

**FFA**

AUGUST-SEPTEMBER, 1991

# New Horizons

OFFICIAL MAGAZINE OF THE FFA ORGANIZATION

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# FFA New Horizons

OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

August-September, 1991

Volume 39 Number 6



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Photo by Andrew Markwart.

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Thanks for the memories! Memories that I take with me when I end my career with FFA on August 31, and enter the world of retirement. These are the thoughts that come to mind when I look back over my 35 1/2 years of service to the National FFA Organization and this magazine and before that, service to FFA in my native state of Alabama.

It has been a labor of love and I am sure few careers can offer the job satisfaction that has been mine. Working with FFA members, local advisors and other professionals in agricultural education is a most rewarding experience. In many ways, I feel like a member who was elected to a national office and was allowed to keep that office for nearly 36 years.

Among the memories I treasure is that of working with six of the eight national advisors of FFA, going back to Dr. W. T. Spanton, the third national advisor, who was present in 1928 when the FFA was founded and who urged the new organization to adopt Future Farmers of America for its name. Other memories include a host of young men and women who passed through the FFA and have taken their place in America, some in high level positions with major companies, organizations and government.

I well remember my first days in ag class and the feeling of belonging that came over me which I had not felt in other classes. Next there was the thrill of becoming a Greenhand in FFA. These interests and others led to a degree in agricultural education and plans to be an ag teacher. Later the opportunity came along for me to join the staff of FFA's national magazine and combine my interest in communications with my interest in agricultural education. It was probably one of the smartest decisions I ever made. But like so many things we experience in life, there are others who help us along the way. I owe so much to so many that it is best that I do not start naming them here. However, it does seem appropriate that I thank my wife Betty, daughters Beth and Alice Sue, and our son Woody, for their understanding, support and encouragement through the years.

While I can look back, FFA must look to the future and find new ways the organization and agricultural education can serve young people in this fast-moving high-tech age in which we live. I leave you with my best wishes for continued success in that inspiring task.

Life is a journey. I am thankful that in my journey through life I was fortunate enough to pass your way. Thanks for letting me play on your team!

*Wilson Carnes*

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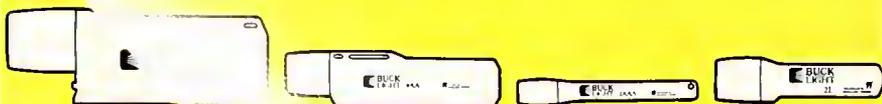
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## MAILBAG

### Mammoth Task

Thank you for the articles and agricultural teacher theme of the April-May, 1991 issue of *FFA New Horizons*.

As a teacher they must motivate, encourage, challenge and develop the potential of each young life they have been assigned. It is a mammoth responsibility. The reward is to see young people accomplish growth and progress towards their life goals.

J. Gordon Bidner  
Chairperson, Illinois Committee for  
Agricultural Education

### Good Issue

Beautiful! Outstanding! Spectacular! Those adjectives come to mind when I look at the April-May issue of *FFA New Horizons*.

It is impossible to measure the amount of good feelings created in our chapter because of that feature (Dedicated Professionals, April-May, 1991, page 16). The three teachers got a much needed lift.

Ron Biondo  
Head FFA Advisor  
Chicago High School for  
Agricultural Sciences

### Judging Tips

I just read my first issue of *FFA New Horizons*. I love it!

There is a catch, though. My first crop judging team just got sixth place, just one away from going on to state.

I was wondering if you could please print some tips on judging and how to make it easier.

Brandy Johnson  
Magnolia, Arkansas

Some of the people on our staff have been on crop judging teams (although it's been a few years) so we know what a challenge it can be. Congratulations on doing as well as you did. You are a winner just for getting involved in the contest. There is no easy way to win a judging contest like crops. It takes hours of practice identifying plants and seeds and memorizing their names. Our best advice is that the team has to do well in order to win, so help each other as much as possible. Ed.

Send letters or notes with name, address and chapter to MAILBAG, *FFA New Horizons*, P.O. Box 15160, Alexandria, VA 22309. All letters are subject to editing.

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## NEWS IN BRIEF

### Russians Have Landed

As the Soviet Union starts moving away from government-controlled farming to private land ownership, their citizens are looking to American farmers for assistance.

Through a program sponsored by the National FFA Organization, the National Young Farmer Educational Association and Russia's Blue Movement, families across the United States will help the Soviets in their understanding of private family farms.

Thirty Soviet young farmers arrived in the United States in June and completed a four-day orientation at the National FFA Center before departing for their temporary homes with their host families.

This is one of the largest Soviet groups to visit the United States for agricultural training. They will be working on farms for one year. Half of the Soviets are married and have left behind family. The other half are students of colleges, agricultural academies and universities.

Upon returning to the Soviet Union,

the participants will be able to obtain land and start their own private farms. Dr. Larry Case, national FFA advisor, sees this as a chance for the FFA to be involved in global education. "By co-sponsoring this program, we not only show our commitment to international education for American youth, but we also assist our foreign counterparts as they strive to move forward in agriculture."



Photo by Mary Bueschare

During his four-day orientation in Alexandria, Virginia, Soviet young farmer Ivan Babanski was interviewed by a Washington, D.C. news station during a supermarket tour.

### School of Fish

Six states will be taking the lead in testing new high school agriculture courses on fish farming, or aquaculture. Indiana, Iowa, Pennsylvania, South Carolina, Texas and Washington have been chosen by The National Council for Agricultural Education to establish learning centers



for aquaculture. Some schools already offer classes in fish, seafood and aquatic plant production. These learning centers will advise the Council which will be producing aquaculture teaching materials for all teachers. The money for these learning centers came from the U.S. Department of Agriculture.

### Made for Excellence Carries Olympic Theme

When FFA members enroll in one of 34 Made for Excellence conferences scheduled later this year, they will be investing in their future and contributing to the U.S. Olympic team at the same time.

The theme of the personal development conferences is "The Olympic Challenge" and a portion of each registration fee will be donated to the 1992 United States Olympic Team. The conferences, which run on weekends between August 9, 1991 and April 10, 1992, help FFA members understand self image, goal setting, peer pressure, friendship, motivation and communications.

A new addition to the conferences this year will be "Made for Excellence for Teachers." Eighteen states will be offering the new MFE for Teachers, which will be presented by five agriculture teachers.

For more information about Made for Excellence, ask your FFA Advisor or write to: Kipling Godwin, Made For Excellence, National FFA Center, P.O. Box 15160, Alexandria, VA, 22309-0160.



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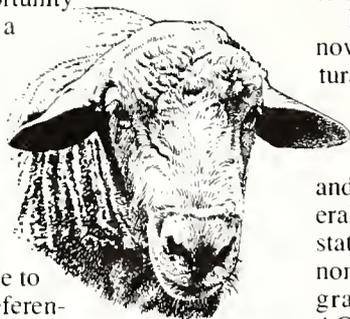
# LOOKING AHEAD

## Vote for Sheep in '91



FFA members involved in sheep production as part of their Supervised Agricultural Experience Program will have the opportunity to vote in a sheep industry referendum.

Anyone, regardless of age, who owned a sheep in 1990 is eligible to vote in the referendum. Voting will take place at county ASCS offices between August 19-30.



The referendum will ask sheep producers if they want to continue the national promotion programs, which are funded through a deduction from wool incentive payments. The program has been voted on and renewed nine times.

The deduction monies are channeled through the American Sheep Industry Association and are used toward promotion, marketing and producer education. State sheep associations also get a portion of the funds for promotion.

## Poplar Trees Catch Nitrates

Poplar trees, planted along field drains and creeks, may catch excess nitrates (the nitrogen component of many fertilizers) that nearby field crops are not able to make use of. University of Iowa researcher, Dr. Lewis Licht, planted rows of poplar stem cuttings between a creek and corn field in Iowa. He found the poplars dramatically reduced nitrates moving from the corn field to the creek which drained it.

Poplars tolerate wet areas well and grow rapidly. After three years in Iowa, the trees average 20 feet tall. At this point, the trees can be cut to a stump and the wood used for fuel, paper pulp and industrial uses. The stumps resprout to give future crops. Soil erosion is prevented and wildlife enjoy the shelter of trees.

"I think we have the possibility for a crop that produces feed, fuel, fiber and industrial feedstock and is ecologically stabilizing," said Licht. "I think we're on to something."

## Satellite School

A new satellite network called AG\*SAT soon will allow college students around the country, and the world, to take agriculture courses via satellite.

Launched less than two years ago and now being tested, AG\*SAT — Agricultural Telecommunications Network — provides credit courses and non-credit cooperative extension programs. AG\*SAT is beaming food science and sustainable agriculture courses to several hundred college students in a dozen states. Since the fall of 1990, nearly 30 non-credit cooperative extension programs have been offered through AG\*SAT.

"We really kicked off in a major way this spring, and our ultimate goal is to have about 40 or 50 courses," says Don Edwards, dean of the College of Agriculture of the University of Nebraska-Lincoln where the main AG\*SAT Satellite Center is based.

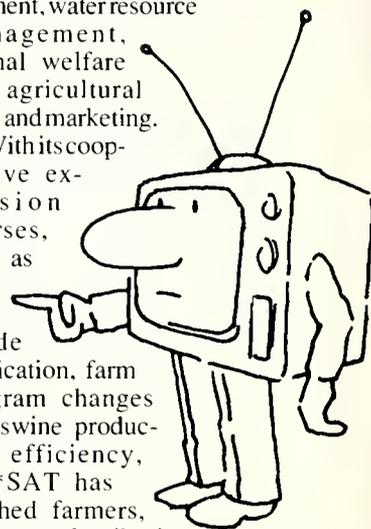
AG\*SAT will allow universities to share and improve their programs. "This will help give our students a better education because there is a real problem of faculty shortage in agriculture," says Weldon Sleight associate dean at the College of Agriculture at Utah State University. "My dream is to bring that top teacher or premier scientist in his or her field from sister institutions, someone the students

would not have exposure to at their (own) university."

AG\*SAT delivers courses by one-way video, with two-way audio. Students view teachers live on a television monitor and both are able to communicate by telephone and fax machine. Videotapes with feedback from professors also can be sent to classes and individual students.

Future AG\*SAT college courses are being planned, including biotechnology techniques, animal breeding, waste management, water resource management, animal welfare and agricultural sales and marketing.

With its cooperative extension courses, such as safe pesticide application, farm program changes and swine production efficiency, AG\*SAT has reached farmers, ranchers and agribusiness professionals. In the future, it will deliver high school and youth programs.



## National Hunting and Fishing Day

President George Bush, an avid quail hunter and fisherman, is serving as honorary chairman of the 20th Anniversary of National Hunting & Fishing Day, September 28. "I am honored to be a part of a special day that highlights safe and ethical hunting," said Bush.

In his 1990 message, President Bush said, "Hunters and anglers have a long history of contributing to our conservation efforts. During the past half-century, sportsmen have contributed over \$12 billion to conservation programs through license fees and self imposed excise taxes — and currently provide \$3 million a day. I am proud to join with 60 million fellow sportsmen to celebrate National Hunting & Fishing Day, and I salute all sportsmen who support efforts to preserve and protect our natural resources."

There are a number of ways sportsmen can join with President Bush in recognizing the sportsman's valuable and historic



**NATIONAL HUNTING & FISHING DAY**  
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role in conservation. For information on how you can participate in the 20th anniversary celebration, write: National Hunting & Fishing Day, 555 Danbury Road, Wilton, CT 06897.

# First Lady Backs Farm Safety

## FFA President Mark Timm thanks Mrs. Bush for caring about farm children

**F**irst Lady Barbara Bush asked more than 1,200 school children to be careful around farms at a ceremony sponsored by "Farm Safety For Just Kids," a non-profit organization based in Earlham, Iowa, devoted to helping prevent farm-related injuries of children. "An accident just takes a second, and a second can change your life," said Bush.

During her two-hour visit to Living History Farms in Urbandale, Iowa, May 23, Bush spoke to a crowd of children and media, presented and received awards, and stopped at about 40 farm safety displays. Exhibitor Rick Krueger, member of the Pekin FFA Chapter, Packwood, Iowa, talked to Bush about the potential dangers lurking around the farm for children. Krueger said that during his presen-

tation, he tried not to think of Mrs. Bush as the president's wife, but as another person curious about farm hazards. He has traveled with his display for more than two years to fairs and other events talking to the public about farm safety.

Mark Timm, national FFA president, gave the First Lady a plaque, saying, "Many are called, few are chosen. Mrs. Bush has chosen to make a difference in the lives of people today." Bush's visit resulted from the work of Farm Safety Just For Kids founder Marilyn Adams whose 11-year-old son died in a gravity-

flow wagon accident in 1986.

During the ceremony, the Iowa FFA received an award for their involvement in farm safety programs.

One of Iowa's projects has been to distribute stickers to farmers to be applied to gravity-flow wagons warning of their potential danger. Gravity-flow wagons are among the most popular used in transporting grain on farms. ...



Photo by David Doese

**Rick Krueger of the Pekin FFA Chapter, Packwood, Iowa, shows Mrs. Bush potential farm safety hazards using toy implements. Observing are Mark Timm and Shaun Coleman, Pekin FFA member, far right.**

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# Agriculture's New Professionals

## It's a Good Job; Somebody's Got to Do It

**A**re you thinking about going to college and majoring in agriculture? A new study suggests that if you are, the future looks good, but not all areas in agriculture hold the same promise.

At least through 1995, experts forecast that there will be a yearly shortfall of 11 percent in highly trained people to fill available agriscience and agribusiness jobs. That's the word from a report by Purdue University and the U.S. Department of Agriculture's Cooperative State Research Service.

"The simple fact is that we are not producing enough talented college graduates in the food and agricultural sciences to fill highly important roles in business, science and environmental management," said Allan D. Goecker, assistant dean of Purdue University's School of Agriculture.

What is causing the demand? American agriculture is faced with some stiff challenges in this decade. Techniques and business practices must be created and adopted that will maintain a sustainable agriculture and forest system without threat to the environment. That means jobs for young people prepared to work in those areas.

College graduates will find the best career opportunities as marketing, merchandising and sales representatives where the demand for skilled professionals will exceed supply by 18 percent.

Professionals in this area include sales representatives in plant protection products, fertilizer, seeds, forest products and lawn, garden and nursery products. The industry will also demand more commodity brokers, insurance agents, market analysts and real estate brokers.

If science is your interest, demand for scientific, engineering and related specialties will exceed supply by 15 percent. The best opportunities are in biochemistry, environmental sciences, food process engineering, entomology and soil science.

On the down side, there are more than enough qualified graduates to fill the available positions in communications, education and agricultural production specialties.

USDA official Jane Coulter says that the shortage of experts in the science and business fields is being felt now. "We aren't talking about the next 10 to 20 years. We have a shortage now, and with the growing importance of our food, agricultural and natural resource system, the problem is becoming critical," said Coulter. ...

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Aaron Wallace holds David McCoy during the monthly ride at the St. Louis Special Education School. Chapel Hill FFA members James Ezell, left, and Shane Collier, walk alongside to insure the safety of the rider.

# Enjoy the Ride

When FFA members help their disabled friends ride horses, it's hard to tell who enjoys it most

*By Andrew Markwart*

There is no horsing around when FFA booster Rodney Wallace explains safety procedures to members of the Chapel Hill FFA Chapter before the riding begins.



Photos by Author

**T**here was screaming coming from the school bus loaded with students from the St. Louis Special Education School. It was the first day that members of the Chapel Hill FFA Chapter were going to help the mentally and physically disabled students ride horses. The FFA members were nervous to begin with, since few of them had ever come in close contact with a physically or mentally challenged person. And already somebody was screaming.

They were told not to worry. It was only Nancy Ramiriz, and screaming was just Nancy's way of communicating. She always screams, they said.

Not always. It wasn't long after Nancy climbed on a horse and began riding that she started to quiet down. It shocked her teachers. They had never seen her so quiet.

Fast-forward to one month later. When Nancy's bus arrived at the riding arena, she quieted down just seeing the horses, knowing that she was going to ride soon. Now, 30 months later, when her teachers announce that it is "horse day," Nancy's screaming stops.

Nancy's change is one of the many exciting results coming out of the recreational riding program started by the Chapel Hill FFA Chapter in Tyler, Texas. The program has grown from that first ride at a local saddle club in May, 1989, to a monthly event at the St. Louis School. The FFA chapter designed and built a riding arena behind the school. Local businesses contributed equipment, materials and expert advice in building the arena.

With written permission from their parents, each of the St. Louis School's 108 students climbs on top of an FFA member's horse each month and sees the world from a taller point of view.



**Jose Zuniga feels the warm sun on his face and the solid, friendly grasp of Mark Anette, a St. Louis School employee. At school, Zuniga communicates using a voice synthesizer connected to a computer that he operates with his left foot.**

In order for the disabled students to experience a thrilling and safe horseback ride, the Chapel Hill members work hard at making sure everything runs smoothly. Working with people who have trouble controlling their bodies is a challenge that the Chapel Hill members have had to get used to.

"At first you're afraid you'll hurt them," says FFA member Billy Emmons. "They're scared of horses and you're scared of them. But after awhile, everybody calms down and it's okay. When it's time to leave, they thank you and hug you."

Because each disabled student has a unique combination of physical and mental challenges, they cannot be lumped into groups. "Each student comes with a set of instructions," says Rodney Wallace, president of the Chapel Hill FFA booster club and organizer of the recreational riding program. A St. Louis student is carefully matched with a horse and safety crew depending on that student's special needs.

Not just any horse will do for this activity. It requires a calm disposition and special training. Wallace's son, Aaron, is responsible for training the horses and selecting which ones are ready for the arena. Long before the riding begins, Aaron and his friends warm up the horses and get them comfortable with walking up to the loading ramp.

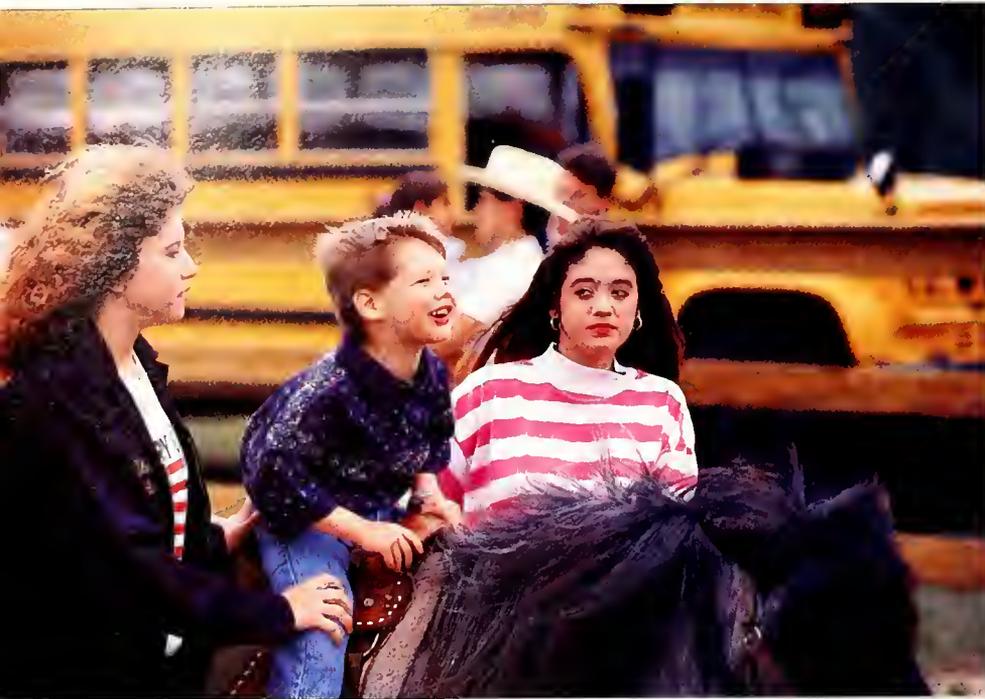
Only a handful of students experienced at handling horses are allowed to serve as riding partners. That job takes a combination of horse handling skills, physical strength and patience. After his first day as a riding partner, James Ezell said he learned quickly to stay calm during the critical early moments when the disabled riders are most nervous. "I had a rider who clamped down pretty hard on me at first. He was strong and it hurt. but I just said, 'easy there compadre' and everything turned out fine."

It takes a large crew of people besides the riding partners to make the riding day go smoothly. Three to four people are



**FFA member Shane Reeves talks with Billy Hinojosa between rides. The physically challenged students have to trust their riding partners, so friendships develop fast.**

*(Continued on Page 16)*



Riders are carefully matched with horses and helpers. Clay Grooms enjoys his ride under the watchful eyes of Shay Miller, left, and Becky Brooks.

(Continued from Page 15)

needed to help the disabled students get on and off the horse. Only four of the 108 students are able to mount the horses themselves. At least one person walks along the sides of the horse as it walks around the arena. These "walkers" talk to the rider to comfort them and make the ride enjoyable. They keep the rider balanced and are there in case the rider needs to be pulled off the horse quickly. They also help the "spotters" watch the horses for signs of trouble.

Spotters are students and adults who know horses well that stand in the middle of the arena and watch how the horses are acting. If a horse acts up, it is pulled quickly and replaced with a calmer animal.

It is one person's job to substitute fresh walkers and give all the members a fair chance to get involved. Everyone's purpose is the same—to provide a safe, enjoyable ride for every disabled student.

Under the supervision of Rodney Wallace and FFA advisor David Irwin, the Chapel Hill FFA Chapter has been the only group conducting the riding days for the past year and a half, but with its success, others are asking to get involved. Starting this fall, 15 different organizations from Tyler, including the John Tyler



Jessica Florez may not be able to see the horses because of her blindness, but she makes it clear to Lonnie Vega that their smell is unmistakable.

By the end of the day, the Chapel Hill FFA members have walked miles to make sure their friends' rides are safe and enjoyable.



and Robert E. Lee FFA Chapters, will be volunteering to work a riding day at the St. Louis School. That means about 450 FFA members will be working with the disabled students next year.

Chapel Hill's 66 members are protective of the riding program they have started, but they also know that others should experience working with the disabled students. "We look forward to this almost as much as the (disabled) kids do," said one member.

Organizer Rodney Wallace is happy with the growing interest in the riding program in Tyler, but says the enthusiasm shouldn't stop there. "Every town has handicapped kids," says Wallace. "Every FFA chapter in the country could do this kind of program."

As in many communities, sports is usually the focus of attention at the high school and activities like this one tend to get overlooked. That doesn't bother the Chapel Hill members. "Our school doesn't recognize this kind of achievement, but we don't care," said one member. "We know that we're doing the right stuff. This has been the best day of my life for a long time."

Others agree that the real reward for being involved with the disabled riding program is the feeling of affecting another person's life and gaining a better understanding of people with physical and mental challenges. "I'm on cloud nine right now," said Melissa Watson, after her first day in the arena. "All members should try to experience this. It makes you feel good." She said that she appreciates how fortunate she has been in life so far. "You take your health for granted until you work with kids like this."

Fellow member Stephanie Shultz said that a car accident or other mishap could land anyone in the position of depending on others for support. "If we end up like these guys, it would be nice to know somebody cares." ...

# Garth Brooks is Tearing Down Fences

...speaking his  
mind three  
minutes at a  
time

By Jeri D. Mattics

**G**arth Brooks doesn't like to be fenced in. In just two short years, he's broken several long-standing barriers in country music.

First, he walked away from the Academy of Country Music (ACM) Awards juggling six trophies — an all-time record. Then, his second album, *No Fences*, climbed to the top of the pop charts — a feat not achieved by a country performer since 1980.

This didn't come as a surprise to those close to Brooks and his music. The expectations for *No Fences* were so high, pirated copies began cropping up at radio stations, forcing his Capitol Nashville label to an early release.

What is it that sets Brooks apart from the crowd of other acts? His complex personality is one reason. This soft-spoken, insightful, sensitive artist often transforms on stage into a guitar-breaking, high-energy showman. Another reason is Brooks' refusal to be satisfied with the tried-and-true mainstays of country music. His songs are powerful because of the messages they carry.

## Reaching Out Through Radio

Brooks explains, "I feel like when you have a song on the radio, it's your opportunity to speak to an audience. Don't waste that three minutes—let them hear something that you want to say. Let them be entertained, but use those three minutes wisely."

This spring, Brooks' three-minute message on domestic violence threw sparks of controversy. Soon after being released, "The Thunder Rolls" video was banned by Country Music Television and The Nashville Network, but added by pop cable channel VH-1. Brooks was shocked by the decisions to pull the video, but shrugged it off and moved on to "Plan B". A home video featuring "The Thunder



Photo by Author

Garth Brooks

Rolls" along with his other two videos ("If Tomorrow Never Comes" and "The Dance"), performance footage and interviews will be released soon.

Another bit of Brooks' philosophy sheds light on his dedication to helping others. "We're put on this earth to stand beside one another and help each other. We're all in this together. People should get along with one another and build this world together instead of destroying it and each other," he says with a soft but serious tone of voice.

Brooks is no stranger to lending a helping hand. An honorary member of the Yukon, Oklahoma FFA Chapter, Brooks and his band raised \$22,000 for the chapter by performing a benefit concert.

His contributions didn't stop in Yukon. Brooks performed at Farm Aid IV and, most recently, at a benefit concert for an Oklahoma rural development organization. "I decided to help because these were farmers who needed assistance and this was my state. Oklahoma has been supportive of

me — I need to give that support back. I was brought up to believe you helped people when they are down. That's what I tried to do," he said.

## Tuning in to Athletics and School

Brooks was raised in Yukon, Oklahoma, which he describes as "an ag and oil town." During his high school years, Brooks played centerfield for Yukon's baseball team and quarterback on the football team.

He earned an athletic scholarship to Oklahoma State University where, surprisingly, he wasn't involved in football or baseball, but track and field. He chuckles, "I guess they thought that since I was good at throwing things, I should give the javelin a try." They were right. Brooks was a four-year letterman in track and field as a javelin thrower.

At OSU, Brooks majored in advertising. Although the music bug bit hard during those collegiate years, he decided to complete his degree. "I finished school so that I'd have a fall back position — and because my parents felt it was important. Having their support was, and is, very important to me."

## Tuning in to Success

Brooks attributes much of his success to his family. "My parents have always supported me. All they asked was that I get my education. My wife is my partner—she is as much 'Garth Brooks' as I am."

Another important ingredient for success, according to Brooks, is "listening to the advice of those close to you—your family and friends. But it's also important to listen to those who want to see you fail because they'll point out the obstacles you'll face."

Brooks encourages others to do just what he did — follow their dreams. "There are dreamers who don't get anywhere because they don't follow through. And then there are doers who don't get anywhere because they don't have a dream. You've got to dream and then follow your dreams. Just remember to keep one foot in reality and don't let anyone tell you it can't be done." •••

# A Chance of a Lifetime

Joe Mattingly and his horse travel to Sweden for a world competition

*By Dana Chambers  
Reporter - Section 1, Illinois FFA*

**F**ollow your dreams. Set goals. Be the best you can be." These phrases are used a lot by FFA officers and advisors, but they don't mean much until you know somebody who has put those words into action — somebody like Joe Mattingly.

Last July, Joe left his hometown of Scales Mound, Illinois, for the 1990 World Equestrian Games in Stockholm, Sweden. He was following his dream, pursuing a goal, trying to be his very best.

The games consisted of six events:

*Photo by Hillside Studio*

driving, show jumping, three-day event, vaulting, dressage and endurance riding. The games are held every four years just like the Olympics, which is where Joe hopes to be in 1996.

For the U.S. endurance team, six members were chosen from various parts of the country, and Joe was the youngest team member.

All of the team members were chosen by the condition of the horse and the success of the horse and rider as one. Some of the success Joe and his purebred Arabian, Czar Louis, have had are: 11th place, North American Championship in Virginia, 1987; seventh place, World Championship in Virginia, 1988; silver medal for individual, team and best conditioned horse in Flesherton, Ontario, Canada, 1989.

Working hard and being number one isn't always easy, which Joe discovered. At the Games, Joe was pulled at the 85-mile check point. Louis' shoes were worn thin from the hard surface and needed to be changed.

At the check point they were running in eighth place.

After the shoes were replaced, they had to wait 30 minutes before trotting off to continue the ride due to the lack of veterinarians on hand. The veterinarian had to check the horse to see if it was sound and able to finish the ride. But when Joe and Louis were ready, nobody else was. When the chance to continue came, Louis wasn't ready and became lame. At that moment they were pulled from the ride.

This chance of a lifetime had ended as only a learning experience for Joe.

All riders had 15 hours to complete the ride. It was tough for Joe and Louis after spending 21 days in quarantine complete with blood tests, and a hard 100-mile ride to the event site. Joe also had to raise at least \$22,000 to attend the World Equestrian Games. The money was donated by many people and organizations.

A member of the Scales Mound FFA Chapter, Joe was a state winner in horse proficiency.

Joe has graduated from high school and is serving in the Navy for four years as a medical corpsman.

Even though for now Joe is in the Navy, he still has not stopped thinking about the 1996 Olympics for the Equestrian Games.

"Your age doesn't matter. You can do what others can do."

Even after a disappointing end to the World Games, Joe Mattingly is still following his dreams, still pursuing the best in himself. ...



# THE FIT TO BE TIED

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# Cut to the Chase

The cutting horse must be quick, strong and steady. So does the rider.



Photo by Bill Babb

Ron Schumacher works his cutting horse, Betty Boop.

By Amy McDonald

**T**he crowd hushes, knowing these athletes need silence to concentrate. The horse and rider move quietly and calmly into the herd of cattle at one end of the arena. The duo separates one cow from the others and keeps the dodging animal from returning to the herd. Two and a half minutes later, a buzzer sounds. The rider reaches a hand down, pats the horse, and the horse stops working. The crowd cheers, knowing they have just seen a champion cutting horse and rider.

Cutting is a skill that has been passed down from cowhand to cowhand for generations. It is still an important tool when rounding up cattle for vaccinations, separations and branding. That's when a good cutting horse can make a cowhand's work easier. A quality cutting horse instinctively keeps the dodging cow from the herd. His hindquarters settle near the ground, as he balances on his two hind legs, while his front legs move with the cow's actions. When the cow dashes away, so must the horse. The rider is asking this powerful, agile animal to do two different things at the same time — produce extreme bursts of speed while remaining

calm, so the pair won't scare the cattle.

What does the combined athletic ability of horse and rider have to do with FFA? Ask this year's National FFA Horse Proficiency Award winner, Ron Schumacher, from Dayton, Oregon. As a part of his horse proficiency project and Supervised Agricultural Experience program, Schumacher, 21, started his own business training cutting horses and has participated in national competition with his cutting horse, Betty Boop.

The cutting competition is more than a sport to Schumacher, it's a link to the past. "Cutting is a part of a ranch activity," he said. "Cowboys had to separate cattle from the herd to vaccinate and such. We aren't modernizing it—it's still part of a cowboy tradition." And cowboy heritage is important to Schumacher. "I collect old cowboy stuff. I like old bits and headstalls. When I show, I like to dress in an older style."

Even Schumacher's first team-roping saddle reflects his interest in cowboy history. "It was the very first calf-roping saddle ever made, and my dad made me fix it up." Schumacher's parents own a western store, so he spent many hours there repairing equipment.

His dad wasn't the only adult who demanded a lot from him. According to Ron, his advisor, Ray Gilmore, was especially confident in his abilities. "He always told me I could go somewhere if I just applied myself," Schumacher said.

He attributes much of his present success to Gilmore. After taking agriculture class and joining FFA his freshman year, he chose horses as his project area. His parents had always owned a few horses, and he was riding almost before he could walk.

Schumacher started in rodeo and showing events. Then, during eighth grade, he bought Betty Boop, a three-time national cutting champion. He added cutting to his hobbies, and started his own business training cutting horses.

Schumacher says that in horse training, it's your reputation that brings you business. "My motto is, 'if I'm not good enough, then I'm not going to get any customers.' It really gets around, if you're good or bad." Word did get around. Although he never advertised, he always had plenty of customers. "I had more horses than I could ride," said Schumacher.

He plans to work with horses the rest of his life. "I want to make it a career, it's not just a hobby to me."

After high school graduation, Schumacher attended Linn Benton Community College in Oregon for a year and a half and now manages Heritage Farms, a Hanoverian horse stable in Spanaway, Washington. Hanoverians are a European breed of horses that excel in English events such as jumping and dressage, a highly-stylized form of riding that requires superb athletic ability from the horse.

As manager of the 34 head of registered Hanoverians, Schumacher does everything from paperwork to artificial insemination to trimming horses' hooves. He plans to return to college and hopes to own a new business, training and breeding cutting horses. ...

The National Horse Proficiency Award is sponsored by the American Quarter Horse Association as a special project of the National FFA Foundation.

# Signs of Friendship

## FFA Offers Opportunities to Deaf Student

By Jeanne Hansen

**W**hat opportunities does FFA offer for you? One is that many of your friends in FFA will be the same people you will work with after high school.

Travis Davisson, of the Calamus-Wheatland FFA Chapter in Iowa, had thought about that more than many FFA members. Travis, who was born deaf, attended special schools until last year, when he and his parents decided to explore the opportunities of regular school. The recently formed FFA chapter at his present school was one of the main reasons for making this decision. These are the people he will be working with in the future.

"I need to know these people, and they need to know me better," he says through sign language.

The change to regular school has been a success. At Calamus-Wheatland High School, which has only 150 students, Travis continues to be on the honor roll.

His presence has offered opportunities to others as well. Many students are beginning to learn sign language, and several are fluent. At the beginning of his freshman year, the art teacher put sign language posters throughout the school.

One of the students who is fluent in sign language is Ryan VanderHeiden. He delivered the FFA creed in both voice and sign at district and state competitions. For his efforts, he received gold awards. "It's interesting learning sign language," Ryan said. "Who knows, it may come in handy in the future."

In his agricultural technology class, Travis is restoring a 1947 John Deere Model-A tractor. "My grandpa used it to pick corn," he signs.

Travis is no stranger to rebuilding tractors. On his grandfather's farm, his hands

don't stop moving as he talks about his bright red, 1949 Massey Harris "Pony" which he and his grandfather restored several years ago.

Travis' other FFA projects include several bred heifers that are his sole responsibility. "They are different from taking care of the pigs," he signs. His family has a large hog operation with farrowing houses and hog lots at three different locations.

Dave Bowman, his FFA advisor and agriculture instructor, is teaching him to keep accurate records on the hog operation. Travis rolls his eyes at this task. He prefers hands-on work to the paper work, but is learning to recognize the importance of recordkeeping.

Bowman admits to only knowing a little sign language, but the two are able to converse in a sort of "pidgin" sign language.

It is this sort of sign language that some teachers, fellow students, and neighbors have developed to speak with Travis.

Travis, along with fellow students and Mr. Bowman, attended the National

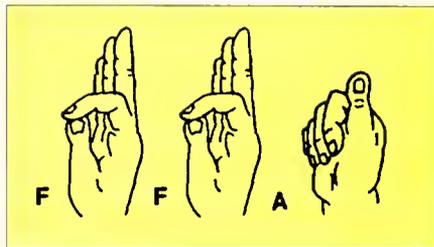
FFA Convention. "The state convention was a little boring," Travis admits, "because I didn't always understand what was going on, but with more kids able to talk to me now and explain things it was better." Other students keep an eye out for him at FFA functions. They realize, for instance, that he can't hear announcements made over the public address system, so they try to keep him informed.

Travis fulfilled a special dream when he met other deaf FFA students at the convention and got to know them. Although they had official signers in Kansas City, his friend Ryan filled in on occasion in helping the students communicate.

Interpreter Stacy Petersen accompanies Travis to all his classes. She signs everything from what the instructors say, and asides by the students, to announcements over the intercom.

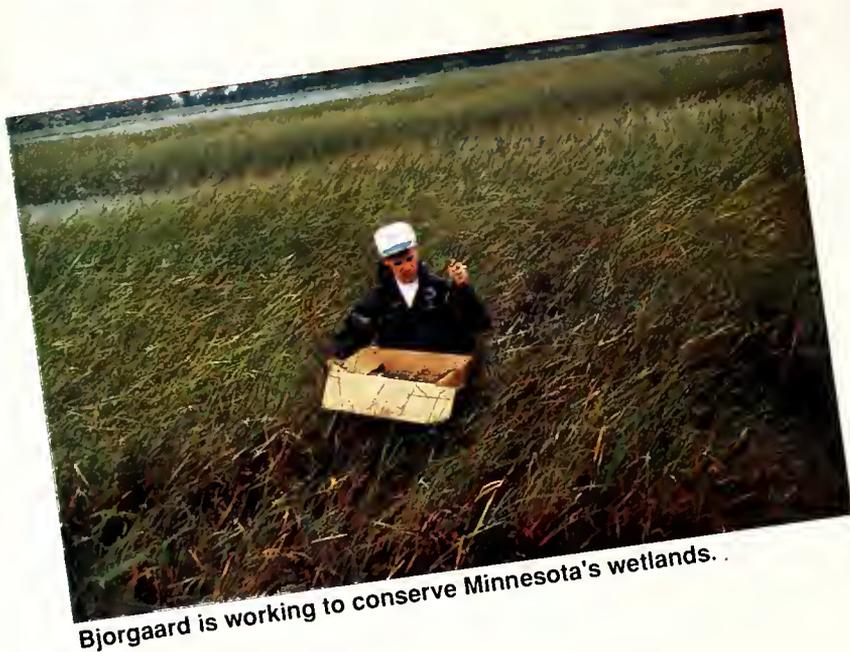
What does Travis intend to do with the skills he is learning in FFA? "I want to farm lots of land like my dad and grandfather do," he signs. Travis helps his dad and grandfather farm about 1,600 acres of corn, soybeans and other grains, including seed corn. He also wants to continue working with hogs, particularly in the farrowing house.

What about his mechanical skills? "It is hard for me to hear when things go wrong with machinery, so I can't be a mechanic. Working on machinery is my favorite thing though, so maybe I can do it part-time. •••



Ryan Vander Heiden, right, helps Travis Davisson, center, communicate with Diana Thompson, an exhibitor at the National FFA Career Show.

# Preserving Wildlife Acres



**Lowell Bjorgaard is serious about providing food and shelter for wildlife**

*By Beth Gaines*

Imagine being 16 years old and halting a housing development. Does it sound impossible? For Lowell Bjorgaard it was a matter of protecting the environment.

At a county land auction in 1987, Bjorgaard and his grandfather purchased nine acres of undisturbed wildlife habitat to prevent it from becoming a housing development. He bought the land with earnings from a dairy project, an example of his dedication to the preservation of the environment. It is also one of the reasons why the native of Battle Lake, Minnesota, was selected as the 1990 National FFA Wildlife Management Proficiency award winner.

Bjorgaard became actively involved in preserving wildlife habitat over five years ago when his grandparents deeded to him 27 acres of land for a Supervised Agricultural Experience program.

"Members of my family have always been avid outdoorsmen, but my program got everyone really excited about preserving and improving the wildlife and habitat," Bjorgaard said.

In the first year of his project, Bjorgaard transplanted over 200 tree seedlings which he bought from the West Otter Tail County Soil and Water Conservation District. In the following three years, he invested \$230 to plant, by hand, more than 825 seedlings of 13 different tree varieties. The trees will help provide shelter and a source of food for the wildlife.

Bjorgaard's farm, which he calls "Silver Lake Wildlife Acres," is a growing project. He has over 37 nesting platforms for waterfowl and songbirds. More than 200 deer are fed at 11 different stations, and 12 acres of food plots are planted each year to provide wildlife with a safe winter food supply. Bjorgaard also raises pheasants and ducks to be released into the wild.

Even though Minnesota is a tourist-oriented state which

depends heavily on the beauty of the natural resources, Bjorgaard said that it is sometimes difficult to convince others to use good conservation practices.

"It is slowly catching on. It seems like the farmers have to see the conservation practice on someone else's farm before they are willing to try it themselves," Bjorgaard said.

Working for the soil and water district, Bjorgaard has seen individuals drag their feet at getting involved in the preservation of the environment. He also realizes how devastating it can be for the land and wildlife if conservation practices are not used.

"Wetlands are a big concern in Minnesota. Most people want to drain them and farm that land," Bjorgaard said. "But for wildlife, the bigger the wetland, the better. Swamps and cattails are great wildlife habitat."

In the process of improving the wildlife habitat on his farm, he has invested over \$12,000 and 1,600 hours. But for Bjorgaard, knowing that his effort will protect the environment for generations to come is well worth the investment of time and labor.

"Seeing the results is the biggest reward," Bjorgaard, said. "The pleasure of seeing the young birds on those platforms makes the work all worthwhile."

Bjorgaard plans to continue working to preserve the environment. He is a sophomore at the University of Minnesota at Crookston, majoring in natural resources management, and plans to be employed by an agency that works to protect the environment and natural resources. ●●●

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The Wildlife Management Proficiency award is sponsored by the Prudential Foundation as a special project of the National FFA Foundation.

# THE SIDEWALKS AREN'T THE ONLY THING BEING ROLLED UP AT NIGHT IN SMALL TOWN AMERICA.



Believe it or not, for a lot of you in small towns, marijuana is a very familiar sight. So is crack and cocaine.

*Today, 28% Of Small Town Kids Are Into Big Town Drugs*

It's true. Drugs are as big a problem here as they are in larger cities. Today some 28 percent of

small town kids are experimenting regularly with marijuana, crack and cocaine. Some are even dealing the stuff.

Research has shown that using drugs can result in memory loss, infertility, lung damage, even heart failure. So, talk to your friends and get them to talk to you. Find out what they know and

don't know about drugs. And then, set them straight. Because the worst mistake you can make is leaving them in the dark.

**Partnership  
For A Drug-Free  
America**

# Speaking Out for Agriculture

When you give a speech about an important topic in agriculture, what message is the audience really getting?

*according to*  
*food production*  
*what hasn't been mentioned is*  
*safe, affordable*  
*scientific research says*  
*there's no evidence*  
*agree that the environment*

**G**roundwater pollution. Animal rights. Chemicals in our food. Growth hormones in cows. Big government payments for farmers.

These topics scare, anger and confuse people — that's why they make headlines and the 6 o'clock news. Just as one crisis fades away, another one seems to take its place. As more people become further removed from the farm, they understand less about how their food is produced.

As a result, there are lots of people with views about the way farmers and other agriculturists should go about their business. Some raise excellent questions while others make uninformed accusations. In the midst of all this, who is speaking out for agriculture?

FFA members are in a good position to make an impact on people's awareness of agricultural issues with all of the speech contests and other speaking opportunities the organization offers. But it takes more than enthusiasm to be an effective spokesperson for agriculture, it takes preparation. In fact, if you don't know your topic well, you could do more harm than good.

If you plan to give a speech, know your topic. Study your subject. If your topic is the environment, know the different environmental groups and their purposes.

When you give the speech, what message is the audience really getting? Is it balanced, factual information that makes a point, or is it a string of stinging responses to those who attack agriculture? If it is the latter, you may be playing right into the hands of those who assault farming and food processing practices. Your good intentions in trying to defend agriculture may be adding fuel to the fire of controversy. So what do you do?

Along with knowing your topic, try to honestly understand the opposite point of view. Most people who criticize modern agriculture are motivated by what they believe to be right. If you were a parent and heard that your water could contain chemicals, wouldn't you be concerned about your children's health?

With this in mind, approach your speech not in a series of counter-attacks but rather from the point of view of educating the public about the facts. View the challengers of agriculture not as "us and them" but as people who are working from limited knowledge. As an FFA member, you have a deeper understanding of agriculture than most people. Use it to your advantage. Educate, don't retaliate.

Avoid appealing labels to broad groups of people, such as "those environmentalists." That's dangerous. All groups are

different, and people within each group are different.

If there are opposing points of view that you want to address, don't respond to outlandish charges. You're playing their game. Responding only draws attention to their original message. Make positive statements and give people the facts. Be prepared to quote facts from scientific studies that support your point. For example, if the charge is, "Farmers are poisoning America's groundwater," a positive way to address the issue might be, "Many Americans are concerned about the quality of their groundwater, including farmers. In fact, according to a study conducted by the University of..."

Only take a position that you can defend. If you are asked questions that you don't know the answer to, say so. Don't try to fake your way through an answer. Your credibility is at stake. If the audience thinks you are bluffing, they probably will not believe anything you said during the entire speech. That would be a great loss for an otherwise well-prepared speech.

Throughout the speech, remember that your tone will win you as much respect and credibility as your words. Show your audience that you understand the topic fully and you know how to calmly and rationally discuss the issue. It is a good example to set for others and you will shine as an intelligent spokesperson for agriculture.

By thinking your speech through and getting to the real issues, you will be educating the audience and you won't get burned handling one of agriculture's hot topics. ...



# Animal Welfare vs. Animal Rights—

Remember the days when the image of the solitary cowboy out on the range was considered romantic? Or when the newly crowned state pork queen was the envy of her peers, the subject of the front-page story in her hometown paper?

If you listen to some folks today, that cowboy is wrecking the environment faster than the Exxon Valdez, and the pork queen is on page one alright, but only because an animal rightist smacked her with a “non-dairy” cream pie, accusing her of being a “symbol of cruelty”.

These are the messages of the animal rights movement, aimed at consumers, politicians and the media, devoid of fact and filled with emotion. For the animal rightist, no use

of animals—for food, medical research, entertainment or clothing—is acceptable, and they’re going to let the public know any way they can.

There are about 7,000 animal protection groups in the U.S. today, ranging from local animal shelters to militant animal rights groups. Of the 7,000 groups, 400 consider themselves hard-core regarding animal rights, and control a combined budget of \$50-75 million a year, more than the combined budgets of the 10 largest livestock and poultry groups in the U.S. Animal rights budgets are devoted entirely to this issue, while funds of agricultural groups must be divided among all programs and services they provide!

**Here’s how agriculture is treating its animals**



**animal industry foundation**

Enter the Animal Industry Foundation (AIF). AIF is a national charitable education foundation, dedicated to making sure the consuming public gets a real, accurate picture of modern livestock and poultry production. AIF wants the public to realize every time they go into a grocery store that abundant, cheap, safe food doesn’t magically appear on the shelves. AIF reminds consumers that real men and women—less than 3% of the total U.S. population—feed this country and maintain exports because they are the best food producers in the world—and they’re the original animal welfarists.

Don’t let the terms confuse you: Animal welfare is what you and other farmers and ranchers do for a living. It’s the responsible care and treatment of animals that ensures comfort and freedom from unnecessary pain and suffering. Animal rights is

*(continued on b)*

(continued from a)

a minority socio-political philosophy, that its supporters claim is the fastest growing movement in the country.

How does one group counter the propaganda of 400? It's really pretty simple: Use of the truth through cooperation and coordination of all industry segments. AIF ensures this cooperation through representation of all segments of the livestock and poultry industry. Its Board of Trustees includes the American Farm Bureau Federation, the National Cattlemen's Association, the National Milk Producers Federation, the National Pork Producers Council, the Southeastern Poultry & Egg Association, as well as executives of feed and animal health companies.

There's no force more formidable than agriculture when it unites against a common adversary. The animal rights movement is that common foe—no segment of livestock or poultry is immune to the potential negative impact if the movement is left unanswered.

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***Animal welfare  
is what farmers  
and ranchers do  
for a living.***

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While AIF creates and distributes generic consumer materials, each national livestock and poultry group has specific materials, spokespersons and experts to deal with episodes that may only impact their segment of the industry. The key is that these materials—whether about eggs or pork—complement and enhance each other. You'll read more about this coordinated strategy elsewhere in this section.

The lesson of coordination has been dramatically illustrated on two occasions. First, in defeating a state-wide animal rights referendum in Massachusetts in 1988, and again in 1990 during the March for the Animals in Washington, D.C. On both occasions, a single message echoed by all segments of the industry—and delivered by honest, tough, real, live farmers and ranchers—carried the day.

AIF's research shows that over 90% of the American public believe farming and ranching is the last reservoir of values in the U.S., and more than 80% believe farmers and ranchers routinely treat their animals humanely. We can capitalize on this support by answering the legitimate questions consumers have about production practices, animal drug use and food safety with honest, simple, direct explanations about what we do, how well we do it and how it contributes to the quality of life of every American.

So, how is AIF addressing the information needs of the consumer? How are we conducting our strategy to get our story to the public? Activities include: public appearances; consumer advertising; elementary school materials, including computer software; and research and symposia.

Additionally, AIF created the first consumer publication on animal care and welfare when it published the 20-page, 4-color brochure "Animal Agriculture: Myths & Facts". A pamphlet and video version were also developed. These are excellent resources of answers to animal rights allegations.

**Please feel free to contact AIF for whatever information or assistance we can provide. We invite you to take a look at the ad for the Foundation's "Spotlight the Truth" campaign included with this section. If you agree with what AIF is trying to do, welcome aboard: we're glad to have the help!**

## **Turkey Industry Stresses Humane Treatment Every Day**



"Animal rights" shouldn't be an issue for the turkey industry, as the National Turkey Federation (NTF) represents an industry that historically has gone to great lengths to ensure the safe, humane treatment of the birds in our care.

Contrary to the picture animal rights activists would like to paint, turkeys are free-roaming birds raised in climate controlled buildings. They always have on hand a plentiful supply of nutritious food and clean water. Every precaution is taken to make sure a turkey lives in a healthy environment that is free from hardship, disease or suffering.

We in the turkey industry go this extra mile for two reasons:

- First and foremost, it's the right, humane and decent thing to do.
- Second, inhumane treatment would lead to economic suicide. A bird that is abused and mistreated will never achieve its genetic potential, and growing turkeys rapidly will become a losing proposition.

Yet despite this commitment to humane treatment, we still feel the ire of animal rights extremists. Several Thanksgivings ago, and then again in June, 1990, during our annual "Turkey Lovers' Month" promotion, the turkey industry was the target of vicious, inaccurate attacks from these extremists.

These attacks clearly indicate that these extremists want to rob Americans of their freedom to choose and to force a vegetarian diet on the nation. We are pleased to note that those animal welfare groups whose primary concern truly is the humane treatment of animals seldom have a quarrel with the turkey industry.

Our best assets in the effort to counter extremists' attacks have proven to be the producers themselves. Talk to turkey growers about their birds, and you will find people committed to and who care about their animals. Make a grower aware of what the extremists are saying, and he or she will make sure the record is set straight.

# We're proud to work for your future

Animal agriculture is an exciting, challenging profession with a good future.

But these days, outside pressures to the industry may make it a little more challenging than you'd like.

That's why it's important for you to know how much support you have — from Wayne Feeds and other organizations.

WAYNE is working for you in a lot of ways. Through continuous efforts to improve the efficient production of meat, milk and eggs, and to promote conscientious animal management.

That's why we support the Animal Industry Foundation (AIF). This pro-active group is

working hard — and successfully — to generate public support for animal agriculture through ads, videos, brochures and other educational material.

We urge you to support the AIF, too. Thanks to their efforts, people are becoming aware of the vital contributions you make — and will continue to make — to the health and economic prosperity of our country.

**That's something you can be very proud of.**

**Products and answers that work.**

**WAYNE**  
WAYNE FEEDS  
WAYNE ANIMAL HEALTH AIDS

Wayne Feed Division  
Continental Grain Company  
Chicago, IL

# Industry Provides Guidelines for Recommended Husbandry Practices for Laying Chickens



The challenge before egg producers on the issue of animal welfare is enormous. United Egg Producers (UEP) continues the fight as outlined here. Is more needed?

The "Recommended Guidelines of Husbandry Practices For Laying Chickens" has served as an excellent bulwark of defense against the attacks by the pro-animal extremists. The code, signed by egg producers and displayed in their offices, is a simple means of signifying compliance to those guidelines. In addition, UEP has developed a brochure that producers can mail out to anyone inquiring into their production practices. The brochure is entitled, "Healthy, Productive Management Practices of the U.S. Egg Industry".

The U.S. egg industry has considered the welfare and safety of the chicken in determining the benefits of housing chickens for protection from: predators; adverse weather; contaminants entering the chickens' food supply; and diseases typically found in free ranging chickens. Additionally the health of chickens is protected through individual, daily inspection, allowing producers to deal with any noticeable signs of illness.

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**The actual health of the bird is vastly improved as a result of today's production methods.**

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Chickens in a free range environment will produce fewer eggs per bird at a much greater cost, which would be borne by the consumer. Animal rights organizations would have us return to technology avail-

able at the turn of the century when chickens, on free range, produced typically about 100 eggs per hen per year on eight pounds of feed per dozen eggs. Today, housed chickens, with better health care, are able to produce more than 250 eggs per hen per year on 3.5 pounds of feed per dozen eggs. The actual health of the bird is vastly improved as a result of today's production methods, which eliminate barnyard diseases, parasite infestation and other health problems in the bird. These production efficiencies have been passed on to the consumer in the form of lower cost food while, at the same time, improving the health and well-being of the chicken.

## Cattlemen Deal with Animal Welfare Issues—Be Proactive, But Keep Your Cool



Not many issues can rile cattlemen like animal welfare. After all, caring for their livestock is cattlemen's priority. But many animal activists would have the public believe that livestock are raised on factory farms and mistreated in favor of financial gain. Emotions run high on both sides of the issue, so it's important that we in the beef industry not overreact. The National Cattlemen's Association (NCA) encourages a low-profile, proactive strategy for maintaining public confidence in the beef industry's animal husbandry practices.

If you listen only to the activists' rhetoric and the negative news stories, you might get the feeling that public opinion is quickly mounting against the beef industry. However, consumer surveys indicate that the animal welfare and animal rights movements are having little impact on beef demand.

In 1989, the Wirthlin Group conducted a consumer survey and found that nearly 70 percent of Americans believe cattlemen treat their animals humanely. Less than 15 percent say this is not the case, while

the rest have no opinion. Those who had concerns most often cited things such as adequate water, food, and shelter. Specific practices such as castration, dehorning, and branding are not mentioned. In general, the research showed that mainstream public opinion is very favorable toward agriculture and the beef industry.

In another poll taken last year in Iowa, respondents were asked whether animal rights activists were a threat to the livestock industry in Iowa. Interestingly, 70 percent of the farmer respondents said "yes", while only 28 percent of the consumer respondents said "yes". Again, the research shows that consumers aren't as concerned about animal welfare as we sometimes think.

With this overwhelming consumer support, it would be counterproductive to launch massive public education programs that address critics' claims. This may create doubts and suspicions that do not now exist. Instead we must reinforce consumers' positive image of the beef industry by telling the positive story about our dedication to caring for our animals.

NCA is implementing this strategy with spokesperson training programs, brochures, industry materials, a statement of principles, magazine articles, speech material, and videos.

### How can you help?

**First, police your industry.** If a fellow farmer is in trouble or doing something questionable, help him take care of his animals.

**Second, be an industry spokesperson.** Speak with your friends and neighbors and help them understand the issues and keep them from overreacting and causing controversy.

**Third, don't panic.** The public is still with us.

**Finally, don't be complacent.** Dealing with public concerns about our industry is serious business. It's no time to stick your head in the sand or write-off animal activists as "crazies". Being proactive on animal welfare issues means constantly improving husbandry practices. In the long run, that will ensure continued consumer confidence in beef and beef producers.



®

# THIS IS NOW

American agriculture is in a position to tap into new markets worldwide. This will result in increased demands on today's producers, processors, and marketers to be more efficient and progressive as they compete for global market opportunities.

At Purina Mills we will continue our tradition of providing both the necessary nutritional products and the value-added services that producers, processors and retailers need to satisfy the demands of a growing end-consumer market. We remain committed to expanding our research and development to enable American agricultural entrepreneurs to capitalize on the opportunities ahead.



Purina Mills Inc.

AMERICA'S LEADER IN ANIMAL NUTRITION

# The Challenging Future of Agriculture

by  
Richard H. Severson



Rich Severson is president of Kent Feeds, Inc., Muscatine, Iowa, and chairman of Blue Seal Feeds, Inc., Lawrence, Massachusetts. Evergreen Mills, Inc., is a subsidiary of Kent Feeds, Inc. Rich is a former chairman of the American Feed Industry Association and a former member of the National FFA Foundation.

Tremendous responsibilities and opportunities lie ahead for American agriculture.

Today's farmers make up less than two percent of our total population, yet they provide the food needs of the U.S. and much of the world.

As markets open up in East-

ern Europe, the Soviet Union, and other countries, we must be prepared to share our ideas and technology. We must constantly seek higher efficiency in food production to meet growing worldwide needs on fewer acres of productive land. That means being good stewards of the land and environment to preserve the capacity to produce abundant food for future generations.

We must utilize safe, effective, and humane methods of animal agriculture, carry that message to the public, and ask for their support.

We must seek future leaders in agriculture from organizations such as your FFA.

This is a tremendous task, but our history has proven that American farmers and others involved in agriculture have the resources, the ability, and the desire to lead the way!

You are fortunate to be in FFA. By participating, you not only learn production skills, but also learn effective public speaking, how to conduct and take part in meetings, handle financial matters, solve your own problems, and assume civic responsibility.

Those of us at Kent Feeds, Blue Seal Feeds, and Evergreen Mills are committed to carrying our share of this responsibility. We support youth organizations, like FFA, that will produce our industry's future leaders. We also actively support the National Vocational Agricultural Teachers' Association. Our workshops help keep teachers informed so they can help you develop your skills

and thoughts on agriculture.

Recently, there have been incidents of demonstrations against some of the practices of animal agriculture. These demonstrations are led by a vocal minority who are ill-informed about agricultural practices, yet are influencing public opinion and agricultural policy. As members of the agricultural community, we have the responsibility to educate and inform all people so that public opinion and agricultural policy are the products of clear and rational thinking.

What can you do? Develop a presentation to deliver to grade schools, parent groups, and your peers in high school, about how modern agriculture employs the latest science, nutrition, and technology to raise and feed livestock and poultry under the most healthy, comfortable, and disease-free conditions possible.

Develop exhibits to display in shopping malls, at county fairs, and other places people gather.

Where can you get information? Livestock producer organizations play an important role by providing educational materials and resources. The Animal Industry Foundation (AIF), is an organization dedicated to correcting the inaccuracy of some of the commonly held myths about modern animal agriculture. The AIF makes booklets, pamphlets, and videotapes available to interested groups or individuals. Write to us at 1600 Oregon Street in Muscatine, Iowa 52761. We'll be glad to provide material and put you in touch with these organizations.



*Kent Feeds, Inc., serves feed dealers and livestock and poultry producers in a 14-state area in the Midwest. Manufacturing and distribution facilities are located in Illinois, Indiana, Iowa, Kentucky, Michigan, Missouri, and Nebraska.*



*Evergreen Mills, Inc., markets beef, horse, dairy, hog, poultry, pet foods, and other specialty feeds in Arkansas, Louisiana, Oklahoma, and Texas, through a network of independent feed and ranch supply dealers.*



*Blue Seal Feeds, Inc., Lawrence, Massachusetts, produces dairy feeds, horse feeds, pet foods, and other specialty feeds. It operates mills in Maine, New Hampshire, New York, and Vermont.*

## **Pork Producers Take Animal Welfare to the Public**



The members of the National Pork Producers Council (NPPC) literally know what it's like to have the animal rights issue thrown at them. At the pork industry's World Pork Expo in June, an animal rights activist shoved a "non-dairy" cream pie into the Iowa Pork Queen's face while she was handing out coloring books to kids.

The People for Ethical Treatment for Animals (PETA) claimed responsibility for the incident and said they wanted it to draw attention to the cruelty that the pork queen's industry represents. Fortunately, the Iowa Pork

Queen was uninjured, and PETA's publicity stunt backfired because many individuals and groups denounced the action and called for a boycott of PETA.

NPPC, which represents more than 100,000 pork producers who raise more than 90 percent of U.S. hogs, has set out to educate its own members about the animal rights issues as well as get the facts to the public. The first point that NPPC makes is that pork producers are animal welfarists—they care about their animals. Pork producers are not animal rightists who say that swine have the same rights as human beings. NPPC does not agree with animal rightists, such as PETA's Ingrid Newkirk who say, "A rat is a pig is a dog is a boy."

One proof of pork producers' concern about animals is that NPPC established a committee to address the issue and developed a swine care handbook to guide producers on proper care of their animals.

NPPC has found that it is important for pork producers to understand the animal rights movement, so that they can give the facts to the

public. NPPC developed a video and brochures that explain the issue to producers. Such materials helped pork producers prepare for PETA's protest at World Pork Expo and prevented any confrontations that would have only attracted publicity for the animal rightists.

Pork producers are also putting their money behind their words by investing producer dollars into scientific research on the behavioral and psychological needs of swine.

Well-cared for animals grow the fastest and have the best overall performance. It's often the pork producer, not the animal, who gets cold while out trudging through the snow

to check on a new litter of pigs that are housed inside a warm building.

Most Americans appreciate animal agriculture's contributions to society whether they be pork chops or hog heart valves for a transplant patient. It's up to

those in agriculture to make sure that the public gets to hear the calm scientific reasoning that backs livestock production above the clamor of the animal rights message.

## **Farm Bureau Steps Forward to Address Animal Welfare**



The American Farm Bureau Federation (AFBF) has been actively involved with the animal care/animal rights issue since the early 1980s when the Federation stepped forward and formed the Farm Animal Welfare Coalition, a group of about 25 agricultural and agricultural-related organizations committed to defending agriculture from attacks by the animal rights movement.

One of the early efforts by AFBF was to identify the state Farm Bureau staff member who has the responsibility for the animal care/animal rights issue in his or her state. To date, 40 state Farm Bureau coordinators have been identified. Such a network is important because it provides a means by which information can be distributed easily and quickly.

School children are a frequent target of radical groups such as the animal rightists. Farm Bureau, working through USDA's Agriculture In The Classroom program, has been successful in providing factual information about modern agriculture to teachers and students alike.

Mass communications directed at the general public are important, too. AFBF has produced three videos.

Legislative activities are another area of concern. Several years ago an Initiative was placed on the ballot in Massachusetts that would have practically destroyed animal agriculture in that state. The Massachusetts Farm Bureau coordinated an effort that soundly defeated the Initiative. Staff lobbyists for Farm Bureaus have been heavily involved with the passage of anti-break-in laws in 21 states that protect animal facilities from break-ins and destruction by extremists.

"Spokesman Training" sessions are offered to Farm Bureau members at regular intervals to sharpen their skills in dealing with the media. In addition, the professional staff person at AFBF who is responsible for the program also gives seminars to other agricultural groups and individuals as well.

AFBF is now developing a comprehensive strategy handbook for state Farm Bureau animal welfare coordinators and their farmer/rancher members.

Finally, the American Farm Bureau Research Foundation continues to seek dollars for agricultural research, including research on animal care/animal welfare. Such support will provide a bright future in agriculture for our children and grandchildren plus maintaining the quality of rural life that farmers/ranchers expect and deserve as we move into the next century.



## What do these people know about raising livestock? Nothing! But they're going to tell you anyway.

**A**nimal rights activists — whose sensationalistic charges get plenty of publicity — threaten the survival of today's farmers and ranchers. Most of these activists have never set foot on a farm, yet they say livestock and poultry producers like you are abusing your animals and destroying public health. And more and more consumers believe them! In fact, without any information, 67% of all people would support regulating your farms to ensure the "humane treatment" of farm animals.

It's time to fight back! That's why the Animal Industry Foundation (AIF) is launching its **Spotlight the Truth** campaign to give Americans the **facts** about modern animal agriculture. Through advertising, elementary school programs, publications and videos, news media outreach, and public opinion research, AIF's campaign will ensure that people who know nothing about your farms don't tell you how to run it.

We need **your** support to make this vital campaign a success. Please return the coupon below with your tax-deductible contribution today. **Remember, if we don't tell consumers the truth, no one will!**

YES! I want to get the truth about farming and ranching to the American consumer by supporting AIF's **Spotlight the Truth** campaign. Enclosed is my **tax-deductible** contribution to AIF which also entitles me to full AIF membership for the coming year.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Return to Steve Kopperud, Executive Director, Animal Industry Foundation, 1501 Wilson Boulevard, Suite 1100, Arlington, VA 22209

The Animal Industry Foundation is a non-profit educational organization. Our trustees include executives of the American Farm Bureau Federation, National Cattlemen's Association, National Pork Producers Council, National Milk Producers Federation, Southeastern Poultry & Egg Association, and the corporate animal health and feed industry.

**Join the Animal Industry Foundation's Spotlight the Truth Campaign**

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All it takes is as little as two days a month and a few weeks a year. In return, you could qualify for some great benefits including tuition assistance, PX privileges, medical and retirement benefits. We'll even pay you for your time. You can't name another part-time job that offers all this.

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number ( ) \_\_\_\_\_

U.S. Citizen  Yes  No Date of Birth \_\_\_\_\_

Soc. Sec. No. \_\_\_\_\_

I am:  In High School  In College

H.S. Graduate  College Graduate

Prior Military Service:  Yes  No

Branch \_\_\_\_\_

I understand there is no obligation. The information you voluntarily provide, including your social security number, will be used for recruiting purposes only. Your SSN will be used to analyze responses. Authority: 10 USC 503.



*Americans At Their Best.*

# The Secrets of Selling

Here's what it takes to be a top salesperson and how to do it with style



It's always fun to see a Greenhand named "Top Salesperson" in a chapter fundraiser. The upper-classmen usually feel a little embarrassed that they've been shown up by someone whose jacket doesn't even fit yet. It happens more often than they care to admit. Why? It's usually because you don't need years of experience to capture this FFA award. All you need is a positive attitude, determination and a good pair of shoes.

That usually means knocking on a lot of doors, but the best salespeople are the ones who make the most out of those few seconds they have with the potential customer.

You never get a second chance to make a good first impression. Look good. People always want to buy quality. A sharply dressed salesperson, wearing an FFA jacket with pride, will give the impression that they are buying from a quality person from a quality organization. Remember, you are representing yourself and your FFA chapter. It may be the only time the customer comes in contact with the FFA all year. It shapes the way your community thinks of the FFA when they hear those letters or read about it in the papers. Your chapter fund-raiser should do more than just make you money, it should generate community support.

Know your product. Be prepared to answer detailed questions about the prod-

uct. Think about the best salesperson you ever dealt with. Were they pushy or loud? Probably not. The best salespeople are the ones who know their product "inside and out" and enjoy sharing that information with others. That holds true for cars, stereos, jeans, seeds or fresh fruit.

Also be prepared to tell people how the money you are raising will be used. The more specific answers you can give, the better your customers will feel about opening their wallets.

Speak confidently. This will come from knowing your product well, having a personal sales goal and practicing your sales presentation before getting started. Practice with a friend or family member — somebody you feel comfortable with that will help you get better.

Smile. Meeting a lot of new people isn't easy, but a smile and a friendly attitude will go a long way in getting your sales presentation started.

Establish a need. People aren't going to buy things they don't feel the need or

want. Instead of "would you like to buy some of our oranges?" a better approach might be, "would you be interested in fresh oranges in the middle of winter, delivered to your home?" That offer sounds a lot more appealing and convenient. Think of as many benefits of the product as possible and describe those to the customer.

When you are done educating the customer, or giving your sales pitch, whichever you prefer to call it, be sure to ask for the order. Many people will wait for you, the salesperson, to make that move. Don't expect them to take the lead.

Be prepared to meet objections. Sometimes "no" means, "I don't understand" or "I need more time to make a decision." Remember that no matter how many times you hear the word "no" it means that the person simply doesn't want the product, so don't take it personally. Handle the objections tactfully. For example: "It sounds like you need more time to make a decision. When would be the best time for me to check back with you?"

If you feel you have given it your best effort and the person simply doesn't want or need your product, thank them for their time and move on. Remember, they will remember the FFA based on your actions.

You may be helping the salesperson who calls on them next year.

Guarantee the quality of the product. Your FFA chapter is a quality organization, but if a customer isn't happy with the product you sold them, they will have negative feelings

about your chapter. By replacing the product or giving their money back promptly, you may do more good for the chapter in the long run. That customer will remember fairness and honesty longer than the product you sold them.

To do a totally professional job, follow up with a note or a phone call. Ask how the customer liked the product or how you might better serve them next year. It's these kinds of personal touches that will make you a successful salesperson and show that the FFA is a first-class organization. •••

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***Your chapter fundraiser should do more than just make money, it should generate community support.***

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# EARN \$500.<sup>00</sup> To \$3,000.<sup>00</sup> OR MORE with Sausage & Cheese!

It is as good as it looks!  
And, it's the perfect time to sell cheese and sausage. This trio of tangy hickory smoked sausage, creamy cheddar cheese spread, and spicy garden vegetable cheese spread makes a memorable taste combination as well as an ideal fundraising project.

- 1** 16 oz. Rich, smooth blended "Cheddar Cheese Spread."
- 2** 16 oz. Delicious, creamy "Garden Vegetable Lite Cheese Spread."
- 3** 16 oz. Tangy, hickory smoked "Beef Summer Sausage."

We encourage you to order a combination of each individually packed product for multiple sales and greater profit. These are such appealing items that we believe your customers will be enthused about purchasing one or more of each!



## FAST, SIMPLE AND EASY!

If you have...	Then order...	we give you...	YOU MAKE:
10 members	20 cases	2 FREE cases	\$720.00
20 members	40 cases	4 FREE cases	\$1,440.00
30 members	60 cases	6 FREE cases	\$2,160.00
40 members	80 cases	8 FREE cases	\$2,880.00
50 members	100 cases	10 FREE cases	\$3,600.00

Profit chart includes profit from Bonus Cases.

A case contains 12 sausages or cheese containers. Sell each for \$6.00. Each member can sell 2 cases. We give you 2 FREE CASES, \$144.00 EXTRA PROFIT, with every 20 cases ordered and paid for within 30 days!

Items do not require refrigeration until freshness seal has been broken.

We're ready to take your order



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Mail to:



R.R. 1, Box 37A, Hull, IA 51239

Ext. 3161

- \_\_\_ Please send us \_\_\_ cases of Beef Summer Sausage. Minimum order 10 cases assorted
- \_\_\_ Please send us \_\_\_ cases of Cheddar Cheese Spread
- and /or \_\_\_ cases of Garden Vegetable Lite Cheese Spread
- \_\_\_ Please send us a Beef Summer Sausage sample. Enclosed is \$6.00.
- \_\_\_ Please send us a Cheddar Cheese Spread sample. Enclosed is \$6.00.
- \_\_\_ Please send us a Garden Vegetable Lite Cheese Spread sample. Enclosed is \$6.00.

Name of group \_\_\_\_\_ No. of members \_\_\_\_\_

Name of sponsoring institution \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Day phone ( ) \_\_\_\_\_

Social Security # \_\_\_\_\_ Age \_\_\_\_\_ Date order is needed \_\_\_\_\_

Ship to (if different than above) \_\_\_\_\_ Day phone ( ) \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Signature (adult responsible for payment) \_\_\_\_\_

If ordering by credit card  Mastercard  VISA card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

You must be 21 to place an order. We are unable to ship to P.O. Box numbers.

TERMS: 2% discount for prepaid or credit card orders. Otherwise, payment due 30 days from invoice date. To qualify for bonus cases, full payment must be made within 30 days. To insure factory freshness of every order, we cannot accept returns. Orders are subject to credit approval. NOTE: We prepay all shipping and handling charges to you and add these charges to your bill. We then give you extra merchandise at no extra cost, which, when sold, will completely offset all shipping and handling charges.

# Building the Moneymaking Machine

## You can help engineer a successful fund-raising organization

**E**very FFA chapter needs money to pay for its expenses through the year. Most chapters have one or two money-making projects that raise most of the money for the treasury. Since everyone in the chapter benefits from the money, everyone should help raise it.

A money-making project isn't something a few motivated officers should run. It can be a fun experience for all members, from the experienced seniors to the eager Greenhands. Think of it as a chance for you and your friends to run your own business for a while without the big risks of the real world.

**Start early.** When school starts, a lot of other groups will be out raising money, so beating the crowd can have its advantages. Even if the chapter has a tried-and-true activity that runs the same time every year, spend some time talking about it soon after school starts so everyone knows when it is coming.

**Put somebody in charge.** Nothing will get done until a person or a team of people are charged with the responsibility of running the fund-raiser. It is a chance for new members to get involved on a committee, something that shouldn't be overlooked by the chapter president and advisor.

**Know why you're selling.** With your advisor, pencil out what your costs will be for the coming year. Trophies, plaques, travel, banquets and other expenses need to be explained to members at a chapter meeting. It establishes the reason for the fund-raiser and will help everyone answer questions as they sell.

**Understand your customers.** People aren't going to buy what they don't need. Look at your community. What interests people? Can you sell them something that will help them solve a problem? For example, some FFA chapters have been successful selling rodent control products to local farmers, an important item in protecting that farmer's grain.

Maybe people need help more than they need products. If so, then service-type fund-raisers, such as a work-day auction, might be the answer. The better you know your customers, the more successful the fund-raiser will be.

**Set goals.** Like personal goals, you will only perform to the highest level that you set for yourself. Everyone will do better if you are starting for a particular dollar level. Make the goal ambitious, but reachable.

**Use a computer to keep records.** Man invented computers to handle the boring, repetitive work. They are a huge time-saver. Once you've stored the names and addresses of customers on the computer, it will be a snap to print them out for next year. You can even send a flier out to let them know you will be visiting them soon. Sales records should also be kept on disk so the calculations can be made easily. A number of good computer programs are available for fund-raising projects. If you don't have one, ask your advisor to do some checking.

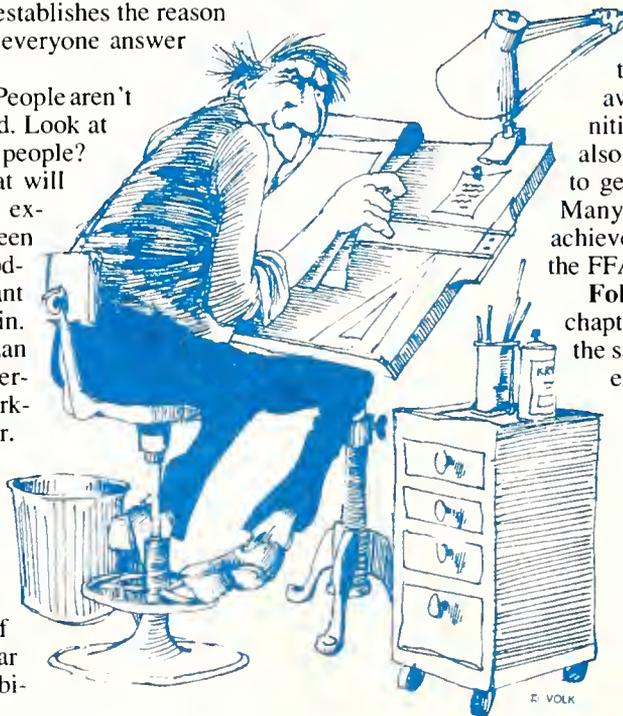
**Train the sales force.** You may have the hottest product in the world, but if the sales force — in this case the FFA chapter — doesn't know how to sell, you won't be nearly as successful. Ask the supplier of your product to send along some sales training materials or see if they can send a sales professional out to put on a presentation. Remember the rodent control people? They had a sales instructor visit the chapter and talk about the product and sales tips.

Also, there are professional salespeople in every community — in machinery, real estate, insurance, hardware — these people are in sales every day and have learned many "tricks of the trade." Pick someone you think is really good and ask them to share their ideas with the chapter. They probably will be flattered that you asked.

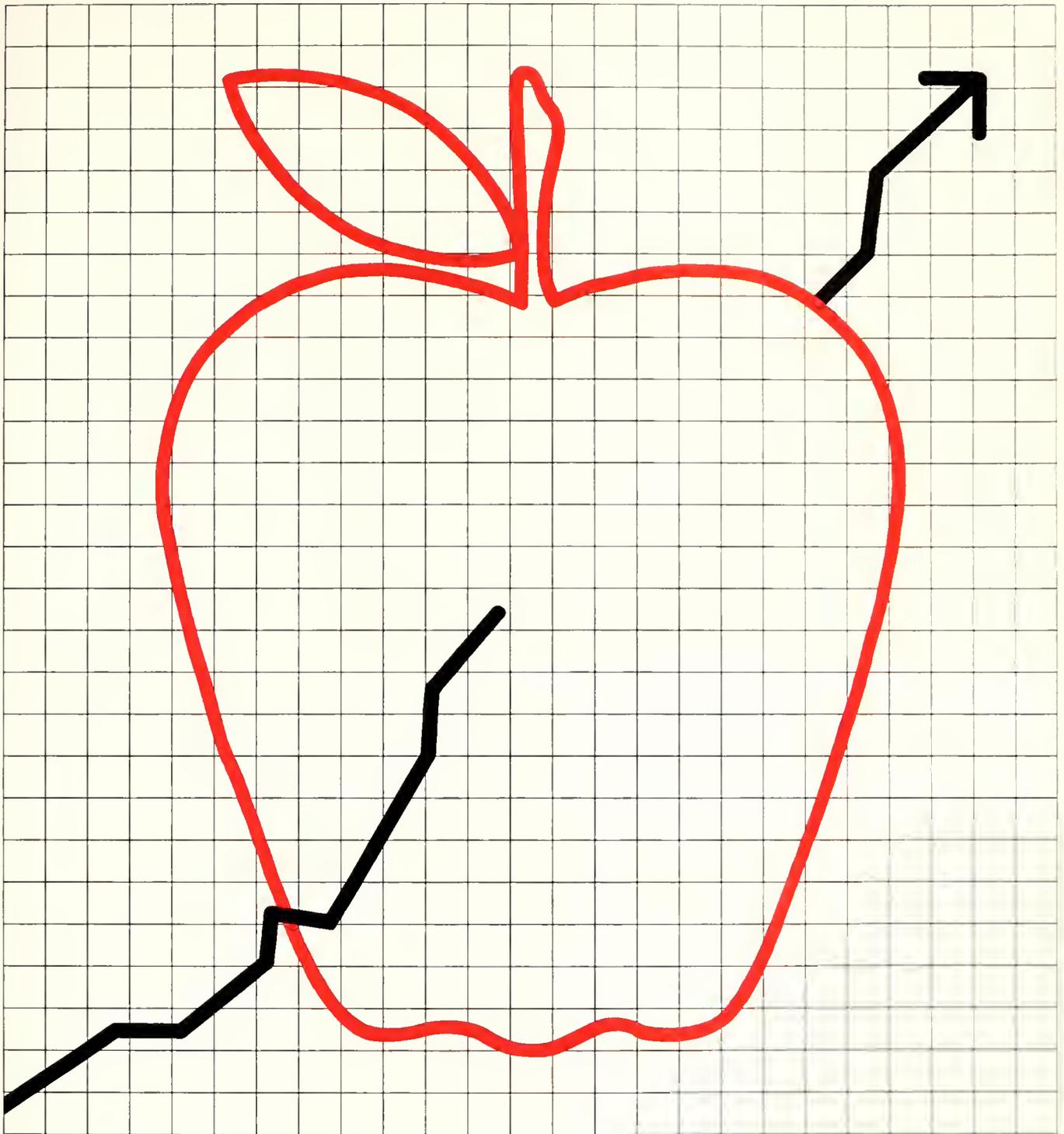
**Offer incentives.** The best way to motivate a sales force is to reward them for a job well done. Develop an award system that gives special recognition to the top few individuals, but also make it possible for everybody else to get some reward out of their efforts. Many chapters set up levels of sales achievement and award credit to be used in the FFA Supply Service catalog.

**Follow-up with customers.** If your chapter is committed to excellent service, the sales effort shouldn't end with delivery of the product to the customer. Follow-up with a personal note, or even one that's kicked out of the computer.

With some early planning and a professional approach, raising money for the chapter can be a fun, competitive, rewarding experience for the whole chapter. In fact, some members may find that they have a natural knack for sales, one of the biggest and most promising fields in agriculture. ...



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In fact, last year alone, consumption of Washington apples jumped twenty percent.



Higher than ever before.

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THEY'RE AS GOOD AS YOU'VE HEARD.

# Fund-Raising Ideas For Your Chapter

## New ideas and new twists to old ideas

By Jack Pitzer

**T**he chapters most successful at fund-raising are those that take a good idea and develop it to fit their customers and the market place. For some chapters it means finding a new wrinkle to an old idea. For other chapters, success means getting your products out to new customers to expand your market.

We've taken some basic fund-raising ideas and have offered a few ways to adapt them. Hopefully the ideas will stimulate your creativity and sales.

*The Ag Boosters for the Gilroy, California, FFA held a very successful breakfast and flea market. This fund-raiser event included the breakfast, hotdog lunch, nachos, cookbooks, booster hats and flea market tables yielding a combined total of \$1,400. The event also was an opportunity to gather new memberships for the booster club.*

There are a lot of things a chapter can sell - especially if you try some different

ways to package them and different ways to deliver them to customers.

For example, popcorn. Why not sell small individual bags to faculty or students? Sell some citrus as individual pieces of fruit at school. Take orders for those who like it enough to get a small box to take home. Maybe you could make up some individual boxes. Sell fresh-squeezed orange juice outside school in the mornings or before track meets, or on Saturdays outside a local convenience store that has lots of early morning traffic. In the fall have a huge pumpkin sale with mountains of pumpkins. Hire a couple members to raise them and chapter buys them from the member. Build a tunnel with straw for the kiddies to crawl through. Some FFA members can supervise the play area. Add corn shocks which some folks might be willing to buy if they are already gathered, tied, and have a couple of ears of corn showing.

*The Iowa FFA Alumni held a raffle for a handmade quilt at the state leadership conference. The design was box squares with an FFA emblem in the center. National FFA President Mark Timm helped choose the winning raffle ticket.*

This idea could be adapted in a number of ways, such as a quilt using the backs of older jackets from the community, or from fair ribbons, or contest banners. Some members could make quilt display racks for collectors.

*The Catocin, Maryland, Chapter made ribbon roses for the faculty during FFA Week. Then they discovered the product was so popular, they stepped up production and sold the ribbon roses for Valentine's Day the next year.*

Member production crews made the roses and added a stem and leaf. They offered variations for different customers - some with messages, some without. For a little extra, they sold the rose with heart-shaped candy wrapped in mesh to go with the flower. The bulk of their successful sale of 125 roses was spontaneous sales at lunch time at school. The FFA also made rose bouquets for those willing to pay more; and the chapter provided delivery service for the shy and bashful.

Depending on the locale, consider making roses for secretary or boss day. Try to make contact in an office complex or non-school location. Make green flowers for St. Patrick's Day - for those who forgot to wear something green. Or make them in black for 30th, 40th or 50th birthday gag gifts.

*The Westminster Chapter in Maryland works with the local Farm Museum during the July 4th celebration and during the fall harvest celebration to sell french fries. Members clean and peel potatoes, then slice them for frying. Then they sell trays of fries to the public from a stand the FFA built a few years ago. They also sell cold and hot drinks from their stand. The chapter will go through about 800 pounds of potatoes over July 4th and about 1,400 pounds in the fall.*

Chapters should be sure to consider agricultural products, and consider things people don't often get like fresh seafood. This might be the perfect place to sell the hydroponic tomatoes or lettuce grown in the school greenhouse. How about a special variety of sweet corn grown in the

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corner of the school test plot?

Maybe the chapter could start a farmers market for local growers to sell vegetables, fresh flowers, dried weeds and flowers, crafts, homemade foods. It could be a youth market - only junior and senior high students can exhibit and sell.

*A good idea from Ed Mayne, teacher at Frederick, Maryland, is part fund-raising and part public relations. He encourages some students to start a rent-a-plant business. These members rent out hanging baskets or other nice house plants to teachers or others. The member provides regular health care and maintenance for the plant. The renter pays from \$3-5 for the year with the option to buy. There is no risk as the member will replace it if something should go wrong with the plant.*

This same service could be done for banks and other offices. And the kinds of service could be expanded to include holiday decorations for each season of the year - both inside and outside.

How about a service of putting up Christmas trees in homes and coming back on an agreed upon date to take it down and to the trash or put it out for wildlife?

*The chapter's final idea was a lawn mower tune-up day. This too started out as a class project, then a service to faculty. Now it has become a fund-raiser. The chapter established a simple fee for spring tune-up of the mower and getting it ready for summer use.*

What about the same kind of service for bikes? Or for ski equipment? Consider taking your service to the customer. Instead of a car wash at a gas station on a Saturday, divide up the work crews and go from home to home with a hose, bucket and supplies. ...



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# Back To School Offer

Don't miss the best deal of your life

By Jack Pitzer

It's that time of year. Sales and back-to-school offers are everywhere. Maybe you'll need a couple pair of new jeans or some new tennis shoes. Maybe a stronger book bag.

You can go to the mall or store and look them over, pick out the ones that suit you best and then buy.

FFA is like that. You can "shop" for ways to get involved in your chapter and get the best deal of the school year for yourself — maybe one of the best deals of your life.

This back-to-school offer is from successful chapter advisors who have seen members go on a shopping spree in FFA and come out on top in school, awards, fun, job preparation and career development. But some members come out empty-handed, or don't get their money's worth. Make sure you don't get short-changed.

Do like any good shopper - make a list. Get organized to get involved.

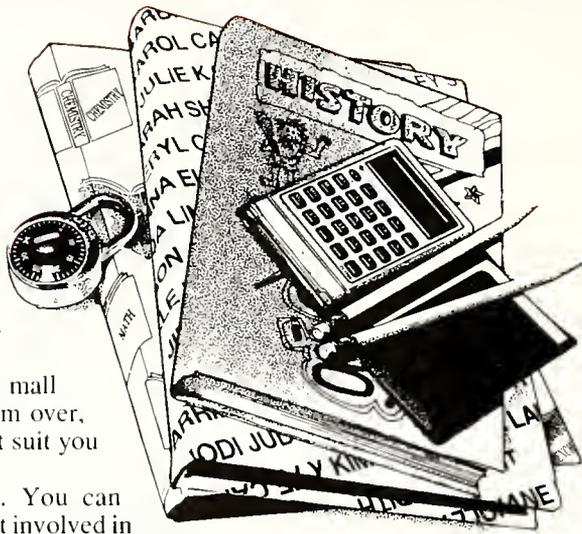
The first piece of advice almost all advisors have is to "just get in there and participate." You'll always come out ahead if you get involved.

Carroll Shry, former president of the National Vocational Agriculture Teachers Association says, "Participate in something. Carry boxes to the display at the mall. Hold an animal for a children's petting zoo event. Good chapter leaders will organize enough events so every member can be a part of one of them."

Charles Schuster from Westminster, Maryland, says members who get the most out of FFA feel comfortable volunteering.

Certainly there are some basics every good member should do — attend the meetings, pay your dues on time, speak up at meetings, read the FFA magazine, keep track of FFA announcements in class and at school, wear an FFA jacket more often than at the banquet and fair.

A starting place for many members could be helping with the chapter fund raising activity. Join the sales force, lead a sales team, challenge your classmates, help keep the records, offer to drive or help



another member, find some customers in another town or in your neighborhood.

Another approach would be to go on the chapter fishing or camping trip or go with FFA to state fair.

FFA camp or leadership conference is another way to work with other members on a social and casual basis. Later in the year you will feel comfortable about helping on a committee with them or on an important chapter event.

If you are a new member, ask an older member if you can go along. Maybe they are in the speaking contest. You can go and listen and get some idea of how the contest works. One day you could be in their shoes.

Ike Williams, advisor at Clear Springs, Maryland, suggests, "The main thing is to figure something you really like to do and see if the chapter has an event or program that includes your interests — if it is baseball, cookouts, dances, touring businesses, visiting colleges, hiking, hunting, fishing, tape exchange. If not, find some others in your chapter who like it too and you have the beginning of a group to make it happen."

FFA is built on committees. That is certainly the major way for you to get involved in your chapter. Seek out the one that has the most interest for you. All chapters should have a printed program of activities that show what's planned for the year.

Look them over and take time to shop around for the one that interests you most. Then be brave and volunteer. Go up to the chairperson just like in the store when you buy those jeans and say, "I'd like this one."

Advisor Bob Beavan at Catoctin, Mary-

land, suggests chapter leaders should conduct a survey about member interests and then try to incorporate them in chapter planning.

Another very popular way to get involved in FFA is through the judging contest system.

Don't be afraid to try. There is no need to have had a long background in livestock or meats or forestry or dairy foods. Like a lot of the other good deals in FFA you will learn plenty — like how to decide, and how to speak about what you think and be part of a close team.

Boyd Michael, also from Clear Springs, said of judging, "The student gets exposed to some new settings, new people, new towns, new perspective on jobs and new career direction."

One of the best deals of your life is your membership in FFA. (Not a bad deal for \$3.50 a year plus some local and state dues.)

The best benefit of FFA is that you will "get" plenty out of the deal, but your active participation will mean you "give" a great deal to the organization and to your fellow members. That's a good deal for everybody! ...



Here are the 12 standing committees of your chapter's Program of Activities. Which committee is of most interest to you? What's your second or third choice? Rank your choices below:

- Supervised Agricultural Experience
- Scholarship
- Recreation
- Cooperation
- Public Relations
- Community Service
- Participation in State and National Activities
- Leadership
- Earnings, Savings and Investments
- Alumni Relations
- Conduct of Meetings
- Membership Development

# Announcing: New Fund-Raising Options from the FFA Supply Service

**T**hree new fund-raising items will be offered in the new Supply Service catalog this fall.

Individual customers or chapters will be able to purchase these items directly from the catalog. However, quantity prices are much lower and the Supply Service has offered a fund-raiser selling price suggestion on each of them.

First is the new **FFA Stadium Seat and combination Food Tray**. It looks like a stadium seat, blue urethane with an FFA emblem, and has a handle. Turn it over and the pressed form has molded areas for drinks and food. A suggested sales price would be \$16.95 each. The item (ask for Seat/Tray) will sell to FFA for \$12.95 each with quantity breaks: 25-49, \$10.95 each; 50-99, \$9.95 each; and 100 or more, \$8.95 each.

The second new fund-raising item is

an **FFA Can Crusher**.

This is especially timely to go with environmental efforts by the chapter and the community. It is portable, works great wherever cans collect at home or at work. It can be mounted on a table or the wall; it is made of tough, durable plastic. The suggested fund-raising sales price is \$16.95 each. The item (ask for Can-CR) will sell to FFA for \$12.95 each with quantity breaks: 25-49, \$10.95 each; 50-99, \$9.95 each; and 100 or more, \$8.95 each.

A third new item is a miniature **FFA Semi-Truck**. This is a 1/64 scale die-cast tractor trailer with decals on trailer sides and rear, sleeper sides and the airfoil. These kinds of miniatures are very popu-



lar with collectors and will be in demand. Many chapters, Alumni or supporters will be able to use this project. The suggested sales price is \$35.00 each. FFA customers who order (ask for Semi) will pay \$27.95 each with 12-24 selling for \$25.95 each and 25 and over selling for \$23.95 each.

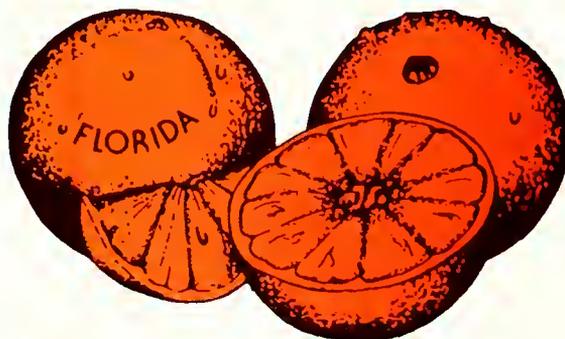
Finally the annual fund-raiser FFA Calendar will be sold again by the Supply Service for those chapters who want to earn from \$500 to \$1,000. The chapter sells advertisements for a large FFA wall calendar. Orders for fund-raiser calendars need to be at the FFA Center in mid-September and early October in order to get them back to the local community before Christmas. Details of how to order the calendar are on pages 66 and 67 in the current supply service catalog.

The three other new items will be in the new Supply Service catalog coming to chapters before September. ...

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Mike Stanek spreads good will and lots of smiles across the country as he fills his "roll" as...



Photo by Author

# Hotdog of the Highway

By Dianne L. Beetler

**A** hotdog a day keeps former FFA member Mike Stanek rolling along America's highways in an Oscar Mayer Wiernemobile.

Stanek, 22, is in the midst of a year-long internship with Oscar Mayer Foods Corporation. He and a partner are one of six hotdogger teams who travel the country to promote Oscar Mayer products and

generate good will and publicity for the company.

After being selected from 500 applicants for the hotdogger position, Stanek attended "Hot Dog High" in Madison Wisconsin, for a week to learn to drive the Wiernemobile. The hotdog on wheels is 23 feet long, 8 feet wide, and 10 feet high and weighs almost 6,000 pounds. The

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fiberglass body is built on a converted Chevy van chassis. Driving the vehicle isn't difficult, Stanek said. "You just have to watch your buns."

The Wiernmobile gets 11 miles per gallon of fuel. "Not bad for a three-ton hotdog," Stanek said.

The vehicle's public address system can play 34 versions of the Oscar Mayer Wiener song, and a steamer sends the odor of cooking hotdogs to people standing outside.

Stanek and the Wiernmobile drove in a Mardi Gras parade, attended the Super Bowl, and visited the Olympic Training Center in Colorado Springs, Colorado. Stanek and his partner also have visited grocery stores, schools, nursing homes, hospitals, and automobile shows. They distributed food to the homeless in Oklahoma City, Oklahoma.

By the end of his internship, Stanek will have talked to about 500 people every day and traveled 50,000 miles.

He will receive college credit for his work and transfer from the University of Illinois where he has a double major in ag communications and ag economics, to the University of Central Florida to complete his degree.

The transfer has become necessary because once Stanek's stint as a hotdogger is finished, he will be director of a special program, "Kids for Kids," sponsored by Give Kids the World, a non-profit organization based in Orlando, Florida. Stanek's program will encourage schoolchildren to interact with children who have terminal illnesses.

Stanek's hotdogger internship has helped him set goals and has improved his communication skills and his ability to work with others, he said.

During his internship, Stanek's only means of transportation is the Wiernmobile. He has to allot plenty of time for answering questions when he goes to the grocery store or to a movie.



"Everyone wants to know about the Wiernmobile," he says. "Everywhere you go, you're a celebrity."

Many adults have happy memories of the Wiernmobile and bring their kids and grandkids to see it, he said. One woman told him how her parents had punished her for snitching an Oscar Mayer whistle and was thrilled when Stanek presented her with a new one.

Stanek obtained his first public-speaking experience as a member of the FFA livestock judging team at Atkinson, Illinois, High School. That team won several national awards. "FFA is one of the greatest youth organizations in the world," Stanek said. "My experience in FFA gave me a sound foundation to go on to a career."

The first former FFA member to be a hotdogger, Stanek said. "I hope we get more ag students involved with the meat industry. Being a hotdogger is a job I will 'relish' forever." ...

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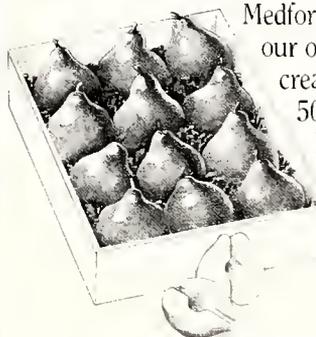
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# CHAPTER SCOOP



The Tulare/Kings Section of FFA in the San Joaquin Region of California held the first annual section social in Ritchie's Barn. There was country music, dancing and a hula-hoop game.

"Elvis" spoke at the Quitman, Arkansas, chapter banquet. It was actually a Navy recruiting officer.

Bill Waite, reporter for Indian River FFA in Philadelphia, New York, had a petting zoo for elementary students.

After a community presentation by the American Cancer Society, the Higginsville, Missouri, members decided to cancel their pizza party and contribute the cost of the pizza and soft drinks to the Society.

Woodlin, Colorado, Chapter has 100 percent FFA membership. They have 23 members. And there are only 28 students in the high school. The school district takes in about 700 square miles.

Chapter Newsletter for Mansfield, Texas, FFA is beginning its 11th year of publication. It does a great job of getting out the news and plans of the chapter to members, parents and supporters. Over the years the newsletter has been a reliable source of news for the FFA magazine too.

Many chapters award scholarships to members from alumni or other chapter supporters. In Labette, Kansas, they announced winners of six at their banquet.

In Bronson, Florida, the alumni memorial scholarship named for the late Pete Ashell was awarded to Desiree Terrell.

Becky Beltz, Jo Mueller and Tabbi Scheets received over \$7,500 in local FFA scholarships at Willow Springs, Missouri.

The parents support group of the Kansas, Oklahoma, Chapter awarded three scholarships this year to two graduating seniors and to a college sophomore.

In Siloam Springs, Arkansas, the FFA Alumni held the annual chicken barbeque to raise funds to support a scholarship for a graduating senior.

Antelope, Arizona, FFA sponsored a "pre-fair" fair for anyone showing an animal at their county fair. About 45 competed in swine, sheep and steer classes from 4-H and FFA. Official judges rated the entries. Afterwards hotdogs and hamburgers were served to those who judged and showed.



Members of the Edison FFA Chapter in Ohio rose before the sun on a winter morning to prepare pancakes, sausage, orange juice and coffee for thirty of their teachers.

Members of the Evening Shade, Arkansas, FFA built a stage for the high school commencement where Burt Reynolds was guest speaker.

Pinedale, Wyoming, FFA had a trash drive on Earth Day. Local citizens pledged money for each bag of trash collected. Members picked up and filled 100 bags with trash from along local highways.

Speaker at the Hamburg, Pennsylvania, Greenhand ceremony was school disciplinarian, Mr. Miller.

Oak Harbor, Ohio, FFA has collected \$865 for the state FFA foundation.

A barn dance organized by the Bingham, Utah, Chapter netted \$1,000 for a fund to help a member's father who had a lung transplant.



The Genoa, Ohio, FFA Chapter and community members processed and packaged 24 hogs into ribs, bulk and link sausage at the annual FFA Sausage Day. The chapter later sold the sausage for a hefty profit.

FFA in Stone County, Wiggins, Mississippi, washed the 40 cars of the faculty to say thanks for their support during the year.

Officers of the New Smyrna Beach, Florida, FFA held an appreciation day for their advisor, Mr. Jimmy Harrell, who is retiring after 31 years. The mayor issued a proclamation in his honor.

Wamogo, FFA in Litchfield, Connecticut, held a voter registration day.

*Don't let the summer go by without sending in a news item about your chapter, the summer camp or the Greenhand picnic or other fun event organized by your chapter officers. Just send it to Scoop, Box 15160, Alexandria, VA 22309.*

# Sports Champions

By Chris Feaver



Photo by John Russell

Jennifer Capriati

She can't walk down the street without being recognized. Everybody and their dog wants her autograph. Advertising executives stumble over each other in hopes of her signing a contract. She earned more than \$5 million dollars last year.

Soon, she will be old enough to drive a car.

She is Jennifer Capriati, 15-year-old tennis star. While most at 15 are worried about school and whether or not their face will break out, Capriati is playing and beating the top tennis players in the world while making an occasional Oil of Olay commercial.

Since she turned professional last year, Capriati has catapulted herself into the top 10 of the world. But then that was expected of the girl who dominated junior tennis like no other person in history, winning numerous local and national championships. Growing up in Florida, under the watchful eyes of her parents Stefano and Denise, Capriati proved at an early age that she was a player to be

reckoned with. When she announced she was going to turn pro, she was placed on the cover of *Sports Illustrated*, and she had yet to hit a single tennis ball for money.

Bouyed by her amateur success, Capriati joined the women's tour in March of 1990, the month of her 14th birthday, which even for women's tennis is considered a young age.

Despite the professional competition obviously being more difficult, Capriati found success in her first year. Highlights include reaching the finals of her first tournament in Boca Raton, Florida and winning the Puerto Rican Open. She also became the youngest Grand Slam semifinalist in history when she advanced to the final four of the French Open, which along with the U.S. Open, Wimbledon and the Australian Open make up tennis' big four. She won more than \$300,000 in prize money last year and she received endorsement contracts from companies such as Prince tennis rackets, Oil of Olay and Texaco Oil.

(Continued on Page 53)

## Bicycles For Recycling Winners

The Goddard Chapter's BOAC program in Roswell, New Mexico, took on an entirely new twist this year.

The chapter president and vice president were asked by the city to serve on the "Keep Roswell Beautiful Committee." This was a new initiative that would attempt to establish a city wide recycling program. The FFA portion of the project was to 1) construct home recycling centers; and 2) develop an educational program that could be conducted within the school system to promote recycling and concern for the environment.

The chapter targeted the elementary schools for their primary project so that younger students could be taught about recycling and develop a life-long habit of recycling. Chapter members designed the rules for a poster contest where each student was to draw a poster about recycling.

In order to understand how to teach recycling to students, recycling training was conducted for elementary teachers. Local FFA members assisted university staff with this program. Following the in-service programs, teachers were able to



Chapter officers Gena Dupree and Dawnn Hill join the students who won bicycles in the poster contest.

present recycling programs to their classes which were followed by the poster contest designed by FFA.

Nearly 1,900 students in grades K-6 entered the contest titled "Recycle With Roswell." Chapter members collected the posters and selected a grade level winning poster from each school.

A city winner was selected in each grade and one overall winner was selected by a city-wide committee with representatives from the mayor's office, the extension

council and local recycling companies.

A new bicycle was presented to each grade level winner at special school assemblies.

A local advertising agency has assisted with turning the overall winning poster into a billboard with the winners

name and the FFA emblem on display. Several of these billboards have been placed around the county.

The other part of the recycling program conducted by the chapter was the construction of home recycling centers. These recycling racks were constructed of 1/2" PVC pipe and hold four individual trash bags so homeowners can sort recyclable materials. These racks were sold throughout the city for the cost of construction.

# You Make It Happen

A series of articles to help FFA members  
get the most out of life

## Celebrate Yourself

**A**s we've grown up, we've found that not everyone likes everything we do. Unfortunately, many of us tend to exaggerate that disapproval. We feel there is something wrong not only with what we do but also with who we are.

So we started picking on ourselves. Maybe we disapprove of ourselves because of our looks or our shape; or our race or ethnic group; or the way we think other people see us; or our shortcomings in matching up to what parents, teachers, bosses or friends expect of us. The list can go on and on.

It's as if some invisible little creature were sitting on our shoulder, whispering critical comments into our ear — a pesky guy we'll call the "Nitpicker."

If we put ourselves down the way the Nitpicker wants us to, we're going to feel bad.

Some people try to get away from feeling bad about themselves by escaping — getting drunk or getting high, creating a fake self to hide the real one, or pulling back into a lonely shell.

It doesn't have to be that way. The same marvelous, very special *self* that we were born with is still there. We just lose sight of it because of all the Nitpicker's put-downs. But with a little work, we can stop listening to the Nitpicker.

Think for a minute about what you disapprove of about yourself. For some of us, it may be that we don't match up to others in a way that's important to us — in sports, or in grades, or in making money. It might be that a person or a group has rejected us. Maybe we got turned down for a team or job. It may be that we look different from others or are physically challenged.

It is important to identify at least a handful of our biggest self-criticisms in trying to feel better about ourselves. Bring them out into the open. Write them down. It's a beginning.

FFA *New Horizons* is asking some of the country's top experts in motivation and personal development to share their ideas of how FFA members can achieve their dreams.

This article is based on "Celebrate Yourself: Six Steps to Building Your Self-Esteem," a booklet published by the Corporation for Public Broadcasting. For single copies of the booklet, send \$2 for each to: CPB Self-Esteem, P.O. Box #205, Arlington, VA, 22204.

Make a list of all the good things about you — a "Celebration List." No one in the human race will ever be like you. You have to be aware of what makes you special in order to love yourself more.

In making the list, what would your best friend point to as the good things about you? Some examples could be: creative, organized, outgoing, dreamer, honest, a leader or helpful.

With your "Celebration List" as a foundation, it's time to counter-attack your self-criticism list. For example, that pesky Nitpicker's attack may be: "See how you got a big 'no' when you asked for that date today? It proves nobody likes you. You're rotten."

Counter-attack. Look at the facts. Was the "no" *really* big, or was it just a plain "No, thanks" and



Illustrated by Jim Carson for CPB

nothing more? And no matter what kind of "No" it was, your unique *self* is still there, good as ever. Take each of the criticisms and dissect it, looking for the truth.

Of course, we're not perfect. We have imperfections. It's honest and healthy to admit them. Put the shortcoming into perspective. Don't exaggerate it. Decide whether you can correct the shortcoming or not. If you have a hot temper, you can learn to control it. But if you're shorter or taller than you'd like, you can't change that. So accept being short or tall — and maybe even learn to like your height.

That's called self-acceptance. You work with what you've got. You don't apologize for the *you* that you were born with.

Remember your Celebration List? Keep it nearby. Look at it often. The more you remind yourself of your own qualities, the more you will believe in them. •••

# Dress Rehearsal For Disaster

**W**hen the Platte Valley, Colorado, FFA Chapter decided to stage an agricultural safety program, they chose a chilling scenario. What if a student's vehicle collided with an anhydrous ammonia tank on the highway near the school? And, what if the wind carried the vapor cloud to the school endangering the 408 students who attended classes there?

It's not an unthinkable scenario. Highway 34, a hazardous materials route, runs right in front of the Platte Valley School at Kersey. Traffic around the school, which includes elementary through high school grades, is often heavy as students turn off the highway into the school's parking lot.

One of the hazardous materials that is most frequently transported on Highway 34, as well as many other rural routes, is anhydrous ammonia.

"When these kids get an idea, they don't start small," said Fire Chief Don Forster. Once they had their idea, the FFA members planned and coordinated a full-scale disaster drill with all the area's emergency response teams to test how to deal with such a major anhydrous accident near their school.

Careful planning went into making the event as realistic as possible. School administrators used the event to practice evacuation techniques to make sure that each pupil and staff person would be accounted for and moved to safety, said high school principal Ann Swain.

Thirteen emergency response organizations including the Kersey Volunteer Fire Department and other Weld County fire departments, police, sheriff's department, safety patrol and the Weld County Hazardous Materials team, used the drill for training.

Parents of school children were notified that an emergency drill was planned for the week, but the exact nature of the drill and its specific time were kept secret to make it as realistic as possible, FFA members reported.

Secrecy reigned the morning of the drill as FFA members positioned the empty anhydrous tank with a second vehicle on the school parking lot to stage the accident.

The accident scene was located so that smoke from smoke-bombs would create a realistic vapor cloud drifting toward the school.

Then the FFA notified school officials of the danger and they called "911." Within three minutes the fire trucks and ambulance crews from the Kersey Volunteer

Fire Department started arriving at the scene. Meanwhile, administrators and teachers sounded the alarm to begin an orderly evacuation while school maintenance workers shut down ventilation to keep the fumes from entering the buildings.

Outside the emergency squads worked to create a command post as fire department members positioned themselves upwind of the accident and began to spray the vapor cloud with a light fog from fire hoses. "That's the only way to contain

vapor from drifting," said KVFD Chief David Wright. Meanwhile, the ambulance crews donned gas masks and protective clothing to rescue FFA members impersonating car accident victims.

The drill was concluded in about an hour, but all of the emergency teams plus school administrators met afterwards in the FFA room to evaluate the event and discuss problems they had encountered. School officials identified several ways to safeguard students as a result of the drill. "Schools always train for fire and bomb threats, but seldom for something like this." (By Sally Schuff. Reprinted from the *Colorado Rancher & Farmer*) ...

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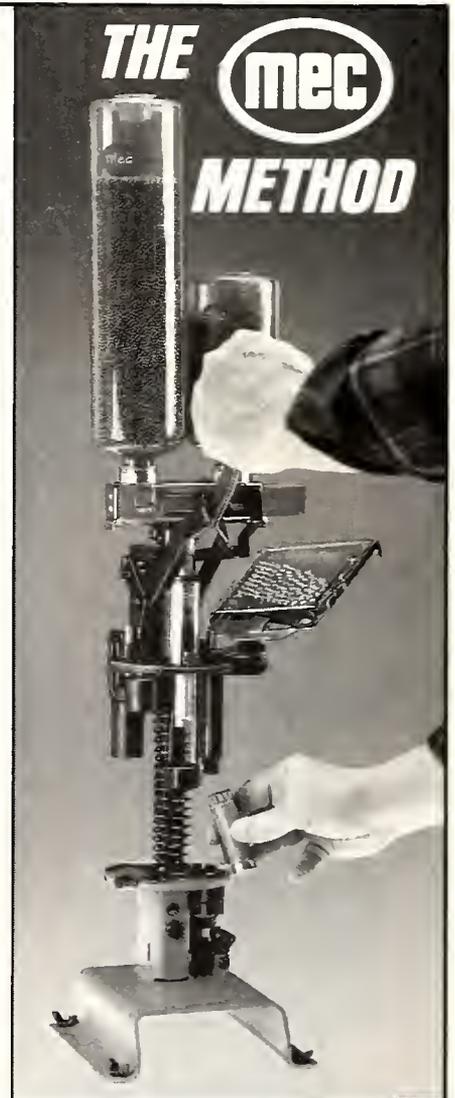
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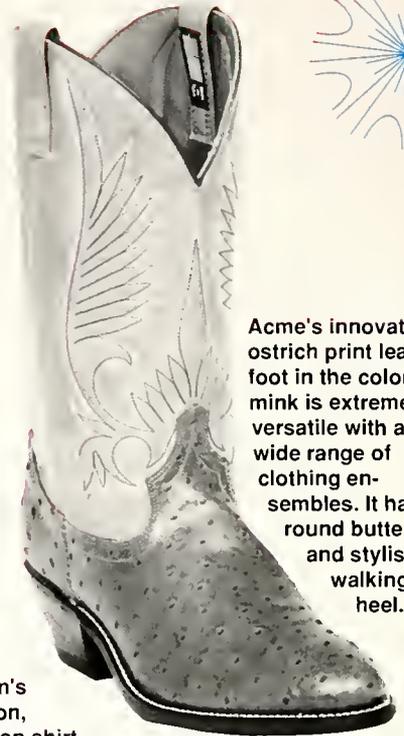
# WHAT'S NEW IN WESTERN STYLE

IN WESTERN STYLE

WHAT'S NEW IN WESTERN STYLE



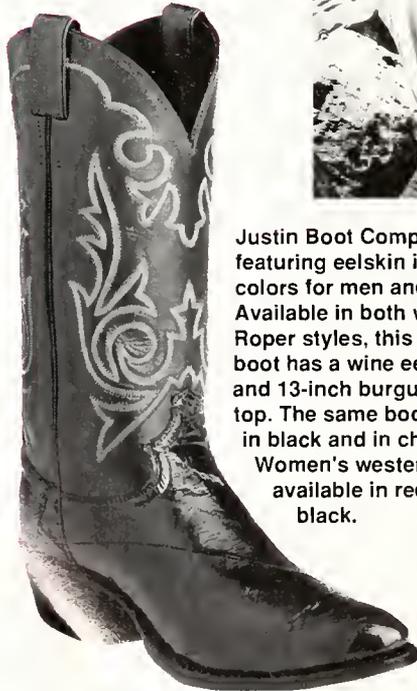
Roper Apparel brings you an exciting new line of Men's and Ladies' woven pullovers. The Grey Chambray shirt with Ikat accents features bright over-dyed green and blue chambray color blocking enhances the jewel tones in the Ikat chest stripe. Contrasting buttons and collar adds detail and interest to this pullover placket front shirt. His features tuck-in tails, while her style includes rib-knit bottom and shoulder pads.



Acme's innovative ostrich print leather foot in the color of mink is extremely versatile with a wide range of clothing ensembles. It has a round butte toe and stylish walking heel.



From Panhandle Slim's Roughstock collection, this 100 percent cotton shirt has button-down collar and a cowboy monogram. Natural background, with a choice of black, navy, purple, fuschia, red or turquoise stripes.



Justin Boot Company is featuring eelskin in several colors for men and women. Available in both western and Roper styles, this new men's boot has a wine eelskin vamp and 13-inch burgundy kiddie top. The same boot is available in black and in chocolate. Women's western boots are available in red and in black.

The Austin Jean in Overdyed Blue is part of the SilverLake collection of casuals for women. The Austin Jean features a heavyweight denim, 100 percent cotton, broken twill. The black, dropped-shoulder blouse with sequins is from Wrangler.

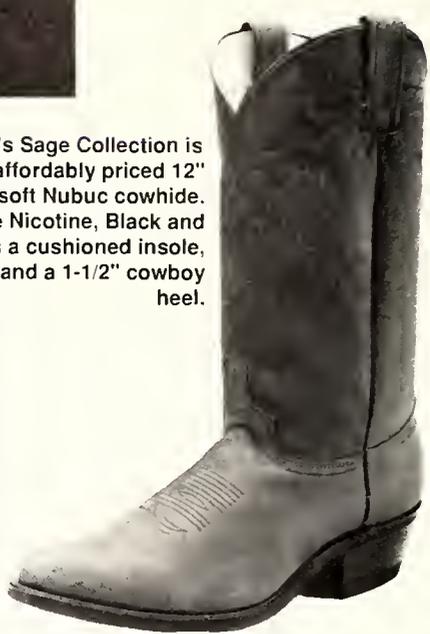




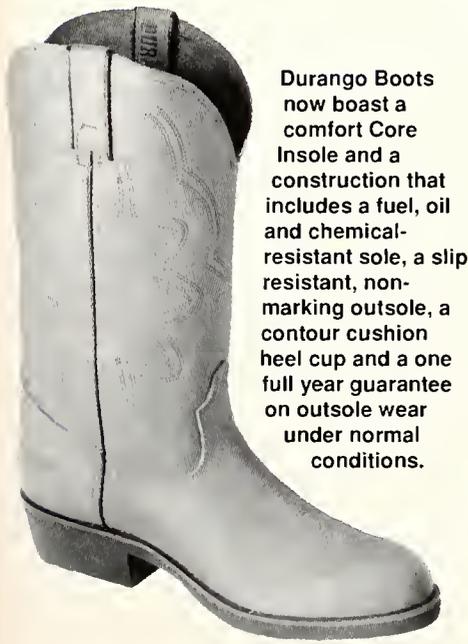
Montana Silversmiths introduces a new Initial Buckle — a smaller buckle, with an even smaller price tag. The 2 1/4" x 2 3/4" buckle features classic western engraving crafted of brilliant Sterling Silver Plate accented with genuine Jewelers Bronze details. It is available with any initial.

Walls' offers a variety of distinct Blanket Jacket designs, including Red Navajo Stripe, Black Ikat Chevron, Blue Jewel Stripe, and Maroon Santa Fe Stripe. Each features their unusual and attractive design on a warm poly/acrylic blanket outershell carefully sewn to a tightly woven nylon taffeta lining.

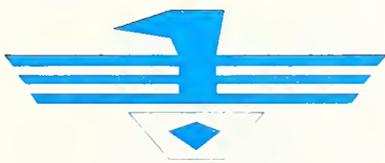
Abilene Boot's Sage Collection is introducing an affordably priced 12" Men's boot made of soft Nubuc cowhide. Available colors are Nicotine, Black and Putty and features a cushioned insole, narrow round toe and a 1-1/2" cowboy heel.



The Cattleman H.B., from the Milano Hat Company, like all its big brothers in the Larry Mahan Straw Collection is treated with the exclusive Mayco Finish which resists stains and wipes clean with a damp cloth.



Durango Boots now boast a comfort Core Insole and a construction that includes a fuel, oil and chemical-resistant sole, a slip resistant, non-marking outsole, a contour cushion heel cup and a one full year guarantee on outsole wear under normal conditions.



WHAT'S NEW IN WESTERN STYLE  
 WHAT'S NEW IN WESTERN STYLE



His and her novelty print Made in the USA Shirts by Karman, Inc. for Kenny Rogers Western Collection. In addition to the contrasting patch pocket for him and the shirred sleeves for her, both styles feature fancy front yokes with metallic grey piping. Both shirts have one-point yokes in back and snap closures in front.

# FFA IN ACTION

West Virginia

## **Building a Foundation**

Due to the generosity of Elizabeth Higgins, FFA members in St. Marys, West Virginia, will have the financial support to experience many opportunities that might otherwise not be accessible.

Mrs. Higgins made an initial contribution of \$5,000 to the "Delno Higgins Foundation of the St. Marys Chapter of the FFA," a foundation that has been established in memory of her late husband.

According to Steve Bonanno, who was elected to serve as president of the foundation's board of trustees, the foundation was organized at Mrs. Higgin's request. She wanted to donate money to support the FFA chapter in Delno's memory, but at the time no mechanism was available to accept and administer the funds. "Her generosity really forced us to look at the issue," said Bonanno.

A five-member board of trustees will oversee the foundation, which was developed to receive funds from any individual, corporation or other entity that wants to support agriculture education and the local FFA chapter.

The board of trustees will consist of the county extension agent, high school agriculture education instructor, one member of the FFA student chapter elected by that group, the county school superintendent and an appointed individual from the community interested in supporting the FFA and agricultural education. The community member will be appointed by the first four members of the board. (Reprinted from the *St. Marys Oracle*) ...

Ohio

## **Pictures Worth a Thousand Words**

The Northwestern-Clark, Ohio, FFA held the annual Farm Day for approximately 350 area kindergarten and first graders at the Mary Lou Domer Farm near North Hampton.

Before going to the farm to see and touch various farm animals and take a hayride, Northwestern Elementary students got to participate in a coloring contest. The agriculture picture included a farm scene and every student was given a free story book courtesy of Critter Feed.

Other Farm Day participants were from Springfield city schools and the Town and Country School. ...

Iowa

## **National Officers in Action**



**President Mark Timm attended the Iowa FFA Leadership Conference and met Mr. Dale Cochran, secretary of the Iowa Department of Agriculture and Land Stewardship. The Iowa convention was in Des Moines with 2,888 members and guests attending.** (Photo by John Craft, Growmark, Inc.) ...

Idaho



**Vice President Matt Lohr from Virginia was official representative at the Idaho State Convention. His duties included meeting with state officers, presenting awards, speaking at the convention sessions and meeting members. He also assisted with convention decorations.** ...

Nebraska

With a national FFA officer, a state FFA officer and a string band, this year's banquet for Blue Hill, Nebraska, FFA was one of the best ever.

The keynote speakers were Julie Classen, national vice president and Scott Heinrich, past Nebraska FFA reporter. The members and guests also enjoyed the music of the Heartland String Band during dinner and throughout the banquet.

As part of the banquet program, chapter proficiency awards were presented as well as scholarship pins and the naming of star Greenhand, Chapter Farmer and Chapter Agribusinessman. Each class record book winner was also announced.

Following the banquet, a labor sale was held to raise money for the chapter. Each FFA member was sold for eight hours work to successful bidders.

New chapter officers were installed at the banquet also. Officer candidates had to undergo a five-part process including a test and interview before they were elected. (Scott Juranek, Reporter) ...

(Continued on Page 52)

# MARKETPLACE

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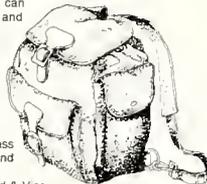
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# FFA IN ACTION

(Continued from Page 50)

Indiana

## Up In The Air Boys

Two FFA members from the Wawasee, Indiana, FFA Chapter have hobbies that will take them into the air. Advisor Randy Warren sent two articles from the school newspaper which tells about their unusual out-of-school activities.

Bob Cross took up the sport of parachuting.

After a friend told him how exciting it can be, Bob inquired at the local airport about parachuting. He was referred to the Mentone Airport where they could offer a class. The training included classroom sessions on how to land, when to jump and how to steer. Then it was time to make the first jump.

Bob says the first time to jump out of an airplane was scary but exciting. He found it especially frightening on the way up, but after he jumped out the door and was in freefall, he was so excited he could not believe it.

Another chapter member, Mark Zimmerman, has taken up some different kinds of classes. He enrolled for flight lessons so he can get a license to fly. He is taking lessons at the local Napanee Municipal airport.

Mark has taken several solo flights. His first experiences were also frightening but he was so busy doing all the necessary things to fly the plane he hardly had time to think of what might happen. (From articles by Mitch Foltz and Tricia Gass) ...

Connecticut

## Lazy Susan Garden

The Northwestern Regional FFA in Connecticut has constructed a unique garden as a BOAC project. The freshman class was informed that a local man would like a garden that would be accessible with his wheelchair.

After planning and designing, the class decided to make a garden that would rotate. First, one group of students obtained large wooden spools and cut holes on the top in order to place flower and vegetable containers.

Next, another group of students designed a way for the spool to turn. They took a wheel hub from a car, welded that to two metal sheets and then attached the sheets to the spool. (Katie Wilber) ...

Virginia

## Leader Conference



Two guest speakers at the Patrick Henry, Virginia, FFA Chapter banquet were Betty Hayden, state vice president from Fredericksburg, and Mr. Bobby Orrock, state congressman for the local district. Mr. Orrock was an FFA member in Virginia and a state officer. He is currently a high school agriculture instructor. ...

Kentucky

## Double Teams

Recently the Montgomery County FFA Chapter, in Mt. Sterling, Kentucky, held interviews for committee chairpersons. This was the first time that the chapter had selected chairpersons through interview. It was a great success. There were twice as many applicants as there were positions for them.

The newly elected officers ranked the interviews and made the final choices. In this manner, the people with the best ideas and enthusiasm were chosen to be the people who will carry out the program of activities in the upcoming year. (Regina Burns, Chapter Vice President) ...



Illinois

## Officers Generated a Golden Glow

Golden anniversaries are special and FFA 50th banquets are no exception. We knew this was so at New Athens, Illinois, but we didn't realize how much until we started preparing for the event.

Inviting the honorary chapter farmers was not a problem. We invite them annually so we had their addresses. The rest of the special guest list was not so easy. We started with the charter members. FFA members went to the area phone books, to relatives and to classmates. We had good luck in finding where all members were. The deceased list included some killed in both the Korean War and World War II.

We went looking for the presidents. Since five presidents served two years, we only had to find 45 presidents. Relatives in the area gave us most of these addresses.

Past advisors turned out to be the hardest people to find. Since Richard Petrowich, current advisor, was completing his 30th year at New Athens, we had to go way back to look for any former advisors.

While some members were looking for addresses, others were going through microfilms copying all newspaper articles. A fifty year history report was developed. We relived the past contests, hayrides, barnwarmings and test plots. We found every member that played in the state band, earned a state FFA degree, participated in state and national activities, or was first in something at New Athens.

The night of the banquet proved special. Two state officers gave remarks — Andrea Gill, state vice president and Mike Gregory, state secretary/treasurer.

Three past advisors were there to speak of their years, Mr. Price, Mr. Frakes and Mr. Meredith. Their warmth and enthusiasm was matched by former students who sat with them.

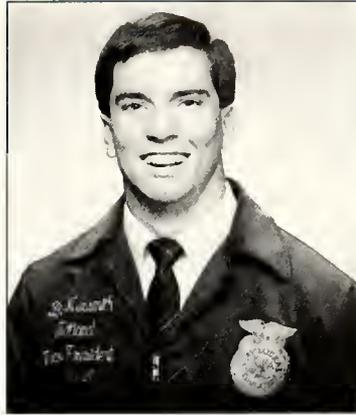
Members of 1991 also realized that the FFA activities of the 1940's and 50's influenced the FFA members back then so much that these people became the staunch supporters of the 70's and 80's.

A history study of 50 years has given a young group of FFA members a boost of enthusiasm to launch into the next 50 years. By the way, all addresses are now on computer disk for future reference. (Doug Birkner, Reporter) ...

# MY TURN



*Ben Nessmith*



Ben Nessmith

I can still remember the excitement and anticipation that always came with Christmas morning when I was a child. The same feelings I had years ago are still with me now when I wake up every December 25th. Nothing is like Christmas morning when you are between the ages of 3 and 10. Waking up and running down the hall into our den as fast as I could go was a Christmas ritual. I would sprint to the tree to see how many presents were there and how big the biggest one was. It was always the biggest wrapped present that generated the most excitement. However, once I unwrapped the boxes, it was the smaller presents that many times brought the most joy — a pocket knife, hunting coat, or BB gun pistol.

So often, we get caught up in our daily hectic schedules. As a result, we often overlook the little presents that make the greatest difference in the lives of others. Smiling, patting a friend on the back, telling someone they've done a good job, or a simple hug, make a world of difference in people's lives. Taking time to consider a person's feelings or noticing them will lift the spirit of that person more than you will ever know.

Think back. You can remember the little notes, pats, hugs or words that have made such a difference to you. I know I've had days when a gesture like that, coming from a friend, made all the difference in how I felt about myself.

If someone worked hard on an activity or project, be a good friend and let them know that their effort is appreciated, especially with new members. They may play it cool on the outside, but inside, they will be swelling with pride.

Often we forget that the efforts of others are responsible for the success we enjoy. There are three special groups — our advisors, alumni, and parents — without whom none of us could succeed in the

FFA, yet they are often taken for granted.

Consider your successes in the FFA. Remember the times that your advisor spent hours, sometimes late at night, helping you fill out the necessary forms for that proficiency award or that degree that was so important to you. Remember also that special adult supporter that volunteered his or her time to plan an activity for your chapter. Maybe the Alumni was responsible for driving your team to a district or state contest. Remember the love and support that your parents gave you, encouraging you to achieve and believe in yourself. All of us have these special people in our lives. These are the people that share in our successes and deserve our thanks. Let your special people know how much you appreciate their support and love. Take time to write a note, make a phone call, or better still, go by and tell them "thanks."

We are a team. We are all involved with making the future of the agriculture industry as great and bright as it can be. To be involved in an industry responsible for the production, processing and sale of food and fiber to people all over the world is a tremendous endeavor and one that is highly respectable. Farmers have always helped each other and they always will. Each year at harvest time you will see farmers helping farmers. It is that support and that teamwork that has made American Agriculture what it is today.

Carry that spirit, that support for one another, to your own FFA chapter. Remember that it is those brief moments of encouragement that will bring your chapter to new levels of enthusiasm, and with enthusiasm, anything is possible. •••

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## Sports Champions

*(Continued from Page 45)*

While her tennis exploits have brought her great attention at an early age, it is her outgoing personality, mixed with the novelty of her youth, that has made her a breath of fresh air on the tennis scene.

But perhaps one word, "maturity," is best used to describe her. Despite all the attention she has received, Capriati has approached her fame with a level-headedness that suggests she will not become a victim of the tennis burnout that has grabbed so many other child tennis stars. She is not a big spender, feeling no reason to flaunt her newly-earned money, and she sometimes resents the special treatment that she often receives.

This year, it is no longer enough to make just a good performance in a tennis tournament. Capriati, who almost never turned down a request for an autograph or an interview her first year out, now sometimes does so because she realizes she must devote herself first and foremost to tennis in order to win.

She is 15 years old and playing tennis for a living. She is well-liked, doing what she likes to do and doing it with great success. How bad can life be? But then again, she still can't drive yet. •••

# J O K E P A G E



Discussing the environment with his friend, one man asked, "Which of our natural resources do you think will become exhausted first?"

"The taxpayer," answered the other.  
*Jo Linda Frank  
 Bend, Oregon*



"But what if they're wrong about this 'greenhouse effect'?"

Fred and Joe were sitting in the park. Joe said, "I put a 17-piece puzzle together in two hours."

Fred said, "Kinda long isn't it?"  
 Joe said, "No, the box said 2-4 years."  
*Jackie Grezenski  
 Stevens Point, Wisconsin*

When a young college student was asked how he'd punctuate the sentence, "Mary a cute blond coed walked down the street," he winked with his reply, "I'd make a dash after Mary."

*Pat Juenemann  
 Clements, Minnesota*

The mother turkey was scolding her children. "You had children you," she said. "If your father could only see you now, he would turn over in his gravy."

*SheBome Ward  
 Union, Missouri*

Father: "Did I hear the clock strike one when you came home last night from your date?"

Son: "That's right, Dad, it was going to strike ten but I stopped it so it wouldn't wake you."

*Bobbie Mae Cooley  
 Bowen, Illinois*

Only 13 seconds were left in the fourth quarter of a big football game. The home team was ahead by three points. The quarterback threw a pass to a first year player, who caught it, then dropped it.

The opposing team recovered the ball and went on to score the winning touchdown.

Asked how he felt about the defeat, the home team's coach said, "Well, that's how the rookie fumbles."

*Matt Stefanel  
 Zephyrhills, Florida*

Recently, I called a local retail department store only to be speaking to its automatic answering machine. "Good day, if you are calling to place an order with our store or send money, please press 7.

If you are calling to file a complaint or problem with our store, press 654723887699302617543. Thank you, and have a nice day!"

*Gale Wilson  
 Elgin, Oregon*

Q: Why are potato chips considered stupid?

A: Because at parties, they always hang around with the dips!

*Kristie Kottke  
 Westbrook, Minnesota*

Q: Why did the worker at the orange juice factory lose her job?

A: Because she couldn't concentrate.  
*Stephen Berry  
 Bland, Virginia*

## Charlie, the Greenhand



"Today, planning is the key to paying for college. I'm planning on my parents paying for the whole thing."

**NOTICE:**

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\*1989 New Truck Buyer Study \*\*1990 IntelliChoice Inc., San Jose, CA Resale cost estimate after five years Ford F150 and Chevy C-1500 base models with selected options. Actual resale prices and operating costs may vary.  
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