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Developing Your Game Plan

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

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

The *Local Program Success Guide*, available on the LPR CD-ROM, includes excellent planning tools that can help guide you through an effective planning process. The key is engaging local stakeholders and building their buy-in.

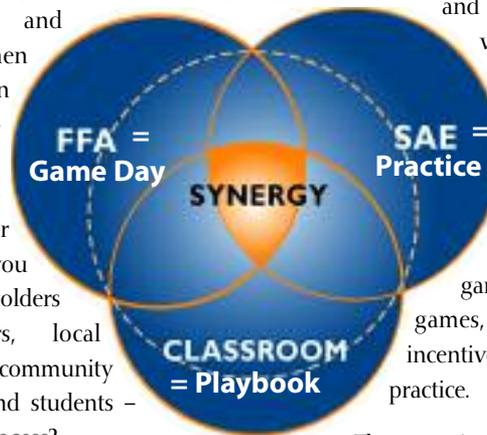
As you begin the process, you'll need to get everyone on the same page. Another football analogy might be helpful. Ernie Gill, Local Program Success team leader, uses the three-circle diagram of classroom/laboratory, SAE and FFA, to make the following references:

- The classroom can symbolize the playbook and chalktalk. To be successful, each "player" must learn the playbook and understand its content.
- SAEs can be equated to football practice. A football team won't be very successful if it doesn't practice.
- FFA plays the same role as game day. On game day, the rubber meets the road as the game plan is implemented. Knowing the playbook and having developed the technical skills in practice are required to implement the game plan.

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

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

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



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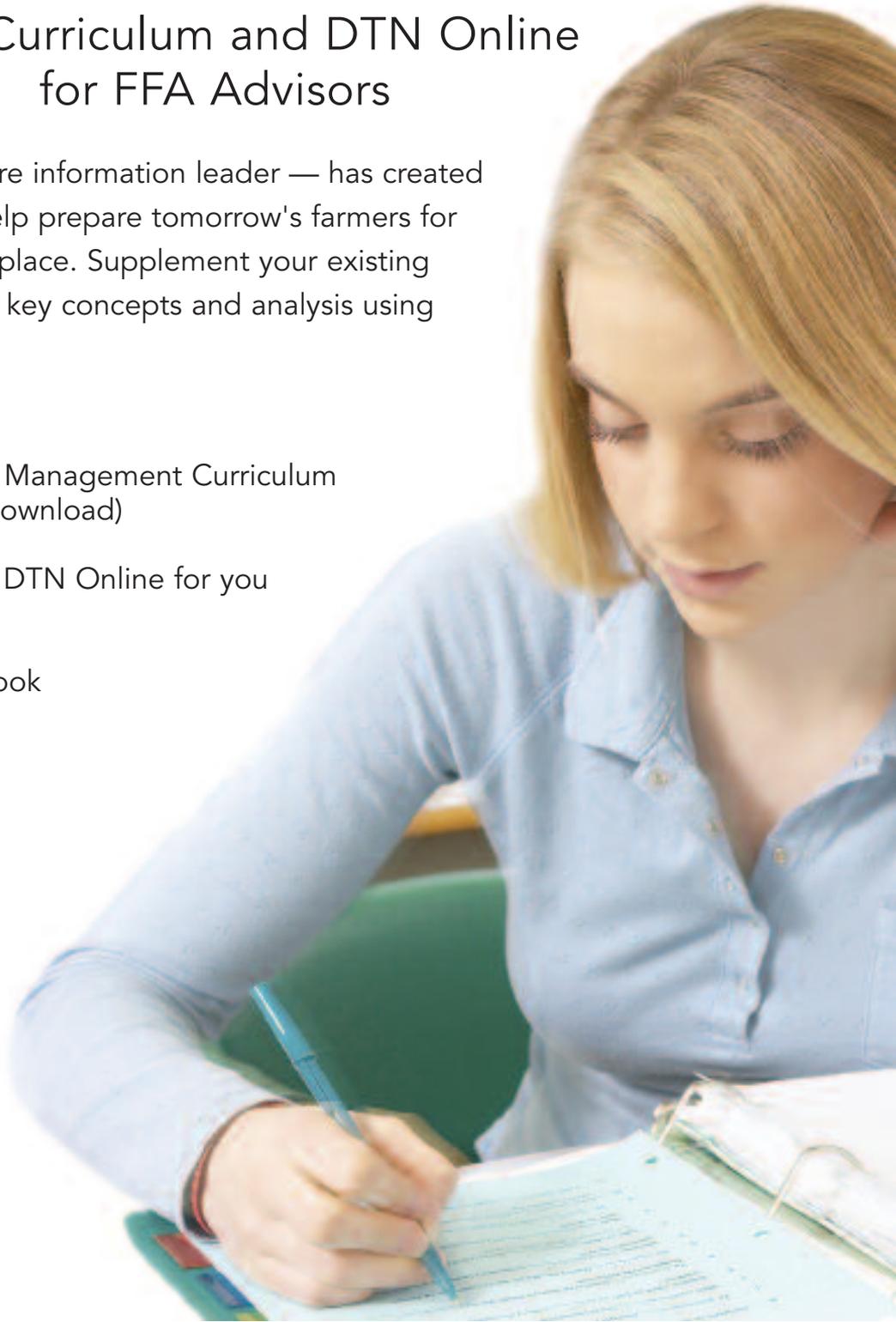
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Publication Staff

Ernie Gill, Editor
Jeri Mattics Omernik, Managing Editor
Jody Mattics, Graphic Design
Amber Striegel, Communication Specialist

Correspondence and Address Changes

All correspondence should be sent to Ernie Gill, editor. Old and new addresses, including label, should be sent to Ernie Gill, editor. Both should be mailed to:

FFA Advisors Making a Difference
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960

You may send electronic messages to the editor at egill@ffa.org or to the managing editor at jmo@rmmc.biz.

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

FFA Staff	317-802-6060
FFA Ordering	1-888-332-2668
FFA Alumni	317-802-6060
NAAE	1-800-509-0204
The Council	1-800-772-0939
FFA website	http://www.ffa.org

The FFA Mission

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

The Agricultural Education Mission

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

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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 Importance of Planning

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

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

I would submit that to ensure success, we must have a plan. It is mandatory that our partners provide input and have the opportunity to "buy in" after the plan is finalized. I would venture to say that not many of the "Stars Over America" recognized in Louisville this past October began thinking about their opportunities for success on the day they began filling out their American FFA Degree application and star battery. To the contrary, many of them began with a plan devised after consultation with their



By John K. Wilkinson
Program Manager,
Agricultural Education
Georgia Department
of Education

parents, advisors, school officials and community leaders dating back to their first year in an agriculture classroom. Many of their plans included the Star Greenhand, Star Chapter Degree and Star State Degree as destinations along their journey to the spotlight in Louisville. They began with the end in mind.

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

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

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



FFA Identifies Key Strategic Priority Areas

to achieve its long-range goal and accomplish its mission, the National FFA Organization is guided by nine key strategic priority areas (KSPAs). Sometimes termed “critical success factors”, the KSPAs help focus board, officer and staff attention on conditions that must exist for the organization to reach its goals. They act as reference points for making major decisions, defining strategic projects, allocating resources and setting measurable goals.

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

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

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

them useful? Could you use them as a planning tool to strengthen your program?

Key Strategic Priority Areas

1. The success of the National FFA Organization on local, state and national levels depends directly upon the collective success of the overall program of agricultural education. Accordingly, it will work closely with its partners in Team Ag Ed and with all key stakeholders to set goals, define strategies, coordinate resources and support the delivery of programs and initiatives.
2. Agricultural education programs will be administered by qualified teachers who deliver the integrated model of agricultural education. Each program will incorporate classroom/laboratory instruction, supervised experiential learning and activities that develop career, leadership and personal skills.
3. All agricultural education programs will provide the scientific, academic, technical and career skills needed by students interested in pursuing high-demand careers in the agriculture, food and natural resources industries. Students will be prepared for continued post-secondary education and training.
4. Supervised experiential learning will be a critical component of an integrated agricultural education program, promoting technical and personal skill development and high academic achievement. Opportunities for production, entrepreneurship, research and volunteer experiences will be available to students.
5. Leadership, career success and personal growth programs of FFA will be delivered to all students and directly support the overall goals of the agricultural education program. They will not be delivered separately from the integrated model of agricultural education. A number of critical resources and capacities are needed to fully enable the integrated agricultural education model at all levels:
6. Agricultural education requires a well-funded, world-class delivery system with an abundant supply of agricultural educators, state and national leaders, teacher educators and student organization staff.
7. Agricultural education requires a strong and energized base of community, industry and advocacy supporters for its programs and activities at all levels.
8. Agricultural education programs, students and educators will reflect the diversity of their communities and the diversity of agriculture. Attracting, serving and retaining historically underrepresented populations will be an important growth strategy for all of agricultural education.
9. Agricultural education programs will be based upon valid research of stakeholder objectives, educational methods and program results. All programs will be subject to periodic peer and stakeholder review to surface recommendations for improvement.



Nancy Trivette of New Jersey discussed business with Justine Sterling at the National FFA Board of Directors meeting.

Middle School Programs Thrive

exploring careers in agriculture starts early in states where middle school agricultural education programs thrive. In 2004–05, the National FFA Organization reported 27,719 members in grades 6–8. Middle school programs are most predominant in the southeast but are not limited to that geographic area.

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

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

Covering the Basics

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

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

they have fewer interferences. They don’t have jobs yet, they aren’t yet experiencing boyfriend/girlfriend conflicts, and they have fewer activities. For many of my students, FFA is their main activity.”

Shomo echoes Peters’ thoughts and adds, “At this level, we try to be more exploratory and less competitive. These students are excited to learn; we introduce them to agriculture and nurture that enthusiasm. We work to make each student feel successful.”

That doesn’t mean middle school FFA members aren’t involved in competitive events. While each state’s rules are different, a number of states offer junior career development events for these students. In Virginia, middle school students compete in FFA quiz bowl, plant science, small animal care, agricultural technology mechanics and food and fiber. Middle school students are also allowed to participate in junior-level events such as creed and junior prepared public speaking.

In Louisiana, a different philosophy prevails and, in some areas, the middle school members compete with the high school members. Louisiana also offers junior proficiency awards. The application is different, but it still has three pages and asks for six photos with captions.

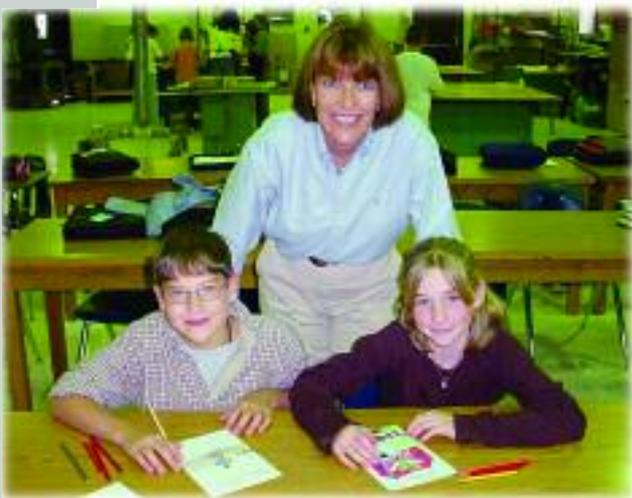
While acknowledging the challenges, both Peters and Shomo say they wouldn’t trade teaching at the middle school level. Shomo says, “I’ve been teaching for 24 years, and I’ve found that this is where my heart is.”

Peters adds, “When I accepted this position 11 years ago, I came with the intent of this being a transitional position that I would be in for one year. I found that I loved working with these students and have chosen not to return to the high school level.”

Acknowledging the Differences

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

Peters continues, “Some of the things I really value about teaching at this level are the students’ enthusiasm towards learning—they are excited about everything—and the fact that



Shomo instructs two students on a project to make “Happy Farmer’s Day” cards. The cards are sent to farmers across the country and generate many responses. The Beverley Manor Middle School FFA Chapter was named the National Middle School Chapter Model of Innovation winner for 2005.

Celebrating Excellence with NAAE

along with a major winter storm, agriculture education professionals from across the country blew into Kansas City, Mo., for the National Agriculture Educators Association convention, Dec. 6–10, 2005. The warmth of renewing old acquaintances and making new ones wasn't chilled in the least by the deep freeze covering the city, although many in attendance mentioned wistfully the convention activities originally planned for New Orleans.

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

Recognizing Quality

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

Outstanding Young Member Awards

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

The 2005 Outstanding Young Member regional winners are:

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

- Region III: David Hill, Benton Community High School, Van Horn, Iowa
- Region IV: Gregory Curlin, Switzerland County High School, Vevay, Ind.
- Region V: Raymond Caviness, Eastern Randolph High School, Ramseur, N.C.
- Region VI: Jason Hughes, St. Marys High School, St. Marys, W.V.

Outstanding Middle/Secondary Program Awards

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

The 2005 Outstanding Middle/Secondary Program regional winners are:

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



Outstanding Teacher Awards

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

The 2005 Outstanding Teacher regional winners are:

- Region I: Todd Rightmire, Mount Baker High School, Deming, Wash.
- Region II: Larry Liston, Moore High School, Moore, Okla.

Teacher Mentor Awards

In one way or another, everyone has a mentor. In agricultural education, it is critical that teachers have someone with whom they can talk, ask questions and share ideas. The NAAE Teacher Mentor Award recognizes those educators who

lend a hand to others and mentor others in the profession. CEV Multimedia sponsors this award as a special project of the National FFA Foundation.

The 2005 Teacher Mentor regional winners are:

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

Ideas Unlimited Awards

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

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

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



Seated left to right: Allan Sulser (Utah), president; and Lee James (Miss.), president elect. Standing left to right: Kevin Fochs (Mont.), Region I vice president; Dr. Bill Hunter (Kan.), Region II vice president; Tom Hofmann (Neb.), Region III vice president; Harold Eckler (Mo.), Region IV vice president; Ray Nash (Miss.), Region V vice president; and Sally Shomo (Va.), Region VI vice president.

Professional Development

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

- Agricultural Data Collection Using a Graphing Calculator
- Developing a Landscape Science Program
- My Students Won't Read: Overcoming Obstacles to Reading Comprehension in Agriscience
- Strawberry DNA Extraction
- Sharing the Story – Utilizing Technology and Other Tools to Effectively Manage Partners
- Irrigation Basics: Water Issues, Basic Hydraulics & Sprinkler Layout
- Success through Engaged Partnerships: Advising FFA Members
- Connecting with Community Agribusinesses
- Raising the Bar on Infusing Computer Technology: The Online Record Book Portfolio Model
- Small Animal Care in the Agricultural Education Classroom

- Groundwater: Determining Concentrations of Contamination
- Testing for the Presence of Bt Proteins in Corn Samples
- No Certification Left Behind
- Food Safety: Inhibiting Microbial Growth

New Board of Directors

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

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

The 2006 NAAE Conference will be held Nov. 30–Dec. 2 in Atlanta, Ga. Watch for details on the NAAE website, [www.naae.org].

Saying Thanks to Those Who Provide FFA Award and Recognition Programs

We all like to receive words of thanks; it's just human nature. One of the most important parts of keeping people involved in your local program is thanking them for their contributions of time, effort and funding. This rule also holds true on the state and national levels.

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

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

Career Development Events

Agricultural Communications

Tom Davis, Publisher
Successful Farming-Agriculture Online
1716 Locust St.
Des Moines, IA 50509-5025

Agricultural Issues

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

Agricultural Mechanics

Ralph H. Burchfield, President
Firestone Agricultural Tire Company
4600 NW 2nd Ave., Ste. 100
Des Moines, IA 50513

Agricultural Sales

Brenda Cockrell, Customer Relations Manager
Monsanto
800 N. Lindbergh, C3ND
St. Louis, MO 63146

Agronomy

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

Creed Speaking

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

Dairy Cattle Evaluation

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

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

Dairy Foods

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

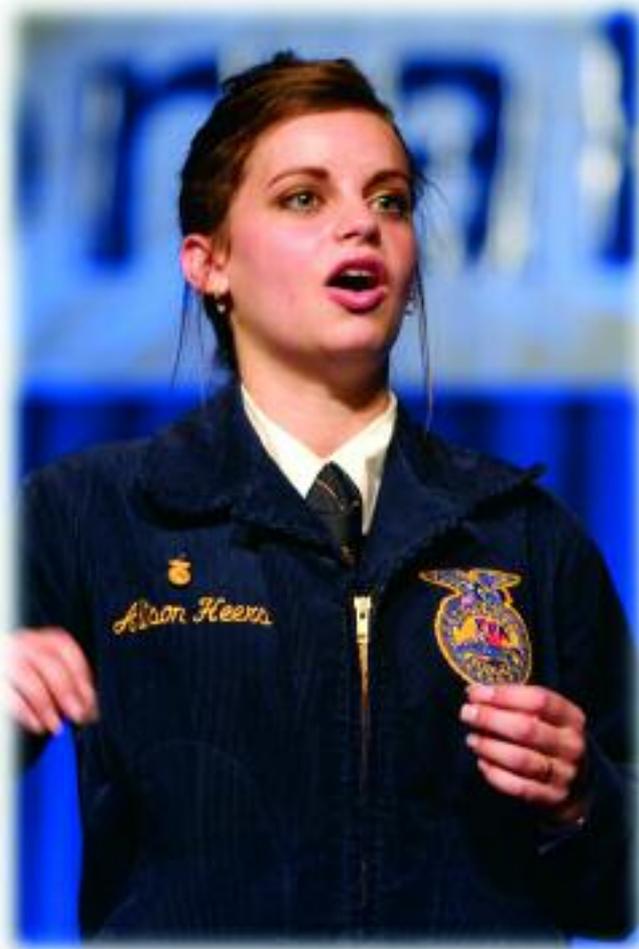
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Randell Smith, Senior Vice President, Sales and Marketing, Food Service Group
Tyson Foods Inc.
2210 W. Oaklawn Dr
P.O. Box 2020
Springdale, AR 72765-2020

Environmental & Natural Resources

Bruce Knight, Chief Executive Officer
USDA Natural Resources Conservation Service
14th & Independence Ave.
South Building, 5th Floor
Washington, DC 20250





Extemporaneous Public Speaking

Dan Durheim, Director-
Special Programs

American Farm Bureau Federation

600 Maryland Avenue SW,
Ste. 800

Washington, DC 20024

Farm Business Management

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

John Deere

1 John Deere Place
Moline, IL 61265

Floriculture

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

Amy Ligibel,
Administrative Assistant

American Floral Endowment

P.O. Box 945
Edwardsville, IL 62025

Mike Williams, Director of
Human Resources

Ball Horticultural Company

622 Town Rd.
West Chicago, IL 60185

Food Science & Technology

Matt C. Musselman, Sales
Manager, Medicated Feed

Boehringer Ingelheim Vetmedica Inc.

2621 N. Belt Hwy.
St. Joseph, MO 64506

William J. Nelson, President

CHS Foundation

5500 Cenex Dr.
Inver Grove Heights, MN 55077

Forestry

Stephen P. Briggs, Director,
Specialty Products

BASF

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

Horse Evaluation

Don Treadway, Executive
Director of Marketing

American Quarter Horse Youth Association

P.O. Box 200
Amarillo, TX 79168

Fred M. Diaz Jr., Director,
Dodge Communications

Dodge Trucks

CIMS 485-05-11
1000 Chrysler Dr.
Auburn Hills, MI 48326

Art Dean, President

Evergreen Mills Inc.

314 S. Broadway Ave., Ste. 202
Ada, OK 74820-5818

Gerald F. Johnson, Vice
President, Marketing
Resources

KENT Feeds Inc.

1600 Oregon St.
Muscatine, IA 52761

Job Interview

Jerry Brase, Senior Vice
President Merchandising

Tractor Supply Company

200 Powell Pl.
Brentwood, TN 37027

Marketing Plan

Paul DeBruce,
Chief Executive Officer

DeBruce Grain

4100 N. Mulberry
Kansas City, MO 64116

Robert Gordon, CEO

DTN

11400 Rupp Dr.
Minneapolis, MN 55357

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

DuPont Company

Chestnut Run 705/1S11
P.O. Box 80705
Wilmington, DE 19880-0705

Allan Johnson, Deputy
Undersecretary

USDA Rural Development

1400 Independence Ave.,
SW, Rm. 4801
Washington, DC 20250

Meats Evaluation and Technology

Suzanne McCarty, Community
Relations

Cargill Meat Solutions

Cargill, Inc.
P.O. Box 5650
Minneapolis, MN 55440

Mark Conner, Information
Specialist - Pork
Procurement

Hormel Foods Corporation

1 Hormel Pl.
Austin, MN 55912-3680

Jeffrey M. Ettinger, President &
Chief Executive Officer

Jennie-O Foods Inc.

P.O. Box 778
Wilmar, MN 56201

Joe Luetmer, Vice President,
Manufacturing

Oscar Mayer Foods

910 Mayer Ave.
P.O. Box 7188
Madison, WI 53707

John Meyer,
Chief Executive Officer

Premium Standard Farms

805 Pennsylvania, Ste. 200
Kansas City, MO 64105

Randell Smith, Senior Vice
President, Sales and
Marketing, Food
Service Group

Tyson Foods Inc.

2210 W. Oaklawn Dr.
P.O. Box 2020
Springdale, AR 72765-2020

Nursery/Landscape

Elin Miller, President & Chief
Executive Officer

Arysta LifeScience North America Corporation

Parkwest Two
15401 Weston Pkwy., Ste. 150
Cary, NC 27513

Greg Embury, Vice President
Sales & Marketing

Kubota Tractor Corporation

3401 Del Amo Blvd.
P.O. Box 2992
Torrance, CA 90509-2992

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

Parliamentary Procedure

Sarah Hull, Vice President of
Corporate Communications
and Public Affairs, USA

Syngenta

1399 New York Ave.,
7th Floor, Ste. 750
Washington, DC 20005

Poultry Evaluation

Mitch Johnson, Product
Manager – Livestock

Bayer Animal Health

P.O. Box 390
Shawnee Mission, KS 66201

Randell Smith, Senior Vice
President, Sales and
Marketing, Food Service
Group

Tyson Foods Inc.

2210 W. Oaklawn Dr.
P.O. Box 2020
Springdale, AR 72765-2020

Don Dalton, President
**U.S. Poultry and Egg
Association**

1530 Cooledge Rd.
Tucker, GA 30084

Prepared Public Speaking

Elin Miller, President & Chief
Executive Officer

Arysta LifeScience North America Corporation

Parkwest Two
15401 Weston Pkwy., Ste. 150
Cary, NC 27515

Ricardo Lopez Valencia, Senior
Vice President, Head of
Diversity Marketing

ING

601 Thirteenth Street,
NW, Ste. 550 N.
Washington, DC 20005

David Geiman, President
New Dominion Management

P.O. Box 2567
Shawnee Mission, KS 66201

Proficiency Awards

Agricultural Communications

Jeff Lapin, President
Farm Progress Companies Inc.
191 S. Gary Ave.
Carol Stream, IL 60188-2095

Agricultural Mechanics Design & Fabrication

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

Fred M. Diaz Jr., Director,
Dodge Communications

Dodge Trucks

CIMS 485-05-11
1000 Chrysler Dr.
Auburn Hills, MI 48326

Agricultural Mechanics Energy Systems

Dennis M. Hann, Regional
Sales Director

New Holland

500 Diller Ave., P.O. Box 1895
New Holland, PA 17557-0905

Agricultural Mechanics Repair & Maintenance Entrepreneur

Matt Davis, Corporate
Communications Manager
**CARQUEST Corp. CARQUEST
Filters-CARQUEST Gaskets**
4721 Hargrove Rd.
Raleigh, NC 27616

Agricultural Mechanics Repair & Maintenance Placement

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



Agricultural Processing

Gregory Webb, Vice President,
Public Affairs

Archer Daniels Midland Company

4666 Faries Pkwy.
P.O. Box 1470
Decatur, IL 62526

William J. Nelson, President

CHS Foundation

5500 Cenex Dr.
Inver Grove Heights, MN 55077

Agricultural Sales Entrepreneurship

Megan Stooke, Director of
Advertising and Sales
Promotion

Chevrolet

100 Renaissance Center
MC 482-A30-C76
Detroit, MI 48265-1000

Tom Mays, Marketing Manager
– Chevrolet Division

GMAC

100 Renaissance Center
MC 482-A29-C46
Detroit, MI 48265-1000

Agricultural Sales Placement

Faith Stewart, Director, Comm.
Initiatives/Comm. Services

Goodyear Tire and Rubber Company

1144 E. Market St.
Akron, OH 44316-0001

Jerry Brase, Senior Vice
President Merchandising

Tractor Supply Company

200 Powell Pl.
Brentwood, TN 37027

Harry Gettelman,
General Manager

Vigortone Ag Products

1510 Boyson Rd.
Hiawatha, IA 52253

Agricultural Services

Megan Stooke, Director of
Advertising and Sales
Promotion

Chevrolet

100 Renaissance Center
MC 482-A30-C76
Detroit, MI 48265-1000

Tom Mays, Marketing Manager
– Chevrolet Division

GMAC

100 Renaissance Center
MC 482-A29-C46
Detroit, MI 48265-1000

Dennis M. Hann, Regional
Sales Director

New Holland

500 Diller Ave., P.O. Box 1895
New Holland, PA 17557-0905

Agriculture Education

Carl J. Peters, Director,
Education & Training

The James F. Lincoln Arc Welding Foundation

P.O. Box 17035
Cleveland, OH 44117

Aquaculture

Brad Schu, Director –
Lifestyle Group
**Land 'O Lakes Feed/
Purina Mills**
555 Merryville University Dr.,
Ste. 500
St. Louis, MO 63141-5805

Beef Production Entrepreneurship

John Rakestraw, Chief
Executive Officer
Midwest PMS
3810 N. 10th Street
Gering, NE 69341

W. Phil Niemeyer, President
**Nasco Division-Nasco
International Inc.**
901 Janesville Ave.
Fort Atkinson, WI 53538

Beef Production Placement

Mike Thoren, President
and CEO
**Five Rivers Ranch
Cattle Feeding LLC**
3577 Thunderbolt Peak Dr.,
Ste. 110
Loveland, CO 80538

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

Jeff Sizelove, U.S. Equine
Business
Pfizer Animal Health
150 E. 42nd St.
New York, NY 10017

Dairy Production Entrepreneurship

Bill Thompson, Managing
Director of Local Sales
Organization – US
DeLaval Inc.
11100 N. Congress Ave.
Kansas City, MO 64153

Jeff Sizelove,
U.S. Equine Business
Pfizer Animal Health
150 E. 42nd St.
New York, NY 10017

Dairy Production Placement

Brenda Cockrell, Customer
Relations Manager
Monsanto
800 N. Lindbergh, C3ND
St. Louis, MO 63146

Diversified Agricultural Production

John Allenbach, President
Delta Consolidated
11011 McCormick Rd., Ste. 150
Hunt Valley, MD 21051

Diversified Crop Production Entrepreneurship

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

Diversified Crop Production Placement

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

Laurence M. Crane, Director,
Education & Training
**National Crop
Insurance Services**
8900 Indian Creek Pkwy.,
Ste. 600
Overland Park, KS 66210

Scott Arnold,
Marketing Manager
Rain and Hail LLC
9200 Northpark Dr., Ste. 300
Johnston, IA 50131-2983

Diversified Horticulture Entrepreneurship

Jerry Hillard, Officer –
Farmowners Ag Strategy
**Farmland Insurance
Nationwide Agribusiness**
1100 Locust St., Dept. 3000
Des Moines, IA 50391

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

Diversified Horticulture Placement

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

Christie Rocco
Nufarm
1353 Burr Ridge Pkwy.
Burr Ridge, IL 60527

Diversified Livestock Entrepreneurship

Mike Thoren, President and
CEO
**Five Rivers Ranch Cattle
Feeding LLC**
3577 Thunderbolt Peak Dr.,
Ste 110
Loveland, CO 80538

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

Diversified Livestock Placement

Rick Stott, Treasurer
Agri Beef Company
P.O. Box 6640
Boise, ID 83702

Jerry Grabowski, President &
Chief Executive Officer
Zareba Systems
13705 26th Ave. N Ste. 102
Minneapolis, MN 55441

Emerging Agricultural Technology

Gary L. Eilrich Ph.D., Vice
President, Regulatory Affairs
ISK Biosciences Corporation
7470 Auburn Rd., Ste. A
Painesville, OH 44077



John Reid, Vice President of
Business Services

Micro Flo Company

530 Oak Court Dr., Ste. 100
P.O. Box 772099
Memphis, TN 38117

Jim Veneziano,
Director of Marketing
Trimble Navigation Limited

7405 Church Ranch Blvd.,
Ste. 100
Westminster, CO 80021

**Environmental Science
& Natural Resources
Management**

Doug Scott, Truck Group
Marketing Manager, Ford
Division

Ford Trucks

16800 Executive Plaza Dr.
Mail Drop 9SWE
Dearborn, MI 48126

**Equine Science
Entrepreneurship**

Brad Schu, Director -
Lifestyle Group

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

555 Merryville University Dr.,
Ste. 500
St. Louis, MO 63141-5805

Dain Rakestraw

Keystone Steel - Red Brand

7000 SW Adams St.
Peoria, IL 61641

Equine Science Placement

Jerry Brase, Senior Vice
President Merchandising

Tractor Supply Company

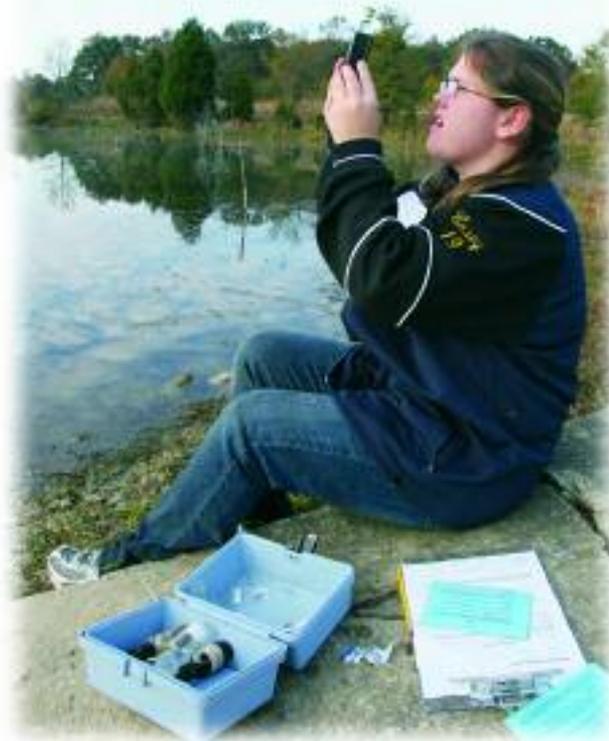
200 Powell Pl.
Brentwood, TN 37027

**Fiber and Oil Crop
Production**

Jerry Brown, Director,
Human Resources

Syngenta Seeds

7500 Olson Memorial Hwy.
Golden Valley, MN 55427



Regina Cleary, Program
Manager

United Soybean Board

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

**Floriculture
Entrepreneurship/
Placement**

Doug Zacker, Community
Relations Supervisor

Home Depot Inc.

2455 Paces Ferry Rd. NW
Atlanta, GA 30339

Food Science & Technology

William J. Nelson, President

CHS Foundation

5500 Cenex Dr.
Inver Grove Heights, MN 55077

Paul Palmby, President

Seneca Foods Corporation

418 E Conde St.
Janesville, WI 53546

Forage Production

Terry LeFever, Manager,
Shows & Special Events

Gehl Company

143 Water St., P.O. Box 179
West Bend, WI 53095-0179

Cathy Standish, President

Unity Seeds

107 Fallon St.
Kentland, IN 47951

**Forest Management
and Products**

Fred M. Diaz Jr., Director,
Dodge Communications

Dodge Trucks

CIMS 485-05-11
1000 Chrysler Dr.
Auburn Hills, MI 48326

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

John Deere

1 John Deere Pl.
Moline, IL 61265

Christie Rocco

Nufarm

1535 Burr Ridge Pkwy.
Burr Ridge, IL 60527

Fruit Production

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

DuPont Company

Chestnut Run 705/1S11
P.O. Box 80705
Wilmington, DE 19880-0705

**Grain Production
Entrepreneurship**

Steve Schaaf, Program
Manager, Community
Investments

**Pioneer Hi-Bred
International Inc.**

9550 White Oak Ln., Ste. 100
P.O. Box 1014
Johnston, IA 51031-1014

Grain Production Placement

Steve Schaaf, Program
Manager, Community
Investments

**Pioneer Hi-Bred
International Inc.**

9550 White Oak Ln., Ste. 100
P.O. Box 1014
Johnston, IA 51031-1014

H.O. Sargent Award

Brenda Cockrell, Customer
Relations Manager

Monsanto

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

**Home and/or Community
Development**

Andrius V. Viskantas,
Marketing Communications
Manager

Carhart Inc.

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

Landscape Management

Jennifer Remsberg,
Communications Manager

**Bayer Environmental
Science**

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

Nursery Operations

Fred M. Diaz Jr, Director,
Dodge Communications

Dodge Trucks

CIMS 485-05-11
1000 Chrysler Dr.
Auburn Hills, MI 48326

Jim Prewitt, CEO

Landmark Nurseries

1100 E. Sandy Lake Rd.
Coppell, TX 75019

Outdoor Recreation

Megan Stooke, Director of
Advertising and Sales
Promotion

Chevrolet

100 Renaissance Center
MC 482-A30-C76
Detroit, MI 48265

Randy Watson, President/CEO

Justin Brands

610 W. Daggett
Fort Worth, TX 76104

Poultry Production

Paul Spurgeon, Vice President
of Human Resources

Chore-Time Equipment

Division of CTB Incorporated

410 N. Higbee
P.O. Box 2000
Milford, IN 46542-2000

Elton Maddox, President &
Chief Executive Officer

Wayne Farms LLC

4110 Continental Dr., Bldg. B
Oakwood, GA 30566

Sheep Production

Thomas W. Rynberg,
Marketing Communications
Manager

LA-CO Markal

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

Small Animal Care & Management Entrepreneurship

Kevin McAleer, Director,
Direct Buying Accounts

Iams

7250 Poe Ave.
Dayton, OH 45414

Small Animal Care & Management Placement

Michael Eade, Executive
Director of Sales

Merial

3259 Satellite Blvd.
Duluth, GA 30096-4640

Specialty Animal Production

Brad Schu, Director - Lifestyle
Group

Land O Lakes Feed/ Purina Mills

555 Merryville University Dr.,
Ste. 500
St. Louis, MO 63141-5805

Specialty Crop Production

Roy Lee Carter, Business
Manager, U.S. Seed Dressings

BASF

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

Peter T. Bromley, President & CEO
Cerexagri

630 Freedom Business Ctr., Ste. 402
King of Prussia, PA 19406

Stars Recognition Program

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

DuPont Company

Chestnut Run 705/1S11
P.O. Box 80705
Wilmington, DE 19880-0705

Robert DiMarzo, Area

President, U.S. Operations

Pfizer Animal Health

150 E. 42nd St.
New York, NY 10017

James R. Little, Administrator

USDA Farm Service Agency

1400 Independence
Avenue, SW
3086 South Bldg.
Washington, DC 20250

Swine Production Entrepreneurship

Robert DiMarzo, Area

President, U.S. Operations

Pfizer Animal Health

150 E 42nd St.
New York, NY 10017

Swine Production Placement

Dwight Armstrong, Ph.D.,
President & CEO of North
American Nutrition
Companies representing the
brands of Akey, SCA, Sunglo
and Vigortone

Akey

6531 St. Rt. 503, CS 5002
Lewisburg, OH 45338

Randy Maclin, Vice President,
North America

Phibro Animal Health

65 Challenger Rd., Third Floor
Ridgefield Park, NJ 07660

Turfgrass Management Entrepreneurship

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

John Deere

1 John Deere Pl.
Moline, IL 61265

Turfgrass Management Placement

Jennifer Remsberg,
Communications Manager

Bayer Environmental Science

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

Vegetable Proficiency

Donald Koloski, Master
Instructor

Briggs and Stratton Corporation Foundation Inc.

P.O. Box 702
Milwaukee, WI 53201-0702

Wildlife Production & Management Entrepreneurship

Martin G. MacDonald, Director
of Corporate Public
Relations

Bass Pro Shops Inc.

2500 E Kearney
Springfield, MO 65898

Brad Schu, Director - Lifestyle
Group

Land O Lakes Feed/Purina Mills

555 Merryville University Dr.,
Ste. 500
St. Louis, MO 63141-5805

Wildlife Production & Management Placement

Megan Stooke, Director of
Advertising and Sales
Promotion

Chevrolet

100 Renaissance Center
MC 482-A30-C76
Detroit, MI 48265

Tom Toman, Conservation
Programs Manager

Rocky Mountain Elk Foundation

2291 W. Broadway
P.O. Box 8249
Missoula, MT 59807-8249



LPS Staff

Ernie Gill
Team Leader
Office: 317-802-4222
Cell: 317-294-8410
egill@ffa.org

Kevin Keith
Specialist, Northeast Region
Office: 317-802-4254
Cell: 317-709-0806
kkeith@ffa.org

Larry Gossen
Specialist, Central Region
Office: 317-802-4352
Cell: 785-230-0899
lgossen@ffa.org

Jeff Papke
Specialist, Southeast Region
Office: 317-802-4350
Cell: 317-294-0896
jpapke@ffa.org

Michael Honeycutt
Specialist, Northwest Region
Office: 317-802-4262
Cell: 317-753-3319
mhoneycutt@ffa.org

Michele Gilbert
Program Coordinator
Office: 317-802-4301
mgilbert@ffa.org

Collegiate Services

Eric Schilling
Collegiate Specialist/PAS
Executive Director
Office: 317-802-4214
Cell: 402-202-6083
eschilling@ffa.org

Jill Casten
Program Manager
Office: 317-802-4356
jcasten@ffa.org

Michelle Foley
Program Coordinator,
PAS/Collegiate
Office: 317-802-4220
mfoley@ffa.org

Local Program Success

The Top Secret Key To Success



By Kevin Keith
Local Program Success Specialist
National FFA Organization

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

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

Planning is Critical

Even these successes are tainted and were relatively short-lived. Why? Simply because I had a plan to achieve a weight goal, but no plan for maintaining

these healthy weights or lifestyles once the goal had been achieved. I also understand that no “silver bullet” will come along and make the weight loss and maintenance easy.

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

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

Engaging the Community

We are each hired by a school district to serve a community. Therefore, it is key that the community be involved in the

planning process. Vital to this is a well-formulated advisory committee that functions as the voice of the community. This committee should never be a rubber stamp for the ideas of any entity in the school, INCLUDING THE TEACHER.

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

Bringing in the community will make the success of the program much more a community effort, rather than becoming a “sink or swim” effort of the teacher. Make your program, **our** program by

“We are each hired by a school district to serve a community. Therefore, it is key that the community be involved in the planning process.”

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.

developing buy-in and ownership in the community and amongst the students. Too often we overlook the simple fact that it is our responsibility to develop the youth with whom we work. We do this best by having them conduct the bulk of the effort and gain the bulk of the experiences that can be offered in planning, implementing and evaluating a local program in the classroom/laboratory, through the supervised agricultural experience and through the connecting activities provided by FFA. No person nor small group of teachers could ever be all things to all students and the community,



so look to become an organizer and facilitator of activities and programs using this tremendous resource of the community.

Planning is more important today than ever. It is critical to success that we know what results we are looking for and address the needs of the communities we

serve. Remember the available resources and don't feel as though you are an island. No educational program shows more unity than agricultural education. Each of us involved in agricultural education want you to succeed, and we will help you. All it generally requires is your asking and, in some cases, opportunities for assistance may be offered without asking. Please take advantage of these resources and strive to be the one whom every one else thinks has the "Top Secret Key To Success."

 **Program Planning**

Planning = Ownership = Success

throughout my career in agricultural education, planning has been one of the keys to whatever successes I have enjoyed.

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

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

1. Students

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

2. Ownership

I think the other reason this book survived is because it was our chapter plan. We, the students, parents, administrators, advisory groups and especially me, as the



By *C. Coleman Harris*
Executive Secretary
National FFA Organization



advisor, took ownership of this plan and carried it out day by day throughout the school year. The passion grew as the plan developed, and the momentum was maintained because we owned it—it became a part of us.

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

 **Program Planning**

H.O. Sargent Award

YOU MAKE DIVERSITY WORK

accepting

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



being

role
models



developing

programs and activities
that support diversity

connecting



people of different
backgrounds and
interests

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, or contact:
H.O. Sargent Award Program Coordinator, 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.

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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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National FFA Organization
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960
Phone: 317-802-6060
Fax: 317-802-6061
ffa.org

TeacherResources

2006 CDE Handbook Now Available

You may access the 2006-2010 Career Development Event Handbook online at [www.ffa.org/programs/cde]. This handbook contains the official rules for the 2006 National FFA Career Development Events.

For more information, contact Candice Murphy at 317-802-4263, or via e-mail at [cmurphy@ffa.org].

American FFA Degree Booklets

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

FFA Online Shopping is New and Improved

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

Official Jacket – Now \$42

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



New Online Training Document

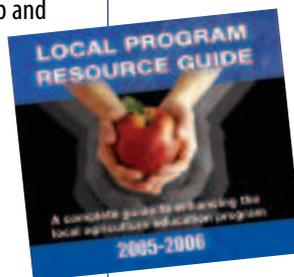
The Step-by-Step Guide to FFA Online Membership is located at [http://access.ffa.org/index.html]. This new PowerPoint training document, created with the assistance of Pam Kilpatrick of the Alabama FFA Association, offers a step-by-step process for the chapter advisor and a tool for state staff to present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

Ag Activity Ideas Wanted

Ellen Thompson, a teacher in Minnesota, is taking on a huge task and is in need of your help. Please read her request for help and reply to her with your great ideas.

In an effort to create a handbook of activities for agriculture teachers, your ideas are needed. Please send any great activities you use in your lessons to the e-mail address below.

We are looking for anything you use as a learning activity within a lesson. Please be as detailed as possible. Once this handbook is completed, anyone who submitted an idea will be given a copy of the priceless handbook. You are encouraged to send as many ideas as possible and please do so before June 1. This is a great way to share your talents and help improve agricultural education overall. Contact: [ellen_thompson@isd743.k12.mn.us], 320-260-6986. Please include your name, school, school address, and e-mail address with your submission.



Software Updates Available

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



Free Equine Semen

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

Washington Leadership Conference

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



2006-2010 National FFA Awards and CDE Revisions

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

Electronic Proficiency Applications Updated

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

2006 Chapter Award Certificates Available

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



Official FFA Jacket Update

New Fit. New Rules: The National FFA Organization is in the final phase of the jacket restoration project. As previously published, FFA has worked with Clemson Apparel Research to create new patterns that address the many concerns with the jacket's fit. The newly constructed jackets started shipping August 1. It will be critical that advisors read sizing and measuring information in the new Blue and Gold catalogs and on the CD-ROM

that accompanies them. The CD-ROM features a video showing advisors how to measure their students to determine the correct jacket sizes. If you have read the materials and watched the video and you still have questions, please call 1-888-332-2668 and talk to one of our customer service representatives.

2006 National FFA Convention Registration

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

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

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

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

National FFA Alumni Invests \$100,000 in the Strategic Ag Ed Opportunities Fund

78th National FFA Convention



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

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

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



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