

**Meeting Minutes of
National Board of Directors and National Officers
of the National FFA Organization**

Indianapolis, Indiana

July 12-16, 2001

Thursday, July 12, 2001

A new board member orientation was held at the FFA Center in Indianapolis from 2:30-5:00 p.m. In attendance were: Larry Case, Board Chairman; Coleman Harris, Executive Secretary; Horacio Garza, Jr., USDE representative from Mission, Texas; Steve Zimmerman, State Supervisor and State FFA Advisor from Bismarck, North Dakota and Bernie Staller, Chief Operating Officer.

Friday, July 13, 2001

A day-long retreat for the National FFA Board of Directors and the National Officers was held in the Deere Room at the National FFA Center. A number of items were discussed. Tom Kapostasy reviewed the evolution of the FFA Values, Vision, Mission and Strategic Priorities statements. Each of the division directors highlighted their focus on the strategic priorities for their divisions. After lunch, Bernie Staller led a discussion on the staff's involvement in the broader agricultural education leadership issues. Anna Melodia explained the current timeline for the State Relations pilot program that will be underway January 2002. Trent McKnight offered comments from the National Officer Team regarding issues with employee morale that was addressed in the National Officers' Report. (*Attachment 1*)

An ice cream social was held on Friday evening at the Adam's Mark Hotel in Circle City 6 for the members of the National FFA Board of Directors, consultants, Foundation Board of Trustees, national FFA staff and guests.

Saturday, July 14, 2001

A special session for committee and task force reports was held at the National FFA Center beginning at 8:30 a.m. Reports included updates on AIM (Access to Information Management), re-bidding of the National FFA Convention site, Team AgEd State Relationship Project, PAS/Collegiate efforts and Foundation and Organization budgets; an awards and CDE committee report; as well as the Branding Study, Delegate Task Force, and National Officer reports.

Dr. Case then paid tribute to Dr. Rosco Vaughn, Executive Director of The National Council for Agricultural Education for his vision and leadership to Team AgEd and to the larger agricultural education family. Dr. Vaughn has recently resigned his position with The Council and will serve as Teacher Educator at California State University in Fresno, California in the fall of 2001.

Saturday, July 14, 2001

Committee meetings were held from 1:00 a.m. to 3:00 p.m. This session included meetings of the Finance Standing Committee; Policy, Constitution and Bylaws Standing Committee; and a Special 75th Anniversary Planning Committee.

Opening Session:

Trent McKnight, National FFA President, called the meeting of the Board of Directors and National Officers of the National FFA Organization to order at 3:30 p.m. in the Deere/Washington Room of the National FFA Center, Indianapolis, Indiana. Following is a listing of all 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.

Tommy Gladden, State Supervisor, Agricultural Education, Clemson University, Clemson, SC

Robert Heuvel, State Supervisor, Standards & High School Development Division, Agricultural Education, State Department of Education, Sacramento, CA

Marshall Stewart, State Coordinator for Agricultural Education, Department of Agriculture and Extension Education, North Carolina State University, Raleigh, NC (via conference call)

Steve Zimmerman, State Supervisor Representative and State FFA Advisor, North Dakota FFA Association, Bismarck, ND

Jacquelyn Deeds, U.S. Department of Education Representative, Professor, Agricultural Information Science and Education, Mississippi State University, Mississippi State, MS

Horacio Garza, Jr., U.S. Department of Education Representative; Instructor - Agricultural Education, Sharyland High School, Mission, TX

Steven J. Gratz, U.S. Department of Education Representative; Supervisor, Agricultural Education, State Department of Education, Columbus, OH

Vicki Lantz, U.S. Department of Education Representative; Instructor – Agricultural Education, Big Spring High School, Newville, PA

Officers of the Board of Directors:

Larry D. Case, National FFA Advisor and CEO; Coordinator, Agricultural & Rural Education, Office of Vocational and Adult Education, U.S. Department of Education, Washington, D.C.

C. Coleman Harris, National FFA Executive Secretary; Education Program Specialist, Agriculture, Division of Vocational-Technical Education, U.S. Department of Education, Washington, D.C.

Marion Fletcher, National FFA Treasurer, Supervisor for Agricultural Education, State Department of Education, Little Rock, AR

Board of National FFA Officers:

Trent McKnight, National FFA President, Throckmorton, TX

Jennifer Edwards, National FFA Secretary, Gadsden, AL

Doug Kueker, National FFA Vice President, Central Region, Sweet Springs, MO

Katy Poth, National FFA Vice President, Eastern Region, Pickerington, OH

Ronnie Simmons, National FFA Vice President, Southern Region, Webster, FL

Angela Browning, National FFA Vice President, Western Region, Grass Valley, CA

Consultants to the Board:

David Howell, Consultant (AAAE), University of New Hampshire, Durham, NH

W. Wade Miller, Consultant (AAAE), Iowa State University, Ames, IA

Jack Elliot, Consultant (AAAE), The University of Arizona, Dept. of Agricultural Education, Tucson, AZ

Bryan Gause, Consultant (NAAE), Ag Education Instructor, Union County High School, Liberty, IN

Sarah Osborn Welty, Consultant (NAAE), Walkersville High School, Walkersville, MD

Sue Poland, Consultant (NAAE), Ag Education Instructor, Cambridge High School, Cambridge, ID

Jim Allsup, Consultant (President, National FFA Alumni Council), Robstown, TX

Cindy Etestad, Consultant (Vice President, National FFA Alumni Council), Molalla, OR

Others present for all or portions of the meeting:

Bernie Staller, Chief Operating Officer, National FFA Organization and National FFA Foundation, Indianapolis, IN

Tom Kapostasy, Director, Business and Information Services, National FFA Organization, Indianapolis, IN

Anna Melodia, Director, Educational Programs Division, National FFA Organization, Indianapolis, IN

Kent Schescke, Director, Business and Partner Development Division, National FFA Organization, Indianapolis, IN

Rosco Vaughn, Executive Director, The National Council for Agricultural Education, Alexandria, VA

National FFA and Foundation staff participated throughout the weekend.

1. **Reflections** - led by Doug Kueker.

2. **Review of Board Operating Procedures**

Chairperson Case explained the Board's function and purpose and he reviewed a document entitled, Life of a Board Motion. Dr. Case also explained the voting procedures and invited full participation by the National FFA Officers and members of the Board, as well as the consultants and staff.

3. **Overview of National Officer Activities**

Trent McKnight led a review of the activities of the National FFA officer team.

MOTION: Moved by Steve Gratz, seconded by Jacque Deeds **and carried** to accept the report of the National FFA Officers.

The national officers were commended for a job well done and a round of applause followed.

4. **Seating of Newly Elected Officers and Consultants**

Chairperson Case introduced and welcomed Horatio Garza, Jr. and Steve Zimmerman to the Board of Directors. Duly seated as members of the Board of Directors and a round of applause.

5. **Reports on Matters as Related to FFA Board Operations**

- NASAE — no report at this time
- PAS — no report at this time
- The Council — Rosco Vaughn indicated September 1, 2001 is deadline for applications for executive director. Jan 2002 is the target date for hire.
- NYFEA – no report at this time

6. **Reports of Consultants**

- AAAE — David Howell expressed thanks to Anna Melodia for her assistance in establishing the research committee as a standing committee of the National FFA Board of Directors. Their committee meets Saturday evening at the Adam's Mark Hotel.
- NAAE — Bryan Gause submitted a report on behalf of NAAE. (*Attachment 2*)
- FFA Alumni — Jim Allsup highlighted a number of new initiatives for the FFA Alumni including a \$1,000 scholarship for American FFA Degree recipients; \$500 to an advisor of a new/reactivated affiliate and \$500 to their alumni affiliate; and a convention workshop for new/perspective teachers on Alumni. National FFA Alumni's membership reflects an increase of 1,100 as of June 30, 2001 with 46 new affiliates and 558 new Life Members.

7. **Approval of Minutes**

MOTION: Moved by Doug Kueker (Bob Heuvel), seconded by Ronnie Simmons (Vicki Lantz) **and carried** to approve the January 19-23, 2001 minutes as presented.

8. **Review of and Adjustments to Agenda**

- Branding Study discussion to be held on Sunday.
- Dr. Case offered a friendly reminder that all discussion should be held during officer motion so that the student body has the benefit of full discussion of the issues related to the motion.

9. **Report of National FFA Treasurer**

Marion Fletcher reviewed the current financial report. Commendation offered to Tom Kapastasy and Vicki Settle for their work during the transition to a new accounting system. Page 6 of report regarding Accts Receivable shows that a significant effort has been made to get dollars owed to the organization.

MOTION: Moved by Jennifer Edwards (Horacio Garza, Jr.), seconded by Katy Poth (Steve Zimmerman) **and carried** to accept the report of the National FFA Treasurer. (*Attachment 3*)

10. Confirmation of Awards Selection

Anna Melodia introduced the program awards managers for the Education Division.

Becky Meyer presented the report for the Honorary - Teacher, Honorary – Other, VIP selections and Distinguished Service Citation.

MOTION: Moved by Angela Browning (Tommy Gladden), seconded by Jennifer Edwards (Vicki Lantz) **and carried** to bestow the Honorary American FFA Degree - Teacher to the 48 nominees as listed at the 2001 National FFA Convention. (*Attachment 4*)

MOTION: Moved by Doug Kueker (Bob Heuvel), seconded by Ronnie Simmons (Steve Zimmerman) **and carried** to bestow the Honorary American FFA Degree - Other to the 109 nominees as listed at the 2001 National FFA Convention. (*Attachment 5*)

MOTION: Moved by Angela Browning (Jacque Deeds), seconded by Katy Poth (Horacio Garza, Jr.) **and carried** to bestow the VIP Award to Richard Rogers (CA), R.W. “Bud” Porter (IL), Gary Smith (IL), Charles Arensmeier (MI), Harold B. Van Cleave (MO), Wilbur H. Palmer (NH), F. Richard Beard (UT), and Adam J. Sponaugle (WV).

MOTION: Moved by Katy Poth (Tommy Gladden), seconded by Doug Kueker (Vicki Lantz) **and carried** to bestow the Distinguished Service Citation to **John Deere**, Bill Becker, Manager, Event Marketing, Moline, Illinois and to **Monsanto Company**, Robert Pritchard, Manager, Public & Government Affairs, St. Louis, Missouri.

Kevin Keith presented the report for the American FFA Degree recipients.

MOTION: Moved by Ronnie Simmons (Steve Gratz), seconded by Doug Kueker (Steve Zimmerman) **and carried** to approve, for the receipt of the American FFA Degree, the attached list of candidates 2,407 of 2,408, submitted by state associations and verified as meeting all minimum requirements. Further move that the National FFA Staff conduct the American FFA Degree appeal process for any applications received which did not meet the minimum qualifications and report to the Governing committee of the Board of Directors for consideration as per board policy. (*Attachment 6*)

11. Appointment of 2006-2010 Convention Site Selection Committee and Chair

Dr. Case announced Bob Heuvel, Chair, Vicki Lantz, Steve Zimmerman, Jennifer Edwards, Angela Browning will serve as the committee for the convention site selection for 2006-2010.

The session adjourned at 5:00 p.m.

Sunday, July 15, 2001

The meeting reconvened at 1:00 p.m. at the Adam’s Mark Hotel, Corydon Room in downtown Indianapolis.

12. Program Development and Direction

Bernie Staller summarized the procedure for Program Development and Direction presentations. The focus is on major accomplishments, major issues and any funding request(s) that should be brought to the board.

Tom Kapostasy presented the reports for Information Services and Business Services Divisions. Tom introduced his six team leaders: Lee Ann Shiller; Sheridan Gilchrist; Janet Maloney; Vicki Settle; Mark Cavell and Bill Stagg.

Tom reviewed the year to date status of his operations and gave a progress update of the challenges identified in January of 2001.

Mark Cavell updated project activity in the IT area including PeopleSoft software solutions, database consolidation, total quality management training, AIM project management, pilot on-line membership processing system, convention criteria selection web survey, etc.

Bill Stagg related 'what's going on' in the Marketing and Communications Services (MCS) team. The team function is changing from an advisor capacity (CRT) to an in-house agency (MCS). He highlighted staffing changes, web structure adjustments; the development of an integrated marketing plan; the 75th Anniversary Plan; the development of the Intranet; a greater management role in the branding and communications function; a new project management process in place; budget and financial management accountability; Q-12 tool and cross training.

Sheridan Gilchrist spoke to staff operations support, 6% of orders now coming from the internet (mostly individuals); customer service software indicates that our customers will only wait 15 seconds before hanging up (Data collected gives us a profile of the timeframe and level of adequate staff to meet the demand.); distribution service will complete a physical inventory in August; PeopleSoft implementation will increase information regarding our inventory location; cycle counts will be implemented to increase inventory accuracy; membership delegate cutoff date was well publicized and enforced; the Governing Committee reviewed any delegate issues; a 360-review being implemented in Customer Service; development for online membership will begin August 2002.

Vicki Settle, Comptroller, reviewed the activities for the Financial Services Team by highlighting organizational structure changes and the status of FY2001 objectives. She outlined the FY 2002 objectives as well.

Janet Maloney, manager of Human Resources, reviewed personnel changes in HR; 20 new employees have been hired throughout the organization since January 1, 2001; change management and labor market conditions contribute to a 15% turnover rate as of June of 2001; development of a management guide underway; implementation of new hire orientation process which covers the first three months with positive feedback from new hires; employee cross team gave HR 218 employee recommendations – 50% of those accepted to be addressed by HR, including management training; the performance management process will be redesigned over the next two years toward a pay for performance program that incorporates desired core competencies and measurements crafted specifically for FFA.

Lee Anne Shiller touched on personnel changes in the Merchandising and Administrative Services; wins and losses in sales (internet sales increased by 600%; royalties increased by 26%; jacket sales increased by 6.8%; jewelry increased by 30% and clothing by 9% through third quarter 2001) and mentioned a number of new facilities management responsibilities which now reside with this team.

Anna Melodia gave an overview for the Educational Programs Division and talked about the transitional process underway in the division. Anna referenced the "spiritual issues" that surfaced this year and noted that guidelines have been developed to assure the new National Officer team is aware of the need for openness and inclusiveness in approaching these sensitive concerns.

MOTION: Moved by Angela Browning (Steve Gratz), seconded by Ronnie Simmons (Jacque Deeds) and carried to ratify the report and recommendations for change in structure in the Educational Programs Division. (*Attachment 7*)

MOTION: Moved by Katy Poth (Steve Zimmerman), seconded by Doug Kueker (Tommy Gladden) and carried to request staff to explore collegiate level competitive events with university teacher educators, state staff, collegiate student leaders (2 and 4 year) and submit a recommendation to the Board in January 2002.

Dean Folkers gave an update for the Teacher Services Team. This year was a revision year for the educational programs applications; the new format (CD ROM) of the FFA Chapter Activities Guide is modeled on the Local Program Success Guide; FFA scholarship - 11,500 received; 2 million dollars

given away but the processing costs run about \$150,000. (Note change in addition of a \$100 scholarship management fee for sponsors for 2002.) The formation of a mini-grant for state staff to attend the National Ag Education Inservice is underway. Full sponsorship for the National Chapter Award program secured for the first time since its inception. (National Chapter Handbook and application available in Spanish.) CDE participation already at a 1,000 team level. A record number of participants for proficiencies expected again this year with estimates above 1,400 in 46 available proficiency areas. This is the first year for the Stars over America to be awarded in categories of Placement and AgriScience.

David Doerfert presented the Student Services Team report. Because of financial deficits and liability concerns, the decision has been made to eliminate the management responsibilities for global program experiences within the FFA by 2003. Management will look for greater opportunities for partnerships with other organizations for individuals to engage in international agricultural experiences.

MOTION: Moved by Ronnie Simmons (Steve Gratz), seconded by Katy Poth (Steve Zimmerman) **and carried** to extend the state staff global agriculture experience by one year in Costa Rica.

MOTION: Moved by Doug Kueker (Marshall Stewart), seconded by Angela Browning (Tommy Gladden) **and carried** that development, promotional and evaluation costs of the student-centered programs be packaged as special projects available for sponsorship through the National FFA Foundation as per the attached budget. (*Attachment 8*)

MOTION: Moved by Angela Browning (Jacque Deeds), seconded by Doug Kueker (Steve Zimmerman) **and carried** to accept the Delegate Task Force report. Ronnie Simmons directed thanks to Mr. Gratz, Mrs. Zimmerman and Dr. Doerfert for their work on the committee. It is understood that this motion does not imply implementation of the recommendations outlined in the report. (*Attachment 9*)

Kent Schescke presented a report for the Development and Partnership Division. He reviewed personnel changes and the restructuring of the division. The changes reflect a design to create more career paths for employees and create the opportunity to nurture major gifts sponsors. Five new positions will be added in the near future including an office manager, two assistant regional directors, and two donor coordinators or inside sponsor managers.

Glennnda Kouts, Team Leader of Individual Giving and Non-Profit Organization Development, gave a presentation of new initiatives to develop employee payroll deductions, increased fund-raising of past national officers, former board members and previous scholarship recipients.

Jim Allsup made a report for the National FFA Alumni with emphasis on key alumni “wins” and upcoming convention activities.

13. **Special Committee Report - 75th Anniversary Planning**

Vicki Lantz, Chairperson, gave the committee report. A yearlong celebration will begin in October 2002 through October 2003. Goals include: create an organization wide campaign to generate excitement, enthusiasm and engagement of FFA/Agricultural Education stakeholders; increase awareness of FFA across all our stakeholders, especially external stakeholders; reconnect former members; enhance the outreach of our educational programs; create new funding opportunities and capacity building for FFA organization wide.

MOTION: Moved by Jennifer Edwards (Tommy Gladden), seconded by Katy Poth (Bob Heuvel) **and carried** to request Foundation Special Project funding for yet to be developed events, materials, activities or products as part of the FFA 75th Anniversary celebration.

14. **FFA Branding Study Initiative**

Marshall Stewart requested that the board clarify direction for the Branding Study Task Force. After some discussion, Dr. Case directed Marshall Stewart to work with Bob Heuvel, Trent McKnight and Angela Browning to capture the sentiments of the Board and National Officers and provide draft motions for official action the next day.

The second session adjourned at 7:07 p.m.

Monday, July 16, 2001

The meeting of the Board of Directors and National Officers of the National FFA Organization was reconvened at 8:00 a.m. with all members of the Board present.

MOTION: Moved by Jennifer Edwards (Bob Heuvel), seconded by Doug (Horacio Garza, Jr.) **and carried** to accept the work completed by the Branding Study and to end the continued funding of this activity.

MOTION: Moved by Doug Kueker (Marshall Stewart), seconded by Ronnie Simmons (Jacque Deeds) **and carried** to send the paragraph developed by the National FFA Officer Team in their report to staff for further refinement and direct that this paragraph as refined be utilized in the FFA Official Manual and other FFA publications to clarify the purpose of the organization and direct that it also be used as a training tool for members, teachers, state leaders, university educators and other stakeholders. (*See Attachment 1*)

MOTION: Moved by Katy Poth (Marshall Stewart), seconded by Jennifer Edwards (Steve Gratz) **and carried** to request the staff to develop an appropriate “definitional tagline” and enhanced graphic images for final approval by the Board in January 2002.

15. Standing Committee Reports

David Howell, Chairperson, presented the report for the Research Committee. He thanked Anna Melodia for her assistance in the establishment of this committee as a standing committee of the Board. (*Attachment 10*)

Jacquelyn Deeds, Chairperson, presented the report for the Policy, Constitution and Bylaws Committee.

MOTION: Moved by Ronnie Simmons (Steve Gratz), seconded by Angela Browning (Vicki Lantz) **and carried** to adopt as amended the National FFA Organization’s values statement. (*Attachment 11*)

MOTION: Moved by Doug Kueker (Tommy Gladden), seconded by Angela Browning (Bob Heuvel) to adopt as amended the National FFA Organization’s vision statement. (*Attachment 12*)

MOTION: Moved by Ronnie Simmons and seconded by Doug Kueker **and carried** to amend the proposed motion by inserting “local” before community.

MOTION As Amended - Carried

MOTION: Moved by Jennifer Edwards (Tommy Gladden), seconded by Angela Browning (Bob Huevel) **and carried** to reaffirm the National FFA Organization’s mission statement and adopt the complementary statement for external audiences as modified. (*Attachment 13*)

MOTION: Moved by Jennifer Edwards (Steve Gratz), seconded by Katy Poth (Vicki Lantz) **and carried** to adopt the National FFA Organization’s nine key strategic priority areas. (*Attachment 14*)

MOTION: Moved by Ronnie Simmons (Steve Zimmerman), seconded by Doug Kueker (Horacio Garza, Jr.) **and carried** to recommend Tommy Gladden to serve as the Board representative to the Nominating Committee at the 2001 National FFA Convention.

MOTION: Moved by Angela Browning (Jacque Deeds), seconded by Ronnie Simmons (Vicki Lantz) **and carried** that the staff be directed to review and clarify which issues belong in the Employee Handbook and which in the Board Policy Book and further propose a Board policy regarding oversight

and management of the Employee Handbook. Staff will consult legal counsel to ensure which areas are specified that are strictly within the purview of the Board.

Tommy Gladden, Chairperson, presented the report for the Finance Committee.

Motion: Moved by Katy Poth (Steve Gratz), seconded by Doug Kueker (Marshall Stewart) **and carried** to approve the 2001-2002 National FFA Organization budget including any changes mandated at this board meeting exclusive of the Alumni budget to be referred to the Governing Committee for their consideration by August 31, 2001. (*Attachment 15*)

MOTION: Moved by Katy Poth (Steve Gratz), seconded by Angela Browning (Vicki Lantz) **and carried** to appropriate funding of \$500,000 as the third installment of three to fund the continued implementation of Project AIM (formerly titled the Information Systems and Technology Plan) as approved by the January 2000 Board of Directors.

MOTION: Moved by Doug Kueker (Steve Gratz), seconded by Ronnie Simmons (Bob Heuvel) **and carried** to provide \$134,261 from capital reserves to cover the attached schedule of equipment related requests. (*Attachment 16*)

MOTION: Moved by Jennifer Edwards (Marshall Stewart), seconded by Doug Kueker (Tommy Gladden) **and failed** to authorize \$90,000 from capital reserves to fund installation of photography and artwork for the interior of the National FFA Center.

MOTION: Moved by Angela Browning (Marshall Stewart), seconded by Jennifer Edwards (Steve Gratz) **and carried** to approve the Nyhart Company, Inc., and Oxford Group, Ltd. as the actuarial and investment manager respectively for the FFA retirement programs.

MOTION: Moved by Angela Browning (Marshall Stewart), seconded by Ronnie Simmons (Steve Zimmerman) **and carried** to submit to the delegates for consideration at the 2001 National FFA Convention that 2002-2003 dues be set at \$5.00 per member per year.

MOTION: Moved by Jennifer Edwards (Steve Zimmerman), seconded by Angela Browning (Vicki Lantz) **and carried** to approve site search request proposal as presented for use in the convention host city selecting process. (*Attachment 17*)

MOTION: Moved by Jennifer Edwards (Horacio Garza, Jr.), seconded by Angela Browning (Steve Gratz) **and carried** to approve the National FFA Convention Site Search Scorecard as presented for use in the convention host city selection process. (*Attachment 18*)

MOTION: Moved by Angela Browning (Jacque Deeds), seconded by Doug Kueker (Vicki Lantz) **and carried** to create a Travel Agent position (salary level 9) on the Merchandising Team to manage all in-house needs for transportation, lodging, convention and conference arrangements including airfares, rentals, hotels, meal functions and facility needs.

MOTION: Moved by Doug Kueker (Steve Zimmerman), seconded by Katy Poth (Horacio Garza, Jr.) **and carried** to increase daily allowance for meal expense from \$33 to \$37 effective September 1, 2001.

MOTION: Moved by Ronnie Simmons (Steve Gratz), seconded by Angela Browning (Vicki Lantz) **and carried** to request the National Advisor to establish a committee and process to review the National FFA/National FFA Alumni Memo of Understanding and report to the full board by January 2002.

MOTION: Moved by Doug Kueker and seconded by Jennifer Edwards **and carried** to reconsider the motion and possibly amend the proposed motion regarding authorization of \$90,000 of capital reserves to fund photography and artwork for the National FFA Center in consideration of the upcoming 75th Anniversary. The primary reason for reconsideration is for assurance that something will be done to update the stock of photography available for publications and promotions.

MOTION: Moved by Doug Kueker (Tommy Gladden) and seconded by Ronnie Simmons (Steve Zimmerman) and carried to amend the motion “to authorize up to \$90,000 from capital reserves” less any monies raised to fund installation of photography and artwork for the interior of the National FFA Center, but to use only the amount necessary.

16. Legal Issues

Bernie Staller reviewed legal issues being addressed by the organization.

- KFEC has signed a contract with Service America for exclusive catering rights. Based on the 2000 convention, this exclusive agreement stands to cost FFA between \$45,000 - \$60,000 this fall. A written objection has been sent to Harold Workman of KFEC along with a request for exemption under a grandfather clause. No response to date.
- Trademarks - Baker and Daniels continues to handle our trademark issues. The idea of establishing FFA as a “common mark” or “famous mark” like Coca Cola has been dropped due to potential costs. We will not be able to protect “vocational agriculture” or the old emblems due to non-use. However, should someone attempt to claim these marks, we would object due to history and possible confusion with our current marks. The organization is pursuing legal action against a flower grower in California who uses a flower silhouette and the initials FFA in their logo. The case appears strong.
- Potential Suit - a technology/phone company has verbally threatened the organization with a lawsuit. We believe we have clearly cancelled any agreements and do not owe an “early termination fee” of \$15,000.
- Hoof and Mouth – The occurrence prompted the purchase of event cancellation insurance at a cost of \$14,000 per year to cover the national convention, MFE, WLC, and any future international events that may need to be cancelled due to the disease or any other event including weather. Only actual losses are covered.
- Crop Herbicide Sales/Ad Campaign – The FFA Foundation participated with one of our long time sponsors in a “grower survey.” While our letter included a strongly worded disclaimer, we did not see the mailing envelopes, which lead farmers to believe the mailing was from FFA. A competing company is upset by what they view as favoritism from FFA. Calls were made by the COO to assure all parties that FFA has not changed its policy. Any similar campaigns in the future will receive COO review.

No action required.

17. Sponsor Presentation

Kent Schescke introduced Jan Ferris, Regional Director to introduce one of our sponsors.

Jan Ferris introduced Tom Crowley, president and chief executive officer of Landec Ag and Bill Gass, vice president of marketing and new business development, who presented a check for \$28,597.00 to Trent McKnight and Larry Gundrum for results of a recent market research project. Landec Ag surveyed corn growers regarding potential uses and benefits of an emerging Landec Ag seed coating technology. More than 9,000 farmers responded and more than 150 signed to participate in field trails of the new technology. Landec Ag had selected the National FFA to receive a \$3 donation for each survey returned. The response exceeded everyone’s expectation. The gift was warmly received on behalf of Landec Ag and thousands of American farmers.

18. Recognition of Retiring FFA Board Consultants and Foundation Trustees

- David Howell (AAAЕ) expressed his thanks and noted the challenge of teacher educators disappearing and recruitment of ag teachers as a critical initiative of the Board.
- Bryan Gause (NAAЕ) expressed his appreciation for the opportunity of service and reminded the Board to recall always that “a teacher stands behind each member.”
- Sue Poland (NAAЕ) was pleased to see the National Officers take a leading role in the board discussions and expressed her appreciation for the Team AgEd approach and thanks for opportunity to observe the Board in action.
- Sarah Osborn Welty (NAAЕ) was pleased to observe the depth and passion that everyone brings to the work of the organization. Her advice: “Keep in mind as we continue strategic planning those that are not a product of the FFA experience.”

19. Announcements

The next National FFA Board of Directors’ meeting will be Monday, October 22, 2001 in Louisville, Kentucky. The next National FFA Board of Trustees Executive Committee meeting will be Wednesday, October 24, 2001 in Louisville, Kentucky.

The January 2002 National Board of Directors’ meeting will be held January 25-28, 2002 in Alexandria, Virginia. The January 2002 Foundation Board of Trustees’ meeting will be held on January 28, 2001 in Alexandria, Virginia.

20. Adjournment

With no further business to come before the Board, the meeting was adjourned at 11:15 a.m.

21. Executive Session with Senior Management

There were no motions in the Executive Session of the Board.

Larry D. Case, Chairperson

C. Coleman Harris, Secretary