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## Staying in Step with Students, Industry

**S**pring is upon us and, as agriculturists, we get to witness firsthand the many wonders of nature as plants break dormancy and animals give birth to the next generation.

Just as nature renews itself on a regular cycle, so, too, must FFA programs. The National Advisory Committee on Awards and Career Development Events meets twice annually and, through a long, well-documented process, reviews all the FFA award programs and career development events. The review ensures that each program is relevant to the field and reflects the mission and vision of the organization. Every five years, the committee issues a set of recommendations to the National FFA Board of Directors for action.

Bob Mitchell, who teaches agriculture at Ripley High School in Ripley, Okla., served on the committee representing teachers. "We're all creatures of habit and somewhat resistant to change," Mitchell says. "Our industry is changing, and the students we serve are changing. If we're going to meet their needs, we must change also."

Mitchell continues, "I've been teaching agriculture for 26 years, and I used to say that I was computer illiterate and proud of it. I've since learned that if I embrace change, it isn't that difficult and, in fact, can be enjoyable. The more I learn, the better I can serve my students."

Mitchell says the committee focused on how to best serve students, incorporate industry changes and make the process fair and equitable. "One area we discussed extensively was how to meet the needs of students

who are handicapped," Mitchell explains. "I think one thing most teachers aren't aware

of is the availability of special services. For example, a teacher discussed the need for one of his horticulture students to have a reader, so the student could complete the written exam in the given amount of

time. If you contact your state staff early, they can accommodate those needs so special needs students can participate."

Billy Sumrall who teaches agriculture in Taylorsville, Miss., also served on the advisory committee. "I found the process invigorating," Sumrall says. "We focused on making something that is already good even better. Because we had people representing a variety of perspectives and viewpoints, I feel our collective thoughts spurred better ideas and solutions."

This issue of *FFA Advisors Making a Difference* features several articles on the revision process and the changes that will be implemented in 2006 at the national level. More information will be provided to all FFA advisors on the 2005-06 edition of the *Local Program Resource Guide* CD, which will be delivered this summer.

**“**  
**In times of change, learners inherit the earth. The learned find themselves beautifully equipped for a world that no longer exists.**

Eric Hoffer

**”**



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focused

For the 20,000 people of Syngenta, farmland is not just another place to do business. It's the place we call home. You see, Syngenta is dedicated to innovative crop protection, seed solutions and sustainable agriculture around the world. And nothing else. In other words, we're passionately focused on seeing crops do well. Just like someone else we know.

[www.syngentacropprotection.com](http://www.syngentacropprotection.com)

The Syngenta logo consists of the word "syngenta" in a blue, lowercase, sans-serif font. A small green leaf icon is positioned above the letter 'n'.

# Making a Difference

FFA Advisors Making a Difference is published eight times a year to assist FFA advisors in making a positive difference in the lives of students.

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The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

## Important Contacts

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NAAE	1-800-509-0204
The Council	1-800-772-0939
FFA website	<a href="http://www.ffa.org">http://www.ffa.org</a>

## The FFA Mission

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

## The Agricultural Education Mission

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

Rocky Mountain Marketing Communications, Inc.  
Editorial Consultant  
Published by Larry D. Case, Coordinator, Agricultural and Rural Education, U.S. Department of Education  
This publication is available online at  
[\[www.ffa.org/media/html/med-pub-index-htm\]](http://www.ffa.org/media/html/med-pub-index-htm)

## Watch for the LPS Logo



The logo shows how this issue of FFA Advisors Making a Difference relates to Local Program Success, a national initiative to strengthen agricultural education programs. You'll see this icon on all FFA materials. The shaded apples show which areas the materials address.

# Perspectives

## The Value of a Fresh Perspective



By April White  
Agriculture Teacher, Paradise Valley High School, Phoenix, Arizona

**h**ave you ever taken a new route to work?

You may find a place you'd like to go back and visit while driving down that new route. It's the little things that we can change in our day that make a great new day or at least a fresh outlook. The same can be said about taking a new look at FFA programs.

About a year-and-a-half ago, I had the opportunity to be a part of the FFA revision process. A group of stakeholders gathered in Indianapolis to brainstorm and evaluate the status of many FFA programs. We were asked to think about what works and what could be improved. Although it's been a while since that trip, one of the things that stands out in my mind is the interest the committee had in making sure programs work at the local level. If it isn't working in our home chapters, we need to explore the reasons why.

## Thinking it Through

When presented with the opportunity to be a part of a revision process, study group or similar situation, I have found one of the hardest things to do is speak up! One of the key revision discussion areas was SAE. The question was asked, "Are SAEs still a viable part of agricultural education?" The discus-

sion blossomed into what we can do at the local and national level to keep that cornerstone of our program strong.

One of the benefits of a being part of a revision process is the self-evaluation that comes with it. I realized that I didn't give much class time to SAE and CDEs. I announced them, prepared for them and participated, but I had to ask myself, "Why don't I have more students participating and at a higher level?"

## Making Choices

FFA has so many opportunities from which to choose that it can become a double-edged sword. Do we try to do it all and do a mediocre job while killing ourselves? Or, do we seriously evaluate what is best for our program and do a few things very well?

I decided to select my "sacred cows" and eliminate those activities that were no longer relevant to my students. Now, I feel that my students take SAEs and CDEs more seriously because they see that I'm willing to invest more time in them in class. If you haven't recently evaluated your program and sacrificed a few sacred cows to make room for activities that are more relevant to your students, I encourage you to do so soon!



# FFA Program Revisions Coming in 2006

**h**ere is an overview of the FFA award program and career development event changes that will occur in 2006.

## Proficiency Awards Program

There will be no major changes to the proficiency award application. However, there is one new award area—agricultural education—and there are several items to note.

Proficiency application template users will be required to have Microsoft Excel 2000 (or greater). This is because Microsoft no longer supports previous versions of the software. The new application template will be available on the *Local Program Resource Guide* CD and can be downloaded from [www.ffa.org].

Another slight change to the application is the addition of the member identification number. This additional information will assist FFA in processing the applications. You will find the member number on your roster or on the student's *FFA New Horizons'* address label.

The Agricultural Education Proficiency Award, which will be added in 2006, is for students with SAEs related to education and extension, including, but not limited to: youth mentoring, agricultural education departmental assistants, PALS mentors and student coordinators, students developing and conducting informational materials and presentations for civic organizations and school-aged youth, and students who are involved in SAEs surrounding educating the public about the broad topics of agriculture, agricultural education and the FFA. The Agricultural Education Proficiency Award will be sponsored by the John F. Lincoln Foundation of Cleveland, Ohio.

## American FFA Degree

The big change in the American FFA Degree program isn't in the application.

Rather, it is a new deadline. Because the number of degree applications has been increasing, the FFA staff needs more time to accommodate processing them before the July board meeting during which they are reviewed. Thus, starting in 2006, American FFA Degree applications will be due June 15. This application will also require the member identification number.

## Agriscience Fair

There are several rule changes forthcoming for the Agriscience Fair. First, there will be no repeat competition in a division of a category. Members who compete in more than one year, must compete in a different category. Also, there will be several additional forms required that cover things like hazardous materials and other safety concerns. Lastly, all information will be due with the application to bring this program in alignment with others.

## Agriscience Student Recognition Program

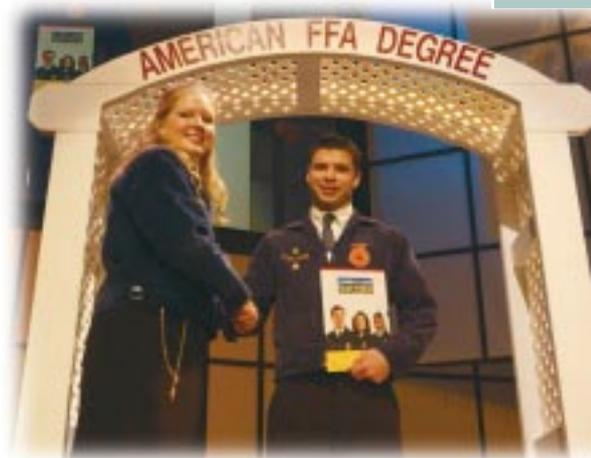
The scorecard for this program is being revised to balance the application score with the presentation score.

## H.O. Sargent Award Program

The H.O. Sargent Award application will be revised to focus more sharply on the program's guiding principles. Teachers who compete in the adult category will now be invited to make presentations along with the student finalists. To accommodate this change, the scorecard will be revised with equal points given to the application and the presentation.

## National Chapter Award Program

A new form – Form III – is being added to this application. The new form ensures chapters are in compliance with the Essentials of a Successful Chapter as presented in the *Official FFA Manual*. Form III will not be required for the Superior Chapter designation at the state level or for chapters competing for star recognition at the national level. However, Form



III will be required for Model of Innovation consideration.

## Career Development Event Programs

A series of small changes will appear in the career development events beginning in 2006. What follows is a brief overview.

### Agricultural Communications, Job Interview, Marketing Plan, Ag Issues and Prepared Public Speaking

- A penalty not to exceed 10% of total points possible will be assessed for written documents received after the postmarked deadline in each of these events. If the documents aren't received seven days after the postmark deadline, the team/individual may be subject to disqualification.

### Agricultural Communications

- Each graphic designer will complete exercises in graphic art, photo editing and photo caption writing and page layout in a computer application that will be shared with state staff annually.
- A fifth team member will be added to perform skills and activities related to web design.
- Scoring for the entire event will be based on a rank system
- Updated topic areas for proposal development will be as follows:
  - 2006 – local environmental issues
  - 2007 – FFA recruiting and educational activities
  - 2008 – safety issues
  - 2009 – FFA community involvement
  - 2010 – local environmental issues

## Agricultural Issues

- Chapters will not be allowed to use the same issue presentation and portfolio in subsequent years.
- Each chapter will be required to host and document five independent forums prior to their state-qualifying event to receive the maximum of 15 points. Forum presentations given after having won the state competition are encouraged, but will not count towards the portfolio score.
- Multiple organizations attending the same forum will count as one forum. If more than one forum is held on the same day, the starting time of each forum must be independently documented.
- Portfolio judges may take into consideration the quality and quantity of presentations made to audiences outside of the school. No points will be awarded for school presentations to teachers and students. In addition, no points shall be awarded for forums presented as any part of a local or state FFA competition.

## Agricultural Mechanics

- Each team will be required to supply a laptop computer and a printer. Specifications will be outlined in the updated event rules.

## Agricultural Sales

- All participants will compete in the same practicum, which will be announced during the team orientation meeting prior to the event start. The practicum is worth 50 points per individual for a maximum score of 200 points per team.

## Agronomy

- The team activity will focus annually on geographic regions of the United States on a rotational basis.
- Clarifying adjustments will be made to event operational procedures and activities will be aligned for improved event flow.

## Dairy Foods

- Several cheeses have been added to the cheese identification activity (refer to CD for more detailed information).
- The sediment section will be deleted from the event to better align with industry standards.

- Several items (dairy and non-dairy) will be added to the event (refer to CD for more detailed information).
- The problem-solving activity will reflect decisions about the quality and acceptability of milk; calculations of the value of milk and the components of milk; decisions about the nutritional value of milk and milk products; and decisions about the use of chemicals in cleaning and sanitizing operations.

## Environmental and Natural Resources

- The GPS practicum will be modified to reflect real-life situations and the use of GPS in industry.
- The team activity will address a scenario in one of the following topic areas: water, ecosystems, pollutant management, environmental analysis and management, and the impact of pollution including air, noise, runoff, urban sprawl and non-point source pollutions.

## Floriculture

- The plant and materials list will be modified to align with industry standards.

## Food Science and Technology

- The following items will be added to the possible product list for the Team Product Development section: ready-to-eat snack mixes, ready-to-eat dairy products, desserts, and convenience meals.

## Job Interview

- Business cards will be added to the equipment list.
- Scores from the preliminary round will be transferred to the scorecard for those who participate in the final round (cover letter – 100; résumé – 150; application – 50; and telephone – 150).

## Meats Evaluation and Technology

- Increase test to 25 questions worth 75 points.
- Quality grade of “standard average” is to be deleted from the event to align with industry standards.
- The reference list will be updated.
- The updated rules will specify where notepaper will be provided.
- The meats identification list will be changed to reflect current industry standards.

## Nursery/Landscape

- The plant and material list will be changed to align with current industry standards.

## Poultry

- Reasons classes can be either laying hens or broiler breeder classes.
- Participants will evaluate the exterior quality of 10 eggs instead of four cartons of eggs.
- Participants will evaluate 10 poultry meat products for quality instead of four poultry patties.
- Chicken “paws” will be added to the poultry parts identification class.
- Manual content related to poultry anatomy and physiology will no longer be on an every year rotation.



The National FFA Organization will host a training session for representatives from each state in April. These representatives will provide comprehensive training for all teachers in their respective states covering the upcoming revisions. In addition, all the revision information will be provided to teachers on the 2005–06 *Local Program Resource Guide* CD.

# Saying Thanks to Those Who Fund FFA Recognition Programs

One of the most important parts of keeping people involved in your local program is thanking them for their contributions of time, effort and funding. This rule also holds true on the state and national levels.

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

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

## Career Development Events

### Agricultural Communications

#### Successful Farming-Agriculture Online

Tom Davis, Publisher  
1716 Locust St.  
Des Moines, IA 50509-3025

#### National FFA Foundation, Inc.

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

### Agricultural Issues

#### Elanco Animal Health A Division of Eli Lilly and Company

Roy Riggs, Director  
US Cattle Business Unit  
2001 West Main St.  
P. O. Box 708  
Greenfield, IN 46140

### Agricultural Mechanics

#### Firestone Agricultural Tire Company/Bridgestone Firestone Trust Fund

Ralph Burchfield, President  
4600 NW 2nd Ave, Ste 100  
Des Moines, IA 50513

### Agricultural Sales

#### Monsanto Company

Julie Doane  
U.S. Lead, Customer Outreach  
800 North Lindbergh Blvd.,  
C3SE  
St. Louis, MO 63167

### Agronomy

#### Bayer CropScience

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

### Creed Speaking

#### CHS, Inc.

William J. Nelson  
President, CHS Foundation  
5500 Cenex Dr., P.O. Box 64047  
Inver Grove Heights, MN  
55164-0047

#### National FFA Foundation, Inc.

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

### Dairy Cattle Evaluation

#### Associated Milk Producers Inc.

Sheryl Doering Meshke  
Communications Director  
315 N Broadway, P.O. Box 455  
New Ulm, MN 56073

#### WestfaliaSurge Inc.

Robert A. Kolb, VP, Global  
Marketing Communications  
1880 Country Farm Dr.  
Naperville, IL 60563

#### National FFA Foundation, Inc.

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

### Dairy Foods

#### Dairy Farmers of America

Donald H. Schriver  
Executive Vice President  
10220 N Executive Hills Blvd.  
P.O. Box 909700  
Kansas City, MO 64153

### Environmental and Natural Resources

#### Tyson Foods Inc.

Ed Nicholson  
Director of Media and  
Community Relations  
2210 W. Oaklawn Dr.  
Box 2020  
Springdale, AR 72765-2020

#### USDA-Natural Resources Conservation Service

Sarah Braasch  
Regional Assistant Chief  
Room 6116 South Bldg.  
14th and Independence Ave.  
Washington, DC 20250

### Extemporaneous Public Speaking

#### American Farm Bureau Federation

Dan Durheim  
Director-Special Programs  
600 Maryland Ave. SW  
Suite 800  
Washington, DC 20024

### Farm Business Management

#### John Deere

Cheryl A. Salley, Manager,  
Community Relations and  
Special Programs  
Heart of America Building  
2nd Floor, 1515 River Dr.  
Moline, IL 61265

### Floriculture

#### Ag Workers Mutual Auto Insurance

Mr. Marcus Hill, President  
P.O. Box 88  
Ft. Worth, TX 76101

#### American Floral Endowment

Steve Martinez  
Executive Vice President  
11 Glen-Ed Professional Park  
Glen Carbon, IL 62034

#### Ball Horticultural Company

Mike Williams  
Director of Human Resources  
622 Town Rd.  
West Chicago, IL 60185

#### National FFA Foundation, Inc.

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

## Food Science and Technology

### **Boehringer Ingelheim**

Matt C. Musselman  
National Sales Manager,  
Medicated Feed  
1620 North Woodbine  
St. Joseph, MO 64506-3662

### **CHS, Inc.**

William J. Nelson  
President, CHS Foundation  
5500 Cenex Dr., P.O. Box 64047  
Inver Grove Heights, MN  
55164-0047

### **The Coca-Cola Company**

Joseph P. Burke, Vice President-  
Retail Industry Affairs  
P.O. Box 1734  
One Coca-Cola Plaza NW  
Atlanta, GA 30501

## Forestry

### **BASF**

Stephen P. Briggs  
Director, Specialty Products  
26 Davis Dr., P.O. Box 13528  
Research Triangle Park, NC  
27709-3528

### **International Paper, Inc.**

Sharon G. Haines  
Manager, Sustainable Forestry  
1201 W. Lathrop Ave.  
P.O. Box 1391  
Savannah, GA 31402

### **National FFA Foundation, Inc.**

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

## Horse Evaluation

### **Dodge Trucks**

Fred M. Diaz, Jr., Director,  
Dodge Communicaitons  
CIMS 485-05-11  
1000 Chrysler Dr.  
Auburn Hills, MI 48326

### **Evergreen Mills, Inc.**

Art Dean, President  
314 S Broadway Ave., Ste. 202  
Ada, OK 74820

### **KENT Feeds Inc.**

Gerald F. Johnson  
Vice President- Marketing Reso  
1600 Oregon St.  
Muscatine, IA 52761

## Job Interview

### **Tractor Supply Company**

Joe Fell, Vice President,  
Division Merchandising  
Manager  
520 Plus Park Blvd.  
Nashville, TN 37217

## Livestock Evaluation

### **Merial**

Bob Van Schoick  
Senior Director, Sales  
Large Animal Products  
3259 Satellite Blvd.  
Duluth, GA 30096

### **Performance Awards Center (PAC)**

Vince Palasota, Vice President,  
Business Development  
1701 Vantage Dr., Ste. 100  
Carrollton, TX 75006

### **National FFA Foundation, Inc.**

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

## Marketing Plan

### **DeBruce Grain**

Paul DeBruce  
Chief Executive Officer  
4100 N. Mulberry Dr.  
Kansas City, MO 64116

### **DTN**

Robert D. Gordon  
President & CEO  
11400 Rupp Dr.  
Minneapolis, MN 55337

### **DuPont Company**

James C. Collins, Jr.  
Vice President/General  
Manager, DuPont  
Crop Protection  
P.O. Box 80705  
Chestnut Run 705/1511  
Wilmington, DE 19880-0705

### **USDA-Rural Development**

Gilbert Gonzales  
Acting Under Secretary  
1400 Independence Ave. SW,  
Stop 0705  
Washington, DC 20505

## Meats Evaluation and Technology

### **Cargill Meat Solutions**

Suzanne McCarty  
Director, Community Relations  
Cargill, Inc.  
P.O. Box 5650  
Minneapolis, MN 55440-5650

### **Hormel Foods Corporation/Jennie-O Turkey Store**

Mark Conner, Information  
Specialist-Livestock  
Procurement Director  
1 Hormel Place  
Austin, MN 55912-3680

### **Oscar Mayer Foods**

Harold F. Mayer  
Vice President-Operations  
910 Mayer Ave., P.O. Box 7188  
Madison, WI 53707

### **Premium Standard Farms**

John Meyer  
Chief Executive Officer  
425 West 8th St., Ste. 200  
Kansas City, MO 64105

### **Tyson Foods Inc.**

Ed Nicholson, Director of Media  
and Community Relations  
2210 W. Oaklawn Dr., Box 2020  
Springdale, AR 72765-2020

## Nursery/Landscape

### **Arvesta Corporation**

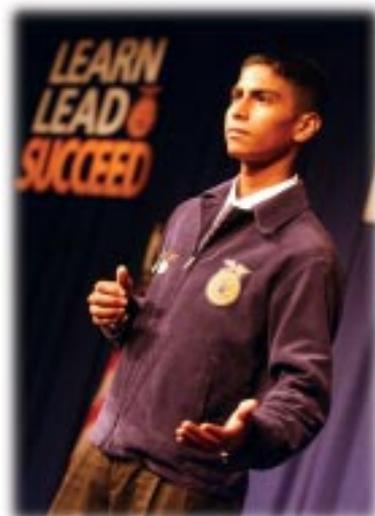
Elin Miller, President & CEO  
100 First St., Ste. 1700  
San Francisco, CA 94105

### **FMC Corporation**

Dr. Edward T. Cherry, Oversight  
Director Govt. Regulations  
and Agribusiness Affairs  
1667 K St., NW Ste. 460  
Washington, DC 20006

### **Kubota Tractor Corporation**

Greg Embury, Vice President,  
Sales & Marketing  
3401 Del Amo Blvd.  
P.O. Box 2992  
Torrance, CA 90509-2992



### **STIHL, Inc.**

Roger Phelps, Promotional  
Communications Manager  
536 Viking Dr.  
Virginia Beach, VA 23452

## Parliamentary Procedure

### **Syngenta**

Sarah Hull, Vice President,  
Corporate Communications  
& Public Affairs  
Syngenta America Inc.  
1399 New York Ave.  
N.W. Ste. 750  
Washington, DC 20005

## Poultry Evaluation

### **Bayar Animal Health**

Mitch Johnson  
Product Manager  
P.O. Box 390  
Shawnee Mission, KS 66201

### **Tyson Foods Inc.**

Ed Nicholson, Director of Media  
and Community Relations  
2210 W. Oaklawn Dr., Box 2020  
Springdale, AR 72765-2020

### **US Poultry and Egg Association**

Larry Brown, Vice President,  
Educational Programs  
1530 Cooledge Rd.  
Tucker, GA 30084

## Prepared Public Speaking

### **Arvesta Corporation**

Elin Miller, President & CEO  
100 First St., Ste. 1700  
San Francisco, CA 94105

### **New Dominion Management**

David Gelman, President  
P.O. Box 2567  
Shawnee Mission, KS 66201

# Proficiency Awards

## Agricultural Communications Entrepreneurship/Placement

### **Farm Progress Companies Inc.**

Mr. Jeff Lapin, President  
191 S Gary Ave.  
Carol Stream, IL 60188-2095

### **United States Auto Club**

Mr. Stephen Farmer, National  
Director Sales/Marketing  
4910 W. 16th St.  
Speedway, IN 46224



## Agricultural Mechanics Design and Fabrication - Entrepreneurship/Placement

### **Carry-on Trailer Corporation**

Mr. J. Pearson, President &  
Chief Executive Officer  
101 Joe Harvey St., P.O. Box 542  
Lavonia, GA 30553

### **Dodge Trucks**

Mr. Fred M. Diaz Jr., Director,  
Dodge Communications  
CIMS 485-05-11  
1000 Chrysler Dr.  
Auburn Hills, MI 48326

## Agricultural Mechanics Energy Systems - Entrepreneurship/Placement

### **New Holland**

Mr. Dennis M. Hann, Regional  
Sales Director, CNH America  
500 Diller Ave., P.O. Box 1895  
New Holland, PA 17557-0905

## Agricultural Mechanics Repair and Maintenance - Entrepreneurship

### **CARQUEST Corporation, CARQUEST Filters/ CARQUEST Gaskets**

Mr. Matt Davis, Corporate  
Communications Manager  
4721 Hargrove Rd.  
Raleigh, NC 27616

## Agricultural Mechanics Repair and Maintenance - Placement

### **Cummins Inc.**

Mr. John C. Kestler  
Director, Special Events  
500 Jackson St., M/C 60104  
Columbus, IN 47201

## Agricultural Processing - Entrepreneurship/Placement

### **Archer Daniels Midland Company**

Mr. Brian Peterson  
Senior Vice President,  
Corporate Affairs  
4666 Faries Pkwy., P.O. Box 1470  
Decatur, IL 62526

### **CHS, Inc.**

Mr. William J. Nelson  
President, CHS Foundation  
5500 Cenex Dr., P.O. Box 64047  
Inver Grove Heights, MN  
55164-0047

### **Ralcorp Holdings Inc.**

Mr. Jack P. Owczarczak, Vice  
President & Director of  
Human Resources  
P.O. Box 618  
St. Louis, MO 63188-0618

## Agricultural Sales - Entrepreneurship

### **Chevrolet**

Kim Kosak, General Director,  
Chevrolet Advertising and  
Sales Promotion  
100 Renaissance Center  
P.O. Box 100  
Detroit, MI 48265

### **GMAC**

Mr. Tom Mays  
Marketing Manager -  
Chevrolet Division  
100 Renaissance Center  
Mail Code 482-A29-C46  
Detroit, MI 48265-1000

## Agricultural Sales - Placement

### **The Goodyear Tire and Rubber Company**

Ms. Faith Stewart, Director  
Community Initiatives/  
Community Service  
1144 E. Market Street  
Akron, OH 44316-0001

### **Tractor Supply Company**

Mr. Gerald Brase  
Senior Vice President  
Merchandising & Logistics  
200 Powell Place  
Brentwood, TN 37027

### **Vigortone Ag Products**

Harry Gettelman  
Business Unit Manager  
1510 Boyson Rd.  
Hiawatha, IA 52233

## Agricultural Services - Entrepreneurship/Placement

### **Chevrolet**

Kim Kosak, General Director,  
Chevrolet Advertising and  
Sales Promotion  
100 Renaissance Center  
P.O. Box 100  
Detroit, MI 48265

### **GMAC**

Mr. Tom Mays  
Marketing Manager -  
Chevrolet Division  
100 Renaissance Center  
Mail Code 482-A29-C46  
Detroit, MI 48265-1000

### **New Holland**

Mr. Dennis M. Hann  
Regional Sales Director,  
CNH America  
500 Diller Ave., P.O. Box 1895  
New Holland, PA 17557-0905

## Agri-Entrepreneurship Award

### **USDA Rural Development**

Mr. Gilbert Gonzales, Acting  
Undersecretary for Rural  
Development  
Mail Stop 0107  
1400 Independence Ave SW  
Washington, DC 20250-0107

## Aquaculture - Entrepreneurship/Placement

### **Land O'Lakes**

### **Feeds/Purina Mills**

Brad Schu  
Director, Lifestyle Group  
555 Merryville University  
Drive, Suite 500  
St. Louis, MO 63141-5805

### **National FFA Foundation, Inc.**

Mr. Doug Loudenslager  
Chief Operating Officer  
P.O. Box 68960  
Indianapolis, IN 46268-0960

## Beef Production - Entrepreneurship

### **Nasco Division-Nasco International Inc.**

Mr. W. Phil Niemeyer  
President  
901 Janesville Ave.  
Fort Atkinson, WI 53538

### **Midwest Precision Molasses Supplements**

John Rakestraw, CEO  
3810 N. 10th St.  
Gering, NE 69341

## Beef Production - Placement

### **ContiBeef LLC**

Mr. Mike Thoren, President  
and CEO  
5408 Idylwild Trl.  
Boulder, CO 80301



### **Diversified Agricultural Production – Entrepreneurship/Placement**

**Delta Consolidated**  
Ernie Lauber  
Director of Marketing  
11011 McCormick Rd.,  
Suite 150  
Hunt Valley, MD  
21501

### **Fort Dodge Animal Health**

Ms. Andrea Zarda, Associate  
Marketing/ Sales Support  
Analyst  
9401 Indian Creek Pkwy.  
P.O. Box 25945  
Overland Park, KS 66225-5945

### **Pfizer Animal Health**

Mr. Robert DiMarzo  
Area President – US  
Operations  
150 E. 42nd St.  
New York, NY 10017

### **Texas Cattle Feeders Association**

Mr. Richard McDonald, President  
& Chief Executive Officer  
5501 W I-40 West  
Amarillo, TX 79106-4699

### **Dairy Production - Entrepreneurship**

**DeLaval Inc.**  
Mr. Walt F. Maharay  
Executive Vice President  
11100 N Congress Ave.  
Kansas City, MO 64153

### **Pfizer Animal Health**

Mr. Robert DiMarzo, Area  
President – US Operations  
150 E. 42nd St.  
New York, NY 10017

### **Dairy Production - Placement**

**Monsanto**  
Ms. Julie Doane  
U.S. Lead, Customer Outreach  
800 N Lindbergh Blvd, C3SE  
St. Louis, MO 63167

### **Georgia Boot Inc.**

Ms. Karyn H. Hudson-Brown  
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235 Noah Dr.  
Franklin, TN 37064

### **National FFA Foundation, Inc.**

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Indianapolis, IN 46268-0960

### **Diversified Crop Production - Entrepreneurship**

**CHS, Inc.**  
Mr. William J. Nelson  
President, CHS Foundation  
5500 Cenex Drive  
P.O. Box 64047  
Inver Grove Heights, MN  
55164-0047

### **Diversified Crop Production - Placement**

**American Farm Bureau Insurance Services Inc.**  
Mr. Roger Swartz, Vice  
President and General  
Manager  
1501 E. Woodfield Road  
Suite 300 W  
Schaumburg, IL 60173-5422

### **National Crop Insurance Services**

Dr. Laurance M. Crane, Ph.D.  
Director, Education and  
Training  
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Suite 600  
Overland Park, KS 66210

### **Rain and Hail LLC**

Mr. Scott Arnold  
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Johnston, IA 50131-2983

### **Diversified Horticulture - Entrepreneurship**

**Farnland Insurance Nationwide Agribusiness**  
Mr. Bob Graham, Director,  
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1100 Locust Street, Dept 3000  
Des Moines, IA 50391

### **Nationwide Foundation**

Ms. Karen Blickley, Community  
Services Manager  
One Nationwide Plaza  
Columbus, OH 43215-2220

### **Diversified Horticulture - Placement**

**Bayer Environmental Science**  
Mr. Dan Carrothers, Vice  
President, Chipco  
Professional Products USA  
95 Chestnut Ridge Road  
Montvale, NJ 07645

### **Nufarm**

Ms. Amy Yoder  
VP, Sales & Marketing  
1333 Burr Ridge Pkwy.  
Burr Ridge, IL 60527

### **Diversified Livestock Production - Entrepreneurship**

**ContiBeef LLC**  
Mr. Mike Thoren, President  
and Chief Executive Officer  
5408 Idylwild Trl.  
Boulder, CO 80501

### **Tractor Supply Company**

Mr. Gerald Brase  
Senior Vice President  
Merchandising & Logistics  
200 Powell Place  
Brentwood, TN 37027

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### **Diversified Livestock Production - Placement**

**Agri Beef Company**  
Mr. Robert Rebholtz, President  
and Chief Executive Officer  
P.O. Box 6640  
Boise, ID 83702

### **Premium Standard Farms**

Mr. John Meyer, Chief  
Executive Officer  
425 W. 8th St., Suite 200  
Kansas City, MO 64105

### **Zareba Systems**

Mr. Gary Grabowski, President  
and Chief Executive Officer  
13705 26th Ave. N.  
Minneapolis, MN 55441

### **Emerging Agricultural Technology - Entrepreneurship/Placement**

**ISK Biosciences Corporation**  
Dr. Gary L. Eilrich, Vice  
President Regulatory Affairs  
7470 Auburn Rd., Suite A  
Painesville, OH 44077

### **Micro Flo Company**

Mr. Kevin M. Howard  
Vice President  
530 Oak Court Dr., Suite 100  
P.O. Box 772099  
Memphis, TN 38117

### **Trimble Navigation Limited**

Jim Veneziano, Director,  
Agriculture Business Area  
7405 Church Ranch Blvd.,  
Suite 100  
Westminster, CO 80021

### **Environmental Science & Natural Resources Management - Entrepreneurship/Placement**

**National FFA Foundation, Inc.**  
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Indianapolis, IN 46268-0960

### **Equine Science - Entrepreneurship**

**Durango Boot**  
Ms. Catherine Garnett  
Advertising Manager-Durango  
235 Noah Dr.  
Franklin, TN 37064

### **Land O' Lakes Feed/ Purina Mills**

Frank Moore, Director,  
Horse Business group  
1401 Hanley Rd., P.O. Box 66812  
St. Louis, MO 63144

### **Red Brand Non-Climb Horse Fence-Made by Keystone Steel & Wire Company**

Mr. Doug Stitt  
Director of Marketing  
7000 SW Adams St.  
Peoria, IL 61641-0002

### **Equine Science - Placement**

#### **Tractor Supply Company**

Mr. Gerald Brase  
Senior Vice President  
Merchandising  
200 Powell Place  
Brentwood, TN 37027

### **Fiber And/Or Oil Crop Production – Entrepreneurship/Placement**

#### **Helena Chemical**

Mr. Charles Adams  
Chief Operating Officer  
225 Schilling Blvd. Suite 300  
Collierville, TN 38017

#### **Syngenta Seeds Inc.**

Mr. Jerry Brown  
Director, Human Resources  
7500 Olson Memorial Hwy.  
Golden Valley, MN 55427

#### **United Soybean Board**

Ms. Regina Cleary, Program  
Manager, Osborn & Barr  
Communications  
1 North Brentwood Ave.,  
8th Floor  
St. Louis, MO 63105

### **Floriculture – Entrepreneurship/Placement**

#### **Home Depot Inc.**

Mr. Doug Zacker, Community  
Relations Supervisor  
2455 Paces Ferry Rd NW  
Atlanta, GA 30339

### **Food Science & Technology– Entrepreneurship/Placement**

#### **CHS Foundation**

Mr. William J. Nelson, President  
P.O. Box 64047, 5500 Cenex Dr.  
Inver Grove Heights, MN  
55164-0047

#### **Seneca Foods Corporation**

Mr. Paul Palmby, Senior Vice  
President of Operations  
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#### **National FFA Foundation, Inc.**

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### **Forage Production – Entrepreneurship/Placement**

#### **Gehl Company**

Mr. Terry LeFever, Manager,  
Shows & Special Events  
143 Water St, P.O. Box 179  
West Bend, WI 53095-0179

#### **Unity Seeds**

Ms. Cathy Standish, President  
107 Fallon St.  
Kentland, IN 47951

#### **National FFA Foundation, Inc.**

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### **Forest Management and Products - Entrepreneurship/Placement**

#### **Dodge Trucks**

Mr. Fred M. Diaz Jr., Director,  
Dodge Communications  
CIMS 485-05-11  
1000 Chrysler Dr.  
Auburn Hills, MI 48326

#### **Timberjack, a John Deere Company**

Ms. Cheryl A. Salley, Manager,  
Community Relations and  
Special Programs  
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Moline, IL 61265

#### **Nufarm**

Ms. Amy Yoder, VP, Sales &  
Marketing, Turf & Specialty  
1335 Burr Ridge Pkwy.,  
Suite 125A  
Burr Ridge, IL 60527

### **Fruit Production - Entrepreneurship/Placement**

#### **DuPont Company**

James C. Collins, Jr., Vice  
President/General Manager  
DuPont Crop Protection  
Chestnut Run Plaza 705/1511  
P.O. Box 80705  
Wilmington, DE 19880-0705

### **Grain Production - Entrepreneurship**

#### **Pioneer Hi-Bred International Inc.**

Mr. Steve Schaaf, Manager,  
Community Investments  
9550 White Oak Lane, Ste. 100  
P.O. Box 1014  
Johnston, IA 50131

### **Grain Production - Placement**

#### **Pioneer Hi-Bred International Inc.**

Mr. Steve Schaaf, Manager,  
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9550 White Oak Lane, Ste. 100  
P.O. Box 1014  
Johnston, IA 50131

### **H.O. Sargent Award**

#### **Monsanto**

Ms. Julie Doane  
U.S. Lead, Customer Outreach  
800 N Lindbergh Blvd, C3SE  
St. Louis, MO 63167

### **Home and/or Community Development - Entrepreneurship/Placement**

#### **Carhartt Inc.**

Ms. Sanja Zarubica, Sponsorships  
& Promotions Supervisor  
5750 Mercury Drive, P.O. Box 600  
Dearborn, MI 48126



### **Landscape Management – Entrepreneurship/Placement**

#### **Bayer Environmental Science**

Mr. Dan Carrothers  
Vice President, Chipco  
Professional Products USA  
95 Chestnut Ridge Road  
Montvale, NJ 07645

### **Nursery Operations – Entrepreneurship/ Placement**

#### **Dodge Trucks**

Mr. Fred M. Diaz Jr., Director,  
Dodge Communications  
CIMS 485-05-11  
1000 Chrysler Dr.  
Auburn Hills, MI 48326

#### **Landmark Nurseries**

Jim Prewett  
1100 E. Sandy Lake Rd.  
Coppell, TX 75019

### **Outdoor Recreation - Entrepreneurship/Placement**

#### **Chevrolet**

Kim Kosak, General Director,  
Chevrolet Advertising & Sales  
100 Renaissance Center  
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#### **Justin Brands Inc.**

Ms. Lisa Lankes  
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Communications  
610 W Daggett  
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## **Poultry Production Proficiency**

### **Chore-Time Equipment Division of CTB Incorporated**

Mr. Rick Van Puffelen  
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Milford, IN 46542-2000

### **Wayne Farms LLC**

Mr. Elton H. Maddox, President & Chief Executive Officer  
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## **Sheep Production – Entrepreneurship/Placement**

### **LA-CO Markal**

Mr. Thomas W. Rynberg  
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Elk Grove, IL 60007

### **National FFA Foundation, Inc.**

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Indianapolis, IN 46268-0960

## **Small Animal Care & Management - Entrepreneurship**

### **Iams**

Mr. Kevin McAleer, Director,  
Direct Buying Accounts  
7250 Poe Ave.  
Dayton, OH 45414

## **Small Animal Production and Management - Placement**

### **Merial**

Mr. Michael Eade  
Executive Director - Sales  
3259 Satellite Blvd.  
Duluth, GA 30096

## **Specialty Animal Production Entrepreneurship/Placement**

### **Land O'Lakes Feed/Purina Mills**

Mr. Brad Schu, Director,  
Lifestyle Group  
555 Merryville University Dr.,  
Suite 500  
St. Louis, MO 65141

## **Specialty Crop Production – Entrepreneurship/Placement**

### **BASF**

Mr. Roy Lee Carter, Business  
Manager, US Seed Dressings  
26 Davis Dr., P.O. Box 13528  
Research Triangle Park, NC  
27709-3528

### **Cerexagri**

Mr. Peter T. Bromley, President  
& Chief Executive Officer  
650 Freedom Business Ctr.,  
Suite 402  
King of Prussia, PA 19406

## **Stars Recognition**

### **DuPont Company**

Mr. James C. Collins, Jr.  
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Manager - Dupont Crop  
Protection  
Chestnut Run Plaza 705/1S11  
P.O. Box 80705  
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## **Pfizer Animal Health**

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## **USDA Farm Service Agency**

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3086 South Building  
Washington, DC 20250

## **Swine Production - Entrepreneurship**

### **Pfizer Animal Health**

Mr. Robert DiMarzo, Area  
President - US Operations  
150 E. 42nd St.  
New York, NY 10017

## **Swine Production - Placement**

### **Akey Inc.**

Dr. Dwight Armstrong, Ph.D.,  
President & CEO of North  
American Nutrition  
Companies representing the  
brands of Akey, SCA, Sunglo  
and Vigortone  
6531 St. Rt. 503, CS 5002  
Lewisburg, OH 45358

## **Phibro Animal Health**

Mr. Randy Maclin  
Vice President, North America  
710 Route 46 East, Suite 401  
Fairfield, NJ 07004

## **Turf Grass Management - Entrepreneurship**

### **John Deere**

Ms. Cheryl A. Salley, Manager,  
Community Relations and  
Special Programs  
Heart of America Bldg.  
1515 River Drive 2nd Floor  
Moline, IL 61265

## **Turf Grass Management - Placement**

### **Bayer Environmental Science**

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Vice President, Chipco  
Professional Products USA  
95 Chestnut Ridge Road  
Montvale, NJ 07645

## **Vegetable Production – Entrepreneurship/Placement**

### **Briggs and Stratton Corporation Foundation Inc.**

Mr. John S. Shiely, President  
& Chief Executive Officer  
P.O. Box 702  
Milwaukee, WI 53201-0702

## **Wildlife Production And Management - Entrepreneurship**

### **Bass Pro Shops Inc.**

Mr. Martin G. MacDonald  
Director of Corporate Public  
Relations  
2500 E Kearney  
Springfield, MO 65898

### **Land O'Lakes Feed/Purina Mills**

Mr. Brad Schu, Director,  
Lifestyle Group  
555 Merryville University Dr.,  
Suite 500  
St. Louis, MO 65141

## **Wildlife Production And Management - Placement**

### **Rocky Mountain Elk Foundation**

Mr. Tom Toman, Conservation  
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Missoula, MT 59807-8249

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# Local Program Success

## FFA Program Revisions and You



By Michael Honeycutt  
Education Specialist,  
National FFA Organization

**i**n the summer of 2003, the National FFA Organization began the arduous task of revising its award and recognition programs.

The revisions made during this standard, five-year cycle will be unveiled throughout the upcoming summer and will appear in program literature, starting with the *2005-06 Local Program Resource Guide*. The revisions will be effective for the 2006 National FFA Convention and will remain in place until 2011.

### The Revision Cycle

If we are to prepare students for the current or future state of agriculture, revisions are necessary so that the skill and knowledge we provide is not outdated. However, we understand that making changes to these programs every year would make it difficult for teachers and members to properly prepare for participation. Also, it takes many hours of intensive study and consultants from all segments of agricultural education to complete the task properly. A five-year cycle is reasonable for FFA constituents and manageable for the organization.

At the beginning of the process, a cadre of experts comprised of teacher educators, teachers, state staff

and business/industry representatives representing all regions is identified. Three revision subcommittees are formed in the areas of SAE-based awards, career development events (CDE) and chapter/individual awards.

Individuals are selected based on each person's involvement and participation in the area to which they are assigned. National FFA staff members capture all the suggestions for revision. Once the subcommittees form solid recommendations, they are presented to the National FFA CDE and Awards Advisory Board. This body considers each item and forms recommendations for approval or denial by the National FFA Board of Directors.

### Communicating the Changes

Spring 2005 brings the challenge of training teachers across the nation on the revisions you will see beginning with the 2005-06 school year. Each state will receive training from its state staff or a designated teacher who has been trained through National FFA on the revision issues.

I know many of you are curious about what types of revisions to expect. To give one example, in the Agricultural Communications CDE, a section has been added to address website development. This is an excellent example of a revision to make sure the competitive event reflects the training needed for the career area.

Take a moment and think where the National FFA Organization would be if we had not been progressive in revising these programs over the past 20 years. Keeping our programs on the leading edge of training and knowledge in today's agricultural industry is a complicated, yet very important, task for program survival.

I challenge you to start your own revision process locally. Work with your school administrator, advisory council, parents and FFA members to ask the tough questions. Are the courses offered in your program representative of the agriculture in your community? Is the technology and equipment in your facilities comparable with the current technology available and used by the industry? Does your chapter program of activities meet the needs and interests of your school's current student population? Are the FFA programs and awards offered reflective of what your members need as well as what is being taught in the classroom and laboratory? A planned and timely revision process at the local level can give a program a fresh look and ensure that you are always meeting the needs of your students and community.



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#### Local Program Success

is a national initiative designed to enhance the quality and success of local agricultural education programs. LPS uses the total program concept of Instruction, SAE and FFA and four strategies (Program Planning, Marketing, Partnerships and Professional Growth) to assist local teachers in facilitating successful local programs that meet the needs of students and the communities they serve.

# Think Globally, Act Locally

**a**griculture teachers pride themselves on providing leadership in their classrooms and communities. Many teachers reach beyond those boundaries. A number are active in the National Guard and the various military reserves. This is a story of how an agriculture teacher from Thrasher, Miss., has shared his skills with the Iraqi people and how his fellow teachers reciprocated his gift of service.



1st Lt. Chip Cole, a former FFA member from Cleveland, Miss., recruited Rinehart to join the agriculture improvement program in Iraq. Here, Rinehart (left) and Cole, meet with the Iraqi Minister of Agriculture (next to Rinehart) and the Iraqi Deputy Minister of Agriculture (next to Cole). Rinehart and Cole both recently received the Bronze Star for their work in Iraq.

Barry Rinehart, who has taught agriculture for 27 years in Mississippi, is a staff sergeant with the Army National Guard. Rinehart's unit, the 1<sup>st</sup> Cavalry Division ROC out of Tupelo, Miss., was called to duty in Iraq in January 2004. After a short stint in Baghdad, Rinehart was assigned to work with the Iraqi Minister of Agriculture to assist in rebuilding the agricultural areas of the country.

## Reaching Out, Helping Others

As part of the Al Rashid District Animal Health Project, Staff Sgt. Rinehart worked with local veterinarians to deworm and

vaccinate more than 50,000 animals. The animals were carrying a heavy load of internal parasites, which was impacting their productivity. In addition, the borders were open and lots of animals were coming into the area with a variety of pathogens. Lastly, there was an abundance of veterinarians without jobs. Add it all up, and Rinehart and his colleagues developed the plan to combat parasites and disease, employ some of the local veterinarians and give Iraqi agriculture and the families depending on it a boost.

"If you can help the people with their animals, that's a big portion of their lives," Rinehart says. "They may have one cow or they may have four or five, but they can't afford to lose one, so this improves their home life and the future for their children."

Rinehart comments with a chuckle, "The National Guard has spent 20 years teaching me to be a better soldier. Then, when I was called to active duty, I spent my time teaching agriculture."

## Simple Measures, Big Differences

Beyond the animal health project, Rinehart and his team also helped start an irrigation improvement project and launched a number of other ideas to improve Iraqi agriculture. For example, Rinehart says providing certified seed would make a big difference.

"Their seed is so inbred that it doesn't germinate well," Rinehart says. "The seeds that do germinate produce very low yields. We started a program to supply them with some certified seed to introduce a wider gene pool of corn, barley and wheat."

The shallow gene pool that is crippling crop production also affects their livestock. Rinehart and his colleagues also started a program to import bull semen and artificially inseminate the cows as an inexpensive way to improve milk and meat production.

These projects, along with implementing herbicide and insecticide programs and renovating a local meat processing facility, are all ideas that will improve Iraqi agriculture and food production. Rinehart and his colleagues expect their efforts will improve the economy and the quality of life for the Iraqi people.

## On the Home Front

Shortly before Rinehart left for Iraq, he received a promise of help on the home front from Bill McGrew, Mississippi agricultural education state supervisor. "I told Barry I would help Annette, his wife, keep things up at home doing maintenance and whatever needed to be done while he was gone," McGrew says.

McGrew called Annette Rinehart and asked what they could do to help. It turned out Mrs. Rinehart had been spending a lot of her time chasing cows because their bull had damaged the fence. "Building a new fence was what the farm needed most, but was something I didn't feel I could do," she says.

McGrew and a crew of 18 teachers, their spouses and sons, arrived at the Rinehart farm early one Saturday morning. By nightfall, they had completed more than one-half mile of new fence. Ray Nash, president of the Mississippi Association of Vocational Agriculture Teachers, was asked why they put forth such an effort. He replied, "As agriculture teachers, we are a family, and we try to take care of our own."

As a final note, Jesse Cornelius, who teaches agriculture in Tupelo, Miss., and Anthony White, who teaches agriculture in Rolling Fork, Miss., are now in Iraq continuing the work that Rinehart and his colleagues started. The Mississippi teachers plan to support Cornelius and White just as they did the Rinehart family.

# NAAE: Focusing on the Future

**f**riendly handshakes, warm smiles, professional development opportunities, award presentations and thought-provoking speakers all converged last Dec. 7-11 at the 2004 National Association of Agricultural Educators Convention in Las Vegas, Nev.

With its theme, "Focusing on the Future," the event established several synergistic milestones. Registration and programming were combined with ACTE, giving participants the opportunity not only to interact with their fellow agriculture teachers, but also with professionals from other segments of career and technical education.



Dr. Yvonne Freeman, far left, and Dr. Jay Jackman, far right, help students and faculty celebrate at the Selma Early College High School dedication.

## Urban Agricultural Education Forum

Another milestone was including the Urban Agricultural Education Forum as part of the NAAE convention. Teachers from across the country learned about this growing segment of agricultural education and the exciting things that are happening in urban programs. During the Urban Ag Ed Forum Reception, educators from agriculture schools in New York, Chicago, Philadelphia, Minneapolis and

Phoenix, among others, gave brief overviews of their programs, sparking ideas and animated conversations as those from more traditional programs clicked with their urban counterparts.

A spirited group of administrators from Selma, Ala., were in attendance soaking up ideas and information they are using to launch the Selma Early College High School. SECHS, which opened in January, is a public school with curriculum delivered jointly by the school system, Wallace Community College-Selma, Tuskegee University and Alabama State University. The curriculum focuses on agriscience, agricultural engineering and agribusiness. When students graduate from the program, they will have also completed their first two years of college.

The Selma school has received an outpouring of support from business and industry as well as the philanthropic community, including a significant grant from SECME. SECME is a pre-college alliance that links engineering, school systems, corporate and governmental investors. SECME's mission is to increase the pool of historically under-represented, geographically underserved and differently-abled students who will be prepared to enter and complete post-secondary studies in science, technology, engineering and mathematics.

"This project is all about the 21<sup>st</sup> century workforce," says Dr. Yvonne Freeman, executive director of SECME. "We are in a knowledge economy, and we are working to ensure our young people are prepared for success. We seek to develop confident, competent young people with a significant capacity for achievement."

For more information on this effort, visit [www.promorphus.com/secme/echs/](http://www.promorphus.com/secme/echs/).



Colonel Jim Paige speaks to the audience.

## Pioneers in Education Alliance

Convention participants were also introduced to an innovative new group, Pioneers in Education Alliance (PIE). PIE is a working alliance of representatives from the National Museum of the United States Army, the DuPont Office of Education, NASA Science Engineering, Mathematics and Aerospace Academy, SECME, Inc. and Pioneer Hi-Bred International.

This group's goal is to inspire, educate and prepare youth to enter the 21<sup>st</sup> century workforce. PIE has established several initiatives to move the alliance toward its goal, including a student leadership academy; an award program to recognize those who are making significant impacts in the areas of science, technology, engineering, mathematics and mentoring; and a mentoring network to link alliance partners, supporters and educators dedicated to mentoring pioneer academy interns and other students.

Jim Paige, retired U.S. Army Colonel, spoke on behalf of the Pioneers in Education at the NAAE convention. "While at first glance, you may wonder why someone from the U.S. Army is here; let me reassure you that we have much in common," Paige says. "We are all working to inspire, educate and prepare young people for the 21<sup>st</sup> century workforce. NAAE members are the kind of partners we're seeking. We focus on science, tech-

nology, engineering and math. Agriculture is an applied science – it fits perfectly with what we’re all about.”

When asked for further details following the convention, Paige expounded, “Agriculture feeds our nation. We in the Army understand that. As a commander, feeding our soldiers is our most important task. The strength of our force is largely determined by how well we take care of them in the field—how well we implement logistics. That’s my background and why I see agriculture as such a critical component of the PIE effort.”

Paige continues, “What you do in your classrooms has implications far beyond your communities. Beyond teaching the next generation how to provide food and fiber world wide, you produce quality young people who graduate with a solid sense of values. The PIE alliance is looking for partners like you. We’re looking for curriculum and intellectual capacity. Agriculture teachers can help us develop better curricula for our academies and can serve as mentors for PIE interns.”



Teachers Turn the Key presenters model their costumes.

## Teachers Turn the Key

Back for its second year at the NAAE convention was the “Teachers Turn the Key” program, which is sponsored by Dodge Division and DaimlerChrysler Corporation Fund as a special project of the National FFA Foundation.

The program, which will be offered again in 2005, focuses on providing early career teachers with additional training and resources. Since its inception, the University of Arizona agricultural education staff has presented the program. The 2004 presentation featured a Harry Potter twist.

“We believe in practicing what we preach, so we teach by modeling effective teaching behaviors,” says Dr. Jack Elliot, assistant dean for the Office of Academic Programs and one of the presenters. “Early career teachers tend to have many professional development opportunities, and we wanted this one to stand out. So, in place of the usual interest approach, we selected a Harry Potter theme.”

Elliot continues, “By presenting the material in wizard costumes and incorporating elements of fantasy and wizardry, we could get the participants into all the multiple intelligences and model how to teach effectively to different learning styles. While costumes can be cute and whimsical, they can also cause a wider variety of neurons to fire, therefore reinforcing learning. That’s what it’s all about.”

Cory Wedel, who teaches agriculture at Stratton High School in Colorado, participated in the program and was pleased with what he learned. “I felt the University of Arizona faculty did a very good job of presenting,” Wedel says. “They made the content interesting and interactive and focused on improving our individual teaching abilities. It made me think about what I’m doing in my program and reflect on ways to improve professionally and personally.”

Wedel continues, “Teachers Turn the Key was just the start of a great professional development experience at the NAAE convention. Overall, the complete convention experience reaffirmed my career choice and increased my understanding of the big picture that is agricultural education. I have an increased appreciation for how large and how important agricultural education is. Being able to discuss philosophy, curricula and



Jeff Maierhofer addresses the group.

different teaching strategies and techniques with my colleagues from across the country was a very rewarding experience. I strongly encourage teachers to make attending the NAAE convention a priority in their professional development plans.”

Each state’s “Teachers Turn the Key” honoree will receive a scholarship for the costs of travel expenses, up to \$1,000, to attend the entire 2005 NAAE convention. Each state association selects its honoree. The postmark deadline for submitting state-winning applications to the NAAE office is May 15.

## A Step Ahead

As the convention closed, 2005 NAAE President Jeff Maierhofer, who teaches agriculture at Seneca High School, Seneca, Ill., issued a parting challenge. “We’ve selected the theme “NAAE: A Step Ahead” for the coming year. As NAAE members and as leaders, we must do our part by staying a step ahead. That includes staying a step ahead of the deadlines we set for ourselves, providing advocacy for our profession and fulfilling our obligations as leaders.”

The 2005 NAAE convention will be held Dec. 6–10, in New Orleans, La. For more information on the National Agricultural Educators Association or the 2004 convention, including lists of award winners, visit [www.naae.org](http://www.naae.org).

# USDA and FFA: Partners for Progress in Rural America

**President Bush and USDA Rural Development** are committed to the future of rural communities, and that future has a face—the young men and women of FFA. That’s why we are excited to be partnering with FFA to encourage the spirit of initiative and develop the leadership skills that will build the vibrant rural communities of tomorrow.

As rural America has diversified, so has FFA. The story begins, as it always has, with a strong farm economy, but today the story doesn’t end there. Rural communities need more and better jobs—both on and off the farm—to retain and attract more young people. They need more community services for a better quality of life. They need infrastructure for new business investment. And they need effective business and community leadership to make it all happen.



FFA has been building leaders since 1928. No organization in rural America has a stronger record of cultivating personal growth, an ethic of responsibility and a capacity for leadership. This year, USDA Rural Development is proud to support this commitment to leadership by joining as a sponsor of the FFA’s prestigious Agri-Entrepreneurship Award Program and its exciting Marketing Plan Career Development Event Award Program.

These unique programs inspire young people to explore careers in agricultural business and industry. They challenge students to hone real-world entrepreneurial skills, identify specific business opportunities and develop detailed business plans. They help participants build the skills—technical and interpersonal—required for business success. They grow leaders.

Rural Development’s commitment of \$100,000 to these two awards is an investment in the leaders of tomorrow. Since the beginning of the Bush Administration, Rural Development has invested more



By **Gilbert Gonzalez**  
Acting Under Secretary for Rural Development  
U.S. Department of Agriculture

than \$50 billion in rural America and created or saved more than 800,000 jobs in rural communities; but we know that the big picture numbers don’t tell the whole story. We know that every small business startup, every new community facility, every new home starts with an individual with a dream. And many of those dreams are wearing FFA blue jackets today.

“  
The principles of **personal responsibility, education, initiative and entrepreneurial drive** are at the heart of President Bush’s call for an **ownership society**.  
”

The principles of personal responsibility, education, initiative and entrepreneurial drive are at the heart of President Bush’s call for an ownership society. They are also principles the young men and women of FFA have lived for generations. On behalf of the Bush Administration and the USDA Rural Development team, we congratulate FFA for its commitment to excellence and outstanding leadership and look forward to expanding the ranks of young entrepreneurs in rural America.



Under Secretary Gonzalez meets with the 2004 National Agri-Entrepreneurs at their award breakfast at the national FFA convention.



# TeacherResources

## E-Learning Opportunities for Teachers

The U.S. Department of Education is pleased to announce that thousands of teachers have now viewed its new Teacher-to-Teacher free online professional development sessions, which focus on improving teachers' content knowledge and teaching skills in reading, math and science.

The department is continuing to work to support teachers by seeking state approval of these free, online professional development sessions. So far Delaware, Florida, New Jersey, Pennsylvania and Texas have agreed to accept these e-learning sessions as credit toward teacher re-licensure. Arkansas, California, Colorado, Vermont and Wisconsin teachers need approval at the local level to receive credit. Many teachers are also using these sessions to earn credit or points to meet their state's High Objective Uniform State Standard of Evaluation (HOUSSE) to become highly qualified.

Fifteen sessions are currently available online. In the next few months, eight additional sessions will be added to the website. The department will continue to provide updates as more states recognize its free professional development as a pathway to satisfying re-licensure requirements. To learn more and sign-up for free e-mail updates on the Teacher-to-Teacher Initiative, visit [www.ed.gov/teacherinitiative](http://www.ed.gov/teacherinitiative) or call toll-free 1-800-USA-LEARN.

## Online USDA Careers Resource

Looking for an interactive ag careers resource for your students? You might find what you're seeking at USDA Living Science, <http://www.agriculture.purdue.edu/USDA/careers/index.html>. This site, provided by USDA, provides an overview with information on many different careers and how to prepare for them complete with full-color, downloadable posters for your classroom.

## Mini-Grants Available

The National Rural Electric Association is offering grants for schools within their service areas. Any rural K-12 classroom teacher whose school, community or students' homes are served by a local Rural Electric Cooperative may apply for one of 10 mini-grants valued at \$500 each to be expended during the 2005-2006 school year for student-based projects. Each mini-grant will be funded at the beginning of the 2005-2006 school year. An eligible project should feature an investigation of the science of energy or electricity. Project ideas could include a study of the local geology, the history of hydroelectric generation in your community, or alternative sources of energy for the next generation. The project should be limited only by the imagination of your students and the resources you have available. All applications will be screened by the NREA Teacher Activities Committee to select 15 finalists. The National Rural Electric Association will select the 10 winners from the 15 finalists. All entries must be post-marked by May 1, 2005, and each mini-grant winner must submit a written final report on their project. The final report must be mailed to the NREA Mini-Grant Program by February 1, 2006. For a copy of the application or more information, visit [www.nrea.net/awards%20&%20other/Mini-Grant%20Pub.pdf](http://www.nrea.net/awards%20&%20other/Mini-Grant%20Pub.pdf).

## Ag Careers Forecast Available

*Employment Opportunities for College Graduates in the U.S. Food, Agricultural, and Natural Resources System 2005-2010* is now available. This document outlines agricultural career fields and projects the number of jobs that will be available along with those who are being trained to fill them. It is a very helpful tool to use with students who are contemplating an agriculture career, as well as their parents. Printed copies of this booklet are available in packets of 25 from the Agricultural Communication Media Distribution Center at Purdue University. For

pricing information or to order, call 1-888-398-4636. You may also order online from [www.ces.purdue.edu/new/](http://www.ces.purdue.edu/new/) (follow the SHOP link). You may download a full-color PDF from the USDA website <http://faeis.usda.gov/supplydemand/2005-2010/> or the NAAE website [www.naae.org](http://www.naae.org) at no charge.

## Master's Degree Program Available

The Department of Agricultural Education and Communication at the University of Florida is accepting applications for the AEC Distance Delivered Master Degree program. This program is offered exclusively for agriculture teachers and county extension faculty. For more information about the distance education program, visit the university's website at <http://aec.ifas.ufl.edu/distanceMS/>. If you should have additional questions about this program, please contact Brian Myers, AEC distance master degree program coordinator, at [bmyers@ufl.edu](mailto:bmyers@ufl.edu) or Lacy Park, coordinator, Academic Support Systems, at 352-392-0502, ext. 221 or at [lpark@ufl.edu](mailto:lpark@ufl.edu).

## Equine/Agriculture Scholarships Available

Scholarships are available to assist individuals with their educational goals, with a preference toward those focusing on a future in the equine or agriculture industry. The West Coast Equine Foundation administers the program and selects the scholarship recipients. There are two categories of scholarships, one for entering freshmen and one for continuing students. Recipients majoring in agriculture at any accredited educational institution may apply for the scholarship. Applications are due June 30, 2005. For more information, visit: [www.murietaequinecomplex.com/](http://www.murietaequinecomplex.com/) and click on the Dick Randall Memorial Scholarship.

# H.O. Sargent Award

YOU MAKE DIVERSITY WORK

accepting

cultural, racial, age,  
gender, ability,  
regional differences



connecting



people of different  
backgrounds and  
interests

being

role  
models



developing

programs and activities  
that support diversity

## H.O. Sargent Award

**Nominate an FFA member or non-member who makes diversity work in your community!**

For an application or more details, visit [www.ffa.org/programs/hosargent/index.html](http://www.ffa.org/programs/hosargent/index.html), or contact:  
H.O. Sargent Award Program Coordinator, [hosargent@ffa.org](mailto:hosargent@ffa.org), 317-802-4244.



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

**THE AGRICULTURAL EDUCATION MISSION:** Agricultural Education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.

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The H.O. Sargent Award program is sponsored by Monsanto as a special project of the National FFA Foundation.

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## National Convention Judges Needed

Nominations are now being accepted for judges for the Agricultural Proficiency Awards, Stars, Agriscience awards and National Chapter Awards at the 78th National FFA Convention. The Agricultural Proficiency and Star Awards judging will take place on Thurs., Oct. 27, and all of the judges will be invited to an awards luncheon on that day. Agriscience awards will be judged on Wed., Oct. 26, and Thurs., Oct. 27. National Chapter Awards will be judged on Wed., Oct. 26. Nominations may be submitted to Rosalie Hunsinger, National FFA Organization, P.O. Box 68960, Indianapolis, IN 46268-0960, or faxed to 317-802-5255. Contact Rosalie at [rhunsinger@ffa.org](mailto:rhunsinger@ffa.org) for a nomination form.



## Washington Leadership Conference

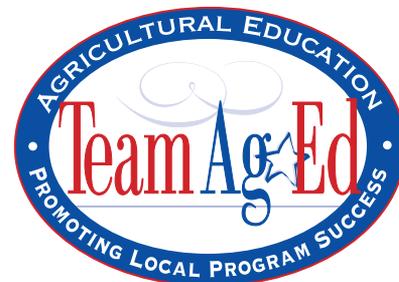
The dates for the 2005 Washington Leadership Conference are June 7-12, June 14-18, June 21-26, June 28-July 3, July 12-17 and July 19-24. Student package: \$550; advisor double: \$585; advisor single: \$780; advisor guest: \$975; room only: \$475. This year's conference will feature high levels of service learning, mentoring and volunteerism strategies, problem-solving skills, relationship-building skills and character development. This premier leadership conference is shaping up to be the best yet! Registration begins in March 2005. Information packets were mailed in November. Visit [www.ffa.org/programs/conferences/html/conf\\_wlc.htm](http://www.ffa.org/programs/conferences/html/conf_wlc.htm); e-mail [wlc@ffa.org](mailto:wlc@ffa.org) or call 317-802-4312 for more information.

## EPA Healthy School Environments Assessment Available

The U.S. Environmental Protection Agency is developing a new, completely voluntary and fully customizable tool to help school districts conduct self-assessments of their school facilities for potential environmental health and safety hazards. The heart of the tool is a powerful database file that will let school districts customize the tool to manage all aspects of a facility assessment program. The tool comes pre-loaded with a checklist that integrates all of EPA's voluntary and regulatory programs for schools and is designed so that states and school districts can incorporate their own policies and programs, producing a customized checklist and reference guidebook. To learn more about the draft Healthy School Environments Assessment Tool and download the Beta Version for testing, visit [www.epa.gov/schools](http://www.epa.gov/schools). EPA is accepting input from organizations and individuals on the draft tool until May 5, 2005.

## Agricultural Education Opportunity Fund

The National Council for Agricultural Education endorsed with great enthusiasm a report by Doug Loudenslager and Kent Schescke regarding establishing an Agricultural Education Opportunity Fund projected to grow to \$5 million. The Council's role will be to encourage investment in the fund by all groups and individuals, to help identify major projects and initiatives for funding, and to screen proposals to determine highest priority for funding through the National FFA Foundation. The fund will be held in the National FFA Foundation, and the FFA Foundation Trustees will have the final vote. The National FFA Foundation will invest \$1,000,000 to start the opportunity fund for the betterment of agricultural education.



## Council Working on a Unified Agricultural Education Data System

The Council, based on the leadership of Bob Martin of Iowa State and Steve Brown, Missouri President of NASAE, is exploring the feasibility of a Unified State Agricultural Education Report that would pull national data together to document the success and program needs of the agricultural education profession. A preliminary national report of agricultural education (based on data from eight states) will be published and made available. For more information, visit [www.teamaged.org/councilindex.cfm](http://www.teamaged.org/councilindex.cfm).



A national partnership for excellence in agriculture and education.

## Professional Growth Series

The Council has signed a Memorandum of Understanding with National FFA Foundation for continuation of the Professional Growth Series (PGS). The Council will identify and prioritize topics for instructional material development. The Foundation will develop the proposals, identify funding and request responses to RFPs from curriculum developers. The PGS Program will include an in-service component.

# National Council for Agricultural Education Provides Leadership



By Ed Osborne  
President, National Council for  
Agricultural Education

**W**ith its 2004–06 Strategic Plan as the blueprint, the National Council for Agricultural Education has developed an aggressive leadership agenda for 2005. For details, go to [www.teamaged.org] and link to The Council.

Foremost among current priorities is a significant investment in advocacy efforts to strengthen School-Based Agricultural Education (SBAE). The Council has formed business education partnerships with NAAE and ACTE to increase awareness of SBAE as a contemporary, relevant and educationally sound program in today's high tech/high academic achievement environment. Advocacy efforts will involve teachers, state education leaders, legislators, business and industry, policy makers and others. The

Council's other current major initiatives include efforts to:

- Develop an annual report on the national status of SBAE
- Identify and prioritize current and emerging issues and trends in SBAE
- Encourage and support development of a national research agenda for agricultural education
- Develop white papers as a means of stimulating creative solutions to further strengthen SBAE
- Proactively cooperate with curriculum centers in identifying curriculum needs
- Cooperate with the National FFA Foundation in continuing the highly successful Professional Growth Series
- Develop a mechanism for posting current summaries of research on The Council website

- Develop national program quality indicators
- Develop curriculum standards to support the Career Clusters pathways

The Council's vision is to be the premier leadership organization for shaping and strengthening school-based agricultural education. The Council will:

- Proactively identify current and emerging issues of national concern
- Provide innovative solutions in response to current and emerging issues
- Coordinate the efforts of appropriate entities in strengthening programs
- Serve as a national advocate for school-based agricultural education



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