MINUTES

JOINT MEETING OF THE NATIONAL BOARD OF DIRECTORS

AND

NATIONAL OFFICERS OF THE FUTURE FARMERS OF AMERICA

Alexandria, Virginia

January 27-30, 1986
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MINUTES
JOINT MEETING OF THE NATIONAL BOARD OF DIRECTORS AND NATIONAL OFFICERS OF THE FUTURE FARMERS OF AMERICA

Alexandria, Virginia
January 27-30, 1986

Monday, January 27, 1986

The day's activities included a session of the FFA Finance Committee and a special session of the entire Board for the purpose to provide background information and an opportunity to provide brief discussion prior to Standing Committee work. Subjects on the agenda included: Update on the National Study of Secondary School Agriculture Education; Report by the National Council on Vocational and Technical Education in Agriculture; Progress Report-Ag Ed Network; Progress Report-ACCESS; and Report on FFA Strategic Plan.

Tuesday, January 28, 1986

The meeting of the Board of Directors and National Officers of the Future Farmers of America was called to order at 8:35 a.m. in the Washington Room of the National FFA Center, Alexandria, Virginia, by the National President, Rick Malir. All members of the Boards were presented.

Board of Directors

Larry D. Case, Chairman of the Board, and Senior Program Specialist, Agriculture, Division of Vocational Education, U.S. Department of Education, Washington, DC
Robert A. Crawley, State Supervisor, Agricultural Education, Little Rock, Arkansas
Floyd J. Doering, State Supervisor, Agricultural Education, Madison, Wisconsin
Duane M. Nielsen, Deputy Director, Division of Innovation and Development, U.S. Department of Education, Washington, DC
Jerry Paxton, Vocational Agriculture Teacher (U.S. Department of Education Representative), Encampment, Wyoming
Les Thompson, Branch Chief, State Administration Branch, Division of Vocational Education, U.S. Department of Education, Washington, DC
Lee Traver, Chief, Bureau of Technology, Trade and Agriculture Programs, Albany, New York
Rosco Vaughn, State Supervisor, Vocational Agriculture Education, Las Cruces, New Mexico
J. W. Warren, Chief, Programs Development Section, Division of Vocational Education, U.S. Department of Education, Washington, DC

Ex-Officio Members

C. Coleman Harris, Secretary, Board of Directors, and Program Specialist, Agriculture, Division of Vocational Education, U.S. Department of Education, Washington, DC
David A. Miller, National FFA Treasurer, and Chief, Local Planning and Regional Coordination Unit, Division of Vocational and Technical Education, State Department of Education, Baltimore, Maryland

Board of National Officers

Rick Malir, National FFA President, Wilson, Kansas
Coby Shorter, III, National FFA Secretary, Eagle Lake, Texas
Kipling Godwin, National FFA Vice President, Whiteville, North Carolina
Kevin Coffman, National FFA Vice President, Holliday, Missouri
Robert Weaver, National FFA Vice President, Hartselle, Alabama
Cindy Blair, National FFA Vice President, Noble, Oklahoma

Consultants

Richard M. Foster, Associate Professor, Agricultural Education, University of Nebraska, Lincoln, Nebraska
Clinton O. Jacobs, Professor, Agricultural Education, University of Arizona, Tucson, Arizona
Edwin L. Love, Professor, Agricultural Education, University of Arkansas, Fayetteville, Arkansas
Richard W. Tenney, Assistant Professor, Agricultural Education, Cornell University, Ithaca, New York
Myron Sonne, President, NVATA, Letcher, South Dakota
Ralph Thomas, President, Elect, NVATA, Woodward, Oklahoma
Carroll L. Shry, Vice President, NVATA, Woodsboro, Maryland
Duane Watkins, Vice President, NVATA, Thermopolis, Wyoming

Others present for all or portions of the meeting

Wilson W. Carnes, Administrative Director, FFA, Alexandria, Virginia
Robert W. Cox, Executive Director, National FFA Alumni Association, Alexandria, Virginia
Dennis Shafer, Director, National FFA Supply Service, Alexandria, Virginia
Gary L. Maricle, President, National FFA Alumni Association, Columbus, Nebraska
Arnold Cordes, State FFA Executive Secretary (Retired), Madison, Wisconsin
Eldon E. Witt, State FFA Executive Secretary, Roanoke, Illinois
Glenn D. Luedke, Director of Advertising, The National FUTURE FARMER magazine, Alexandria, Virginia
John M. Pitzer, Senior Editor/Electronic Communications, The National FUTURE FARMER magazine, Alexandria, Virginia
Bill Stagg, Associate Editor/Audio Visual Specialist, The National FUTURE FARMER magazine, Alexandria, Virginia
Ted E. Amick, Program Specialist/Contests, FFA, Alexandria, Virginia
Robert A. Seefeldt, Program Specialist/Awards, FFA, Alexandria, Virginia
Tony Hoyt, Program Specialist/Leadership, FFA, Alexandria, Virginia
Lennie Gamage, Program Specialist/International, FFA, Alexandria, Virginia
Andy Markwart, Information Intern, FFA, Alexandria, Virginia
Melanie Burges, Intern, International Department, FFA, Alexandria, Virginia
Saralyn Johnson, Intern, International Department, FFA, Alexandria, Virginia
Paul Ehrhardt, Intern, International Department, FFA, Alexandria, Virginia
Rick Kimble, Intern, International Department, FFA, Alexandria, Virginia
Lawinna McGary, Contests and Awards, FFA, Alexandria, Virginia
Dwight Horkheimer, Director, ACCESS
1. **INVOCATION** - The invocation was given by Rick Malir, National FFA President.


3. **BRIEFING ON BOARD PROCEDURES** - Dr. Case explained the Board's function and purpose and stated that discussion was open to all. He explained the voting procedures and invited the full participation of the National Officers as well as the adult members of the Board.

4. **APPROVAL OF PREVIOUS MINUTES AND GOVERNING COMMITTEE MINUTES** - It was moved by Kevin Coffman (Mr. Doering) seconded by Kip Godwin (Mr. Paxton) and carried to approve the minutes of the November 12, 1985 meeting; and the Governing Committee minutes of December 10, 1985, January 16, 1986, and January 22, 1986. (See Appendix A)

5. **EXPLANATION OF STANDING COMMITTEES** - Coleman Harris reviewed the agenda for standing committees. He explained that all committee members have a vote except for the staff. He also explained the method for having motions ready for the full Board meeting.

The meeting was recessed for standing committee work until Wednesday morning at 8:30 a.m.

**Wednesday Morning, January 29, 1986**

The meeting was reconvened at 9:00 a.m. with all members of the Boards present.

6. **AGENDA ADJUSTMENTS** -- Agenda adjustments were requested and made accordingly.

7. **NATIONAL OFFICER UPDATE REPORT** -- Each National Officer gave a short summary of their experiences to date including the attendance at the AVA by Robert Weaver, Vice President, Southern Region, the January orientation at the National FFA Center, participation in the Greenhand Motivational Conference held in Missouri, sponsored by the Missouri Farmers Association, as well as other State visits.

8. **NVATA CONSULTANTS REPORT** -- Mr. Myron Sonne, NVATA President, on behalf of the NVATA Consultants extended appreciation to the Board for the opportunity to work with the leadership in developing the greatest youth program in America.

The NVATA is excited about the National Study on agricultural education in secondary schools currently being conducted by the National Academy of Sciences. The NVATA as an organization and individual members have been active in presenting testimony to the study committee.
Mr. Sonne further stated that NVATA continually seeks to solidify its ties with agribusiness and industry by expanding educational seminars for their members. NVATA is already participating with the Chicago Mercantile Exchange, the Chicago Board of Trade and John Deere in sponsoring such seminars.

As most organizations, NVATA also is experiencing some monetary problems which necessitated to cut travel by the Board of Directors to various activities including regional leadership conferences. Mr. Sonne indicated "this is not trimming the fat as we had none, but actually cutting essential entities." With this in mind, the NVATA Board is studying the feasibility of establishing an NVATA Foundation. The NVATA Board has somewhat changed direction in the national thrust as the membership has asked to become more involved in legislation and national programs will show that grassroots desire.

NVATA will be asking The Council to develop a national priority statement representing the Agriculture Education arena. This effort was initiated in the early 80's.

In closing his report, Mr. Sonne stated that NVATA's membership has submitted three resolutions to this body and asked for serious consideration and support. Mr. Sonne again extended appreciation for the opportunity to be presented and commended Dr. Case, the FFA staff, FFA Foundation and Alumni for the efforts expended on NVATA's behalf.

MOTION - It was moved by Robert Weaver (Mr. Thompson), seconded by Kip Godwin (Mr. Doering) and carried to accept the NVATA Consultants' report.

9. AATEA REPORT -- Dr. Clinton Jacobs extended greetings to the Board on behalf of AATEA. He indicated the consultants appreciate the opportunity to work with the standing committees and hope to make fundamental contributions.

MOTION - It was moved by Kevin Coffman (Mr. Crawley), seconded by Cindy Blair (Mr. Paxton) and carried to accept the AATEA Consultants' report.

10. REPORT OF THE TREASURER -- Mr. David Miller, National FFA Treasurer, distributed copies of the FFA Consolidated Statement of Income and Expenses for the period of September 1, through December 31, 1985, to the voting members of the Board. He then led a detailed review of the statement and stated that the organization is now in a better financial position than it was two years ago.

Dr. Case pointed out the organization's improved financial condition was achieved with the cooperation of the Alumni Association's payment for their line of credit and the Supply Service reducing their inventory which improved the Organization's cash flow.

MOTION - It was moved by Cindy Blair (Mr. Warren), seconded by Kip Godwin (Mr. Traver) and carried to accept the report of the Treasurer.
11. REPORT OF RELATED STUDENT ORGANIZATIONS -- Dr. Case reported on activities of the National Postsecondary Agricultural Student Organization (NPASO) and the National Young Farmer Educational Association (NYFEA).

NPASO

- The NPASO Board of Directors meeting was held in San Francisco, CA October 17-20, 1985. The student officers visited several schools prior to the Board meeting and as a result feel that California will become a member of the NPASO.
- The NPAOS National Officers held a conference call meeting on December 20, 1985 to further refine plans for the upcoming National Conference to be held in Bismarck, North Dakota, March 17-20, 1986.
- NPASO membership as of January 10, 1986 is 5,027 including a participation of 14 States with 49 schools.

NYFEA

- The National Young Farmer Institute was held in Indianapolis, Indiana, December 4-7, 1985 with a total attendance of 800 individuals, including 22-member States and two non-member States, North Dakota and Montana. It is expected that North Dakota will form a State Association within the next couple of weeks. Jimmie Musick from Oklahoma is 1986 NYFEA Chairman. The $2.00 per member annual dues is receiving good support.
- Currently there are 24-member States with approximately 26,000 families as members.
- A conference call meeting of the Advisory Committee is scheduled for February 5, 1986.
- The summer business meeting will be held at Farmland Industries, Kansas City, Missouri, July 24-27, 1986.
- The NYFEA is very appreciative of the services provided by the National FFA Supply Service. However, they would like to have their merchandise listed in the official FFA catalog, or on a brochure enclosed with the catalog.

MOTION -- It was moved by Coby Shorter (Mr. Vaughn) seconded by Cindy Blair (Mr. Crawley) and carried to accept the report of related student organizations.

12. STANDING COMMITTEE REPORT - LEADERSHIP -- Dr. Nielsen, Chairman, presented a tribute to the crew of Challenger VII (who died in an explosion of the space shuttle on Tuesday, January 28, 1986) which including a former member of the Hawaii FFA, Lt. Col. Ellison Onizuka.

Rick Malir, National FFA President, displayed an official FFA Emblem and American Flag which Col. Onizuka took in space on January 24-27, 1985. The emblem and flag along with an official NASA insignia was presented by Lt. Col. Onizuka to the National FFA Organization on March 1, 1985 in Houston, Texas.
MOTION - It was then moved by Coby Shorter that a letter be sent from the Board of Directors and the Board of Student Officers to the family of Lt. Col. Ellison Onizuka expressing our deep sympathy, appreciation for his service to our country, and his commitment to the FFA in carrying the official FFA emblem on board the January 24-27, 1985 flight of the space shuttle Discovery. Cindy Blair seconded the motion by stating that 435,000 FFA members not only mourn the loss of a former member but also the loss of Christa McAuliffe a school teacher. The motion was sustained by Dr. Vaughn and Mr. Crawley and carried unanimously.

(Note: This portion of the Board meeting was filmed by ABC WJLA TV, Washington, DC, and aired on the local evening news.)

Dr. Nielsen then continued the report of the Leadership Committee.

MOTION - It was moved by Robert Weaver (Mr. Paxton) seconded by Coby Shorter (Mr. Doering) and carried to adopt the two sections, IV Convention page 15, and VIII Leadership page 24, in the National Program of Activities and that they be printed as edited with appropriate changes as a result of Board action (i.e. meal function on Thursday noon of the Convention for Chapter Award).

MOTION - It was moved by Cindy Blair (Mr. Thompson) seconded by Kevin Coffman (Mr. Traver) and carried to accept the recommendations of the National Leadership Conferences Committee, NLCSO Committee and National Leadership Conferences for State Officers.

MOTION - It was moved by Kip Godwin (Mr. Warren) seconded by Robert Weaver (Mr. Paxton) and carried to study the employment of an intern in the Leadership office and specific action to be taken at the July Board meeting.

MOTION - It was moved by Kevin Coffman (Mr. Doering) seconded by Robert Weaver (Mr. Thompson) and carried to recommend to the National FFA Foundation Board of Trustees Special Project funding in the amount of $18,000, including the 16% for the General Fund, for the National FFA Convention Program.

MOTION - It was moved by Coby Shorter (Mr. Doering) seconded by Kevin Coffman (Dr. Vaughn) and carried that Deere & Company and J I Case be recognized for their 150 years of service to agriculture.

The Leadership Committee requested that the FFA Center staff research and consider appropriate recognition of this service at the appropriate National Convention for these two companies and others that may deserve such recognition in the future.

Dr. Nielsen next introduced Mr. Arnold Cordes, retired State Executive Secretary, Wisconsin, and Mr. Eldon Witt, State Executive Secretary, Illinois, members of the National FFA Officer Review Committee. Mr. Rob Hovis, State FFA Executive Secretary, Ohio, also a member of the Committee was unable to be present.
Mr. Cordes, Committee Chairman, distributed copies of Report #2 to the Board (Copies of the Report available upon request after April 1, 1986) He then led a detailed review of the report.

MOTION - It was moved by Robert Weaver (Mr. Traver) seconded by Cindy Blair (Mr. Doering) and carried to appoint Dr. Rosco Vaughn as superintendent of the FFA National Officer Election process at the 1986 National FFA Convention; and to commend Arnold Cordes, Eldon Witt and Rob Hovis for a job well done on Phase I of the National Officer Review Process.

MOTION - It was then moved by Kip Coffman (Mr. Warren) seconded by Coby Shorter (Dr. Nielsen) and carried to accept the National FFA Officer Review Committee Report #2, and to continue the dialogue between the Board, National staff and National Officers until presentation of the final report.

MOTION - It was moved by Kevin Coffman (Mr. Paxton) seconded by Coby Shorter (Dr. Vaughn) and carried to accept the report of the Leadership Committee.

13. STANDING COMMITTEE REPORT - CONSTITUTION AND BYLAWS -- Mr. Traver, Chairman, gave the report of the committee.

MOTION - It was moved by Kip Godwin (Mr. Crawley) seconded by Cindy Blair (Mr. Paxton) and carried that a 3-4 member study panel be appointed by the Board Chairman to make an indepth study of the Constitution, Bylaws and operating structure from a conceptual standpoint in view of the changes in State Education systems and the National Academy of Sciences' report with preliminary recommendations by January 1987, and final recommendations by January 1988.

MOTION - It was moved by Coby Shorter (Mr. Paxton) seconded by Robert Weaver (Mr. Thompson) and carried that initial meeting(s) of the study panel be conducted out of the current year's operating budget and the staff be requested to develop a suggested budget for 1986-87 and 1987-88 to submit to the Finance Committee in July 1986.

MOTION - It was moved by Kevin Coffman (Mr. Thompson) seconded by Coby Shorter (Dr. Vaughn) and carried that the section of the Official FFA Manual dealing with the Organization and its Program Division be updated in view of actual operations.

MOTION - It was then moved by Coby Shorter (Mr. Doering) seconded by Kevin Coffman (Mr. Thompson) and carried to accept the report of the Constitution and Bylaws Committee.

14. STANDING COMMITTEE REPORT - INTERNATIONAL - HALL OF ACHIEVEMENT -- Mr. Warren, Chairman, commended the committee and presented the following recommendations.
MOTION - It was moved by Cindy Blair (Mr. Paxton) seconded by Kip Coffman (Mr. Crawley) and carried that the FFA Board of Directors recommend that the Work Experience Abroad program halt further acceptance of participants from the country of South Africa until the current situation of unrest is resolved, then enabling an opportunity for a reciprocal two-way program to be developed.

MOTION - It was moved by Coby Shorter (Mr. Traver) seconded by Cindy Blair (Mr. Paxton) and carried to recommend to the FFA Foundation Board of Trustees funding in the amount of $3,000, either as a Special Project or from the General Fund, for the establishment of an International Breakfast to be held during the National FFA Convention, and that this meal function include WEA inbound and outbound participants as well as other interested parties.

MOTION - It was moved by Coby Shorter (Mr. Thompson) seconded by Robert Weaver (Mr. Traver) and carried to recognize the FFA International programs staff for the continued success of the international programs.

Melanie Burgess then presented a status report and highlights of the 1985 International Programs.

MOTION - It was then moved by Kevin Coffman (Dr. Vaughn) seconded by Coby Shorter (Mr. Paxton) and carried to accept the report of the International Committee.

The meeting was recessed at 12:00 noon.

Wednesday Afternoon January 29, 1986

The meeting was reconvened at 1:30 p.m. with all members of the Boards present.

15. STANDING COMMITTEE REPORT -- PUBLICATIONS, INFORMATION AND SUPPLY SERVICE
   -- Mr. Paxton, Chairman, gave a report of the committee and presented their recommendations.

COUNTRY MUSIC SALUTE TO THE FFA -- It was recommended that the concept of a National FFA Country Music Salute to FFA be excitedly endorsed and promoted and further that the Governing Committee of the Board be authorized to finalize all necessary agreements. (See Appendix B)

MOTION -- After considerable discussion and a conference call with Bob Alexander who would be the producer of the salute, it was moved by Kevin Coffman (Dr. Nielsen), seconded by Kipling Godwin (Mr. Traver) and carried to accept the recommendation.

GREENHAND ORIENTATION LITERATURE - It was recommended that the Publications Division research possibilities and provide options for Greenhand orientation literature to be presented at the July Board meeting.
This action was recommended by The National FUTURE FARMER Magazine Committee at the 58th National FFA Convention.

MOTION - It was moved by Robert Weaver (Dr. Vaughn), seconded by Coby Shorter (Mr. Thompson) and carried to accept the recommendation.

POSSIBILITY OF THE NATIONAL "FUTURE FARMER" MAGAZINE BEING PUBLISHED BY AN INDEPENDENT FIRM - It was recommended that the Board direct the staff of The National FUTURE FARMER Magazine to explore the possibilities of using independent publishing firms, voluntary subscriptions and reader services.

This action was recommended by an amendment to The National FUTURE FARMER Magazine Committee report at the 58th National FFA Convention.

MOTION - It was moved by Kevin Coffman (Mr. Doering), seconded by Coby Shorter (Mr. Warren) and carried to accept the recommendation.

PRICE OF THE NATIONAL "FUTURE FARMER" MAGAZINE - It was recommended that the subscription price of The National FUTURE FARMER for non-members be increased to $3.00 per year and the single copy price be raised to $1.00 per copy and a quantity price of $.50 each when 20 or more copies are purchased at one time.

The subscription price of the FFA magazine was not changed when FFA dues were increased. This increase would allow the magazine to recover the cost of the magazine.

MOTION - It was moved by Kipling Godwin (Mr. Crawley), seconded by Cindy Blair (Dr. Vaughn) and carried to accept the recommendation.

FFA ENTERTAINMENT FOR THE FARM AND INDUSTRIAL EQUIPMENT CONVENTION - It was recommended that the proposal to produce an Enhanced Program of entertainment show utilizing FFA Chorus, Band and Talent for the 1986 Farm and Industrial Equipment Convention be endorsed by the Board and recommend to the Board of Trustees as a Special Project of the National FFA Foundation.

MOTION - It was moved by Kipling Godwin (Mr. Thompson), seconded by Coby Shorter (Mr. Vaughn) and carried to accept the recommendation.

FFA SPONSOR ADVERTISEMENT FFA IDENTIFICATION - It was recommended that Bill Stagg continue work on the design of sponsor advertisement FFA identification and report to the July Board meeting.

FFA sponsors have asked that a small logo be designed that can be implemented in their advertisements to make the public aware that they are Foundation sponsors of the FFA.

MOTION - It was moved by Kevin Coffman (Mr. Doering), seconded by Cindy Blair (Mr. Traver) and carried to accept this recommendation.
ADDING A COLLECTOR’S PLATE TO SUPPLY SERVICE MERCHANDISE TO BE SOLD VIA DIRECT MAIL ADVERTISING CAMPAIGN - It was recommended that the Board of Directors approve the concept of a direct mail campaign to the members homes at no cost to FFA and with all quality and image aspects under the control of the Supply Service.

The Webster Fine Arts Ltd. Company of Glenview, Illinois has proposed a multi-dimensional marketing program to generate additional revenues for the FFA via the Supply Service through a special collectors plate offer made directly to the homes of families of FFA members. This plate will be dedicated to the tradition of farmers and the future of American agriculture and will feature art from the FFA calendar paintings of past years. This campaign will be backed by ads in the FFA and other magazines. There will be no cost to FFA.

MOTION - It was moved by Cindy Blair (Mr. Vaughn), seconded by Coby Shorter (Mr. Doering) and carried to accept the recommendation.

Mr. Paxton, Chairman, thanked his committee for a job well done.

MOTION - It was moved by Kevin Coffman (Mr. Thompson), seconded by Robert Weaver (Mr. Traver) and carried to accept the report of the committee.

16. STANDING COMMITTEE -- CONTESTS AND AWARDS - Mr. Thompson, Chairman, thanked the committee and introduced Lawinna McGary, new intern in the Contests and Awards Department and presented the committee’s recommendations.

SPECIAL CLAUSE -- DAIRY FOODS AND POULTRY CONTESTS - It was recommended that the special clause (which requires Special Project funding in order for the Board to approve establishment of the National FFA Dairy Foods and Poultry Contests) be dropped from the National FFA Diary Foods and Poultry Contests making it the same criteria for all contests.

When the Board reinstated Dairy Foods and Poultry they felt the contests should be supported by the industry. The Delegates, National FFA Contest Advisory Committee, NVATA and the past National Officers have all requested treating all contests the same. Currently, the other National Contests are sponsored either as Special Projects of the National FFA Foundation or by General Funds of the National FFA Foundation.

MOTION - It was moved by Cindy Blair (Mr. Paxton), seconded by Coby Shorter (Mr. Doering) and carried to accept the recommendation.

(Due to time limit, the Board agreed to have the Foundation Report given next as Mr. Staller could not be there for the following session. The Contests and Awards report will continue at the next session.)
17. REPORT OF THE NATIONAL FFA FOUNDATION OFFICE - Mr. Bernie Staller, Executive Director of the FFA Foundation Office, congratulated Mr. Carl Gerhardt, of Alfa-Laval, Inc., 1985 Chairman of the Foundation Sponsoring Committee, for a job well done and also thanked Kim Havens, Assistant Executive Director, Doug Butler, Assistant Executive Director and Steve Greene, Assistant Executive Director in raising funds in 1985. Mr. Staller credited the FFA staff for the fine work they do on the special projects.

Mr. Staller announced the resignation of Steve Greene as of February 28, 1986. He stated the Foundation made approximately 1,000 visits to companies in 1985. He thanked all of the Executive Sponsors. He also extended appreciation to those who sent thank you notes to sponsors which he stressed is very important to them.

MOTION - It was moved by Kipling Godwin (Mr. Paxton), seconded by Cindy Blair (Mr. Doering) and carried to accept the report of the FFA Foundation Office and to commend the staff for a job well done for FFA.

The meeting was recessed at 5:00 p.m.

Thursday Morning, January 30, 1986

The meeting was reconvened at 8:35 a.m. with all Board members present.

18. NATIONAL FFA ALUMNI ASSOCIATION REPORT -- Mr. Gary Maricle gave an update on the 1985 activities which included an increase in total membership of 1.7% over 1984, making a total membership of 26,813 and an increase of 11.43% in Life memberships, making a total of 5,976 Life members. He also gave an update on the activities at the 1985 National FFA Alumni Convention and throughout the year.

Mr. Maricle announced the goals for 1986: (1) enlargement and enhancement of support for vocational agriculture and FFA; (2) membership push; (3) repayment of $20,000 debt owed the national FFA Board and FFA Foundation (he requested the assignment of someone to help with the debt retirement); (4) the leadership workshops proposal for 1986, and, (5) submission of finalized budget to the Board in July.

Dr. Case expressed appreciation to the Alumni Council and especially to Woody Cox for his cooperation with the organization and a job well done.

MOTION -- It was moved by Kip Godwin (Mr. Doering), seconded by Cindy Blair (Mr. Traver) and carried to accept the report of the FFA Alumni Association Council and to thank them for their hard work.

Mr. Maricle presented a request to the Board for their recommendation to the FFA Foundation for sponsorship of the leadership workshops.

MOTION -- It was moved by Kip Godwin (Mr. Doering), seconded by Robert Weaver (Mr. Paxton) and carried to express our support of this request and pass it on to the Board of Trustees.
19. STANDING COMMITTEE REPORT - CONTESTS AND AWARDS -- Mr. Les Thompson continued the report of his committee and recommended the National FFA Board of Directors fill the unfilled quotas regarding applications for the American Farmer degree with qualified and ranked additional applications submitted by the states.

A discussion ensued detailing the advantages and disadvantages of the recommendation.

MOTION -- It was moved by Kevin Coffman (Dr. Vaughm), seconded by Cindy Blair (Mr. Paxton) and carried to accept this recommendation.

National Chapter Award - The committee recommended to make the National Chapter Award available for National FFA Foundation Special Project funding in the amount of $65,839.00. A budget covering the individual items was attached.

A lengthy discussion about the budget followed.

MOTION -- It was moved by Cindy Blair (Mr. Traver), seconded by Coby Shorter (Dr. Vaughm) and carried to amend the main motion by inserting a period after the word "funding" and dropping the dollar amount.

MOTION -- It was moved by Robert Weaver (Mr. Warren), seconded by Coby Shorter (Mr. Vaughm) and carried to accept the proposed budget at the current amount of $65,834.00 with the needed changes (deleting cash awards to advisors) with the final wording left up to staff.

Reinstatement of Contest and Awards Intern Position -

MOTION -- It was moved by Robert Weaver (Mr. Warren), seconded by Cindy Blair (Mr. Paxton) and carried that the National FFA Board of Directors recommend to the National FFA Board of Trustees funding of $7,550 of a seven-month Contest and Awards intern position to become effective June 1, 1986.

MOTION -- It was moved by Cindy Blair (Dr. Vaughm), seconded by Coby Shorter (Mr. Traver) and carried to accept the report of the Contests and Awards committee as presented.

20. STANDING COMMITTEE REPORT - POLICY -- Mr. Robert Crawley, Chairman, gave the committee report and passed out current pages for Official Policies to replace old pages. It was recommended that Mr. Dennis Shafer and Mr. Dwight Horkheimer prepare policies dealing with computer program (ACCESS) to be presented to the Policy Committee in July.

MOTION -- It was moved by Kevin Coffman (Mr. Traver), seconded by Coby Shorter (Mr. Thompson) and carried to accept the recommendation.

MOTION -- It was moved by Robert Weaver (Mr. Warren), seconded by Coby Shorter (Mr. Traver) and carried to accept the report of the Policy Committee.
21. **USE OF FFA EMBLEM** -- A discussion introduced by Kip Godwin followed involving the use of the FFA emblem by the states regarding commercial enterprises.

**MOTION** -- It was moved by Kip Godwin (Mr. Warren), seconded by Cindy Blair (Mr. Doering) and carried that the Policy Committee evaluate our procedure for use of the FFA emblem for commercial use and report back at the July Board meeting.

22. **STANDING COMMITTEE REPORT - RESEARCH** -- Dr. Richard Foster, chairman, gave the report of the committee and recommended to fund an FFA research proposal entitled "Increase FFA Membership with Alternative Recruitment Techniques" by Glen Casey, Oklahoma State University in the amount of $300.00.

**MOTION** -- It was moved by Coby Shorter (Mr. Thompson), seconded by Cindy Blair (Mr. Doering) and carried to accept the recommendation.

Task Force - A Task Force to develop a proposal to investigate future image, function and direction of the FFA. Explanations of complementing the strategic plan were given by Dr. Case and Coleman Harris.

**MOTION** -- It was moved by Kip Godwin (Mr. Doering), seconded by Coby Shorter (Dr. Nielsen) and carried unanimously to use the line item research budget funds to establish a task force appointed by the National Advisor to develop a comprehensive proposal to investigate the image, function and future direction of the FFA at all organizational and operational levels, to be developed and reported back at the July Board meeting.

**MOTION** -- It was moved by Coby Shorter (Mr. Warren), seconded by Kevin Coffman (Mr. Thompson) and carried to accept the report of the Research Committee as presented.

23. **STANDING COMMITTEE REPORT - FINANCE** -- Mr. Floyd Doering, Chairman, gave the committee report and thanked the committee for their quantity and quality work.

**MOTION** -- It was moved by Robert Weaver (Mr. Crawley), seconded by Kip Godwin (Mr. Thompson) and carried that the Board of Directors change the Policy Statement, A.1, page 7, to read as follows:

1. Hotel cost, plus the actual cost of meals not to exceed $21.00 for a day. Meals to be itemized on expense vouchers as breakfast, lunch and dinner. The $21.00 is on a daily basis—not the average per day per trip.

**MOTION** -- It was moved by Kip Godwin (Mr. Warren), seconded by Coby Shorter (Mr. Crawley) and carried that the Board of Directors instruct the Administrative Director to issue a check in the amount of $2,000 made payable to the National Council for Vocational and Technical Education in Agriculture with the money coming from the operational capital.
MOTION -- It was moved by Coby Shorter (Dr. Nielsen), seconded by Kevin Coffman (Mr. Traver) and carried that the Board of Directors approve the request from the National Council for Vocational and Technical Education in Agriculture, and provide office space and related support services for the work of the Executive Assistant to the Council Chairman, Larry Case, from July 1, 1986, through July 31, 1989.

MOTION -- It was moved by Cindy Blair (Mr. Warren), seconded by Coby Shorter (Mr. Thompson) and carried to accept the report of the Finance Committee as presented.

24. INTRODUCTION OF GUEST - Dr. Boyd Robinson, State Supervisor of Agricultural Education, Maryland, introduced Ms. Caryl Velisek of the Delaware Farmer.

25. ADMINISTRATIVE ITEMS OF BUSINESS -- Mr. Wilson Carnes, Administrative Director, reported that the administrative staff meets regularly. He then gave an update on current long-term agreements with the national organization:

1. A ten-year agreement with the American Royal Association and the City of Kansas City, Missouri, to hold the National FFA Convention in Kansas City. An update is in process with Coleman Harris meeting with three representatives from Kansas City. He will report on the update in July.

2. A ten-year lease agreement with NVATA, Inc. which expires in May, 1989.

3. A loan between the FFA Organization and the National FFA Foundation, with approximately 5 1/2 years remaining.

4. A ten-year agreement with the National FFA Alumni Association providing rent-free office space.

5. A five-year working agreement with AgriData Resources, Inc.

Mr. Carnes reported we are moving ahead with the remodeling of the second floor. Mr. Caton Hall is in charge of the remodeling. He also reported on the investigation of a new telephone system in order to provide high technology. Mr. Carnes also reported an update on insurance coverage and that the organization is in good shape regarding legal matters.

MOTION -- It was moved by Coby Shorter (Mr. Thompson), seconded Cindy Blair (Mr. Paxton) and carried to accept the report on administrative and legal matters.

Dr. Nielsen expressed appreciation of Wilson Carnes and the fine way he has handled the task.

26. VACANCY ON GOVERNING COMMITTEE -- Dr. Case commended the committee for filling the vacancy on the Governing Committee.
MOTION -- It was moved by Kip Godwin (Mr. Doering), seconded by Coby Shorter (Mr. Warren) and carried that Mr. Jerry Paxton be elected to serve on the FFA Governing Committee beginning July 1, 1986 through June 30, 1987 (one-year term).

27. REVIEW OF PRELIMINARY BUDGET -- Mr. David Miller, National FFA Treasurer, presented the preliminary budget reporting that the final balanced budget will be presented at the July Board meeting for approval.

MOTION -- It was moved by Coby Shorter (Dr. Vaughn), seconded by Cindy Blair (Mr. Thompson) and carried to accept the preliminary budget as presented.

Coby Shorter expressed his pleasure on serving on the Board for the first time and commended Mr. Warren and Dr. Nielsen for their help and guidance.

Mr. Warren commended Dr. Case and Mr. Harris for their preparation of the many materials and information involved in the Board meeting.

28. ANNOUNCEMENTS -- Mr. Harris announced the dates and plans for the July, 1986 meetings:

-Board of Directors and National Officers, July 28-31, 1986
-Foundation Board of Trustees, August 1, 1986

29. COMMENTS BY NATIONAL ADVISOR -- Dr. Larry Case expressed his appreciation more and more as work with this Board and agricultural education continues. He commended the members for breaking with tradition and striving for "looking at the future." That is the way we are going to become stronger. He commended the retiring Board members Mr. Lee Traver and Mr. Floyd Doering for their professionalism and providing leadership and cooperation. He also expressed appreciation for the National Officer team for their professionalism.

With no further business to come before the Board, the meeting was adjourned at 12:28 p.m.

Larry D. Case, Chairman

C. Coleman Harris, Secretary
The meeting of the FFA Governing Committee was conducted by telephone. Individuals contacted were Les Thompson and Duane Nielsen, both members of the Committee, and Coleman Harris, Secretary.

It was moved by Les Thompson, seconded by Duane Nielsen and carried, to accept the recommendation of the FFA Selection Committee to employ William F. Stagg, Jr. as Director of Information at Grade 12, Step 3, effective March 3, 1986.

Respectfully submitted,

[Signature]

C/O Coleman Harris, Secretary
MINUTES
GOVERNING COMMITTEE
NATIONAL FFA ORGANIZATION
January 16, 1986

The meeting of the FFA Governing Committee was conducted at the U.S. Department of Education in the office of the National FFA Advisor. Present were: Larry D. Case, Chairman, Duane Nielsen, Les Thompson and C. Coleman Harris, Secretary.

It was moved by Dr. Nielsen, seconded by Mr. Thompson and carried that the Governing Committee go on record in support of the proposal dated November 26, 1985 dealing with the Farm & Industrial Equipment Institute's Convention Show, scheduled for mid-October, 1986 in Nashville, Tennessee. However, since the Board Meeting is only two weeks away, it is recommended that the proposal be placed on the Board agenda for January, 1986.

Respectfully submitted,

C. Coleman Harris, Secretary
MINUTES
GOVERNING COMMITTEE
NATIONAL FFA ORGANIZATION

December 10, 1985

The meeting of the Governing Committee was conducted by telephone. Persons contacted were Les Thompson and Dr. Duane Nielsen, both members of the committee.

It was moved by Les Thompson, seconded by Duane Nielsen and carried to take the following personnel action. Grant an efficiency step increase in salary to Dennis Shafer and Kathy Devers; and to authorize the appointment of Dallas Campbell to the position of Supervisor of Printing Services, and move him to Grade 8, Step 3.

Respectfully submitted,

C. Coleman Harris, Secretary
Proposal

Major Concert Event
with
Proceeds to Benefit National FFA Organization

Action Requested: It is requested that the FFA Board of Directors, based on the information gathered in both this proposal and previous staff meetings, approve the production of a nationally publicized concert event for the purpose of raising funds to assist the FFA Foundation.

Background: A large Country/Rock Concert was planned to be held in Columbia, Tennessee (Near Nashville), and was to be called Starfest '86. This event was to be a strictly commercial venture, produced and promoted by Bob Alexander.

Earl Owens, a PR Agent from Nashville, presented a Country Show at the 1985 National FFA Convention in Kansas City. As he observed the young people, he was enamored with their values and qualities, and offered to do a series of state-sanctioned fund raising concerts for the State FFA Associations. While planning these events, he talked to Bob Alexander, and because of Earl’s enthusiasm for helping FFA, Bob became interested in changing Starfest '86 to a concert to raise money for FFA.

When this idea was presented to Coleman Harris, he and Larry Case asked that Stan Kingma accompany Tony Hoyt and Doug Butler to Nashville in December, 1985, to meet with Earl Owens and Bob Alexander to investigate the possibilities of such a concert. It was suggested that Stan could eventually serve as the creative and production liaison between FFA and the show producers in Nashville.

The results of the meeting were positive, and Bob Alexander began to modify his previous plans to protect the image and interests of the FFA organization. As we explained the FFA purpose and priorities, it became apparent that we were working with rational business men willing to make the necessary adjustments and changes to make a complex program of this nature successful for all involved. For example, Bob had already contacted a large beer company to sponsor the event. After hearing our concern for such a relationship, he agreed to drop them from sponsorship. He listened to our concern about image and crowd control, and then suggested the possibility of moving the event to a large baseball or football stadium.

Bob also agreed to change the date of the show from Memorial Day to Labor Day in order to give the National FFA Board of Directors time to meet in late January, and then still have time to properly produce and promote the event.

Just before the Christmas holidays, a meeting was held in Washington between Larry Case, Coleman Harris, Tony Hoyt, and Stan Kingma to decide whether to continue investigating the project, and to examine ways to work with Starfest '86. We agreed that our feelings were positive about the event, and that sufficient controls could be worked out to insure FFA's integrity and purpose throughout the event.

We were excited about the eventual national exposure this kind of event could give the FFA program. We were equally excited about the potential donation of $2,500,000 to the FFA foundation. But to a person, we agreed that the money and exposure was not worth any bad public image or poorly controlled event.
Quality of exposure, and maintaining the integrity and message of vocational agriculture and FFA were paramount.

We each agreed to pursue interest in the event in our separate ways. Stan Kingma agreed to work with Bob Alexander and Earl Owens, and to prepare a report/proposal concerning the event.

Stan then returned to Nashville, and spent two days meeting with Earl Owens. During this time, Bob Alexander was present for a long Saturday night meeting. Trusts and friendships began to form, and the project continued to be molded to better serve the interests of FFA and all involved. Stan decided to work with Earl to produce the State FFA fundraising programs, and was invited to assist in the production of the proposed Starfest '86. It was understood that his role would be to insure that FFA's interests be served as the program matured. He was to also arrange and direct the FFA student talent and audio visual part of the various programs.

After the results of this second trip to Nashville were reported to Coleman and Larry, it was agreed that this proposal should be presented to the Board of Directors. All of us agreed that the potential of the project for FFA was enormous. We also felt that we had seen enough to believe that we were working with rational business men in show business who would deliver what they talked about.

Potential Benefits to FFA:

1. The proposed event will attract national attention because of the reputation of the entertainment stars who will be involved.

   The National Officers, the National Band, Chorus, and Talent acts, along with select FFA audio-visual presentations will be highly visible during the event. Artists such as Crystal Gayle, Alabama, Hank Williams, Jr., will be performing alongside the images and talent of FFA.

2. FFA will be positioned as a healthy, vital organization. This is an opportunity to control national media attention.

   This is not an "FFA-Aid" concert depicting FFA direly in need of assistance. FFA will be shown as a strong, successful group of young people who are interested in careers in agriculture and agribusiness. The show will be designed to strengthen and improve FFA's image with the general public.

3. Funds will be made available before the event so that FFA can coordinate the event and develop quality audio-visuals, entertainment acts, and support/promotional materials.

4. All proceeds beyond a pre-stated budget to produce the show will be given as a gift to FFA. It is anticipated that this will be $2,500,000.

   A carefully stated and agreed-upon budget will be presented before the event is finalized. This will avoid any criticism should the intention of the show be scrutinized. Once this production figure is met, all further proceeds will be given to FFA. Although $2,500,000 is the anticipated figure, it could be higher, depending on the success of the event. FFA will determine how to best use these funds.

5. A nationally syndicated TV Show is a strong possibility. This would be in addition to the TV news coverage the event will generate.
Until specific artists have been signed for the event, it is not possible to predict the amount of TV coverage, or the interest in a syndicated show. Everyone involved will be trying to put together a high-quality show with top name artists, so the intention will be to produce a show that will be worthy of national coverage.

6. The producers plan for this to be an annual event. As the show builds in popularity and success, it is possible to raise several millions of dollars each year for many years in the future for the FFA organization.

How will the Show be produced? Bob Alexander has promoted 223 shows over a 21 year career in the business. He has a network of corporate and individual sponsors available to contact for investment in the show. Corporate sponsors will be attracted because of the advertising value associated with the event. He will be the producer of the show.

During his career he has produced or promoted dozens of acts, including: Roy Orbison, Grand Funk, Sly and the Family Stone, Holiday on Ice, Ike and Tina Turner, Rare Earth Shows, Electric Light Orchestra, Leon Russell Shows, Bob Seger, Ted Nugent, Rod Stewart, Fleetwood Mac, Eagles, Stevie Wonder, Rauli Shanker, Doobie Brothers, Molly Hatchet, Blackfoot, Inxs, Greg Allman Band, and the Elvis Brothers.

Bob Alexander will work with both Earl Owens and FFA to insure that the show is well done, and that the needs of the FFA organization are met. He has agreed to work with a person designated by FFA to design and coordinate the event.

How will FFA keep control of the production? Stan Kingma has resigned his position with Wheaton Industries to work with Earl Owens in Nashville to develop this and other projects.

It is suggested that Stan be assigned the responsibility to see that FFA is properly represented in public entertainment events. He could be called the National FFA Show Producer, reporting to the National Executive Secretary, with operational expenses paid by the National Show budget after sponsorship is attained.

What will the Production be like . . . Describe the event: Once FFA has approved the basic concept of accepting funds and being associated with this type production, the producers will begin approaching talent and corporate backers with the concept. No one can say for certain which acts will be available and interested in this event, but talent of the calibre of Alabama, Crystal Gayle, Hank Williams, Jr., Rickie Scaggs, etc. will be contacted. Bob feels that many of the top country acts will play for reduced prices just to assist the FFA organization.

A large stage will be erected, and substantial sound and lighting systems will be installed. Professional staging companies will support the show. Promotion for the event will be handled by a major PR firm with New York, Los Angeles, Chicago, and Nashville offices.

If FFA so desires, the FFA logo can be displayed as part of the backdrop of the show, along with the visible logos of the company or companies involved in sponsorship (Such as Coca-Cola, McDonalds, General Motors, etc.) National FFA Officers, select FFA student talent acts, and the National Band and Chorus can all be part of the actual stage presentation.
At FFA's interest, select audio-visuals explaining the vocational agriculture story can be shown during the event. This kind of FFA involvement will be developed by the show producers and the National FFA Office as the concept matures.

Television coverage will depend on the specific acts that are involved, and the success of the PR activities before the show. Full network coverage, news coverage, press coverage, and syndicated specials of the event are all possibilities.

The event will occur on Labor Day, 1986, and is planned to be either a one or two day show, depending on the location. Tickets will be sold in advance. The show will be presented either in Columbia, Tennessee, or will be moved to a suitable football or baseball stadium. Negotiations are now underway to determine the best location.

Security will be the responsibility of Sunny West, who was Elvis Presley's manager for sixteen years and has handled major tours for the group ALABAMA. Close coordination between local and state police forces, peer group pressure, hired crowd control professionals, and other techniques used with large professionally promoted events will insure an excited, yet controlled environment.

How will FFA Talent become involved? Stan will send announcements asking for FFA students to audition who are interested in this kind of activity. Previous Talent, Band, and Chorus members will be contacted. Screening auditions will be handled by tape in a manner similar to the National Convention audition procedures.

What costs will be handled by FFA? None. This is an activity designed to raise considerable money for FFA. All expenses necessary to plan and execute the project will be part of the show budget, and will be paid through sponsorship moneys prior to the event.

Money will be given to FFA to construct appropriate audio-visual shows; handle advance production costs; recruit and develop student talent; and coordinate the event. It is suggested that these expenses be budgeted through the office of the National Show Producer.

Submitted, January 10, 1985:

Earl Owens, President, Total Concept Representation, Inc.
Bob Alexander, Producer, Starfest '86
Stan Kingma, Kingma Productions