

MINUTES

NATIONAL FFA BOARD OF DIRECTORS
Kansas City, Missouri
October 11-12, 1952

October 11, 1952

The meeting of the Board of Directors was called to order at 9:00 a.m. in Room 641 of the Hotel President in Kansas City, Missouri, by W. T. Spanton, Chairman of the Board. In addition to Dr. Spanton, those present included: Mr. Carl M. Humphrey, State Director of Agricultural Education, Missouri; Mr. L. C. Dalton, State Supervisor of Agricultural Education, New Mexico; Mr. George H. Hurt, Chief Consultant, Agricultural Education, Texas; Mr. Cola D. Watson, State Supervisor of Agricultural Education, Vermont (newly elected member from the North Atlantic Region); Mr. E. J. Johnson, Mr. R. E. Naugher, Mr. H. B. Swanson, and Dr. A. W. Tenney, Executive Secretary, all of the Office of Education, Federal Security Agency, Washington, D. C.; and Dr. D. J. Howard, National FFA Treasurer, of Richmond, Virginia.

The minutes of the meetings of the Board of Directors held in Washington, D. C. on July 23 to 29, 1952, were read and approved.

It was moved by Mr. Dalton, seconded by Dr. Tenney and carried, that Mr. Cola Watson be elected to serve on the Board of Directors of the FFA. Mr. Watson will represent the North Atlantic Region in place of Mr. H. N. Hansucker who recently joined the staff of the Agricultural Education Branch in the Office of Education.

Dr. Spanton read a letter from Mr. Harold F. Duis, State Supervisor of Agricultural Education in Nebraska, in which he protested the action of the Board in rejecting the applications of candidates for the American Farmer Degree in Nebraska which were submitted by the State after the deadline date for filing specified in the FFA Constitution. Dr. Spanton's letter of reply was also read to the members of the Board. It was suggested that the Board discuss, at their January meeting, the advisability of permitting the State of Nebraska to submit a larger quota of applications for the American Farmer Degree next year because of these rejections.

A detailed report was given by Dr. Tenney on the progress of the law suit which, by authorization of the Board of Student Officers and the Board of Directors of the FFA, was filed against the Chapter Supply Company, of Danville, Illinois.

Dr. Tenney reported briefly on the official vocational agriculture notebook bearing the FFA emblem, which is now being handled by the Future Farmer Supply Service, and stated that as of that date a total of 4,000 notebooks had been sold.

In accordance with a motion passed by the Board at its July, 1952, meeting, Mr. Lano Barron and Mr. William Prince, Editor and Advertising Manager respectively, of the National FUTURE FARMER magazine, were present to report on advertising policies which they had developed for The National FUTURE FARMER. In a brief word of explanation, Mr. Barron stated that

the policies which they had drawn up incorporated the principles set forth in the national policy governing the 4-H Club News, but also included other points which they deemed to be expedient. Mr. Barron's report follows:

ADVERTISING POLICY

The National FUTURE FARMER

The publishers know that rules cannot be established that will apply to every case in which there may be a question regarding advertising in The National FUTURE FARMER. It is recognized, also, that almost all advertisers are, and will be, careful to conform to the ethical policies of advertising.

Therefore, when passing on advertising to appear in The National FUTURE FARMER, the publishers will attempt to interpret the aims, policies, and ideals of the Future Farmers of America in relation to this material.

These basic points should govern the selection of material in all advertising to appear in The National FUTURE FARMER.

1. The use of the name of the Future Farmers of America will be in keeping with the dignity and integrity of the organization.
2. The direct and separate use of the FFA emblem in a sales or promotion message is not encouraged and will not be allowed unless approved by the publishers.
3. Current members of the FFA Foundation are encouraged to use the Foundation emblem.
4. Although the use of "FFA" or "Future Farmers of America" is permitted and encouraged in institutional-type advertising, it is not permissible to use them as a lead or part of a direct sales message.
5. Advertisements must not include actual or implied testimonials or endorsements of business firms, their products or services, either by FFA members or advisors.
6. The following types of advertising will not be accepted:
 - a. Tobacco and alcoholic beverages.
 - b. Sex literature, except as approved by educational agencies.
 - c. Physical development and fortune telling.
 - d. Correspondence courses of other than well-established and reliable institutions.
 - e. Medical, encouraging self-diagnosis and self-treatment.
 - f. Reading notices and classifieds.
 - g. Any advertisement which does not deliver value or service the buyer is led to expect on the basis of advertising claims.
 - h. Any type of political advertising.

It was moved by Mr. Hurt, seconded by Mr. Humphrey and carried, that the Advertising Policies for The National FUTURE FARMER, as presented by Mr. Barron, be accepted.

Meeting adjourned until 1:00 p.m.

At the afternoon session, Dr. Spanton took up the question of Honorary American Farmer Degrees. He brought out the fact that Mr. John Daneke, of the General Motors Corporation, who is to receive the Honorary American Farmer Degree during this year's convention, had advised him that, while he feels very honored at being selected to receive the Degree, he is somewhat embarrassed because of the fact that he believes the honor should have gone to his immediate superior, Mr. Paul Garrett, Vice President of the General Motors Corporation.

In the discussion which followed, it was reported that the Student Officers recommended that the degree should be granted to Mr. Garrett, as well as Mr. Daneke. It was moved by Mr. Hurt, seconded by Mr. Dalton and carried, that the Board of Directors accept the recommendation of the Board of Student Officers and grant the Honorary American Farmer Degree to Mr. Paul Garrett, of the General Motors Corporation.

Dr. Spanton read a letter dated September 11, submitted by Mr. Henry S. Johnson, Director of Public Relations, Farm Credit Administration, of Columbia, South Carolina, recommending Mr. James L. Robinson, of the United States Department of Agriculture, to receive the Honorary American Farmer Degree. Dr. Tenney questioned the advisability of giving the degree to Mr. Robinson this year, since it would be impossible for him to attend the convention. Mr. Hurt felt that the recommendation should ~~not~~ come from one of our group.

It was moved by Mr. Dalton, seconded by Mr. Hurt and carried, that the name of Mr. James L. Robinson be considered for the Honorary American Farmer Degree next year.

Mr. E. J. Johnson stated that he would like to present to the attention of the Board, the name of Mr. W. M. Tolan, Sales Manager, Universal Uniform Company, Van Wert, Ohio, for consideration for the Honorary American Farmer Degree next year.

Dr. Tenney briefly discussed the following points in connection with activities of the Convention:

1. Over-all program of the convention.
2. Agenda of the business sessions of the convention
 - a. Proposed amendments to the constitution
 - b. Suggestions for improving the convention
 - c. American Farmer applications, etc.
3. Plans for Officer-Delegate Luncheon.
4. Detailed instructions and duties for all Board members.

5. Work of the Nominating Committee:

- a. Nine members on committee; two delegates from each Region, and one at-large, with the Chairman to be elected.
- b. An adult representative from each Region to meet with the delegates from his region.
- c. Each candidate for national office should have the recommendation of his State Association of FFA.
- d. Discussion on rotations of officers by Regions.

6. A letter was read from Mr. Earl H. Little, State Supervisor of Agricultural Education in New Hampshire, enclosing a letter which he had received from Mr. W. J. Parent, State Supervisor in Louisiana, recommending Jimmy Dillon for National Office and asking favorable consideration of their candidate from the New Hampshire delegation. Mr. Little forwarded the letter on to the Board, with the explanation that he had taken no action on this request, since he believed it to be contrary to accepted procedure.

7. Discussion on Presentation of Awards:

- a. Who should present the awards?
- b. Suggested procedures for presenting the awards -- grouping those who are to accept the awards, etc.

Mr. Naugher, who is in charge of the National Leadership Conference for Young Farmers to be held in the Aztec Room of the Hotel President on October 17 and 18, gave a brief report on plans for the Conference in which he outlined the program and work sessions.

In compliance with the motion which was passed by the Board of Directors at their meeting in Washington on July 29, that a committee be appointed to prepare a list of responsibilities and assignments for the Board of Student Officers, the following report of the committee was read by Dr. Tenney:

Policies Concerning the Relationship Between the National Board of Student Officers and the National Board of Directors

1. The Board of Student Officers will review and act on items of business to be taken up by the Board of Directors. Recommendations will be submitted by the officers to the directors.
2. When possible, have officers meet with the directors to explain their recommendations.
3. Have regional directors serve as consultants to officers when needed.

4. Give Board of Student Officers recognition publicly for decisions rather than Board of Directors.
5. The Board of Directors, in practice, will become a counseling and review body, without giving up authority.
6. At joint meetings, have officers act on business, then directors. Keep minutes separate.
7. Have the President of the Board of Student Officers, or his designated national officer, attend all meetings of the Board of Directors if possible.
8. Have regional FFA Vice Presidents give reports at regional conferences.

A discussion followed as to whether the Boards should meet jointly or separately. It was the feeling of some that the Board of Student Officers need to have meetings of their own -- to discuss matters that come before them, freely and openly. Mr. Dalton expressed his views that the Board of Student Officers should have definite assignments for which they are responsible, such as the Honorary American Farmer Ceremony, etc., and things that affect the convention -- but that the Board of Directors should handle the preparation of budgets and matters of that type. Dr. Tenney thought that the adult regional representatives on the Board should confer with the officers from their region. Mr. Naugher felt that care should be taken to fully inform the National Officers on all matters coming before the Board of Directors. Mr. Swanson asked the question: "If the Board of Directors is restricted to acting on those matters which the Board of Student Officers bring in as recommendations, would this cover all the things that are going on and need to be considered? Should a recommendation be made by the boys which would be contrary to existing policies or laws, would the Board of Directors then be stymied unless it conformed to the recommendations of the Board of Student Officers?" Mr. Swanson further stated that he did not believe the jurisdiction of the Board of Directors should be limited to only those recommendations made by the Board of Student Officers. Mr. Hurt felt that, where possible, the two Boards should meet jointly, or have a representative of the Board of Student Officers present at meetings of the Board of Directors.

It was moved by Dr. Tenney, and seconded by Mr. Hurt, that the Board of Directors accept the recommendation of the Board of Student Officers for the adoption of the above report on Policies Concerning the Relationship Between the Two Boards. Mr. Dalton moved that the motion be tabled. Mr. Dalton's motion lost for want of a second -- and Dr. Tenney's motion, as seconded by Mr. Hurt, carried. Mr. Dalton then made the motion that the present Board of Student Officers work up a list of things that they would like to take care of, and a list of matters which should be handled by the Board of Directors, and have them presented at the next meeting of the Board. Motion seconded by Mr. Hurt, and carried.

Dr. Spanton, the chairman, next called for a report on the recommendations of the Board of Student Officers, in connection with the following Proposed Amendments to the National FFA Constitution, which were submitted by the Texas Association of FFA for action by the delegates assembled in National Convention:

PROPOSED AMENDMENTS TO THE NATIONAL FFA CONSTITUTION

Amend Article XI, Section B, by striking out the first sentence, beginning with line one and ending on line six, and substitute the following: Each State Association is entitled to send a minimum of one delegate from its active membership to the National Convention, and the additional fifty delegates to attend the National Convention be allocated to State Associations determined by a formula based upon the proportionate active membership of each State to the total active membership of the National Association as of June 30th prior to the National Convention.

Amend Article V, Section C, paragraph 7, by striking out on the last line \$25.00 and substitute \$100.00.

Amend Article V, Section D, paragraph 6, by striking out on line five \$250.00 and substitute \$500.00.

Amend Article V, Section E, paragraph 3, by striking out on line six, \$500.00 and substitute \$1500.00.

Amend Article VI, Section A, by striking out the first sentence, beginning on line one and ending on line twelve, and substituting the following: A State Association may submit annually, the applications of all candidates for the American Farmer Degree who meet the minimum requirements as set up in Article V, Section E, paragraphs one through four as amended.

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The report of the Board of Student Officers on the above proposed amendments to the Constitution follows:

"The Board of Student Officers go on record as recommending that the proposed amendment to Article XI, Section B, be rejected in its entirety.

"The Board of Student Officers go on record as recommending that the proposed amendment to Article V, Section C, paragraph 7, be accepted -- with the following recommendation: 'That at the following national convention, the Constitution be amended to provide that not less than 50% of the \$100.00 be earned from the boy's supervised farming program.'

"The Board of Student Officers go on record as recommending that the proposed amendment to Article V, Section D, paragraph 6, be accepted.

"The Board of Student Officers go on record as recommending that the proposed amendment to Article V, Section E, paragraph 3, be accepted.

"The Board of Student Officers go on record as recommending that the proposed amendment to Article VI, Section A, be rejected."

It was moved by Mr. Humphrey, seconded by Mr. Hansucker and carried, that the recommendation of the Board of Student Officers, with reference to the proposed amendment to Article XI, Section B, be accepted -- namely, that the amendment be rejected.

(A discussion was held here on reasons why the Board of Student Officers rejected this amendment - the principal reason being that it would be so hard to work out a system whereby this amendment would be advantageous to a majority of the States. Based on the chart which had been worked out according to formula, Texas would gain 4 delegates; North Carolina would gain 2; Four States would gain 1; but 27 States would lose one delegate each. A question was raised as to whether or not the delegates should be furnished with copies of the chart on how membership would be affected by the adoption of this amendment.)

It was moved by Mr. Dalton, seconded by Dr. Tenney and carried, that the recommendation of the Board of Student Officers with respect to the proposed amendment to Article V, Section C, paragraph 7, be accepted -- namely, that the amendment be accepted, with limitations suggested by the Board of Student Officers.

It was moved by Mr. Dalton, seconded by Mr. Humphrey and carried, that the recommendation of the Board of Student Officers with respect to the proposed amendment to Article V, Section D, paragraph 6, be accepted -- namely, that the amendment be accepted.

It was moved by Mr. Hansucker, seconded by Mr. Naugher and carried, that the recommendation of the Board of Student Officers with respect to the proposed amendment to Article V, Section E, paragraph 3, be accepted -- namely, that the amendment be accepted.

It was moved by Mr. Watson, seconded by Mr. Humphrey and carried, that the recommendation of the Board of Student Officers, with respect to the proposed amendment to Article VI, Section A, be accepted -- namely, that the amendment be rejected.

October 12, 1952

The meeting was called to order at 9:00 a.m. by Dr. Spanton, Chairman, in Room 641 of the Hotel President, Kansas City, Missouri, all members of the Board being present.

Dr. D. J. Howard, National Treasurer, presented to the Board reports on the FFA and the FFA Foundation, as audited by Leach, Calkins & Scott, of Richmond, Virginia. He also gave a brief summary of the audit made by Stoy, Malone & Company, Washington, D. C., of the Future Farmers Supply Service, although these accounts are not kept by the National FFA Treasurer. The treasurer's report was duly recognized by the Board.

At this point, Mr. W. A. Cochel, Editor Emeritus of the Kansas City Star, and a long-time friend of the FFA, was welcomed. Mr. Cochel made a few remarks in which he expressed pride in the growth of the FFA and the hope that it will continue to expand and exert a wholesome influence on the farm youth in this country.

Dr. Tenney next presented the Proposed Budget for the Future Farmers Supply Service for the Fiscal Year July 1, 1952 through June 30, 1953, as submitted by the Manager of the Future Farmers Supply Service. This report follows:

Estimated Gross Sales	\$715,000.00
Inventory - July 1, 1952	\$ 50,000.00
Purchases (Estimated)	560,000.00
	<u>\$610,000.00</u>
Inventory - June 30, 1953 (Estimated)	<u>40,000.00</u>
Cost of Goods Sold	<u>570,000.00</u>
Gross Profit on Sales	\$145,000.00
Expenses (Estimated)	<u>101,000.00</u>
Net Profit (Estimated)	<u>\$ 44,000.00</u>

Mr. Hurt felt that in order for the Board to discharge its duties efficiently, it is necessary for the Board members to have before them the following report on the Future Farmers Supply Service:

1. Number of articles sold
2. Wholesale prices
3. Retail prices.

Dr. Tenney said this information could be furnished very easily and would be done at the next meeting.

Mr. Hurt thought that this information should be made available to the State Supervisors. Dr. Spanton, Dr. Tenney and Mr. Johnson felt that our wholesale prices should not be made public because of competitive bidding. Wholesalers might try to underbid, if prices were made known.

Mr. Humphrey stated that a lot of State Supervisors have been critical of the FFA Supply Service. He felt that if figures on the operation of the Supply Service were made available to the Supervisors, it might be advantageous in changing their opinions of this organization. Dr. Spanton stated that he agreed that when a person does not know the facts - he opposes!

Dr. Howard expressed his belief in the importance of interesting the proper persons in the FFA and its subsidiaries, and keeping them fully informed on its operation. He told of the interest of Governor Battle, of Virginia, in their State Association of FFA, and urged that every State attempt to persuade their Governors and similar persons to attend State FFA Conventions.

Dr. Spanton remarked that if there is enough criticism of the FFA Supply Service over the country, he would be the first person to say "Let's do away with the whole thing." Mr. Hurt felt that there is some concern among State Supervisors as to how large the Supply Service is going to become --- rather than the fact that they want to "do away" with the Supply Service.

Dr. Tenney stated that the service rendered by the Supply Service has been greatly improved; that it may be impossible to render better service, and that very few complaints are being received now.

Mr. Humphrey pointed out that when Missouri's grant from the FFA Supply Service was received, he wondered why, when prices had increased, this grant money was not kept and the prices of articles reduced to the FFA members -- but, after serving on the Board and having access to full information as to the methods of the organization's operation, this is understandable and any questions raised can be more easily answered.

Dr. Tenney expressed the belief that the Board members should not be fearful about entering into big transactions. It must be remembered that we have a big organization.

It was moved by Mr. Hurt, seconded by Mr. Humphrey and carried, that the report of the proposed budget of the FFA Supply Service, as submitted by the Manager, be accepted, subject to the approval of the Board of Student Officers -- and that a copy of the proposed budget be furnished to each member of the Board.

It was moved by Mr. Hurt, seconded by Mr. Dalton and carried, that a detailed report be made with respect to sales of all items offered by the FFA Supply Service, such report to be made available to the Board of Directors at their July meeting.

Mr. Hurt brought up the fact that there is some concern in the States about the FFA Manual being revised so frequently. There is some criticism on this; some people feel that the manual should not be changed soon again. Dr. Spanton pointed out that the amendments to the Constitution, just acted upon, will necessitate additional changes in the new manual. It was suggested that a loose-leaf type of manual might be prepared at some future date.

A discussion followed concerning the Proceedings of the FFA Conventions. Some concern was expressed over the size of the Proceedings. Mr. Dalton felt that too often the FFA members do not see copies of the Proceedings. Although one copy goes to each FFA chapter, very often the individuals do not see it. It was suggested that perhaps the States could mimeograph certain parts of the Proceedings and distribute them among FFA members.

Mr. Dalton asked if copies of the minutes, committee reports, the program of work, etc., could be sent out within a month or so after the convention. He brought out the fact that members are interested in the activities of the convention immediately following its close, but lose interest if they do not receive these reports until sometime later.

Mr. Naugher brought out the fact that in reviewing Gold Emblem Chapter reports, it is sometimes difficult to determine the proper person who should receive the Honorary American Farmer Degree, since the chapter reports in some cases are signed by two teachers. He cited as an example the report of the John Sevier Chapter, in Tennessee, which was signed by both Wayne Scott and Hassell Evans. A letter to Mr. Naugher from the Assistant State Supervisor, Mr. J. W. Brimm, was read, in which he recommended Mr. Hassell Evans for the Honorary American Farmer Degree, since Mr. Evans is the older teacher, with respect to seniority, and Mr. Scott works under his direction.

It was moved by Mr. Naugher, seconded by Mr. Hurt and carried, that the Honorary American Farmer Degree be conferred upon Mr. Hassell Evans, as advisor of the John Sevier Chapter, a Gold Emblem Chapter winner, instead of Mr. Wayne Scott.

The meeting adjourned at 12:00 noon.

The afternoon session was called to order by the chairman, Dr. Spanton, all members of the Board being present, as well as Donald Staheli, National President of the Future Farmers of America. Dr. Spanton called for a report by Don Staheli on the action taken by the Board of Student Officers on the recommendations made by the Board of Directors to the Board of Student Officers at their July meeting. His report follows:

"At a meeting of the Board of Student Officers held in the Hotel President on Saturday evening, October 11, 1952, the following action was taken:

1. It was moved by Gerald Reynolds, seconded and carried, that the Board of Student Officers accept the recommendation made by the Board of Directors that a Code of Ethics be set up by the Student Officers.
2. It was moved by Dallas High, seconded by Duane Drushella and carried, that the Board of Student Officers reject the recommendation of the Board of Directors that we limit the number of speakers at any National FFA Convention.
3. It was moved by Dallas High, seconded by Billy Howard and carried, that the Board of Student Officers reject the recommendation of the Board of Directors to provide demonstrations at the conventions to help local chapters and State Associations improve their programs.
4. It was moved by Charles Ocker, seconded by Dallas High and carried, that the Board of Student Officers approve the action of the Board of Directors that the number of chapters that may enter the National Chapter Contest be changed in such a manner that each State continue to be permitted to enter two chapters each, but that additional entries from each State be permitted, one entry for each 5,000 members, or major fraction thereof, over and above their first 5,000 membership.
5. It was moved by Duane Drushella, seconded by Billy Howard and carried, that the Board of Student Officers accept the recommendation of the Board of Directors that a continuing committee be appointed by the Board of Student Officers at the National Convention to make recommendations for each year's convention program.
6. It was moved by Dallas High, seconded by Billy Howard and carried, that the Board of Student Officers recommend that the Board of Student Officers have an active part in planning the national convention programs.
7. It was moved by Dallas High, seconded by Billy Howard and carried, that the Board of Student Officers adopt the Advertising Policy of The National FUTURE FARMER magazine with the following recommendation:

That under Item 6, the following be added:

h. Any type of political advertising. "

It was moved by Mr. Hurt, seconded by Mr. Dalton and carried, that the Board of Directors approve the action of the Board of Student Officers with reference to their having an active part in planning the national convention programs.

Mr. Barron, Editor of The National FUTURE FARMER Magazine, was present and gave a financial statement on the first issue of the magazine. The receipts from advertising on the first issue amounted to \$12,000.00; receipts from subscriptions (47,000) totaled \$11,000.00; making a total of \$23,000.00. Expenses amounted to \$26,000.00. This included salaries, travel expenses, supplies and equipment; resulting in a deficit of \$3,000.00 on the first issue. It must be remembered, however, that equipment on hand is valued at \$2,500.00. Mr. Barron expressed the belief that advertising will take care of future issues of the magazine. The magazines are being mailed directly to the homes of the FFA boys. Twenty-six States at present are handling the collection of subscriptions. This cooperation is greatly appreciated, and more than 80% of the subscriptions received to date have come from those 26 States.

Mr. Barron was asked about sources of material for the magazine. He replied that it is his intention to work through the State Departments of Education for recommendations as to persons who can write well and take good pictures. Many people seem to think that the editorial staff is appealing to local teachers for contributions. However, since it would be impossible to make mention of, or give recognition to, all the chapters in 20 years' time -- it has been deemed advisable to work through the State and National staffs, the National FFA Officers, etc.

Mr. William Prince, Advertising Manager of The National FUTURE FARMER, reported that for the most part, advertisers in the first issue of the magazine were donors to the FFA Foundation. From all indications, they are going to come in strongly--as long as we give them a type of magazine that boys will read. Many advertising departments of firms solicited were not familiar with the FFA organization. Of necessity, they look upon advertising from a "dollar and cents" basis -- and want to be reasonably sure of good returns on their investments. Mr. Prince concluded his report with the remark that the prospects look good for continued advertising in the magazine.

It was moved by Mr. Humphrey, seconded by Mr. Dalton and carried, that the Board go on record as expressing appreciation and thanks to Mr. Lano Barron and his staff on the success of the first issue of The National FUTURE FARMER.

The next matter brought to the attention of the Board was the question of whether or not Honorary American Farmer Degrees, voted to persons who had retired and were in ill health, should be granted in absentia. Specifically, reference was made to Mr. T. E. Browne, retired State Director of Vocational Education, Raleigh, North Carolina, who was granted the degree in 1951 but was unable to attend the 1951 FFA Convention - and Professor G. A. Schmidt, retired Head Agricultural Teacher Trainer in Colorado, who was awarded the degree in 1952. The Board of Student Officers went on record as recommending that the above named persons receive their degrees in absentia.

It was moved by Mr. Humphrey, seconded by Mr. Naugher and carried, that the recommendation of the Board of Student Officers, with regard to awarding the Honorary American Farmer Degree to Mr. T. E. Browne and Professor G. A. Schmidt in absentia, be accepted.

There being no further business to come before the Board, the meeting was adjourned.