Have you ever wondered how much time a Super Bowl team’s coaching staff invests in developing its game plan? Hours and hours are spent reviewing the opponent’s game films, analyzing strengths and weaknesses and creating a plan of action to maximize their team’s strengths while protecting their weaknesses.

Compare this intense planning exercise with the planning you do for your agricultural education program. Do you analyze your strengths and weaknesses, then develop a plan designed to leverage your strengths while compensating for your weaknesses? Do you engage key stakeholders – administrators, local agribusiness and community leaders, parents and students – in the planning process?

Take away any one of those components, and the system won’t work very effectively. Take away the playbook, and practice is chaotic and games worse. Skimp on practice, and the team won’t have the technical skills to implement the game plan. Take away the games, and there isn’t much incentive to learn the playbook or practice.

The same is true of agricultural education. First, knowledge must be gained in the classroom. Then that knowledge is applied through the SAE, and technical skills are developed. Lastly, members test their skills against others when they compete in FFA events and award programs. Take away any one of these components, and the system doesn’t work nearly as well.

This issue of FFA Advisors Making a Difference includes several stories on program planning. We hope you’ll find this information helpful in developing your own winning game plan!
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The Importance of Planning

The late coaching icon Vince Lombardi was quoted as saying, “Everyone has the will to win, but very few people have the will to prepare to win.” I believe this quote is very applicable to our profession.

How many times have you attended a state or national FFA convention and returned home determined to be more successful the next year? When the spotlights are bright, the music is loud and the winners’ names are being called, it is easy for us to visualize the same scenario with our faces and the faces of our students in the picture. Realistically, we also know there are some teachers who are seemingly in the spotlight annually and, unfortunately, many teachers who are never in the spotlight or recognized for exemplary success. Why is that? Could it be planning the lack thereof? Most of us know where we want to be, but how do we get there?

I would submit that to ensure success, we must have a plan. It is mandatory that our partners provide input and have the opportunity to “buy in” after the plan is finalized. I would venture to say that not many of the “Stars Over America” recognized in Louisville this past October began thinking about their opportunities for success on the day they began filling out their American FFA Degree application and star battery. To the contrary, many of them began with a plan devised after consultation with their parents, advisors, school officials and community leaders dating back to their first year in an agriculture classroom. Many of their plans included the Star Greenhand, Star Chapter Degree and Star State Degree as destinations along their journey to the spotlight in Louisville. They began with the end in mind.

Another late coaching icon, Paul W. “Bear” Bryant, attributed much of his success to the fact that most of the people he competed against had no plan. They all had the desire to do well, but for the most part, no idea how to achieve the success they desired. Let us never underestimate the value of a plan. We need a plan developed with input from everyone that we count on to help make it a success. We need a plan that takes into account how we will react when everything goes right and a plan that includes strategies to deal with the inevitable setbacks along the way.

We would all do well to remind ourselves that good things don’t just happen. Whether our goal is a three-star chapter, a state FFA office, Star Farmer of America, or to double our chapter’s FFA membership, we need a plan.

Good luck on your journey to success. Enjoy the trip!

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The FFA Mission
FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

The Agricultural Education Mission
Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

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This publication is available online at [www.ffa.org/media/html/med-pub-index-htm]
to achieve its long-range goal and accomplish its mission, the National FFA Organization is guided by nine key strategic priority areas (KSPAs). Sometimes termed “critical success factors”, the KSPAs help focus board, officer and staff attention on conditions that must exist for the organization to reach its goals. They act as reference points for making major decisions, defining strategic projects, allocating resources and setting measurable goals.

“It is important for teachers – all stakeholders, really – to recognize that FFA has taken a very strategic position in support of the total agricultural education program,” says Doug Loudenslager, chief operating officer of the National FFA Organization. “At FFA, we recognize that unless we have a dynamic, engaged corps of teachers implementing robust curricula containing strong technical content, coupled with sound experiential learning, then there is no need for the student organization, FFA.”

The National FFA Organization is hopeful that teachers will be able to use the KSPAs as a local planning tool. “We hope teachers will consider the KSPAs National FFA is embracing as an opportunity to look at their local programs and consider new ways to provide more robust programs,” Loudenslager says. “We are hopeful teachers will see that, in many cases, what is valid on the national level is also applicable on the local level.”

As you review the following, think about your local program and how these key strategic priority areas might apply. Could you use them with your administrators to build support for your program? Would your advisory committee find them useful? Could you use them as a planning tool to strengthen your program?

Key Strategic Priority Areas

1. The success of the National FFA Organization on local, state and national levels depends directly upon the collective success of the overall program of agricultural education. Accordingly, it will work closely with its partners in Team Ag Ed and with all key stakeholders to set goals, define strategies, coordinate resources and support the delivery of programs and initiatives.

2. Agricultural education programs will be administered by qualified teachers who deliver the integrated model of agricultural education. Each program will incorporate classroom/laboratory instruction, supervised experiential learning and activities that develop career, leadership and personal skills.

3. All agricultural education programs will provide the scientific, academic, technical and career skills needed by students interested in pursuing high-demand careers in the agriculture, food and natural resources industries. Students will be prepared for continued post-secondary education and training.

4. Supervised experiential learning will be a critical component of an integrated agricultural education program, promoting technical and personal skill development and high academic achievement. Opportunities for production, entrepreneurship, research and volunteer experiences will be available to students.

5. Leadership, career success and personal growth programs of FFA will be delivered to all students and directly support the overall goals of the agricultural education program. They will not be delivered separately from the integrated model of agricultural education.

A number of critical resources and capacities are needed to fully enable the integrated agricultural education model at all levels:

6. Agricultural education requires a well-funded, world-class delivery system with an abundant supply of agricultural educators, state and national leaders, teacher educators and student organization staff.

7. Agricultural education requires a strong and energized base of community, industry and advocacy supporters for its programs and activities at all levels.

8. Agricultural education programs, students and educators will reflect the diversity of their communities and the diversity of agriculture. Attracting, serving and retaining historically underrepresented populations will be an important growth strategy for all of agricultural education.

9. Agricultural education programs will be based upon valid research of stakeholder objectives, educational methods and program results. All programs will be subject to periodic peer and stakeholder review to surface recommendations for improvement.
Exploring careers in agriculture starts early in states where middle school agricultural education programs thrive. In 2004-05, the National FFA Organization reported 27,719 members in grades 6-8. Middle school programs are most predominant in the southeast but are not limited to that geographic area.

Sally Shomo, who teaches agriculture at Beverley Manor Middle School in Staunton, Va., advocates the value of middle school programs. “This is where it all starts. In the middle school programs, we have the opportunity to share the importance of agriculture and the variety of careers available when the students are at a critical age,” Shomo says. “If we can’t grab their interest early, we frequently won’t get them at the high school level.”

Shomo’s statement is born out by the fact that roughly 80 percent of the students who go through her program enroll in agriculture at the high school level.

In many middle school programs, all students in a specified grade cycle through a series of career exploratory programs. At Beverley Manor, all the sixth-grade students participate in a series of six-week courses, including agriculture, art, chorus, computer technology and family and consumer sciences. The exception is students who are in band do not cycle through the other courses. At Fifth Ward Junior High School in Bush, La., all sixth-grade students take 4.5 weeks of both agriculture and family and consumer sciences, then choose between the two for the rest of the school year.

These introductory courses tend to focus on basic concepts. In Shomo’s classroom, students are introduced to agriculture, plant science and woodworking skills. The students work in the greenhouse to propagate plants and create hanging baskets. At Fifth Ward, students are introduced to the basics of parliamentary procedure, animal care and safety around animals, and they learn to identify 25 trees as part of a forestry unit.

Tommy Peters, who teaches agriculture at Fifth Ward Junior High School, notes there are differences between teaching at the middle and high school levels. “Middle school students are at a different developmental stage, but I have found that if I can convince them they can do something, they prove that they can do it.”

Shomo says, “I’ve been teaching for 24 years, and I’ve found that this is where my heart is.” Peters adds, “When I accepted this position 11 years ago, I came with the intent of this being a transitional position that I would be in for one year. I found that I loved working with these students and have chosen not to return to the high school level.”

Shomo instructs two students on a project to make “Happy Farmer’s Day” cards. The cards are sent to farmers across the country and generate many responses. The Beverley Manor Middle School FFA Chapter was named the National Middle School Chapter Model of Innovation winner for 2005.
Long with a major winter storm, agriculture education professionals from across the country blew into Kansas City, Mo., for the National Agriculture Educators Association convention, Dec. 6-10, 2005. The warmth of renewing old acquaintances and making new ones wasn’t chilled in the least by the deep freeze covering the city, although many in attendance mentioned wistfully the convention activities originally planned for New Orleans.

Nevertheless, the NAAE staff, along with the Missouri Vocational Agriculture Teachers Association, did an amazing job of moving the convention, post-Katrina, and assembling a robust program of professional development workshops, tours and business sessions, all based on the theme, “A Step Ahead.”

Recognizing Quality

One of the highlights of any NAAE convention is the sessions where outstanding NAAE members are acknowledged. As each of the following teachers was recognized, attendees learned of their unique ideas and extraordinary accomplishments.

Outstanding Young Member Awards

In any organization, young members are the seeds from which the organization grows. NAAE recognizes its young members for their successes in the classroom through the Outstanding Young Member Awards Program. NAAE members who have been in the classroom for at least three but not more than five years are eligible to compete for this honor, which is sponsored by John Deere as a special project of the National FFA Foundation.

The 2005 Outstanding Young Member regional winners are:

- Region I: Danell Blair, Molalla High School, Canby, Ore.
- Region II: Kevin Barenberg, Lincoln Consolidated Schools, Lincoln, Ark.
- Region III: Grace Roberts, Dodgeland School District, Juneau, Wis.
- Region IV: Marie Carity, Miami East High School, Casstown, Ohio
- Region V: Erin Johnson, Pine Ridge High School, Deltona, Fla.
- Region VI: James Beatty, Elkins High School, Elkins, W.V.

Outstanding Teacher Awards

This award area recognizes teachers who are at the pinnacle of their profession—those who are conducting the highest quality agricultural education programs. The award criteria include leadership in civic, community, agriculture/agribusiness and professional activities, as well as student success. Syngenta sponsors this award as a special project of the National FFA Foundation.

The 2005 Outstanding Teacher regional winners are:

- Region I: Todd Rightmire, Mount Baker High School, Deming, Wash.
- Region II: Larry Liston, Moore High School, Moore, Okla.
- Region III: David Hill, Benton Community High School, Van Horne, Iowa
- Region IV: Gregory Curlin, Switzerland County High School, Vevay, Ind.
- Region V: Raymond Caviness, Eastern Randolph High School, Ramseur, N.C.
- Region VI: Jason Hughes, St. Marys High School, St. Marys, W.V.

Outstanding Middle/Secondary Program Awards

Recognizing outstanding agricultural education programs is the objective of this award, which is sponsored by Case IH as a special project of the National FFA Foundation.

The 2005 Outstanding Middle/Secondary Program regional winners are:

- Region I: Yelm High School, Yelm, Wash. (Dusti Nash, Elaine Lewis, Mike Patrick, Matt Mounts and Sheryl Perry, teachers)
- Region II: Centre High School, Lost Springs, Kan. (Cary Granzow and Gaea Wimmer, teachers)
- Region III: Monticello High School, Monticello, Iowa (Brian Feldpausch, teacher)
- Region IV: Alma High School, Alma, Mich. (Burton Henry, teacher)
- Region V: Southern Nash High School, Bailey, N.C. (Mike Bartholomew, Clark Adams, Daniele Kidd and Ralph Pegram, teachers)
- Region VI: Edward W. Wyatt Middle School, Emporia, Va. (Teresa Lindberg, teacher)

Teacher Mentor Awards

In one way or another, everyone has a mentor. In agricultural education, it is critical that teachers have someone with whom they can talk, ask questions and share ideas. The NAAE Teacher Mentor Award recognizes those educators who...
lend a hand to others and mentor others in the profession. CEV Multimedia sponsors this award as a special project of the National FFA Foundation.

The 2005 Teacher Mentor regional winners are:

- Region I: Joanna Kotar, Hysham Public Schools, Hysham, Mont.
- Region II: Hals Beard, North Central High School, Lebeau, La.
- Region III: Mark Ketelhut, Miller Area School District, Miller, S.D.
- Region IV: Gary Geswein, Lanesville High School, Lanesville, Ind.
- Region V: Richard Ross, Dyer County High School, Newbern, Tenn.
- Region VI: Cyndee Roszel, Allentown High School, Allentown, N.J.

**Ideas Unlimited Awards**

Teachers are always looking for innovative ideas to implement in their classrooms. The Ideas Unlimited contest is designed to give members an opportunity to exchange classroom and other teaching ideas that can be implemented in other programs. Delmar Thompson Learning sponsors the program as a special project of the National FFA Foundation.

- Region I: Kasee Sweat, Spanish Fork High School, Spanish Fork, Utah
- Region II: Cory Wedel, Stratton High School, Stratton, Colo.
- Region III: Robyn Graham, Fairbury High School, Fairbury, Neb.
- Region IV: Eric Richer, Wauseon High School, Wauseon, Ohio
- Region V: Michael Johnson, Wake Forest-Rolesville High School, Wake Forest, N.C.
- Region VI: Cheryl Matthewson, Nathan Hale-Ray High School, Moodus, Conn.

In all award areas, winners are selected in each of NAAE’s six regions. Applications, which are available online at [www.naae.org](http://www.naae.org), are due at the national level May 15, 2006. Check with your state leadership regarding when the applications are due at the state level.

**Professional Development**

Conference attendees selected from a well-stocked buffet of professional development workshops, which featured the following topics:

- Agricultural Data Collection Using a Graphing Calculator
- Developing a Landscape Science Program
- My Students Won’t Read: Overcoming Obstacles to Reading Comprehension in Agriscience
- Strawberry DNA Extraction
- Sharing the Story – Utilizing Technology and Other Tools to Effectively Manage Partners
- Irrigation Basics: Water Issues, Basic Hydraulics & Sprinkler Layout
- Success through Engaged Partnerships: Advising FFA Members
- Connecting with Community Agribusinesses
- Raising the Bar on Infusing Computer Technology: The Online Record Book Portfolio Model
- Small Animal Care in the Agricultural Education Classroom
- Groundwater: Determining Concentrations of Contamination
- Testing for the Presence of Bt Proteins in Corn Samples
- No Certification Left Behind
- Food Safety: Inhibiting Microbial Growth

**New Board of Directors**

The final item of business on the conference agenda was electing a new slate of board members to lead the organization in the coming year. Allan Sulser, Utah, was elected president. Lee James, Miss., was selected as president elect. The 2005-06 NAAE regional vice presidents are:

- Region I: Kevin Fochs, Mont.
- Region II: Dr. Bill Hunter, Kan.
- Region III: Tom Hofmann, Neb.
- Region IV: Harold Eckler, Mo.
- Region V: Ray Nash, Miss.
- Region VI: Sally Shomo, Va.

The 2006 NAAE Conference will be held Nov. 30–Dec. 2 in Atlanta, Ga. Watch for details on the NAAE website, [www.naae.org](http://www.naae.org).
We all like to receive words of thanks; it's just human nature. One of the most important parts of keeping people involved in your local program is thanking them for their contributions of time, effort and funding. This rule also holds true on the state and national levels.

The National FFA Organization is fortunate to have sponsors who are willing to contribute millions of dollars annually to support FFA programs. One of the reasons FFA has consistently been able to raise the level of contributions it receives annually is because each year sponsors receive notes of gratitude written by accomplished young people from across the country.

As the chapter banquet season hits full stride, students are being recognized for their accomplishments in a wide range of areas. Don’t forget to ask each of your chapter winners to write a brief note of thanks to the individuals or companies responsible for funding their awards. To assist with this process, all of the national career development event and proficiency award sponsor names and addresses follow (in alphabetical order by award/event area):

**Career Development Events**

**Agricultural Communications**
Tom Davis, Publisher
Successful Farming-Agriculture Online
1716 Locust St.
Des Moines, IA  50309-3025

**Agricultural Issues**
Jeff Simmons, Executive Director North America Sales & Marketing
Elanco Animal Health A Division of Eli Lilly and Co.
2001 W. Main St.
P. O. Box 708
Greenfield, IN  46140

**Agricultural Mechanics**
Ralph H. Burchfield, President
Firestone Agricultural Tire Company
4600 NW 2nd Ave., Ste. 100
Des Moines, IA  50515

**Agricultural Sales**
Brenda Cockrell, Customer Relations Manager
Monsanto
800 N. Lindbergh, C5ND
St. Louis, MO  63146

**Agronomy**
Alan R. Ayers, Head-State Affairs/Product Stewardship
Bayer CropScience
2 TW Alexander Dr.
P. O. Box 12014
Research Triangle Park, NC  27709

**Creed Speaking**
William J. Nelson, President
CHS Foundation
5500 Cenex Dr.
Inver Grove Heights, MN  55077

**Dairy Cattle Evaluation**
Sheryl Doering Meshke, Communications Director
Associated Milk Producers Inc.
315 N. Broadway
P. O. Box 455
New Ulm, MN  56073

Robert A. Kolb, Vice President, Global Marketing Communications
WestfaliaSurge Inc.
1880 Country Farm Dr.
Naperville, IL  60563

**Dairy Foods**
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Dairy Farmers of America Inc.
10220 N. Executive Hills Blvd.
P. O. Box 909700
Kansas City, MO  64155

**Environmental & Natural Resources**
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Washington, DC  20250
Extemporaneous Public Speaking
Dan Durheim, Director—Special Programs
American Farm Bureau Federation
600 Maryland Avenue SW, Ste. 800
Washington, DC 20024

Farm Business Management
Cheryl A. Salley, Manager, Community Relations & Sponsored Programs
John Deere
1 John Deere Place
Moline, IL 61265

Floriculture
Marcus Hill, President
Ag Workers Mutual Auto Insurance
P.O. Box 88
Fort Worth, TX 76101

Amy Ligibel, Administrative Assistant
American Floral Endowment
P.O. Box 945
Edwardsville, IL 62025

Horse Evaluation
Don Treadway, Executive Director of Marketing
American Quarter Horse Youth Association
P.O. Box 200
Amarillo, TX 79168

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Dodge Trucks
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1000 Chrysler Dr.
Auburn Hills, MI 48326

Art Dean, President
Evergreen Mills Inc.
514 S. Broadway Ave., Ste. 202
Ada, OK 74820-5818

Gerald F. Johnson, Vice President, Marketing Resources
KENT Feeds Inc.
1600 Oregon St.
Muscatine, IA 52761

Job Interview
Jerry Brase, Senior Vice President Merchandising
Tractor Supply Company
200 Powell Pl.
Brentwood, TN 37027

Marketing Plan
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Kansas City, MO 64116

Robert Gordon, CEO
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11400 Rupp Dr.
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Proficiency Awards

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Farm Progress Companies Inc.
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Carol Stream, IL 60188-2095

Agricultural Mechanics
Design & Fabrication
J. Pearson, President & CEO
Carry-on Trailer Corporation
101 Joe Harvey St.
P.O. Box 542
Lavonia, GA 30555

Agricultural Processing
Gregory Webb, Vice President, Public Affairs
Archer Daniels Midland Company
4666 Faries Pkwy.
P.O. Box 1470
Decatur, IL 62526

Agricultural Sales Entrepreneurship
Megan Stooke, Director of Advertising and Sales Promotion
Chevrolet
100 Renaissance Center
MC 482-A50-C76
Detroit, MI 48265-1000

Agricultural Sales Placement
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Initiatives/Comm. Services
Goodyear Tire and Rubber Company
1144 E. Market St.
Akron, OH 44316-0001

Parliamentary Procedure
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1599 New York Ave., 7th Floor, Ste. 750
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Des Moines, IA  50391

Chad Jester, President
Nationwide Foundation
One Nationwide Plz.
Columbus, OH  43215–2220

Diversified Horticulture Placement
Jennifer Remsberg, Communications Manager
Bayer Environmental Science
2 T. W. Alexander Dr.
Research Triangle Park, NC  27709

Christie Rocco
NuFarm
1333 Burr Ridge Pkwy.
Burr Ridge, IL  60527

Diversified Livestock Entrepreneurship
Mike Thoren, President and CEO
Five Rivers Ranch Cattle Feeding LLC
5577 Thunderbolt Peak Dr., Ste 110
Loveland, CO  80538

Jerry Brase, Senior Vice President Merchandising
Tractor Supply Company
200 Powell Pl.
Brentwood, TN  37027

Diversified Livestock Placement
Rick Stott, Treasurer
Agr Beef Company
P.O. Box 6640
Boise, ID  83702

Jerry Grabowski, President & Chief Executive Officer
Zareba Systems
15705 26th Ave. N. Ste. 102
Minneapolis, MN  55441

Emerging Agricultural Technology
Gary L. Eilrich Ph.D., Vice President, Regulatory Affairs
ISK Biosciences Corporation
7470 Auburn Rd., Ste. A
Painesville, OH  44077
John Reid, Vice President of Business Services

**Micro Flo Company**
550 Oak Court Dr, Ste. 100
P.O. Box 722099
Memphis, TN 38117

Jim Veneziano,
Director of Marketing

**Trimble Navigation Limited**
7405 Church Ranch Blvd., Ste. 100
Westminster, CO 80021

**Environmental Science & Natural Resources Management**
Doug Scott, Truck Group Marketing Manager, Ford Division

**Ford Trucks**
16800 Executive Plaza Dr.
Mail Drop 95WE
Dearborn, MI 48126

**Equine Science Entrepreneurship**
Brad Schu, Director – Lifestyle Group

**Land ’O Lakes Feed/ Purina Mills**
555 Merryville University Dr., Ste. 500
St. Louis, MO 63141-5805

Dain Rakestraw
**Keystone Steel - Red Brand**
7000 SW Adams St.
Peoria, IL 61641

**Equine Science Placement**
Jerry Brase, Senior Vice President, Merchandising

**Tractor Supply Company**
200 Powell Pl.
Brentwood, TN 37027

**Fiber and Oil Crop Production**
Jerry Brown, Director, Human Resources

**Syngenta Seeds**
7500 Olson Memorial Hwy.
Golden Valley, MN 55427

Regina Cleary, Program Manager

**United Soybean Board**
Osborn & Barr Communications
1 North Brentwood Ave., 8th Floor
St. Louis, MO 63105

**Floriculture Entrepreneurship/ Placement**
Doug Zacker, Community Relations Supervisor

**Home Depot Inc.**
2455 Paces Ferry Rd. NW
Atlanta, GA 30339

**Food Science & Technology**
William J. Nelson, President

**CHS Foundation**
5500 Cenex Dr.
Inver Grove Heights, MN 55077

Paul Palmby, President

**Seneca Foods Corporation**
418 E Conde St.
Janesville, WI 53546

**Forest Management and Products**
Fred M. Diaz Jr., Director, Dodge Communications

**Dodge Trucks**
CIMS 485-05-11
1000 Chrysler Dr.
Auburn Hills, MI 48526

Cheryl A. Salley, Manager, Community Relations & Special Programs

**John Deere**
1 John Deere Pl.
Moline, IL 61265

Christie Rocco

**NuFarm**
1555 Burr Ridge Pkwy.
Burr Ridge, IL 60527

**Fruit Production**
James C. Collins Jr, Vice President/General Manager,
DuPont Crop Protection

**DuPont Company**
Chestnut Run 705/1511
P.O. Box 80705
Wilmington, DE 19880-0705

**Grain Production Entrepreneurship**
Steve Schaaf, Program Manager, Community Investments

**Pioneer Hi-Bred International Inc.**
9530 White Oak Ln., Ste. 100
P.O. Box 1014
Johnston, IA 51051-1014

**Grain Production Placement**
Steve Schaaf, Program Manager, Community Investments

**Pioneer Hi-Bred International Inc.**
9530 White Oak Ln., Ste. 100
P.O. Box 1014
Johnston, IA 51051-1014

**H.O. Sargent Award**
Brenda Cockrell, Customer Relations Manager

**Monsanto**
800 N. Lindbergh, C3ND
St. Louis, MO 63167

**Home and/or Community Development**
Andrius V. Viskantas, Marketing Communications Manager

**Carhartt Inc.**
5750 Mercury Dr.
P.O. Box 600
Dearborn, MI 48126

**Landscape Management**
Jennifer Remsberg, Communications Manager

**Bayer Environmental Science**
2 T.W. Alexander Dr.
Research Triangle Park, NC 27709
Nursery Operations
Fred M. Diaz Jr., Director, Dodge Communications

Dodge Trucks
CIMS 485-05-11
100 Chrysler Dr.
Auburn Hills, MI 48326

Jim Prewitt, CEO
Landmark Nurseries
1100 E. Sandy Lake Rd.
Coppell, TX 75019

Outdoor Recreation
Megan Stooke, Director of Advertising and Sales Promotion

Chevrolet
100 Renaissance Center
MC 482-A50-C76
Detroit, MI 48265

Randy Watson, President/CEO
Justin Brands
610 W. Daggett
Fort Worth, TX 76104

Poultry Production
Paul Spurgeon, Vice President of Human Resources

Chore-Time Equipment
Division of CTB Incorporated
410 N. Highbee
P.O. Box 2000
Milford, IN 46542-2000

Elton Maddox, President & Chief Executive Officer

Wayne Farms LLC
4110 Continental Dr., Bldg. B
Oakwood, GA 30566

Sheep Production
Thomas W. Rynberg, Marketing Communications Manager

LA-CO Markal
1201 Pratt Blvd.
Elk Grove Village, IL 60007-5746

Small Animal Care & Management Entrepreneurship
Kevin McAleer, Director, Direct Buying Accounts

Iams
7250 Poe Ave.
Dayton, OH 45414

Small Animal Care & Management Placement
Michael Eade, Executive Director of Sales

Merial
5259 Satellite Blvd.
Duluth, GA 30096-4640

Specialty Animal Production
Brad Schu, Director – Lifestyle Group

Land O Lakes Feed/Purina Mills
555 Merryville University Dr., Ste. 500
St. Louis, MO 63141-5805

Specialty Crop Production
Roy Lee Carter, Business Manager, U.S. Seed Dressings

BASF
26 Davis Dr.
P.O. Box 13528
Research Triangle Park, NC 27709-3528

Peter T. Bromley, President & CEO of Cerexa
601 Freedom Business Ctr, Ste. 402
King of Prussia, PA 19406

Stars Recognition Program
James C. Collins Jr., Vice President/General Manager
DuPont Crop Protection

DuPont Company
Chesnut Run 705/1511
P.O. Box 80705
Wilmington, DE 19880-0705

Robert DiMarzo, Area President, U.S. Operations

Pfizer Animal Health
150 E. 42nd St.
New York, NY 10017

James R. Little, Administrator
USDA Farm Service Agency

1400 Independence Avenue, SW
5086 South Blvd.
Washington, DC 20250

Swine Production Entrepreneurship
Robert DiMarzo, Area President, U.S. Operations

Pfizer Animal Health
150 E. 42nd St.
New York, NY 10017

Swine Production Placement
Dwight Armstrong, Ph.D., President & CEO of North American Nutrition

Companies representing the brands of Akey, SCA, Sunglo and Vigortone

Akey
6531 St. Rt. 505, CS 5002
Lewisburg, OH 43538

Randy Maclin, Vice President, North America

Philbro Animal Health
65 Challenger Rd., Third Floor
Ridgefield Park, NJ 07660

Turfgrass Management Entrepreneurship
Cheryl A. Salley, Manager, Community Relations & Sponsored Programs

John Deere
1 John Deere Pl.
Moline, IL 61265

Turfgrass Management Placement
Jennifer Remsberg, Communications Manager

Bayer Environmental Science
2 T.W. Alexander Dr.
Research Triangle Park, NC 27709

Vegetable Proficiency
Donald Koloski, Master Instructor
Briggs and Stratton Corporation Foundation Inc.
P.O. Box 702
Milwaukee, WI 53201-0702

Wildlife Production & Management Entrepreneurship
Martin G. MacDonald, Director of Corporate Public Relations

Bass Pro Shops Inc.
2500 E Kearney
Springfield, MO 65898

Brad Schu, Director – Lifestyle Group

Land O Lakes Feed/Purina Mills
555 Merryville University Dr., Ste. 500
St. Louis, MO 63141-5805

Wildlife Production & Management Placement
Megan Stooke, Director of Advertising and Sales Promotion

Chevrolet
100 Renaissance Center
MC 482-A50-C76
Detroit, MI 48265

Tom Toman, Conservation Program Manager

Rocky Mountain Elk Foundation
2291 W. Broadway
P.O. Box 8249
Missoula, MT 59807-8249
Local Program Success

The Top Secret Key To Success

Everyone has hopes for success in whatever they do. In this busy, high-tech world where some people make millions based on a particular talent, while others with multiple talents are not so recognized, we often find ourselves looking for a Holy Grail or Fountain of Youth, or some other magical shortcut that will yield immediate success.

I know that, secretly, I wish there was a cure-all for my obesity. I know that reality is the key to this as well. I have made many successful attempts to lose weight (I went from 276 to 190 at the age of 20 while in college, and I went from 304 to 210 as a 28-year-old teacher, for example). The key to these successes was a plan to exercise more, eat less and eat right—all things I know how to do—but, I also know it is easier to do what I want, rather than what needs to be done for success.

Planning is Critical

Even these successes are tainted and were relatively short-lived. Why? Simply because I had a plan to achieve a weight goal, but no plan for maintaining these healthy weights or lifestyles once the goal had been achieved. I also understand that no “silver bullet” will come along and make the weight loss and maintenance easy.

In the same way, we need to look at how we will achieve success in our local programs. Planning is the key. We hear it often – “Failing to Plan is Planning to Fail.” There are few, if any, sayings that can be more truthful. “If you don’t know where you are going, any path will get you there.” Again, very true.

I see so many teachers who are looking for direction as they attempt to manage their programs. Certainly following the guidance of a mentor, state or national leader in agricultural education might be better than having no guidance at all. However, the planning process—and its resulting goals—will provide incentive and a greater foundation for implementing a plan and achieving the goals set.

Engaging the Community

We are each hired by a school district to serve a community. Therefore, it is key that the community be involved in the planning process. Vital to this is a well-formulated advisory committee that functions as the voice of the community. This committee should never be a rubber stamp for the ideas of any entity in the school, INCLUDING THE TEACHER.

Advisory committee members should have knowledge and experiences that will help them make recommendations for programming, strategic planning, goal setting and plan implementation. The Agriculture Teachers Manual, available on the Local Program Resource CD-ROM for the past four years, contains step-by-step information on how to organize and manage an advisory committee, as well as templates for required documents. This manual is intended for use as a handbook for program management. It can provide procedures, examples and information addressing just about every agriculture instructor function related to program success.

Bringing in the community will make the success of the program much more a community effort, rather than becoming a “sink or swim” effort of the teacher. Make your program, our program by
throughout my career in agricultural education, planning has been one of the keys to whatever successes I have enjoyed.

Recently, I opened my desk drawer to look for a file folder to hold materials for the upcoming FFA convention. I had to dig to the very back of the drawer and, in the process, found the Young America Future Farmers of America Chapter Program of Activities. There was no date on the front, as we used one print-run for multiple years. Where we listed every student’s supervised farming project, I discovered the year, 1962-63.

I taught vocational agriculture at this Indiana school from 1961 to 1963. Isn’t it interesting that 42 years later I still have this document in my office in Washington, D.C.? It is 50 pages of purple ditto-master copies, stapled in a yellow heavy stock cover. I have many fond memories of my teaching years, but few items remain with me from those days. Why, then, would this old worn and very dated program of activities survive? Here is my rationale.

1. Students

As I go down the list, I can picture in my mind most of the students and many of their parents. I have no plan to release these memories, and, therefore, I am keeping the old yellow book. This is what makes teaching agriculture so very special. You can’t buy the feelings, emotions and rewards that are wrapped up in the working relationships that agriculture instructors have with their students and people through out the community. It is priceless.

2. Ownership

I think the other reason this book survived is because it was our chapter plan. We, the students, parents, administrators, advisory groups and especially me, as the advisor, took ownership of this plan and carried it out day by day throughout the school year. The passion grew as the plan developed, and the momentum was maintained because we owned it—it became a part of us.

The Local Program Success materials feature many planning tools, and I highly recommend these guides. From my experience, success depends on taking full ownership with your students and community. This will make your old or new “yellow book” come to life in your school and community.

Planning = Ownership = Success
Nominate an FFA member or non-member who makes diversity work in your community!

For an application or more details, visit www.ffa.org/programs/hosargent/index.html, or contact:
H.O. Sargent Award Program Coordinator, hosargent@ffa.org, 317-802-4244.
2006 CDE Handbook Now Available

You may access the 2006-2010 Career Development Event Handbook online at [www.ffa.org/programs/cde]. This handbook contains the official rules for the 2006 National FFA Career Development Events. For more information, contact Candice Murphy at 317-802-4263, or via e-mail at [cmurphy@ffa.org].

American FFA Degree Booklets

There are a limited number of 2005 American FFA Degree booklets available. If you were unable to obtain a copy at convention and would like one, contact Rosalie Hunsinger at 317-802-4255, or via e-mail at [rhunsinger@ffa.org].

FFA Online Shopping is New and Improved

It isn't too late to order your National FFA Week supplies! Check out the new FFA shopping website with all the latest merchandise. While you’re there, don’t forget to key in your e-mail address so that FFA can send you great deals on merchandise and important FFA updates. For details, visit [www.ffaunlimited.org].

Official Jacket – Now $42

The price of a new standard-size official jacket is now only $42. That’s down from $45 last year and $47 four years ago. Don’t miss this opportunity to buy a new jacket at the lowest price FFA has offered in more than 10 years!

New Online Training Document

The Step-by-Step Guide to FFA Online Membership is located at [http://access.ffa.org/index.html]. This new PowerPoint training document, created with the assistance of Pam Kilpatrick of the Alabama FFA Association, offers a step-by-step process for the chapter advisor and a tool for state staff to present online membership.

Ag Activity Ideas Wanted

Ellen Thompson, a teacher in Minnesota, is taking on a huge task and is in need of your help. Please read her request for help and reply to her with your great ideas. In an effort to create a handbook of activities for agriculture teachers, your ideas are needed. Please send any great activities you use in your lessons to the e-mail address below. We are looking for anything you use as a learning activity within a lesson. Please be as detailed as possible. Once this handbook is completed, anyone who submitted an idea will be given a copy of the priceless handbook. You are encouraged to send as many ideas as possible and please do so before June 1. This is a great way to share your talents and help improve agricultural education overall. Contact: [ellen_thompson@isd743.k12.mn.us], 320-260-6986. Please include your name, school, school address, and e-mail address with your submission.

Software Updates Available

Software updates are available for New Professionals Kit (PC Version) and LifeKnowledge® Version 2.0 to improve program effectiveness. For all FFA customers who received the PC version of New Professionals Kit (NPK) between March 1, 2005, and July 18, 2005, there are updates for the calendar system. For all FFA customers who received LifeKnowledge Version 2.0 between March 1, 2005, and October 15, 2005, there are updates to correct the printing issues that have been discovered. Please visit [http://patch.adayana.com/ffa/] to download the updates.

Free Equine Semen

An opportunity has been made available to FFA members interested in Fox Trotter horses. In honor of her sons, former FFA members in Missouri, the owner of Dreamaker Farms is proud to offer the semen of Flash’s Dreamaker (D.M.) free to all FFA members. The only fees the member will pay are shipping Federal Express and $30 for the shipping container. D.M. is a registered Missouri Fox Trotting Horse with 198 MFTHBA registered foals, mostly black and white tobiano’s with a few bay and white tobiano’s. D.M. also has SSHBEA papers. His disposition is quiet and people friendly; his gait soft and smooth; his conformation great and all foals have been spotted. D.M. resides at Dreamaker Farms in Niangua, Mo., [www.foxtrottercolor.com]. For more information or for an application for semen, contact Ann Quinn at 417-473-6113 or via e-mail at [ann@foxtrottercolor.com].
Supervised Agricultural Experience (SAE) Intern

The National FFA Organization is seeking applications from qualified individuals interested in an eight-week summer internship at the National FFA Center in Indianapolis, Indiana. Position will start on June 5, 2006, and end Aug. 4.

Job Description:
The National FFA SAE-based Programs intern will work with the National FFA SAE-based activities specialist to assist with the summer processing of awards and degrees, develop promotional materials for SAEs, assist in the development of instructional materials and various other responsibilities.

Position Requirements:
• Education: Bachelor's degree in agricultural education required.

• Experience: Minimum of two years of teaching experience and experiences working with students on the SAE-based activities of the National FFA Organization.

• Relevant Experience: Knowledge of agricultural education and the National FFA Organization are important. State and national FFA convention experience is preferred.

• Skills: Excellent writing and interpersonal communications skills. Project management skills essential, including scheduling, implementing and evaluating. Organizational and time management skills are critical to the success of this position. Computer proficiency is necessary using Windows 95/NT, Outlook 2000 and Access 2000.

• Location: The position will be located at the National FFA Center in Indianapolis, Indiana. Salary/living allowance will be $600.00 net per week. Travel to and from Indianapolis for the position will be paid.

To Apply:
To be considered, e-mail your cover letter and résumé, including formal education, work experience and references, as a Word document to hr@ffa.org, confidentially fax it to 317-802-5257 or mail it to Human Resources at:

The National FFA Organization
6060 FFA Drive
Indianapolis, IN 46268-0960

No phone calls, please. EOE

Applications must be postmarked by April 1, 2006!

Testing may be required. The FFA is an equal opportunity, affirmative action employer and does not discriminate on the basis of age, race, color, religion, sex, disability or national origin, including limited English proficiency, in any employment opportunity.
**Washington Leadership Conference**

It’s time to start planning for the 2006 Washington Leadership Conference. Due to the increasing popularity of WLC, the 2006 conference will be offered for seven weeks instead of six. The 2006 conference dates are June 6-11, June 13-18, June 20-25, June 27-July 2, July 11-16, July 18-23 and July 25-30. Watch your mail for more information and visit [www.ffa.org](http://www.ffa.org) for updates. Registration packets will be mailed soon, and registration begins March 2006. For more information, contact Tina Paris at 317-802-4309, or via e-mail at tparis@ffa.org.

2006–2010 National FFA Awards and CDE Revisions

The 2006–2010 National FFA Awards and CDE revision process has been completed and fully implemented for programs leading to participation at the 2006 National FFA Convention in Indianapolis. As you prepare for participation this school year, please note that some applications and information have been updated since the Local Program Resource Guide (LPR CD-ROM) was released last summer. The most current versions of all applications and award handbooks for 2006-2010 are now available through the National FFA website [www.ffa.org](http://www.ffa.org). The National FFA Organization apologizes for any inconvenience this may cause. For questions or concerns, contact Mike Honeycutt at 317-802-4262, or via e-mail at mhoneycutt@ffa.org.

**Electronic Proficiency Applications Updated**

The proficiency entrepreneurship and placement applications have been updated with birthdates that go back to 1985 and a correction on the placement application where the name on the cover page did not carry over to the photo pages. You can download the updated applications from the proficiency home page at [www.ffa.org/programs/proficiency/index.html](http://www.ffa.org/programs/proficiency/index.html). NOTE: The applications on the Local Program Resource Guide CD-ROM are not the latest versions.

**2006 Chapter Award Certificates Available**

The chapter certificate PowerPoint is now available on the proficiency index home page. The blank certificates are available and will be sent to the chapter when the chapter orders the free award medals. You can find the PowerPoint file at [www.ffa.org/programs/proficiency/index.html](http://www.ffa.org/programs/proficiency/index.html).

**Official FFA Jacket Update**

New Fit, New Rules: The National FFA Organization is in the final phase of the jacket restoration project. As previously published, FFA has worked with Clemson Apparel Research to create new patterns that address the many concerns with the jacket’s fit. The newly constructed jackets started shipping August 1. It will be critical that advisors read sizing and measuring information in the new Blue and Gold catalogs and on the CD-ROM that accompanies them. The CD-ROM features a video showing advisors how to measure their students to determine the correct jacket sizes. If you have read the materials and watched the video and you still have questions, please call 1-888-332-2668 and talk to one of our customer service representatives.

**2006 National FFA Convention Registration**

The registration fee for the 2006 National FFA Convention in Indianapolis has been set by the FFA Board of Directors at $30 per person for those using the Indianapolis housing block. For those not using the official Indianapolis housing block, however, the standard $40 registration fee will apply. The $40 fee will also apply to those who drive in locally to the convention.

This two-tiered fee structure will ensure that the cost of the convention facilities—which include Conseco Fieldhouse, the RCA Dome, the Indianapolis Convention Center and the Indiana State Fairgrounds—is shared equally by all convention participants, regardless of their housing plans.

Just as was done in Louisville, a small portion of the daily room rates charged by the hotels in the official FFA housing block will be used by the Indianapolis Convention and Visitors Association to pay for the convention facilities. Since those outside the official housing block do not contribute to that portion of the facility payment, the incentive discount does not apply.

The National FFA Organization continues to find ways to provide a high-quality, convenient and affordable convention experience. The easiest way to book your convention rooms is through the Indianapolis housing block, and you can save $10 on each convention registration. Your per-person discount will benefit not only your chapter and its members, but the entire FFA organization as well.
National FFA Alumni Invests $100,000 in the Strategic Ag Ed Opportunities Fund

The National FFA Alumni Council voted at its October meeting to contribute $100,000 to the National FFA Ag Ed Opportunities Fund.

This new Strategic Ag Ed Opportunities fund will be restricted to making the major expenditures required to create new program areas, review and overhaul existing program areas, serve new customer groups, build partnerships, match major sponsor contributions for programs, serve as seed money for grant applications or to invest in opportunities for agricultural education. It will not be used for operating expenses of any organization, for replacement capital spending or as an operating reserve to help organizations. Its funds will only be used for large developmental projects that provide lasting long-term value for all of agricultural education.

One again, it shows that the National FFA Alumni Association is true to its cause of supporting and providing assistance to agricultural education.

Look for your next issue of FFA Advisors Making a Difference in March. It will feature stories on biotechnology and emerging technology, as well as provide teaching resources and FFA news.