by Specific Policy 2, below;
2. Chapters, state associations, state foundations and the national foundation are hereby authorized (within the meaning of Section 16 of Public Law 81-740) to use the FFA Name and Marks on articles for sale, for the purpose of raising funds to support local, state, or national FFA programs, on the following conditions:
  - a. The use of FFA Name and Marks is otherwise in compliance with these Policies;
  - b. Sales are limited by chapters to their local service area (roughly the area from which members are drawn) and by state associations and foundations to within their state boundary;
  - c. The products or services sold must: be in good taste, represent a reasonable product or service for FFA as an agricultural association, provide reasonable value, be of good quality, not subject purchasers or users to risk of harm or loss, and be consistent with FFA's national goals and image;
  - d. All sales must be made by the local chapter, state association or state foundation or its members (as the "retailer"). Chapters, state associations and state foundations are not authorized to grant rights to use the FFA Name and Marks when the product or service will be sold to wholesalers or dealers, who will, in turn, resell that product or service;
  - e. The FFA Marks may not be used on official clothing (as defined above), which remains the exclusive province of the National FFA Organization;
  - f. The authority granted by this Paragraph does not include use of the FFA Name and Marks on plaques, trophies and other "awards."



- g. All collateral literature relating to any product or service, and the packaging or label affixed to any product, must state that the "Use of the [FFA Name or Mark being used] does not represent an endorsement by FFA of this product or service or an endorsement by FFA of the manufacturer or provider of this product or service."
  - h. Each State FFA Advisor or his or her designee shall maintain a sample of each product sold under this Paragraph by the state association or state foundation and shall provide to the National Board of Directors or its designee a trademark report each year identifying each product or service sold by the state association or state foundation under this Paragraph using any of the FFA Name and Marks. Samples shall be maintained for two years and may be inspected by a designee of the National Board of Directors at his or her request.
  - i. Each chapter shall provide a report each year to its State FFA Advisor or his or her designee identifying each product or service sold under this Paragraph using any of the FFA Name and Marks. The chapter shall maintain a sample of each such product for two years, and shall provide such samples, upon request, to the State FFA Advisor or the National Board of Directors.
  - j. Before any use under this Paragraph relating to the sale of products is authorized, the chapter, state association, state foundation or national foundation shall obtain from its supplier an agreement that the supplier will indemnify and defend the National FFA Organization and its officers, directors, chapters, state associations and state foundations from and against any liability or costs arising from the manufacture, quality or characteristics of the products. The National Board of Directors may, from time to time, identify classes of products for which an indemnification is not required.
- 3. When chapters, state associations, state foundations or the national foundation authorizes a third party to create materials for their use, and those materials require the creation of copies of any of the FFA Name and Marks that are raised, cast, die cut, adhesive, or created by any process other than printing, the FFA Marks must be acquired from a supplier duly authorized by the National Board of Directors or its designee. Chapters, state associations and state foundations may create plaques and trophies, but the FFA Name and Marks used on the plaques and trophies must be acquired from such a duly authorized supplier. Chapters, state associations and state foundations must ensure that only currently approved and recognized emblems or marks are used.
- 4. State associations, state foundations and local chapters, in their respective areas of operation, may authorize commercial firms, business organizations and other agencies and individuals, to employ the FFA Name and Marks in saluting or paying tribute to the organization and in supporting its educational objectives and activities.
- 5. State associations and local chapters of the FFA may employ the FFA Name and Marks in exhibits, displays and demonstrations that are designed to pay tribute to or to salute the FFA Organization.



6. When the FFA emblem, the name "Future Farmers of America" or the letters "FFA" are used in printed form they shall be identified by the symbol consisting of a small capital letter "R" in a circle to identify its registration and trademark privileges. All other FFA Marks, which are not registered but which are still FFA trademarks, shall be identified by the small capital letters "TM."
7. Active members, advisors and ex-officio leaders of the FFA are entitled to identify themselves officially with the FFA organization and to wear the official FFA degree pins and charms.
8. Former FFA members, collegiate chapter members, honorary members and persons who are recipients of official FFA honors, special recognition, and awards are entitled to wear the pins, charms, medals, or other approved symbols of the respective official degrees, awards or honors which have been conferred upon them.
9. The National FFA Foundation, Inc., and the National FFA Alumni Association are entitled to use the official FFA emblem and name of the National FFA Organization in fulfilling official responsibilities as determined by the Boards of Directors and National FFA Officers.
10. National FFA Foundation Sponsors may use the FFA emblem and name in commercial advertisements which do not endorse or imply endorsement of a product. Such usage's shall have the approval of the Chief Operating Officer for each proposed advertisement before its actual printing or production.
11. All uses of the FFA Name and Marks are subject to review by the Board of Directors. Authority for the use shall be withdrawn by the Board of Directors if the use is found to be in violation of these Policies. The Board of Directors, acting in the best interests of FFA, may condition, limit or terminate any grant of authority to use the FFA Name and Marks. It is the responsibility of the State FFA Advisor to monitor compliance with the Official Policies and to protect the interests of FFA with respect to the use of the FFA Name and Marks by chapters, state associations and state foundations.
12. Nothing in these Policies transfers ownership of any of the FFA Name and Marks to any chapter, state association or state foundation. Ownership in all of the FFA Name and Marks is retained by the National FFA Organization.
13. The National Board of Directors will enforce these Policies using all available legal remedies.
14. These Policies are effective immediately upon ratification by the Board of Directors and adoption by the Delegates at the National Convention. Those chapters, state associations or state foundations that have entered into agreements which do not comply with these Policies have until January 1, 1997 to bring uses under those agreements into compliance with these Policies. The National Board of Directors may, upon request, grant extensions of this deadline in appropriate circumstances.
15. All FFA officers, members and staff shall be guided by the foregoing principles and the spirit of these policies.

## **Board Education Standing Committee Report**

**July 19, 1995**

**The committee recommends:**

- 1. To incorporate the orientation session(s) for new Board members, Consultants and National FFA Officers as an ongoing, regular part of Board meetings.**
- 2. To continue inservice education sessions for all Board members, Consultants and National FFA Officers as identified by the Senior Executive Team/Staff based upon key issues resulting from the Agenda.**
- 3. To direct Staff to design the "Action Process Flow Chart" to be used in the orientation process, as well as to communicate to constituent groups. This chart is to illustrate the procedures used in conducting the business of the FFA Board of Directors.**
- 4. If and when the FFA Board of Directors ever expands to include persons without an Agricultural Education background, to develop focused, special detailed and careful programmatic Agricultural Education orientation.**
- 5. To disband the Board Education as a standing committee as soon as items 1 through 3 are accomplished and become routine operations of the FFA Board of Directors.**



**National FFA Organization  
PO Box 15160  
Alexandria, VA 22309**

**To:** Finance Committee, FFA Board of Directors  
**From:** Bernie Staller and Lennie Gamage  
**Date:** July 14, 1995 (Revised)  
**Re:** Capital Requests

TEAM	ITEM	TOTAL	SubTOTAL
Administration	Facilities Study	\$26,750	
	<b>Subtotal - Administration</b>		\$ 26,750
HFR - Acct.	PowerMacintosh 6100/66 - Acct. Staff	\$2,600	
	<b>Subtotal - Accounting</b>		\$ 2,600
HFR-General	Expansion of existing Telephone System	\$2,500	
	Update existing Telephone System for new dialing plan	\$3,800	
	Laser Printer for Payroll	\$1,500	
	<b>Subtotal - HFR-General</b>		\$7,800
HFR-MIS	PowerMacintosh 6100/66 Server - E-Mail	\$2,600	
	PowerMacintosh 6100/66 Server - VAX & Fax	\$2,600	
	PowerMacintosh 6100/66 MIS - offsite support	\$3,300	
	PowerMacintosh 6100/66 MIS - Support (4/95)	\$2,600	
	PowerMacintosh 6100/66 TST - Support (4/95)	\$2,600	
	PowerMacintosh 6100/66 TST - Support	\$2,600	
	PowerMacintosh 6100/66 Vent/CRT - Support	\$2,600	
	Macintosh Powerbook Vent/CRT - Marketing	\$3,300	
	PowerMacintosh 6100/66 SST - Support	\$2,600	
	PowerMacintosh 6100/66 SST - Team Leader	\$3,500	
	Network Upgrades - Disks, Server, Memory, Etc.	\$5,000	
	VAX Software Enhancements - Dist./Membership	\$7,000	
	Internet Server and Communications Connection	\$30,000	
	Workstation upgrades/expansions - all Teams	\$15,000	
	<b>Subtotal - HFR-MIS</b>		\$85,300
HFR-Mmbrship	Electronic Membership Processing - Pilot Development	\$10,000	
	<b>Subtotal - HFR-Membership</b>		\$ 10,000
Alumni	Office Furniture *	\$3,500	
	Macintosh Computers - Alumni (qty 3) **	\$7,700	
	<b>Subtotal - Alumni</b>		\$11,200
CRT	(2) Desks, credenza and chairs (marketing and support)	\$2,500	
	Office Remodeling (expand support area)	\$600	
	<b>Subtotal - CRT</b>		\$3,100
Student Services	Chair for support staff	\$500	
	Apple LaserWriter Pro 1600/16 (Replacement)	\$3,000	
	<b>Subtotal - Student Services</b>		\$3,500
	<b>Grand Total:</b>		\$ 150,250

\* To be reimbursed by Alumni over 3 years

\*\* To be reimbursed by Alumni over 7 years