National Convention Promotes Personal Involvement of Members

Theme encourages members to “Say It, Do It, Live It!”

Convention is just around the corner. The theme of the 2009 National FFA Alumni Convention encourages members to “Say It, Do It, Live It!” for agricultural education. Alumni members from across the nation will travel to Indianapolis, Ind., to attend workshops, receive awards, select their national Alumni leaders, and receive updates about their association.

Speaker an Educator at Heart

This year’s keynote speaker is Bob Ash. Since founding his company, Life Lessons in 1995, Bob has provided training and education to more than 1,200 organizations and businesses, numbering more than 320,000 people. Prior to launching his company, he served in various public education positions: as a teacher, principal, and superintendent of schools. During this time, Bob gained notable recognition as a speaker, leading him to create his company. Bob also played a few years of professional baseball with the Cleveland Indians. To learn more about Bob, visit http://www.bobash.com/index.html.

All convention attendees are encouraged to visit the FFA Alumni Fun in Ag Ed Room for games, information, and much more. The room is open from Wednesday through Friday and located in the Indiana Convention Center 500 Reception Room.

Details on times and meetings at the 2009 National FFA Alumni Convention are available at www.ffa.org/alumni.
I wish to extend a hearty note of thanks to the Colorado FFA Alumni Association for conducting such a productive State Leaders Conference (SLC) set in majestic Montrose, Colo. The conference taught 125 energetic participants from 28 states to “live” their lives as advocates for FFA and showed them how other members in the western portions of the U.S. “live it” daily. This was my first trip to western Colorado and the beautiful Rocky Mountains. SLC workshops were right on target! One helped members and leaders assess their personality types and make the most of their volunteer experiences. Another training workshop conducted by Oregon FFA Alumni members taught participants the secrets of running and succeeding in this profession. Participants also raised enough funds to provide 1 Washington Leadership Conference scholarships for FFA members. Thank you for your generosity.

At this year’s conference, I met scores of Alumni who have the same calling as I do of helping our youth become the leaders of tomorrow. FFA students need to see that adults care. By showing we care for our students and each other, we are leading by example and living our mission through our actions, not just our words. Each person I met at the conference lives the Alumni vision and mission through their daily service in their local community.

As I come to the end of my term as your National FFA Alumni President, I reflect on, with great pride, the many amazing leaders and inspiring volunteers that I have met on my travels. Their examples refresh me for the final event of my term—the national convention. I envision a great convention and Alumni benefit auctions in Indianapolis this October, where first-time attendees and veterans can witness the opportunities Alumni provide students throughout the nation. Convention participants will see many awards presented and learn from the educational workshops. With strong leadership and teamwork, Alumni can make a difference in the lives of FFA members.

I have been called the “FFA Alumni Cheerleader” by some because I get excited seeing people support the Blue and Gold—FFA. I hope you will become excited by what we do for FFA members and pledge to become Alumni cheerleaders after this year’s convention, continuing to daily support the FFA Alumni for the next year.

I have only one goal for my grandchildren and your grandchildren: To have the same FFA experience and opportunities that I had. I thank you for the many life-changing experiences and friendships throughout this past year, which I will cherish forever. Let’s lead out loud and “Say it, Do it, and LIVE IT!”

Sam Atherton
National FFA Alumni President

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Sam Atherton
National FFA Alumni President

2009 National Council Candidates

The following FFA Alumni members are listed on the ballot for National FFA Council positions. Their biographies can be viewed online at wwwffaorg/alumni under the Alumni Council tab. Delegates will cast their votes at this year’s convention business session on October 23.

Members are encouraged to contact their state FFA Alumni leaders to express their preferences.

President-Elect
Bob Barton, Oregon
Joy Carter, Georgia
David A. Miller, Maryland

Southern Region
Richard Daniel, North Carolina
Enoch Gonzalez, Puerto Rico
Johnny F. Jones, Georgia
Michael Vestal, Tennessee

Eastern Region
Jim McCray, Illinois

Central Region
Daniel R. Classen, Iowa

National FFA Alumni Executive Council
President, Sam Atherton, Kansas
President-Elect, Diane Amera, Virginia
Past President, Ronnie Ansley, North Carolina

National FFA Alumni Executive Director, J. Frank Saldana

National FFA Alumni Staff
J. Frank Saldana, 317-802-4292 • fsaldana@ffa.org
Phyllis McDonald, 317-802-4332 • pmcdonald@ffa.org
Amber Smyer, 317-802-4292 • asmyer@ffa.org
Lucy Whitehead, 317-802-4420 • lwhitehead@ffa.org

Contact alumni@ffa.org with requests and questions.
Visit www.ffa.org/alumni for more National FFA Alumni information.
Visit http://ffaalumni.wordpress.com for the National FFA Alumni Association webblog.

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Editorial and Production Consultant
Petra Communications
Support Needed for the National FFA Commemorative Coin Act

The National FFA Commemorative Coin Act (U.S. Senate Bill #1553 and U.S. House of Representatives Bill #3464) will seek a U.S. minted commemorative coin honoring the 85th anniversary of the National FFA Organization in 2012. The FFA is working with key leaders in Congress to promote and gain co-sponsors of the bill. In order for the bill to emerge from committee, FFA organizers must list 67 Senate and 290 House co-sponsors.

Alumni Support Needed

How can Alumni become involved? The most immediate way is by contacting your senators and congressional representatives and urging them to co-sponsor this bill. (See sidebar for more instructions.)

This commemorative coin act will honor a venerable national organization with a wide impact. If you would like to see FFA immortalized and honored on a U.S. coin, you are encouraged to contact your legislators. Senators’ contact information is available at the U.S. Senate website at www.senate.gov/index.htm. Congressional representatives’ contact information is available at www.house.gov/.

Monitoring the Legislative Process and Contacting your Congressional Representatives

The easiest way to remain informed about the various bills and to contact your Congressional representatives is to:

   Then click on the category “Issues and Legislation.”
3. Read the action alert.
4. Complete the editable message.
5. Send it to your two senators and representative.

Alumni Workshops

Alumni workshops are back by popular demand with several new, high-impact presentations held Thursday, October 22 and Friday, October 23 in Rooms 205-207 of the Indiana Convention Center (ICC):

Thursday, October 22

- 10-11 a.m.—“Social Media: Tools to Grow Your Alumni Affiliate” by Joy Carter and Kimberly Henderson. This workshop will teach you everything you need to know about using social media (Twitter, Facebook, etc.) to support your affiliate.

- 11:30 a.m.-12:30 p.m.—“Driving Membership: You Make it Happen!” by Diane Amera. This workshop evaluates your current membership plan and tells you how to share it with others.

- 1:30-2:30 p.m.—“Membership, Awards, and Applications: Oh My!” Panel led by Phyllis McDonald. This workshop allows members to ask questions about membership forms, awards, and applications, and learn tips from experts on how to make the process easier.

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Friday, October 23

- Noon-1 p.m.—“Inside Look at the Alumni Council: Is it for You?” by Dale Beaty, Ronnie Ansley, and more. Learn about the responsibilities of National FFA Alumni Council members and if you are suited for this role.

*Immediately follows the business session at Noon

Student Workshop

Thursday, October 22 in the ICC Wabash 3 room

- 10:30-11:30 a.m.—“Discover How You Can ‘Go Blue’ for a Lifetime” by Jamie Cecil and Brady Revels. The workshop focuses on the FFA mission and how joining the FFA Alumni can allow FFA members and volunteers to support FFA for a lifetime. Encourage your students to attend!
You can become a special agent and assist the National FFA Alumni Association with its mission to raise funds for Washington Leadership Conference (WLC) and collegiate scholarships! The success of the 2008 National FFA Alumni Benefit Auctions provided 154 scholarships for FFA members to attend WLC and five collegiate scholarships for students to study agricultural education. This achievement was made possible through the generous donations and participation of FFA Alumni members, supporters, and donors. National FFA Alumni leaders have set a goal of raising $170,000 this year. You can be an FFA special agent and ensure that FFA members have this same opportunity in 2010!

Auction Items: Show your support for the FFA and this rewarding activity by donating to the 2009 National FFA Alumni Benefit Auctions. Donated products, gift certificates, travel packages, and gift baskets are needed to reach the above goal.

Student Involvement: Local agricultural education programs can assist the auction fundraising efforts by donating outstanding student projects. Projects can include welding, woodworking, floral design, supervised agricultural experience program products, and everything in between!

Montana FFA Member Steps into Role of Special Agent by Donating to Auction!
Samuel Cornthwaite, a Shields Valley, Mont., FFA member, attended the benefit auctions in 2007 and realized he had something to contribute. For the past two years, he has donated a custom fly-fishing rod he has built. This year, Samuel has increased his donation. He added a three-day/four-night Montana adventure (see catalog insert). This trip includes a fly-fishing excursion and a tour of Yellowstone National Park for two (travel to/from Montana not included). Samuel saw the significance of raising funds for scholarships and identified how he could participate. What skills, resources, or talents do you have to donate to ensure your spot on the FFA Special Agents Force?

To donate to the benefit auctions, visit wwwffaorg/alumni and complete a donation form, or contact alumni@ffa.org or 317-802-4294 for more information.

State Basket Contest
As part of the benefit auctions, a state basket contest is held for all state FFA and state FFA Alumni associations to enter. What does the term “basket” mean in your state? Create a fun and inventive basket filled with your state’s products and specialties! All baskets will be judged on October 22 to determine the best overall basket, which will be sold in the live auction. The contest offers an opportunity to show state pride and support FFA! Visit wwwffaorg/alumni and click on the “Auction” tab to view contest rules!

Award Categories and Prizes
Best Overall—$550 WLC scholarship
People’s Choice—$250 WLC scholarship
President’s Choice—$200 registration fee to the National FFA Alumni State Leaders Conference

Your benefit auction catalog (see insert between pages 4-5) has all the information you need!
Alumni Reviving of American Icons (Barns) is a Huge Success

The National FFA Alumni Association and Campbell’s Barn Reviving Project has provided a great service to production agriculture, educational facilities, FFA members, and FFA Alumni throughout the nation. The five barns revived in Illinois, Kansas, Tennessee, Oregon, and New York have been reenergized with Campbell’s famous red paint, white trim, new fixtures, and other features. They are now shining examples of how FFA and FFA Alumni members continue to “live to serve.” Each of the five transformations can be seen on the HelpGrowYourSoup.com website. To view footage of the work days provided by Tennessee Farm Bureau, visit www.ffa.org/alumni.

National Food Drive Program Revitalized for Greater Impact

The National FFA Alumni Association is proud to announce a new campaign to collect food for the benefit of those who are hungry in your local community and to build strong, lasting relationships between FFA members, FFA Alumni, Tractor Supply Company, and Carhartt. Harvest for America (HFA), formerly known as the “Can Hunger Million Can Challenge,” has a new twist and the ability to have an even greater national impact. As with any new program, a test pilot needs to be conducted. In 2009, five state associations will participate in this pilot program: Florida, Michigan, Ohio, Tennessee, and Wisconsin. HFA is a food drive to collect all types of food, perishable or non-perishable. The food that is collected is delivered to the location decided on by each chapter or state association. Every FFA chapter and Alumni affiliate in each of the pilot states will have the opportunity to participate in this amazing community service project. The National FFA Alumni Association, along with the work of Tractor Supply and Carhartt, has made this opportunity an easy endeavor for both local agriculture instructors and their students.

Each chapter in the five participating states is encouraged to engage and build a solid relationship with its local Tractor Supply store manager. September 26, 2009, marks the date for the launch of the food drive during Tractor Supply’s Harvest Days. Chapters and affiliates will collect food through the end of National FFA Week, February 26, 2010. A how-to guide and other resources for HFA can be found at www.tractorsupply.com/HarvestForAmerica.

Recap: State Leaders Conference Offers Majestic Scenery and Ideas Exchange

The 2009 State Leaders Conference (SLC) held July 15-19 in Montrose, Colo., provided the perfect venue for participants to meet and interact with other Alumni members from 28 states. An exchange of affiliate activities and ideas occurred throughout the week as participants shared with one another the challenges and triumphs in each of their communities and states.

Participants engaged in a variety of workshops related to advocacy, affiliate development, corporate partnership, and membership development. Each also found time to enjoy breathtaking views of the Coloradan landscape during local tours of the High Wire Bison and Elk Ranch, Grand Mesa Alpaca Farms, along with one conducted by Switzerland of America Jeep.

By the end of the conference, participants raised $8,800 for special one-time Washington Leadership Conference scholarships awarded to local affiliates and states in attendance.

Conference workshops were video webcasted live this year by Brian Allmer of the Barn Media. To order DVDs of the workshops or to obtain 2009 SLC resources, visit the Alumni website, www.ffa.org/alumni.

The 2009 SLC was a huge success; begin planning now for the July 14-18, 2010, conference in Illinois!

A special note of thanks is extended to the conference sponsors—Tractor Supply Company and Farm Credit—and to local organizations for sponsoring and/or hosting conference meals.
Social Media Offers Effective and Efficient Outreach Options
Part 2: Using social media tools to promote Alumni and agricultural education

By Joy Carter, Southern Region Representative, Georgia FFA Alumni Association president, and Georgia Peanut Commission director of communications

Social media is the latest trend in communication. More and more people, organizations, and businesses are finding ways to promote their products or services through blogs, Facebook, Twitter, Flickr, YouTube, and more. In fact, there are more than 80 types of social media applications available for anyone who wishes to promote his or her organization, including the National FFA Alumni Association.

Social Media an Easy Tool for Alumni

Many easy-to-use social media applications are available for FFA Alumni to promote the association’s mission, FFA, and agricultural education.

Blogs

A blog (short for weblog) is a frequently-updated personal online journal submitted or posted on a webpage. Blogs involve a series of entries submitted by the blog’s author, known as a “blogger.”

Many blogs provide commentary or news on a particular subject. Others function as personal online diaries. A typical blog combines text, images, and links to other blogs, webpages and media related to its topic. Readers can leave their own comments about the blog. Imagine having a back porch conversation with a few thousand of your friends. Blogs are excellent ways to inform other Alumni members, supporters, and volunteers about important issues. You can ask for—and receive—great ideas on everything from fundraising to advocacy.

Blogs provide an opportunity to express views and create conversations that can lead to a sense of community among Alumni and supporters. Establishing a blog is very simple; you can set one up within a few minutes. Most importantly, blogging is free! See the sidebar on page 7 for recommended website resources.

National FFA Alumni staff created a blog at the 2009 State Leaders Conference (SLC) in Montrose, Colo. It highlights the week-long event and provides Alumni members access to an overview of the activities and a photo gallery of events. Staff have continued the blog to highlight the national FFA convention and additional SLC events. To access the blog, visit http://ffaalumni.wordpress.com.

Facebook

Facebook is a social networking website that helps users to connect and share information with other people or, in our case, with members of our Alumni affiliates. On Facebook, one can create a webpage with a “profile” that lets the user share as much information as he or she wishes. Photos, videos, text, and applications can be uploaded, submitted, and posted to a profile, and the user can control who gets to see what.

Users of Facebook can create or join groups on the site organized around specific topics of interest. They can upload photos, videos, or information that may be of interest to people who join a group. For example, your Alumni affiliate can post events, share information, enlist supporters, advocate on behalf of the local FFA chapter, and build a strong community of committed supporters. Best of all, Facebook is free!

Organizations and businesses can create groups or pages on Facebook where people become “fans” of their products and services. By establishing a group or page, FFA Alumni have the ability to message all of their members, and add photos and video to their Facebook page. The National FFA Alumni Association and several state FFA Alumni associations have created Facebook pages, which attract many Alumni members. Currently, there is a question on the National FFA Alumni webpage asking, “What social media outlets do you currently use with your state or local FFA Alumni affiliate?” I encourage you to visit the site and post a response.

Twitter

Twitter is a service that allows users to send short text messages from their cell phones or computers to a group of people. Twitter was designed to keep friends and colleagues informed about daily activities. However, Twitter has increasingly been used for commercial purposes, such as companies using it to inform customers of new products. In addition, Alumni affiliates can use Twitter to keep their members and friends informed of time-sensitive items.

Twitter messages (known as “tweets”) are sent discriminately; they are only distributed to recipients who have elected to become followers. Messages can also be sent via instant messaging, the Twitter website, or a third-party Twitter application. People who write tweets are called “twitterers” or “tweeple.” A gathering of twitterers is a “tweetup.”

Twitter has become increasingly popular and provides an avenue for Alumni members to send comments that would encourage people to visit their Alumni website. To create a Twitter account, visit the link in the sidebar on page 7.

YouTube

YouTube is an online video website, which allows Internet users to make, upload, and share their videos with others. These homemade videos are made by everyday individuals and share a variety of information. By simply entering a keyword search, one can find a video. A video-sharing program is available online. This service is also free and allows users to interact with others.

Alumni Social Media Workshop

On October 22, Joy Carter and Kimberly Henderson will be presenting a convention workshop on the social media tools available to help Alumni members grow their affiliates. They will teach participants everything they need to know about using the various applications. See page 3 for the time and location of this workshop.

Social Media tips and links continued on page 7
The two entries that follow are from affiliates that submitted “best practices” at the 2008 Convention.

**Florida: Beef ‘O’ Brady Fundraiser**

The Coral Reef, Fla., FFA Alumni affiliate has been partnering with the local Beef ‘O’ Brady restaurant since October 2008 to raise funds to support the local affiliate and FFA chapter. Flyers are given to all FFA members, inviting their families and friends to a family night at the area franchise. Upon leaving the restaurant, patrons pay for their meals, write the letters “FFA” on the back of their receipts, and place them in a box by the door. Restaurant owners tally the amount spent by the group and send the affiliate a check based on 15 percent of the receipt totals. The affiliate tries to hold a monthly family night and is allowed to promote the Alumni organization and encourage other patrons to donate their receipts to the cause. It now has expanded its operations between the two locations. The events average 40-45 participants per month. Beef ‘O’ Brady owners have been very supportive of the fundraiser and more people are aware of FFA and the FFA Alumni due to this fundraiser.

**Georgia: Western Night and Steak Dinner**

The Jackson County FFA Alumni affiliate in Jefferson, Ga., held a western and steak dinner night about four years ago. The affiliate advertised the event in the local newspaper and sold tickets to the event, which was held in the Jackson County High School dining area. Affiliate members decorated the school with bales of hay and other western items. Participants were encouraged to dress in their western paraphernalia. More than 150 people bought tickets for the dinner, which consisted of steak with all the trimmings (potatoes, salad, etc.). The activity generated several thousand dollars in profit, especially since the only real expenses were food and the printing of tickets.

Alumni and FFA members made the desserts for the events, which helped reduce expenses. A silent auction was also held to raise additional funds, which were used by the affiliate to sponsor chapter trips. Contact Luther Wilkes, 706-367-3631.

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### Tips for Using Applications

The options are endless when it comes to social networking. When social media applications are handled correctly, you will enjoy posting new information and seeing what other FFA Alumni affiliates are doing across the nation. While the applications might seem overwhelming at first, the best rules of thumb for using them include:

- Sign up for only those applications and outlets you can use at this time—the ones that serve your affiliate’s needs and goals.
- Do not let the social media outlets consume your life, because they can and will if you are not careful.
- Use these tools to post dates of upcoming events, photos or videos from events, and special announcements congratulating local FFA members.
- Do not feel you have to post a new message everyday or every hour just for the sake of posting something new. Post relevant and new information based on your affiliate’s goals.
- People will lose interest or stop being your friend, your fan, or subscribing to your videos, if you post too much information.

### Social Media Links

Here is a listing of the homepages for each of the social media applications discussed in the article on page 6:

- www.wordpress.com
- www.twitter.com
- www.youtube.com
- www.facebook.com
- www.flickr.com

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“Ideas Unlimited” is a column designed to provide useful ideas, tips, and advice to build strong Alumni affiliates that support agricultural education programs and FFA chapters.

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**National FFA Delegates Select Alumni Topic for Discussion at Convention**

At the 2009 State President’s Conference held in Washington, D.C., in mid-July, state FFA officers voted on 17 potential delegate issues for the 2009 convention to provide national FFA officers direction on what issues and committees should be appointed.

In addition to the three constitutional issues that are moving forward at this time, national officers decided to form six specific delegate issue committees for the convention. The major topic areas include global education engagement, engagement and inclusion of all students, delivery options for FFA New Horizons, roles for National FFA Alumni in assisting chapters, retention and recruitment of collegiate members, and expanding the program affiliation model beyond pilot stages. These committees will hold in-depth hearings at convention that might also require staff testimony. These committees are charged with forming recommendations on these issues to the overall delegate body.
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Complete convention coverage: See pages 1 (preview and schedule),
2 (Council nominations), 3 (workshops), 4 (benefit auctions), and auction catalog.

THE LAST TIME SOMETHING THIS ADVANCED WAS SEEN AROUND A FARM, IT LEFT CROP CIRCLES.

FFA ALUMNI MEMBERS: GET AN EXTRA $500 CASH ALLOWANCE.

The Dodge Ram Crew is designed to be the boldest, most advanced full-size truck ever to land on a farm. Thanks to innovations like Variable Valve Timing (VVT) and MDS fuel-saving technology, the Ram 1500
5.7-liter HEMI® V8 delivers the best combination of horsepower and fuel economy in its class. The new, class-exclusive rear link-coil suspension gives you more precise handling and a smoother highway ride than a Ford truck, without sacrificing payload or towing capability. It also comes with an Advanced High-Strength Steel frame that's fully boxed and rated at 85,000-psi tensile strength. For added safety and security, the standard Electronic Stability

EXPERIENCE A WHOLE NEW LEVEL OF INTERIOR COMFORT.
Inside, you'll find our first true crew cab-sized interior. There are available features like heated and ventilated front seats, class-exclusive heated rear seats and even a heated steering wheel. You also get the comfort of having the industry's only Lifetime Powertrain Limited Warranty.

PUT A DODGE RAM 1500 TO WORK ON YOUR FARM.
With everything the all-new Ram gives you, including the $500 cash allowance for FFA Alumni members, it's the perfect truck to drive you into the future. Check it out at dodge.com/ram. Dodge. Drive life by the horns.

THE ALL-NEW DODGE RAM.
NEVER BACK DOWN FROM A CHALLENGE.

DODGE