

# New VISIONS



The Official Newsletter of the National FFA Alumni Association

Volume 14, Issue 2 • Summer 2009

## Social Media Offers Effective and Efficient Outreach Options

### Part 1: Defining Social Media Marketing and Factors Related to Its Use

Social media marketing can be a cost-effective and time-efficient way for FFA Alumni members to recruit members. It can also allow them to engage today's youth and upcoming agricultural leaders.

#### Modes of Communication Expand

The Internet and other technologies have really made social media marketing possible. What is social media marketing? The interactive online encyclopedia Wikipedia ([http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)) defines it as the "content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology ... transforming people from content readers into publishers." In short, these new technologies have turned people from passive to active participants in the process of communication, whether it relates to news gathering or to social networking.

#### Popularity Mirrors Use

Social media marketing has become an extremely popular way for people to connect online to form personal and business relationships. There are many different forms of social media (see in sidebar below). At



first the concept of social media marketing might appear overwhelming, but there are resources available to you as Alumni (see part 2 in the next issue of *New Visions*).

#### Know Your Audience

Before any affiliate begins moving down the social media pipeline, it needs to know its audience. The best way to obtain this information is to survey members to determine if they have a MySpace page or Facebook account or if they Twitter or blog or even if they prefer e-mail to regular mail. Many people have changed the way they want to hear from or communicate with others. The challenge has been communicating with their members.

#### Consider the Factors

Alumni need to consider three factors when using social media: cost, time, and capacity (task management).

- **Cost:** There is often no cost associated with assembling the tools needed to engage productively in social media marketing. Blogging tools, video sites, and podcasting are usually free. Other tools are downright affordable. **Idea:** To keep costs low, tap those digitally savvy young people in your affiliate or social networking group (see "capacity" below).

*Social Media continued on page 3*

#### Social Media Vehicles

Wikipedia offers numerous examples of social media: Internet forums, weblogs, social blogs, and podcasts. Technologies include blogs, picture-sharing, vlogs, wall-postings, e-mail, instant messaging, music-sharing, and voice over IP. Examples of social media applications include Google Groups (reference, social networking), Wikipedia (reference), MySpace (social networking), Facebook (social networking), YouTube (social networking, video sharing), Flickr (photo sharing), Twitter (social networking, microblogging). For more examples and hyperlinked definitions, visit [http://en.wikipedia.org/wiki/Social\\_media#Examples](http://en.wikipedia.org/wiki/Social_media#Examples).

## Calendar 2009

### Important Dates to Remember

Dates listed are when items must be postmarked to the National Office.

#### July 15

- Donation forms for Auction items to appear in promotional catalog

#### July 15-18

- State Leaders Conference, Montrose, CO

#### October 21-23

- Alumni Silent Benefit Auction, Indianapolis, IN

#### October 22-23

- Alumni Convention, Indianapolis, IN

#### October 23

- Alumni Live Benefit Auction, Indianapolis, IN

Please visit the FFA Alumni website at [www.ffa.org/alumni](http://www.ffa.org/alumni) to download updated award applications. Send requests for forms to [pmcdonald@ffa.org](mailto:pmcdonald@ffa.org) or phone 317-802-4332 to have forms mailed via the U.S. Postal Service.

### Alumni Newsletter Goes Electronic: Sign Up Today!

The National FFA Alumni Association newsletter *New Visions* has been offered as an e-newsletter since March 31, 2009. If you would prefer to receive the newsletter electronically, please submit your e-mail address to [alumni@ffa.org](mailto:alumni@ffa.org); include *New Visions* e-Newsletter in the subject line. This can also be done by indicating your preference and providing an e-mail address on your membership roster. Remember Blue and Gold make green!



# ROUND TABLE

## Alumni "Do It" Right

*Say It, Do It, Live It: It is time to "Do It."*

I have been very busy as I know you all have been as well. In the past seven months, I have seen FFA Alumni members step up and get involved with the blue and gold (the FFA and its members). You have demonstrated hard work, presented great ideas, and built strategic partnerships.

In my role as national president, I have seen FFA Alumni in Mississippi actively support the FFA by opening their pocketbooks and presenting the green bills hidden inside to ensure they are providing opportunities for young FFA leaders. At this auction, a very nice brown leather purse, valued at \$35, sold for \$170! This treasure was embroidered with the convention theme and the FFA Motto. To me and others at the auction, this item was priceless. My pockets did not run deep enough to bring it back to Kansas and sadly I did not win a great prize for my wife. Through creativity and collaboration FFA Alumni did succeed in fulfilling their objectives of raising money for FFA Alumni and FFA members.

In March, I experienced the hard work of other FFA Alumni and the importance of strategic partnerships. My local FFA chapter and Alumni affiliate participated in the National FFA Alumni Barn Reviving Project sponsored by Campbell Soup Company.

The group took an 80-year-old barn and rejuvenated it. It now appears as good as new! The Campbell Soup Company's Help Grow Your Soup campaign has been successful in connecting Alumni with students, creating a community family that works together and educating the nation about where its food originates. I found pride in watching FFA Alumni, community leaders, and scores of FFA students roll up their sleeves to selflessly provide a service for a production agriculture family. Though the work was hard, lots of fun was had by all as evidenced by the red paint



student-designed shirt

spots on our student-designed shirts. "Soup My Barn" was the student theme for the project, giving hometown flair to the project.

With hard work, great ideas, and partnership, we can accomplish many things, doing together what we can not do alone. The mission of educating and growing students to be successful in this economically depressed time is not easy. By continuing to step up and stand out, we will mentor and lead our students and attract great sponsors like Campbell's. So, let us get out there and "Say It" with passion and take the action to "Do It!"

Sam Atherton  
National FFA Alumni President



FFA Alumni *New Visions* is prepared and published quarterly by the National FFA Alumni Association as an affiliate of the Future Farmers of America in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

### Vision

The vision of the National FFA Alumni Association is a world where people and communities grow and develop to their fullest potential.

### Mission

The mission of the National FFA Alumni Association is to secure the promise of FFA and agricultural education by creating an environment where people and communities can develop their potential for **premier leadership, personal growth, and career success.**

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### National FFA Alumni Executive Council

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Visit [www.ffa.org/alumni](http://www.ffa.org/alumni) for more Council information.

### Ex-officio Members

**National FFA Advisor**, Dr. Larry Case

**National FFA Alumni Executive Director**,

J. Frank Saldaña

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## Georgia Alumni Member is Named Citizen of Year

Toombs County, GA, FFA Alumni member Johnny Jones was recently awarded the Citizen of the Year Award for 2009 at the annual dinner hosted by the Lyons Merchants Association of Lyons, GA. Jones is an active community servant and a local business person. He is also a longtime FFA Alumni member and president-elect of the Georgia FFA Alumni Association. Jones (second from right) is shown here accepting his award with his wife Mona (R) and two children John and Jessica (L). Image courtesy of *The Advance*.

If you know of an FFA Alumni member who has recently been recognized for his or her outstanding service, send your submissions to [alumni@ffa.org](mailto:alumni@ffa.org).

## Forever Blue: FFA Support Makes Life-changing Experiences Possible

The meaning behind these two words is very powerful. Students who participate in FFA are equipped with leadership skills, knowledge for personal growth, and the foundations for career success. Everyday students are offered opportunities through FFA and agricultural education that impact their character, build their confidence, and inspire them to serve. These experiences are carried with them for a lifetime and they continue to be “Forever Blue,” the color of the FFA jacket.

“Life-changing experiences would not be possible without the generous support of individual donors and corporate sponsors. Support for FFA makes you a partner in providing quality programs and learning experiences for students. These programs are offered at the local, state, and national levels. They teach students about personal growth, diligence, and the importance of being a good citizen. The support of individuals, companies, and foundations is crucial to the future leaders of our country—the members of the FFA.”

Individuals can support FFA in a variety of ways:

- Make a cash gift
- Consider giving securities
- Donate land or other property
- Include FFA in an estate plan
- Endow a scholarship or other program

The National FFA Foundation can help you and your financial advisors consider giving vehicles that will work to meet your charitable goals and save on income, capital gains, and estate taxes. For other gift planning vehicles, visit the foundation website at [www.ffa.org](http://www.ffa.org) and click on the “Foundation” link in the navigational bar. You can also contact the office of Individual Giving at 317-802-4234.

## NATIONAL FFA FOUNDATION

*Social Media continued from page 1*

► **Time:** Using social media takes time. Every time you reach out, there is an associated cost in terms of effort or time expended. However, that time does not become an unmanageable madness. If an Alumni affiliate, for example, takes the time to establish a compact set of social media tools—a blog, a microblog, and a handful of social networks or media sharing sites—it can immediately begin tapping into the conversations that are already occurring online. **Idea:** Make sure all social media accounts are established using a single e-mail address, preferably one dedicated to social media marketing, not somebody’s work or personal e-mail.

► **Capacity:** One way to address the capacity or task management issue is to outsource the maintenance of social media to a volunteer. With the proper setup and clear written guidelines, a volunteer could efficiently monitor the organization’s e-mail account and take the appropriate action when needed. **Idea:** Many affiliates have Alumni members or volunteers who are very familiar with social media. They might even be the 20-somethings age group who tend to get overlooked when it comes to recruiting and activities. Elevating them to the post of “Social Media Coordinator” could bring some much needed knowledge and energy to the task at hand.

## IRS Filing Requirements

The U.S. Internal Revenue Service (IRS) has recently made changes to its filing requirements for tax-exempt organizations. All nationally chartered, active local FFA Alumni affiliates qualify for tax-exempt status under the National FFA Organization’s 501(c)3 nonprofit status. Those affiliates that have obtained an Employee Identification Number (EIN) from the IRS and submitted that number to the National FFA Organization to be linked to the FFA Group Exemption Number (GEN) should be in good standing. Review the information below to ensure that your affiliate is in compliance.

### What form must be filed annually by your affiliate?

- Implemented in 2008: local and state affiliates with \$25,000 or less in gross receipts must now file an e-Postcard titled Form 990-N. The IRS will not assess a penalty if you file late or fail to file; however, after three consecutive years of non-filing, you will lose your tax-exempt status.
- Local and state affiliates with gross receipts greater than \$25,000 will continue to file Form 990 or 990-EZ.

For more information and links to these forms, visit [www.irs.gov](http://www.irs.gov) and click on the “Charities & Non-Profits” tab at the top of the page.

### What if you do not know if your affiliate has an EIN or if that EIN was submitted to FFA to be linked to the GEN?

- If you do not know if your affiliate has ever filed for an EIN, you may contact the IRS at 800-829-4933. If you determine that your affiliate does not have one and would like to file for one, National FFA Alumni staff can provide you with the appropriate forms.
- If you are unsure your EIN was submitted and is linked to the FFA GEN, you may send a request for verification to [alumni@ffa.org](mailto:alumni@ffa.org).
- If you know your EIN was not submitted to be linked to the FFA GEN, send a request for a “Tax-exempt Return Form” to [alumni@ffa.org](mailto:alumni@ffa.org).



If you have questions or concerns after reviewing this information, please contact the National FFA Alumni office at [alumni@ffa.org](mailto:alumni@ffa.org) or 317-802-4332.

## Becoming an Active Participant

If you are willing to take the next step to becoming an active user of social media technologies, then visit the Alumni blog ([www.ffa.org/alumni](http://www.ffa.org/alumni)), the National FFA Alumni Facebook page, or the video cast of the State Leaders Conference workshops produced by Brian Allmer of the Barn ([www.BARNmedia.net](http://www.BARNmedia.net)).

In Part 2, Southern Region Representative Joy Carter will guide you through the process of establishing or participating in several of the social media vehicles. The article will also present the resources available for social media marketing from the National FFA Alumni Association.



# 2009 National FFA Alumni Benefit Auctions

## Mission: Possible!

Help generate scholarship funds for current FFA members!

Don't miss out on your chance to bid on these great items:

- 2010 Ford F-150 XLT
- New Holland Boomer 8N
- Trip to Germany for two with CLAAS
- 46" Cub Cadet Lawn Tractor
- Delta tool boxes
- FFA items and memorabilia
- Armstrong, Craftsman & Gear Wrench tools and equipment
- Tractor Supply Company vendor products
- Carhartt FFA Clothing
- **More than 1,000 items up for auction!**



### Auction Schedule:

Indiana Convention Center, 500 Ballroom

#### Silent Auction

Wed., October 21, 1-6 p.m.

Thurs., October 22, 9 a.m. - 6 p.m.

Fri., October 23, 9 a.m. - 2 p.m.

#### Payment/Pickup:

Fri., October 23, 4 - 9 p.m.

Sat., October 24, 8 - 10 a.m.

#### Mini-Auction for

#### Unclaimed Items:

Sat., October 24, 10 a.m.

#### Live Auction Social:

Fri., October 23, 5-6 p.m.

#### Live Auction Starts:

Fri., October 23, 6 p.m.

For more information visit [www.ffa.org/alumni](http://www.ffa.org/alumni)

Auction conducted by:



### Know anyone not coming to convention?

Let them know they can still participate in our:

Live Auction broadcast via the Internet on Friday, Oct. 23, at 6 p.m. (EDT)

Visit

[www.UnitedCountry.com/ffauction](http://www.UnitedCountry.com/ffauction)

Register, view auction catalog, and bid from home!

Interested in donating to the FFA Alumni Benefit Auctions? Download a donation form at [www.ffa.org/alumni](http://www.ffa.org/alumni)



All donation forms received by July 15 will be included in the auction promotional catalog.



### Oregon: Scholarship

FFA Alumni member Matthew Singer established a scholarship two years ago for students from North Clackamas, OR, the high school from which he recently graduated. He initiated the program because of a personal experience in his freshmen year that required him to raise his own funds for a market lamb. He then realized that several students might be in a similar situation and be unable to afford to participate in chapter activities such as raising market animals. Singer funds the scholarships with his annual take-home pay from the military (his base expenses are covered). The number of scholarships awarded varies, depending on the cost of the animals and number of applicants. In 2008, two students received scholarships to raise market lambs. In 2009, Singer has provided \$500 of seed money for several lambs and possibly a market hog. Applicants write essays and the recipients are chosen from this group by teachers and an Alumni member. Recipients in turn work at the land lab to earn the animals' keep and the scholarships cover the food and medicine. When the animals are sold, 100 percent of the supported funds are reinvested into the scholarship fund for the following year. The profit from each animal's sale is entered into an account for its owner and used for scholastic purposes (competitions, SAE projects, future market animals). Unused money in each account when a student officially leaves the program is reinvested in the scholarship fund for future students. Within a few years the overall scholarship fund will grow with returns from old projects and Singer's annual donations. Recipients have expressed much appreciation for their scholarships and Singer hopes to expand the program to other chapters. Contact Matthew Singer, [matthew.singer2@us.army.mil](mailto:matthew.singer2@us.army.mil).



### New Jersey: Golf Tournament

The New Jersey FFA Alumni Association has held a golf tournament for the last eight years. It draws about 100 participants from across the state and raises

about \$5,000 annually for student leadership programs such as state officer

training and students scholarships for the Washington Leadership Conference. The idea for the state tournament originated with a need to find a fundraising option that would raise sufficient funds to support the association's goals. A local affiliate, which had held a tournament, provided information and support for initiating the annual event. The success for the event is contingent upon the coordination of a team of people and the sponsorships of local businesses such as a strong partnership with a local Toyota dealership. Contact Susan Butch, [susan.butch@ag.state.nj.us](mailto:susan.butch@ag.state.nj.us).

At the 2008 National FFA Alumni Convention, attendees were asked to submit their “Best Practices.” Four affiliates were selected from the entries and the winning affiliates received a personalized FFA Alumni banner. One idea will be published in each of the next issues.

### Florida: Parent Support Group

The Coral Reef, FL, FFA Alumni affiliate supplemented its name with the description “Parent Support Group” to address several misconceptions held by parents. Members also wanted to encourage parents who normally would be involved with their child's education to join the affiliate. Before the name change, the affiliate found that parents immediately became disinterested upon reading the word “Alumni,” thinking that they must have been former FFA members to join. After the change, the affiliate noticed an increase in meeting attendance, though its activities remained unchanged. Parents volunteered to help in any way they could and participation was higher. Alumni members also offered an educational program for parents at incoming freshmen orientation activities. The goal was to outline for parents how the FFA Alumni affiliate supports the local FFA chapter. Another purpose of the outreach was to explain concepts such as SAE and CDE and the leadership and career-building opportunities available to new FFA members. The name change and the educational efforts serve to reaffirm for parents the tangible ways Alumni support their children and build a stronger foundation for the FFA chapter as well. Contact Debbie Murphy, [murphydj1@aol.com](mailto:murphydj1@aol.com).

## Other Convention and Benefit Auction News

### Will Your State be Represented in the 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. All your association has to do is create a fun and inventive basket with your state's products and specialties! All baskets will be judged on October 21 to determine the Best Overall basket, which will be sold in the live auction.

#### Award Categories and Prizes

*Best Overall* – \$550 Washington Leadership Conference Scholarship  
*People's Choice* – \$250 Washington Leadership Conference Scholarship  
*President's Choice* – \$200 Registration Fee to the National FFA Alumni State Leaders Conference

Visit [www.ffa.org/alumni](http://www.ffa.org/alumni) and click on the “auction” link to view the contest rules!

### Housing Update

The national FFA and FFA Alumni conventions will soon be here. If you (an Alumni member) are planning to attend either event, you are encouraged to secure housing with your FFA chapter. There is a limited availability. If you are unable to secure housing with your chapter, contact the National FFA Alumni office at [alumni@ffa.org](mailto:alumni@ffa.org) for more information.

### Judges Needed

The National FFA Organization is accepting nominations for judges for the proficiency, agriscience, and national chapter awards at the 2009 national FFA convention in Indianapolis. Judging will take place on October 21-23, and is on a volunteer basis (no expenses will be covered). To download a nomination form, visit [www.ffa.org/statestaff/documents/conv\\_judgenomform.pdf](http://www.ffa.org/statestaff/documents/conv_judgenomform.pdf) or contact Rosalie Hunsinger at 317-802-4255 or [proficiency@ffa.org](mailto:proficiency@ffa.org) for details. Fax forms to 317-802-5255.



## Alumni Serve Important Role for Tennessee Ag Ed Consultant

Recently *New Visions* staff interviewed Steven Gass about the benefits of Alumni support for Tennessee agricultural education and FFA. Gass is the state FFA advisor and a program consultant with the Tennessee Department of Education. About 80 percent of his time is devoted to curriculum and professional development and 20 percent to FFA activities. Gass has served 7 years in his present capacity. Prior to his current position, he was the state's FFA youth consultant for four years and taught agriculture for 10 years at Cookeville High School in north central Tennessee. The Tennessee FFA Alumni Association has more than 1,700 members and 300 people attend its annual convention.

**New Visions (NV):** How does the state FFA Alumni association serve your needs?

**Gass:** State FFA Alumni members help tremendously in three key ways: financially, programmatically, and legislatively.

First, they have played an important role in raising funds and sponsoring various state educational activities for several years such as awarding \$500 scholarships to college-bound students. These funds are largely generated through our annual agricultural print sales and golf tournaments, which Alumni members host (they also secure sponsors for the event). They annually sponsor three FFA creed speakers to attend the Washington Leadership Conference. Members also provide items from Tractor Supply Company for auctions at the state and local levels.

Second, members assist and help our state programs run effectively. They serve as judges at state

convention and regional career development events (CDE). They provide lodging and food for our state forestry CDE for example. They also serve in important advisory functions within our Team Ag Ed structure and on the FFA board of directors. They handle the registration and administration for the state Alumni convention.

Third, they have helped to secure a number of important legislative victories for Tennessee agricultural education. Alumni along with our teachers association and foundation led the charge, bending the ear of politicians to secure \$1,750,000 for the Tennessee FFA Foundation. Local Alumni members contacted state legislators and explained the vital role agricultural education and FFA play in building our state's youth and their role in securing the future of Tennessee agriculture.

**NV:** How has support changed over time?

**Gass:** Admittedly the support has been inconsistent, but has grown steadily since 2005, especially after the initial sale of our agricultural print series by a commissioned nationally known wildlife artist. Since that time, \$250,000 has been raised from those sales. This effort apparently increased the FFA Alumni's profile among the general populace and attracted others and sponsors to support Alumni and FFA causes. Some individuals have become contributors to our state foundation, which now has more than \$2 million in assets. The support has had a ripple effect.

**NV:** How has your appreciation for FFA Alumni changed?

**Gass:** My appreciation for the dedication and selfless service of FFA

Alumni members has only grown since I became an Alumni life member in 1980, after serving as state FFA president. Without FFA Alumni members, several students would not have attended college. They also raised issues that needed to be raised and built partnerships that have aided in growing our state's agricultural education profession. In short, Alumni have always been and will always continue to be influential by using their friendships and connections.

**NV:** What advice do you have for other state staff who have an Alumni association supporting them and for those who do not?

**Gass:** For state staff who currently do have active Alumni associations, I encourage them to work closely with Alumni leaders and members by inviting them to the discussion table on all program improvement sessions. At one point, Tennessee's Team Ag Ed had a larger staff. Under a past state administration the program was restructured. Thanks to the political muscle of Alumni and our teachers association, the program was preserved.

For staff who do not have active associations, I strongly suggest making the effort to reactivate one or charter one. I would be glad to assist any state staff member in this situation. They could also contact an active state FFA Alumni association geographically closer to them.

Alumni members are looking to state staff for guidance on how they can assist. Interaction with an active, working association does not require a whole lot of effort. The first step is to get yourself organized.



Steve Gass

To obtain more information or to discuss ideas, contact Steve Gass at [Steven.Gass@tn.gov](mailto:Steven.Gass@tn.gov)

# Retrospect: A Reflection of the 1969 Decision to Admit Girls into the FFA

Alumni support education that benefits all students in the community

It was 40 years ago, during the 1969 National FFA Convention, that delegates voted to allow women to join the FFA, a move that permanently changed the FFA and agricultural education landscape. It made it possible for girls to hold office and participate in competitive events at the regional and national levels. Today FFA membership is more diverse: 41 percent of FFA members are female, while over 50 percent of state leadership positions are held by female members.

The issue was debated even before 1969. Historian Debra Brookhart says the 1933 delegates nearly suspended the Massachusetts FFA Association for permitting female members on the basis that they were permitted to enroll in agricultural education (see photo at bot-



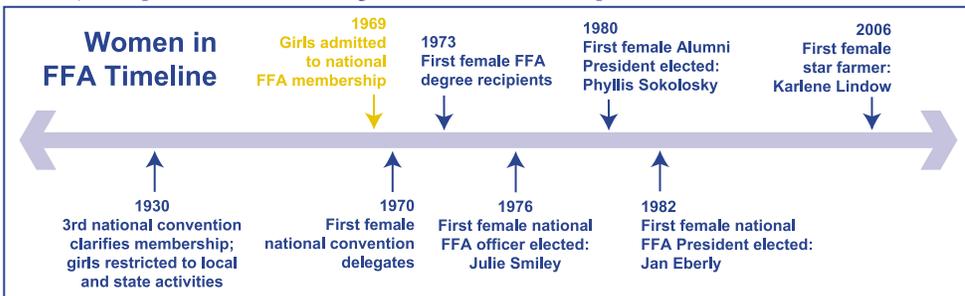
Cartoon from a 1983 FFA magazine article commemorating the 1969 decision.

tom for a recent example of the state's progressive stance). The ruling was relaxed the next year with female membership permitted at the local and state levels. For historical milestones, see the timeline below.

## Former FFA members share their perspectives on FFA

"FFA has shaped not only my roles and skills as a leader, but also truly helped mold me into the person I am proud to be today. My experiences with FFA have really given me the confidence and power necessary to be successful in this world. ... because I know myself, and I learned who I am in part while wearing the blue jacket. Because of FFA, my toolbox is well-rounded, and I know that as a woman I can take charge of my life to make positive things happen."

Emma Davis, National FFA Representative on the National FFA Alumni Council, past North Carolina FFA officer, and FFA member from 2003-2007



"FFA provided the cornerstone for my professional and personal development ... it was essential for my success. FFA gave me the confidence to succeed in agriculture (which some would consider only a 'man's world' in the 70's and 80's) by providing leadership and technical training through contests and award programs."

Elin Miller, past national FFA officer



## New 2010 Ford F-150 XLT

### Donated for the Live Benefit Auction

Ford continues its support of FFA programs by donating a new F-150 pickup for the National FFA Alumni Auction for the fourth straight year. The 2010 F-150 provides unrivaled capability and ingenious new features that help you work smarter, including:

- Best-in-class trailer towing capability—11,300 pounds—with standard trailer sway control and an available integrated Trailer Brake Controller for added driving confidence and vehicle stability.
- Best-in-class payload—3,030 pounds—with available tailgate step and box side steps for easy access.



Visit [fordvehicles.com/trucks](http://fordvehicles.com/trucks) to see the 2010 F-150 this summer.

Proud Sponsor of FFA since 1948



### Changing Face of FFA in 2009 and 1964:

At left: FFA and agricultural education have changed over the decades as the industry of agriculture has changed. Women have joined the ranks of leadership and technical roles in agriculture, which are open to all young people today regardless of gender.



At left: 28 FFA members, including one girl, from the Silver Lake Chapter gathered in the school athletic field in the winter of 1964 for their "100 Percent Photo." Located in Cape Code at Kingston, MA, only 25 miles from President Kennedy's summer home, all members have their official FFA jackets and official FFA blue shop coveralls, and subscribe to the national magazine.



### LPS Grant Increases Communication

The FFA chapter at Riverside High School in Tennessee received a \$1,000 Local Program Success Grant at the 2008 convention to design a newsletter to promote and communicate chapter and FFA Alumni affiliate activities and achievements (see inset at left). To obtain more information on the grant program or to download an updated application, visit [www.ffa.org/alumni](http://www.ffa.org/alumni). The application deadline is annually July 1. Now is the time to begin preparing for next year's deadline. The December 2009 issue of *New Visions* will include an article with tips from grant judges.

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## 2009 National FFA Alumni Association Convention

### Thursday, October 22

4-6 p.m. FFA Alumni Awards Session 205-207\*

### Friday, October 23

8-9:30 a.m. FFA Alumni Delegate Check-In *Outside* 205-207

9:30 a.m.-Noon FFA Alumni Business Session 205-207

2009 registration will be completed online in advance of convention.  
Last minute substitutions can be made during delegate check-in.

\* All activities will be held in the ICC (Indiana Convention Center) unless noted.

### Benefit Auctions

#### Wednesday, October 21

1-6 p.m. Silent Auction Open for Bidding 500 Ballroom

1-6 p.m. Live Auction Items on Display 500 Ballroom

#### Thursday, October 22

9 a.m.-6 p.m. Silent Auction Open for Bidding 500 Ballroom

9 a.m.-6 p.m. Live Auction Items on Display 500 Ballroom

#### Friday, October 23

9 a.m.-2 p.m. Silent Auction Open for Bidding 500 Ballroom

4-10 p.m. Silent Auction Payment/Pickup 500 Ballroom

5-6 p.m. Live Auction Social 500 Ballroom

6 p.m. Live Auction Begins 500 Ballroom

#### Saturday, October 24

8-10 a.m. Auction Payment/Pickup 500 Ballroom

10 a.m. Mini-Auction for Unclaimed Items 500 Ballroom

### Workshops

#### Thursday, October 22

10-11 a.m. FFA Alumni Workshop 205-207

11:30 a.m.-12:30 p.m. FFA Alumni Workshop 205-207

1:30-2:30 p.m. FFA Alumni Workshop 205-207

10:30-11:30 a.m. Student Workshop: "Discover How You Can 'Go Blue' for a Lifetime!" TBD

#### Friday, October 23

Noon-1:00 p.m.\*\* FFA Alumni Workshop: "Inside Look at the Alumni Council, Is It for You?" 205-207

\*\*This workshop immediately follows the closing of the Alumni Business Session.

**Proceeds from the following events benefit the National FFA Alumni Association.**

**Encourage your chapter to attend, enjoy, and support the FFA Alumni!**

### Hypnotist Shows

#### Wednesday, October 21

Show #1: 6-7:30 p.m. Sagamore Ballroom 3-5

Show #2: 8-9:30 p.m. Sagamore Ballroom 3-5

#### Thursday, October 22

Show #3: 6-7:30 p.m. Sagamore Ballroom 3-5

Show #4: 8-9:30 p.m. Sagamore Ballroom 3-5

Show #5: 10-11:30 p.m. Sagamore Ballroom 3-5

#### Friday, October 23

Show #6: 4-5:30 p.m. Hyatt, Cosmopolitan Ballroom

Show #7: 8:30-10 p.m. Westin Hotel, Grand IV-V