

NEW VISIONS



Volume 7, Issue 3
August-September 2002

For more information, visit
our website at www.ffa.org.

THE OFFICIAL NEWSLETTER OF THE NATIONAL FFA ALUMNI ASSOCIATION

Highlights of National FFA Alumni Convention

Oct. 31 – Nov. 1, 2002

Alumni Career Show Booth South Wing A & B

Wednesday, Oct. 30.....12:30 - 5:30 p.m.
Thursday, Oct. 31.....18:00 – 5:30 p.m.
Friday, Nov. 18:00 – 4:30 p.m.

Alumni and Teacher Workshop Conference Center 105

Thursday, Oct. 312:30 p.m.

This new workshop will be presented by J. Frank Saldaña, FFA advisors, and representatives from local affiliates. What role does Alumni play? Learn how to become a

manager of resources, develop a volunteer effort in your community, and become the person who promotes community service initiatives.

Alumni Convention – Friday, Nov. 1

Registration8:00 – 1:00 p.m.
Opening Session9:30 – 11:30 a.m.
Business Session1:30 – 3:30 p.m.

Alumni members are invited to attend any of the workshops presented during national convention. These workshops are not limited to students and/or teachers but are open to all individuals. Many of these

workshops can be beneficial to your local affiliate and enable you to work closer with your FFA advisors and students. If you are interested in attending any of the workshops, visit the FFA website at ffa.org for a listing of workshops and schedules.



ALUMNI at 30
Taking Volunteers by Storm



FFA ALUMNI TAKING *Volunteers by Storm*

By Cindy Ettestad, National FFA Alumni President

“FFA Alumni Taking Volunteers by Storm” served as the theme of this year’s State Leaders Conference held July 23-28 in Florida. Participants from 17 states enjoyed the beauty of the state FFA Leadership Training Center owned and operated by the



(Above): Conference participants toured a grapefruit grove and hand-harvested some of the crop for later enjoyment. (Right): Sonny Turner of Georgia participates in a listening exercise.

Florida FFA Foundation.

Participants enjoyed a seafood boil supper and ice cream social on Tuesday evening after registration. After the meal, Florida Alumni members provided a brief history of the camp, which is located in Haines City just south of Orlando.

Rick Metzger, former National FFA Alumni President, began the conference on Wednesday morning with a keynote speech and workshop on effective listening. Kent Schescke from the National FFA Organization conducted a break-out planning session on how Alumni can help commemorate the 75th anniversary of the FFA. The session offered many good ideas for local involvement!

The group then toured the Florida Natural Citrus Plant in nearby Lake Wales. The tour provided participants with a working knowledge of the citrus industry. Later back at the camp, the group was treated to a culinary treat of a wild game supper that included, alligator, deer, wild turkey, and

swamp cabbage prepared by the Plant City FFA Alumni. For those members whose appetites were less adventurous about trying these gourmet foods, beef was provided!

The evening concluded with a session by J. Frank Saldaña, the new National FFA Alumni executive director, which allowed participants to meet with him.

Thursday began with a workshop on writing effective grants, which was presented by Ray Gilmore, an agriculture teacher from Molalla, Oregon. His workshop centered around the Alumni Chapter Grant Program and how it can build connections to the community. Conference participants were encouraged to submit an application.

Nick Nichols then presented a humorous workshop on effective communication.

Also offered on Thursday were two community partnering workshops: James Woodard from Georgia conducted a workshop on building state relationships and Gary Bartley of Florida presented one on successful foundations.

The State Leaders Conference and additional photos of the event, continued on page 5



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Member-At-Large, Dan Bliss, *Kansas*
NASAE Representative, Toni Gilmore, *Oregon*
NAAE Representative, Gary Geswein, *Indiana*
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The FFA Alumni has always been a network of supporters, mentors, and volunteers. What we are doing now is focusing on this unique aspect of the FFA Alumni as a means to opening doors for our association.

- J. Frank Saldaña



J. Frank Saldaña
National FFA Alumni Executive Director

ROUND TABLE

THE ALUMNI — An Association of Volunteers

What does this phrase mean?

This article was written to introduce you to our new emphasis on volunteerism and explain how it fits into our existing mission and programs.

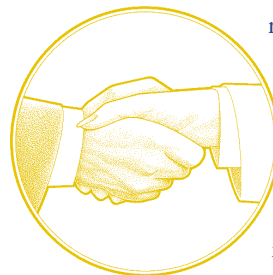
What does it mean for the FFA Alumni Association? One thing is clear: The National FFA Alumni Association will continue its 30-year tradition of securing the promise of FFA and agricultural education. We will continue to support agricultural education as we have in the past.

Why volunteerism anyway? The FFA Alumni has always been a network of supporters, mentors, and volunteers. What we are doing now is focusing on this unique aspect of the FFA Alumni as a means to opening doors for our association. The newest “trend” in non-profit and service organizations is volunteerism.

By focusing on building partnerships and mobilizing volunteers, we can garner more support of agricultural education for students and teachers. Volunteerism hopefully will allow us to tap into new resources. Volunteerism may allow us to attract new people to our association because we are appealing to their sense of civic duty. If you want an overview of how volunteerism fits into the existing Alumni mission, read the article on page 6 entitled “Vision: Key to Alumni Volunteer Recruitment.” It has been reprinted from May 1996 and concisely demonstrates how volunteerism is a tool, not an end in itself.

How are we going to do this? We will seek to foster teacher and student success through initiatives that focus on recruitment and retention, training, and resource management. Volunteer recognition programs can serve to motivate local Alumni and community residents to increase their level of support.

Take my former situation as an agriculture teacher as a case study. When I was teaching, I often found that I needed to focus my time and attention on the bottom line—that of facilitating learning. By engaging community members and school administrators to assist me, I realized I could accomplish more. As these volunteers saw that local programs benefited students and the community, they were more apt to help obtain



resources, plan events, market the program, be an advocate, and provide moral support.

The Local Program Success (LPS) initiative is one great example of how this is currently being done. One goal of LPS is to encourage agricultural

teachers to become managers of resources. Alumni and volunteers then serve as a support network in helping teachers build success for students and the community.

So where do we go from here? We will provide more information as we discuss our options at the national level and with state leaders throughout the coming months. For now, we will continue to collaborate with other members of the agricultural education family in accomplishing our main goal of providing leadership in mobilizing volunteers and support to agricultural education.

BE A **Force** for STUDENT SUCCESS



*Barrett Keene
National FFA Southern
Region Vice President*

First of all, I want to thank you for everything you do for students. From a student perspective, I truly appreciate the opportunity to have community role models who take time to help others. From the perspective of a future teacher, I truly admire the immeasurable assistance and support you provide local teachers. The FFA theme this year is "One Mission: Student Success." Each time you are involved in the lives of

students and your local chapter's activities you are bringing this theme to life.

There is no question that there are challenges that face our young people everyday. From drugs to the prison of self-doubt, students face difficult issues today. The quote at right identifies exactly what you do for students. By being that force for change in the lives of FFA members, you are helping them build student success.

But, let me encourage you to think about coaching a career development event team if you feel as though our youth don't appreciate agriculture. If you think students place a higher priority on television than goals, then let me encourage you to raise funds to let one student attend a leadership conference. Thank you for living a life of

You must be the
change you want to
see in the world.

-Gandhi

integrity, caring, and excellence. Know that each time you give to students, growth and "student success" is possible.

In addition, you have the opportunity to be a catalyst for change in your relationship with our agriculture teachers. As a future teacher, I am learning about lesson plans, career development events, maintaining the agricultural laboratory, and planning an instructional program. While teachers are tremendous people, I encourage you to extend a hand and show your care.

Because I have a foot in both camps, I know that FFA members and teachers both appreciate and depend upon you. By serving students and teachers, you are a force for change that makes the FFA theme a reality.



Adventure Guides

*Amber Haugland
National FFA Central
Region Vice President*

I approached the halfway mark on the rock face, wearing all of the necessary equipment. The climb was becoming difficult. I reached up for my next handhold, but couldn't find anything on which to grab!! I desperately searched around. I seemed to be stuck!

I felt around with my hands a bit more...and found a small hold for my hand that might just work. But it required that I let go of my present hold and take a risk. Before I could do this, I had to believe.

In a figurative way, we, as FFA members, find ourselves in situations similar to

this everyday. We are seeking the adventure of a lifetime! FFA straps us in for success, equipping us with programs that provide leadership, personal growth, and career success. Exciting and life-changing opportunities are available to us as FFA members.

But sometimes the climb is difficult for us. Though we can envision exactly where we want go, we may find getting there challenging. After setting lofty goals, we can occasionally feel stuck and hesitant to take the risks. And to make matters worse, we sometimes don't believe in ourselves!

In our moment of uncertainty, Alumni members and volunteers like you can help us realize that we can achieve our goals and dreams. Should we stumble, you throw a



rope that protects us from the fall. When we feel challenged, you help us to find a solution. And when we do reach higher, you're there to cheer us on! You do it not for the pay or the glory, but because you believe in helping us reach our greatest potential. I feel very fortunate to have had the support of Alumni and community volunteers. My life-changing adventure would not

have been possible without Alumni to encourage me, which then allowed me to believe in myself.

Thank you for guiding FFA members to a brighter future and challenging us to reach higher and believe in ourselves! Be proud to be members of the FFA Alumni and consider yourselves *adventure guides!*

Meet Your Director



J. Frank Saldaña

J. Frank Saldaña has served as an agricultural education instructor, community leader, and National FFA Organization staff member.

Education

- Masters Degree in School Administration, Texas A&I
- Bachelors of Science in Agricultural Education, Texas A&I

- Disney Approach to Leadership Excellence and People Management Seminars

Professional Experience

- Student Leadership Specialist, National FFA Organization
- Managed leadership and personal growth conferences held in 44 states for 11,000 FFA members
- Coordinated and planned convention workshop series
- Managed special FFA projects

- Agricultural Education Instructor, Rio Hondo and Lyford, Texas

Volunteerism Positions

- President, Texas A&I Alumni Association
- Mayor, Combes, Texas
- President Elect, College Park Kiwanis

*To offer feedback or comments,
contact J. Frank Saldaña at
fsaldana@ffa.org.*

Meet *the* Nominees

The following Alumni members are currently on the ballot for the National FFA Alumni Council's Member-At-Large positions. Delegates will have an opportunity to cast their vote at this year's national convention.

Jodi Geiger

Residence: Edgewater, Florida
Member: Lifetime FFA Alumni member
Employment: High school agriculture teacher and FFA advisor; lawn and landscaping business owner and operator

Upon graduation from the University of Florida in 1985, Jodi founded the agriscience program and FFA chapter at Leonard High School. Since that time, she has taught at New Smyrna Beach and Pine Ridge High Schools. Jodi was a charter member of the Pine Ridge FFA Alumni. She served on the Florida Alumni Association Board of Directors for four years, as state Alumni vice president for three years and as state Alumni president for four years. Besides serving as a convention delegate for six years, she has received the Legion of Merit Citation for eight years. Jodi currently serves as an appointed Member-At-Large on the National FFA Alumni Council. The Florida FFA Association has awarded Jodi with the Honorary State FFA Degree and the Distinguished Service Award.

Monte Ladner

Residence: Carthage, Mississippi
Member: Active member of Carthage FFA Alumni Affiliate
Employment: Director of vocational-technical education, Leake County Schools for 11 years; agriculture teacher and FFA advisor for over 20 years

Monte has served as the coordinator for the state FFA Alumni Association for 12 years. He has served as the state FFA Alumni president twice and on the state FFA Alumni Council for several terms. Besides coordinating Alumni-sponsored career development workshops for Mississippi agriculture teachers, Monte coordinated last year's State Leaders Conference. For his contributions to the FFA organization, he has received the National FFA Alumni Outstanding Achievement and Mississippi Outstanding

Alumni Member awards. In addition, the FFA has awarded him with the Honorary Chapter, State, and American FFA Degrees. He is also the former Leake County Man of the Year. Monte is an active member of his community. He is a member of the Chamber of Commerce, the community college workforce development committee, the Carthage Rotary Club, and his local church.

Sonny Deke

Residence: Marion, Iowa
Member: Lifetime FFA Alumni member
Employment: Retired from Collins Radio/Rockwell International after 30 years as foreman, supervisor, and team leader; currently works part-time at a grocery store

Sonny has been an active member of the local and state FFA Alumni since 1987. He regularly has chaperoned students to local, district, state, and national events since 1994. He has served as a judge for various career development events. Sonny has served on the state FFA Alumni Council since 1997 and as president, vice president and secretary of his state Alumni association. He was also the secretary of the Iowa FFA Enrichment Center. In recognition for his contributions, Sonny has received the Iowa FFA Distinguished Service and Alumni Outstanding Achievement Awards, the National FFA Alumni Outstanding Achievement Award and the Iowa Agriculture Educators Distinguished Service Award. The state Alumni Association also selected him for its Hall of Fame. Sonny has been an active part of the local sports scene, umpiring girls varsity and ASA softball and refereeing girls and boys basketball for 24 seasons. He is also a member and past president of his local church congregation.

John Leiterman

Residence: Denmark, Wisconsin
Member: Lifetime FFA Alumni member
Employment: Retired from team manager in the production department at Green Bay Packaging after 40 years and from operating a farm

John has been an active Alumni member both on the local and state level. He has been a member of the local Alumni board of directors for five years, serving as officer for each of those years. As a member of the Wisconsin FFA Alumni Council, John has served in numerous offices including state president. He has chaperoned students to the state and national conventions for 10 and 20

years respectively. John has served as a judge for state career development events for the past four years as well. Besides being a charter member of the local Alumni affiliate, John has annually sponsored the local agricultural mechanics proficiency award. He has served as the chairperson for the state Fastpitch Softball Tournament sponsored by the Denmark FFA Alumni. John has also chaired many local and state fund-raising activities. For his efforts, John has received the Distinguished Service Award from the local chapter and Wisconsin FFA Association. He also served as a member of the local school district board of education for nearly 20 years, the last 12 years as president. John is an active member of his local church.

In addition to these candidates for the Member-At-Large positions, current National FFA Alumni Vice President Pam Jumper is a candidate for the office of president. Dale Beaty, the Central Region Representative from Wisconsin, is a candidate for the office of vice president. Abbreviated biographies are provided below:

Pam Jumper

Residence: Paragould, Arkansas
Member: Lifetime FFA Alumni member
Employment: Stay-at-home wife and mom; co-manages a certified Angus cattle ranch and grow Bermuda grass hay; former sales representative for two herbicide manufacturer

Pam served two terms as the president of the Arkansas FFA Alumni. She was a charter member of the Greene County Tech FFA Alumni affiliate, where she served in all leadership capacities. She is very involved with education at the primary and intermediate levels and with the local agriculture program.

Dale Beaty

Residence: Milton, Wisconsin
Member: Lifetime FFA Alumni member
Employment: Business owner, general contractor, and licensed real estate broker; owns a group childcare center operated by wife and a development company

Dale has been very active with Alumni on the local and state levels, receiving a Legion of Merit citation two times and serving as vice president and president for the Wisconsin FFA Alumni Association. From 1987-1994, he served as a U.S. Army officer. In addition, he is a member of the local Kiwanis Club and the Chamber of Commerce.

GRANT FULFILLS COMMUNITY NEED for AGRISCIENCE LEARNING LAB

The agriscience teachers, students, Alumni, and community residents of Shepherd, Texas, are thankful for the Chapter Grant Program. The \$1,000 grant awarded to the agriscience program allowed the community to complete the kitchen and concession area of the 100' x 120' agriscience learning lab.

The area will be used for teaching food technology courses and as a meeting place for the Shepherd FFA Chapter, community residents, and local 4-H clubs.

In 1998, local Alumni members cleared the present site and began preparing the building pad. The agriscience learning lab

now consists of a meeting room, restrooms, kitchen, feed room, as well as feeding floor space to house pigs, lambs, and goats. There is also a show and work arena. The learning lab provides students with an appropriate working and learning area to develop their knowledge in any agricultural field.



The concept for the agriscience learning lab was based on the need to locate an accessible building where students and community residents could meet for local livestock and hay shows. The facility also needed to provide space for students to feed their show animals.

“The facility is also used for lab instruction,” added instructor Jody Cronin. “The 4-H uses it for activities since the extension office is located at the other end of our county and little space exists there for local meetings.”

Cronin says community and administration response to the learning lab has been positive. “We are blessed with many supportive people in our community,” he added. In fact, the local Alumni affiliate initially raised some of the funds for the building’s construction. Later, the school district provided additional funds to complete most of the facility. The grant and other donations from local Alumni members have covered the cost of equipment for the building.

Fellow instructors P.T. Mahony and Tony Goodman are extremely thankful for the Chapter Grant Program. “We strongly recommend that local teachers and Alumni members complete an application. Many times when Alumni affiliates want to help community youth, there are insufficient funds for them to do so. The Chapter Grant Program enables Alumni members to accomplish the goal of supporting youth in ways that suit local needs,” Mahony and Goodman said.

For more information on the Shepherd High School agriscience learning lab, contact Jody Cronin, P.T. Mahony, or Tony Goodman at 936-628-3371 or jcronin@mail.esc6.net.

Continued from page 1

Dale Beaty, National FFA Alumni Central Region Representative from Wisconsin, along with Diane Amera, who serves as the Wisconsin FFA Alumni executive secretary, conducted a fun and learning workshop entitled “The Three Rs of a Successful Alumni.” The 3 Rs stood for recruitment, retention, and recognition. An additional “R” included respect. Dale and Diane taxed group’s talents by having participants break into groups and create skits from a scenario given to each group.

Thursday ended with a visioning-type workshop by J. Frank Saldaña. Following the workshop, members boarded a haywagon and toured an grapefruit grove. Several participants picked grapefruit and brought them back to the camp. That evening ended with a wonderful pork supper prepared by the Baker County FFA Alumni. The high school principal even contributed to the meal by baking his mouth-watering homemade biscuits for everyone!

Friday and Saturday found the group touring Florida, including the following sites:

- The largest cattle operation in Florida, the Deseret Ranch, owned and operated by the Church of Jesus Christ—Latter Day Saints.
- The Jungle Adventure, an alligator farm where the group learned about alligators from egg to harvest!
- Fort Christmas, a park where old homes from around the area are brought to preserve them. The tour offered insights into how the earlier settlers lived.

Conference participants made an outing to Anna Maria Beach! (For those of us from the West Coast, the event allowed us to swim in the water without freezing to death!) The group then toured Ybor City and parts of Tampa where it observed cigar manufacturing. The day ended with a banquet hosted by Hillsborough County Farm Bureau/Farm Credit of Central Florida.

We really appreciated all of the hard work that Florida FFA Alumni put into hosting the State Leaders Conference this year. Florida Alumni really made sure that everyone had a great time. They showed us what true teamwork was all about.



(Left top to bottom): Participants enjoy alligators at Jungle Adventures; Nick Nicholas presents a workshop on effective communications; state leaders working on a group assignment.



Among Friends

Part I Vision: Key to Alumni Volunteer Recruitment

Is your Alumni affiliate constantly recruiting new people because current members or volunteers are leaving? Or do you find it difficult to get members involved?

There are right and wrong ways to ask people to join and keep them motivated, says Susan Ellis, author of *The Volunteer Recruitment Book*.

Recruitment Is Last Step

While most affiliates experience a rise and fall in membership periodically, the key to retention seems to rest with how and why people were initially recruited.

As an internationally-known volunteer leader and presenter for more than 20 years, Ellis says the trouble starts when “organizations jump the gun, spreading word of their hope for volunteer help or members prematurely.”

“Without preparation,” she continues, “they run the risk of bringing out people who do not really meet their needs and are wrong for them.”

Local affiliates that don’t know why they want volunteer members may find recruiting difficult, Ellis suggests.

First Step: Set a Vision

Having members or volunteers is not an end unto itself, cautions Ellis. “They are a resource and a strategy for fulfilling the Alumni’s mission.”

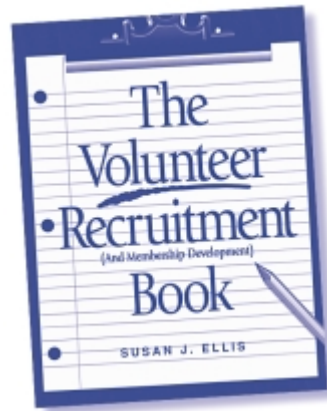
Here are some suggestions:

- Take time to write down your affiliate’s reasons for involving members and make sure everyone—advisor, officer team,

and recruitment committee—agrees.

- Review the Alumni mission and determine what members are expected to do.
- Set specific goals and objectives for members. Ask: How will they make a difference in supporting agricultural education in my community?
- Annually review and revise your affiliate’s goals and objectives for member participation.

“Raise your affiliate’s vision about the potential for Alumni members,” Ellis asserts. “Expanded vision produces expanded results.”



Finding Members

“It is not enough to say we need members,” Ellis adds. “Developing specific jobs to recruit different types of volunteers can help gain and retain members long-term.”

For example, if you’re looking to raise funds for new computer equipment, search for someone whose occupation involves computers and proposal writing.

Creating job descriptions for volunteer members can provide needed focus. A committee of advisors, Alumni, and FFA officers, and others who will eventually work with members needs to develop these assignments.

“Allow the work to direct you to the potential members,” she advises. “That’s a lot better than, ‘You’ve got a pulse, you’re in.’”

Editor’s Note: This is the first in a three-part series to help you recruit, manage, and motivate local Alumni members and volunteers. Part II will offer tips on analyzing your local recruitment strategies, selling the benefits of joining, and setting member or volunteer objectives.

Reasons for Volunteers

There are many reasons for having members who eventually volunteer their time and resources. Though limited money is a valid reason for asking people to join, “never say that volunteers ‘save’ money because it’s not true,” Ellis says. Rather, describe membership as a means to “stretch the budget.”

Alumni members and volunteers help local programs in the following key ways:

- They build the credibility of your program. Community involvement often equals credibility and legitimacy in the minds of local administrators, legislators, or business people.
- They increase the influence and impact of the local program in the community. Volunteers, who are community leaders, can act as successful advocates for your program.
- They can focus their specific skills on specific projects that support FFA locally. In doing so, they can offer a greater service to the FFA.

For more information or on how to obtain a copy of *The Volunteer Recruitment Book*, contact Energize, Inc. at 800-395-9800.



Susan Ellis, author of
The Volunteer Recruitment Book

Win a 2002 Polaris RANGER 4x4

Don't forget to look for our special kiosk in the Shopping Mall in the East Wing. You will have the opportunity to support the "Local Chapter Grant Program" by making a \$1 donation for a chance to win a 2002 Polaris RANGER 4x4. The drawing will be held Friday night during the Live Auction.



Silent Auction

South Wing Lobby B

Wednesday, Oct. 30 12:30 – 7:00 p.m.
Thursday, Oct. 31 9:00 – 7:00 p.m.
Friday, Nov. 1 9:00 – 4:00 p.m.

New this year, the silent auction will close in sections. Section 1 of the silent auction will close at 1:00 p.m. on Friday afternoon. Section 2 of the silent auction will close at 4:00 p.m. The sections will be designated at the start of the silent auction. Pick-up for silent auction items will begin at 5:00 p.m.

Live Auction

Conference Center 104/105

Friday, Nov. 1 7:00 – 10:00 p.m.

Be sure to join us for the complimentary Auction Social which will begin at 6:00 p.m. in Conference Center 104/105. Then stay and place your bids to make the 2002 Auction the best ever.



Again, this year the star item at the auction will be the

2003 Chevy Silverado 2500HD

Donated by CHEVY Trucks

Fleetside body with handling/trailer suspension package. 6.0L, V8 engine.

Four-speed automatic transmission with overdrive. Air conditioning, dark charcoal cloth seat trim and AM/FM stereo equipment. Blue metallic.



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 Indianapolis, IN 46268-0960

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Newsletter



What's Inside this issue...

2 Meet the New Executive Director

Vision: Key to Working with Volunteers **6**

Special Insert: Auction Catalog

Former FFA Members Sought for Band and Chorus

Through the years, hundreds of FFA members have inspired convention attendees through music. In honor of the 75th Anniversary of FFA, the directors of the National FFA Band and Chorus invite former FFA members to join them for a special performance.

Anniversary Band

If you are interested in participating, contact National FFA Band Director Joe LaJoye via email at jplajoye@triton.net by October 20, 2002. Former band members will join the National FFA Band at the American Degree Lunch on Saturday, Nov. 2 at noon to play one song or the whole set.



Luncheon tickets (\$15) can be purchased using the pre-registration form or during the convention at registration in South Wing Lobby A. Former band members should report to South Wing A at 11:30 a.m. on Saturday, Nov. 2. Bring your instrument and a folding music stand. Music will be provided at this time.

Anniversary Chorus

Contact National FFA Chorus Director Patti LaJoye via email at jplajoye@triton.net by October 20, 2002. Former chorus members will join the National FFA Chorus on Friday, Nov. 1 at the Band and Chorus Concert from 6:00-6:45 p.m. Former chorus members should report to the East Ballroom in Freedom Hall at 5:30 p.m. on Friday, Nov. 1. Instructions and music will be provided at this time.

See www.ffa.org/convention/index.html for more information regarding convention registration, housing, and other events. Contact Katie Dallam at 317-802-4216 or kdallam@ffa.org with any further questions.

Ideas, Promising Practices Needed

New Visions staff are looking for ideas, activities, and tips that you have used locally to build success for your agricultural education program and for students. If you or your affiliate would like to share your ideas, please send them to the National Office:



e-mail to
bhaig@ffa.org



fax to
 (317) 802-5293