

# new horizons

The magazine of the National FFA Organization

July/August 1996

life  
in the pits

ON THE MOVE

WITH A COMMODITIES BROKER

*Jared Tyler Fredericks*  
*Vice President*  
digging for gold

MEET AN OLYMPIC BEACH

VOLLEYBALL PLAYER

music with  
a message

GETTING IN TUNE WITH AN FFA  
RECORDING ARTIST

ahead of schedule  
GREAT  
TIME MANAGEMENT TIPS



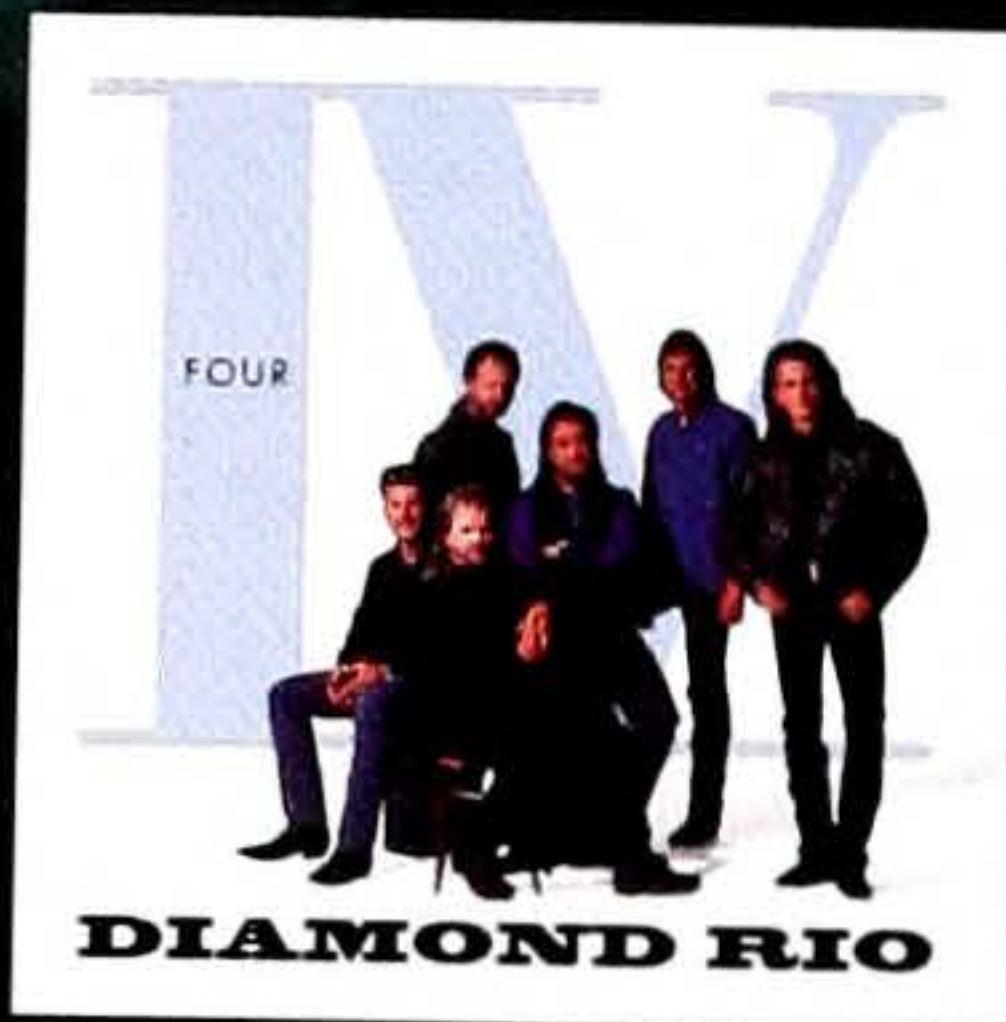
A SOUND THAT SOARS HIGHER  
AND KICKS HARDER  
THAN EVER BEFORE.

## DIAMOND RIO IV

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July/August 1996

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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.

**Agricultural Education Mission**  
The mission of Agricultural Education is to prepare and support individuals for careers, build awareness and develop leadership for the food, fiber and natural resource systems.

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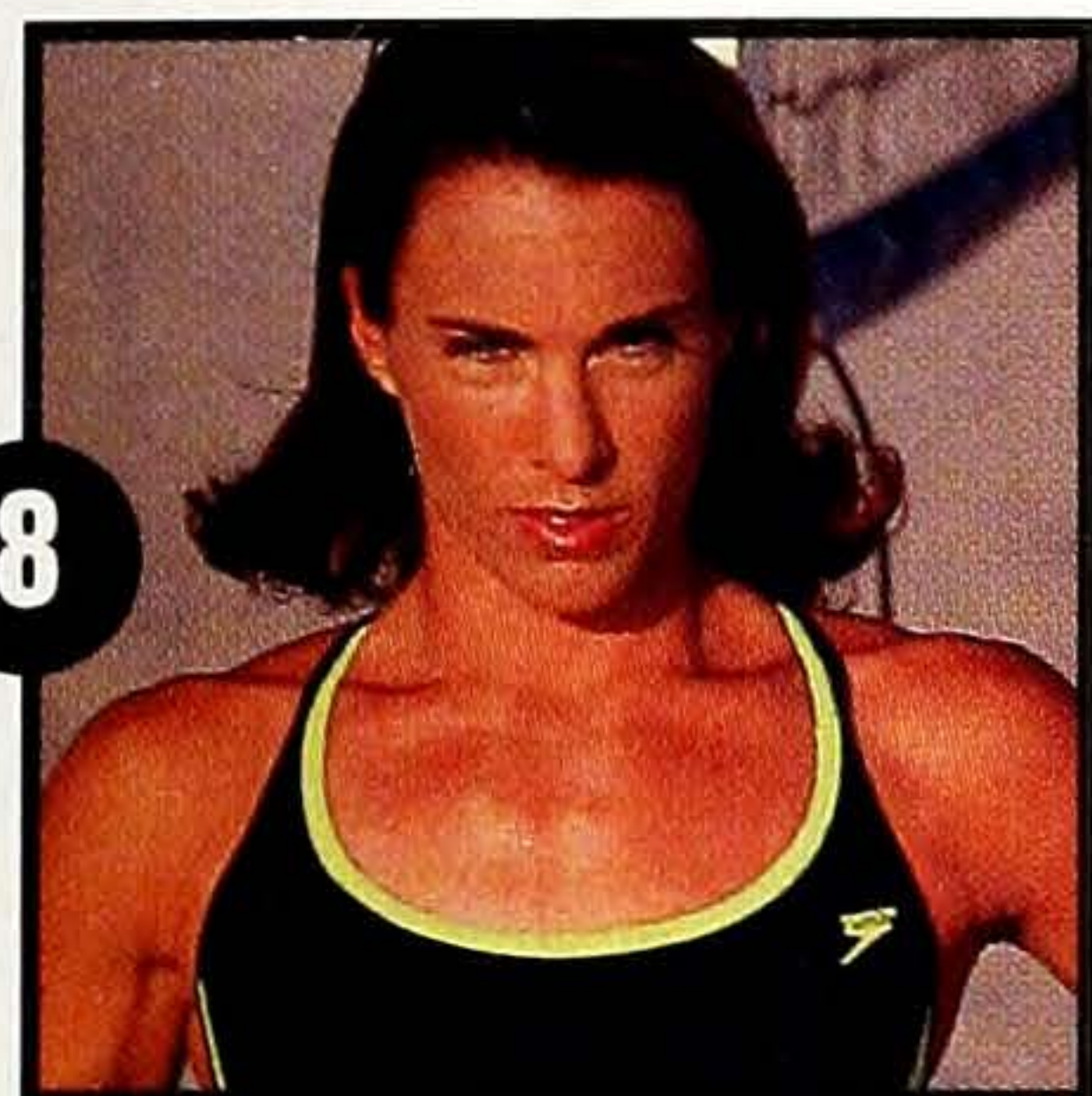
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## cover story

### 10 Music with a Message

When Jared Tyler Frederick of Owasso, Oklahoma, mixes his considerable musical talents with his boundless enthusiasm for FFA, the result is a toe-tapping country record that celebrates the blue and gold in every chorus.





a few minutes with

# Joe Caffee

## Describe your FFA career.

Well, I'm from the South Adams, Indiana, FFA Chapter. I was a chapter officer, though I never quite achieved my goal of becoming chapter president. I was Indiana State Association president in 1993-94.

## Who has been the greatest influence on your life?

My grandpa Caffee. My grandparents live just down the road from us. I grew up farming with them. I wish I had half the energy today that he has at 80. His work ethic and positive attitude have had a really strong influence on me. He has two artificial knees and an artificial hip, so we welded extra steps so he can still get up on the tractor. He's not about to quit.

## Why did you decide to run for national office?

I feel that today there is a really strong need for positive peer influence. And that is something I have always associated with the national FFA officers.

## Was the national officer selection process tough?

It was a challenge, but I thoroughly enjoyed the process. It was incredible how it made me look inside myself. You had to know who you were and what drove you to run for a national office.

## What is your goal for your year as a national officer?

I want to help FFA members realize that there is a bright future in the agriculture industry. The opportunities are endless, and people need to be aware of that.

## What are the high points of being a national officer?

Every state convention I go to is a high point. It gives me a chance to reach the largest amount of members and meet the most people. It lets me see members in action and find out what they are doing in their home chapters. I really get an energy boost every time I go to a state convention.

## What do you like to do in your spare time?

I like country music; my favorite performer is Chris LeDoux. I also read just about anything I can get my hands on. Believe it or not, my favorite author is Dr. Seuss. There is a lot of wisdom in his work. For example, in his last book, "Oh The Places You'll Go," he says that every day we have all these new and exciting opportunities and just need to be aware of how to take advantage of them.

I really love basketball—to play it and watch it. But unfortunately, I don't get much chance to play these days. ■

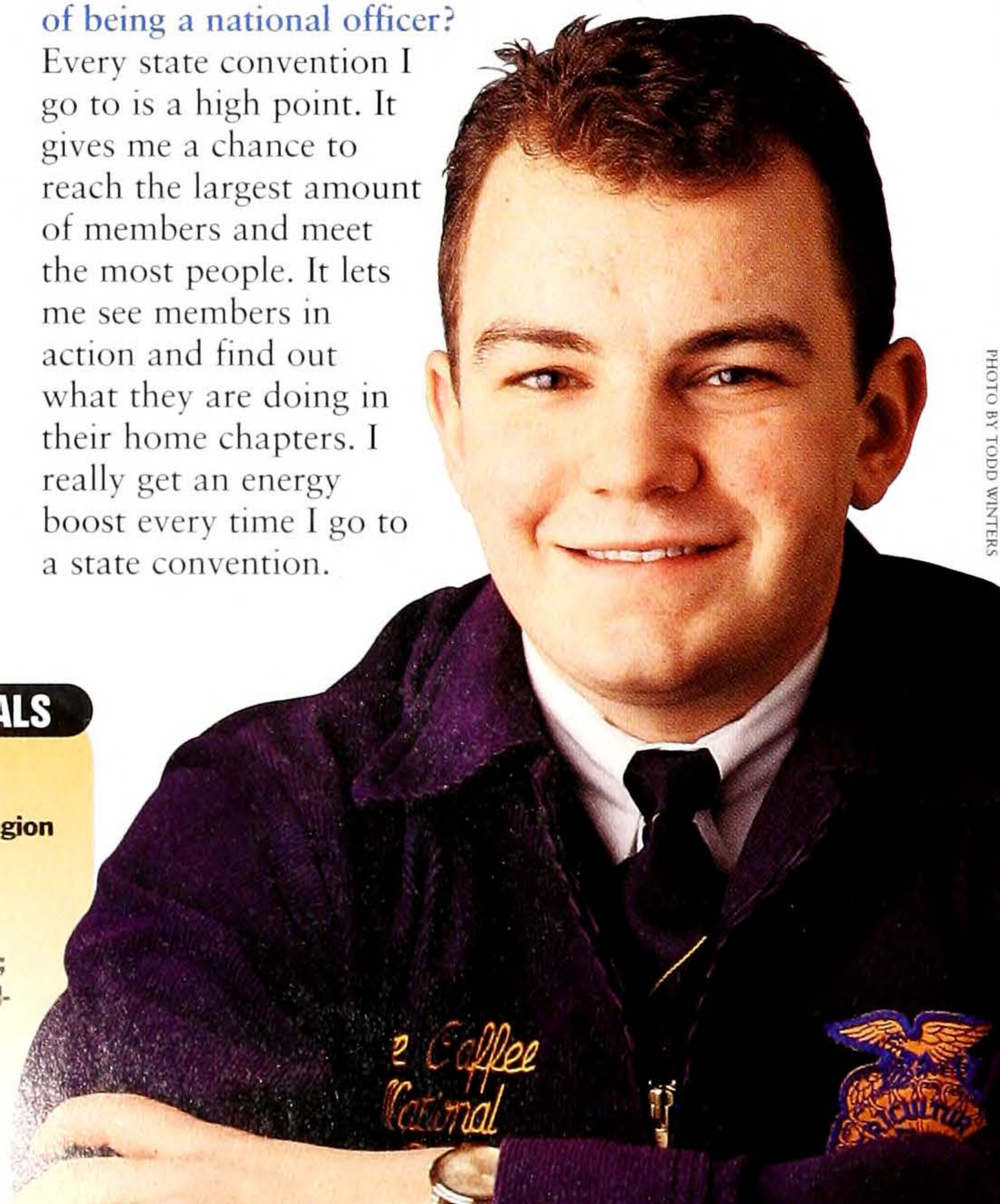


PHOTO BY TODD WINTERS

## VITALS

**Name:** Joe Caffee

**Age:** 21

**Position:** Vice president-central region

**Hometown:** Ellettsville, Indiana

**FFA Chapter:** South Adams FFA

**FFA Advisor:** Fred Schuman

**SAE:** Beef and poultry production; agricultural processing and agricultural communications

**College/major:** Purdue University/ agricultural education

# FFA new horizons

Official Magazine of  
the National FFA Organization

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# Casting a big shadow

National FFA officers go inside the USDA for a day



National FFA President Seth Derner meets with President Bill Clinton and Secretary of Agriculture Dan Glickman in Washington, D.C.

It was a learning experience for both sides. For one very busy day earlier this year, the national FFA officer team shadowed top officials of the United States Department of Agriculture, gaining a sense of the hectic pace of their typical work days and of the important policy decisions they must make on a daily basis.

National FFA President Seth Derner spent the day with Agriculture Secretary Dan Glickman, and the experience was both exhausting and exhilarating.

"Secretary Glickman had such a tremendous schedule for the day and yet he took time to ask questions about me and FFA, and he made sure I

was involved in everything that he participated in," Seth says. "I was pleasantly surprised to see how much a cabinet member of the U.S. government cared about people and about our organization. Too often, I think we find it easy to create a negative perception of those in the federal government, but this experience proved to me that most officials really do care and are trying to do the right thing."

Seth and Secretary Glickman blazed through a punishing schedule that day, which apparently is fairly typical for Glickman, a former congressman from Wichita, Kansas. The day started with a reception hosted by Maryland FFA members.

Then it was on through a tightly packed agenda of meetings, speeches and strategy sessions where Glickman had to stay on top of issues ranging from the environmental impact of the Farm Bill to the effect of trade policies on the potato industry. Nevertheless, Seth and Secretary Glickman did

manage to squeeze in lunch at McDonald's.

Seth clearly gained an appreciation for the demands of the secretary's job. What did he hope Secretary Glickman would learn from the experience?

"Secretary Glickman was not an FFA member in school in Wichita growing up, so I hope he learned how tremendous an impact FFA makes on people's lives," Seth says. "I believe that he better appreciates how FFA is preparing future leaders for the agriculture industry and for our communities."

The absolute high point of the day came during the late morning, when Seth was introduced to President Bill Clinton and Vice President Al Gore, both of whom had been addressing a conference at

Washington's historic Willard Hotel.

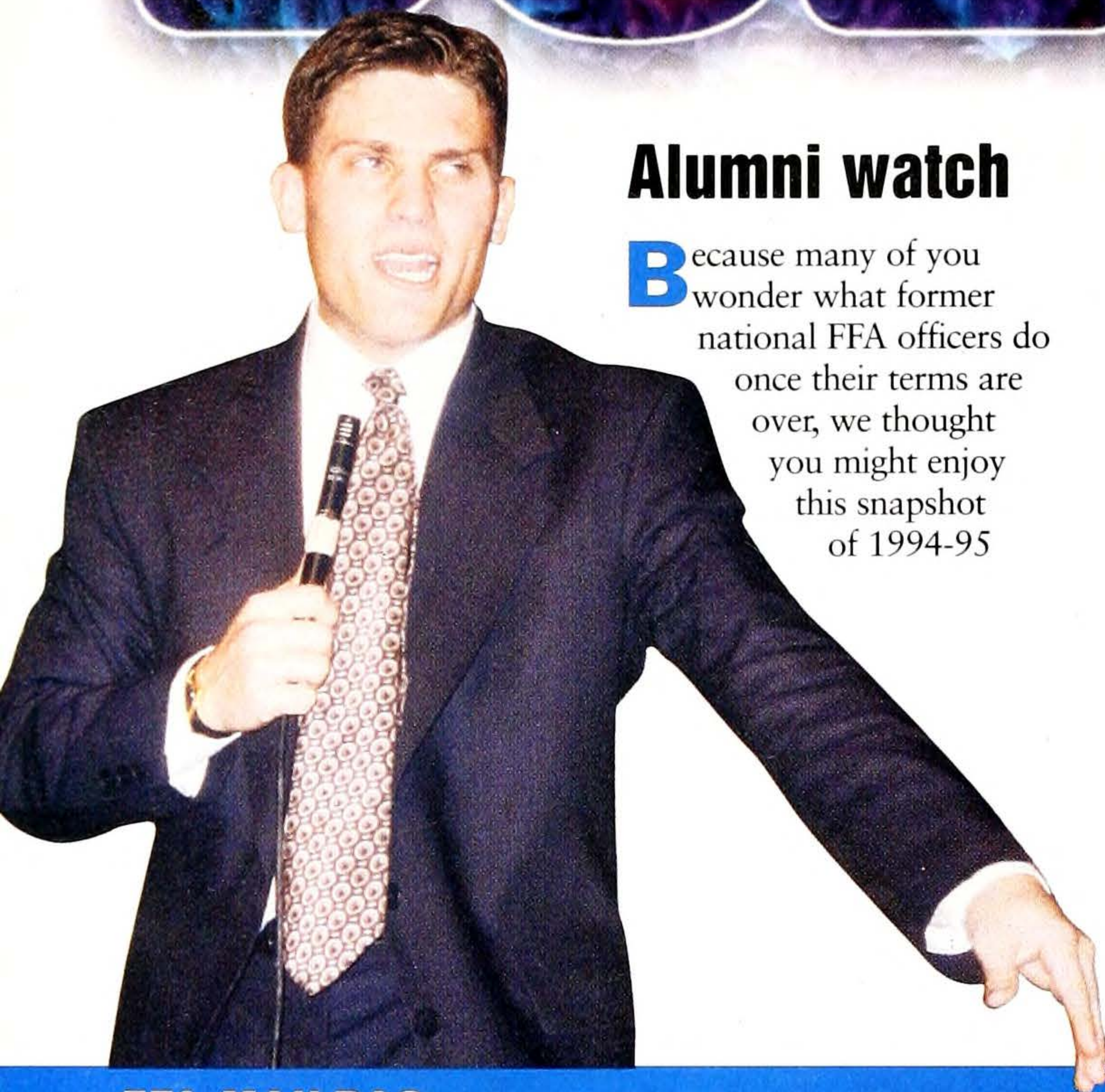
"When President Clinton finished speaking, he walked directly to me to shake my hand. I was in awe! The president knew the blue jacket was FFA and was a symbol of youth, the future and agriculture leadership!" Seth says. It didn't end there. A short time later, Secretary Glickman brought Seth over for a more formal introduction to the president and vice president. "It almost didn't seem like it could have been real," Seth says.

Seth wasn't the only national officer to job shadow at the USDA. Each team member was paired with a high-ranking agency official. Eastern Region Vice President Bill Catania, for example, experienced the demands of agricultural law, a career interest of his, by spending the day with USDA General Counsel Jim Gilliland. Gilliland is the top-ranking attorney at the USDA and advises the secretary on all legal issues.

"It helped me to see that agricultural law isn't as pretty as people think," Bill says. "Mr. Gilliland works 70 to 80 hours a week. Law careers are painted to be very glamorous, but it isn't always that way. FFA members should know how hard our representatives in D.C. work." ■



# BUZZ



## Alumni watch

**B**ecause many of you wonder what former national FFA officers do once their terms are over, we thought you might enjoy this snapshot of 1994-95

national FFA secretary Travis Hagen speaking recently in Peoria, Arizona. Hagen spoke to more than 600 agriculture students during the 11th Annual Peoria FFA Leadership Camp sponsored by the Peoria FFA Chapter. According to Stephanie Weller, Peoria FFA assistant reporter, the leadership camp was a 24-hour, round-the-clock event that featured motivational speakers like Hagen, developmental workshops, a dance and even a foot rodeo. ■

## Name that 'toon

Charlie's back, but he still needs your help to name his all-new cartoon strip. So when you're finished reading all of the stories in *FFA New Horizons*, turn to Last Laff and send in your favorite title for Charlie's strip. Then watch for your next issue and see if your choice is the big winner!



## FFA New Horizons wants you

**H**as your chapter ever been featured in *FFA New Horizons*? What about your fellow members? If not, we want your stories for FFA in Action and FFA Stars. Whether it's about a fund-raiser, a chapter trip or someone deserving special recognition, let us hear from you. Just write a few brief sentences on the Action story or the Star nomination (including names, dates and any details), throw in a good snapshot or two and send it all in to *FFA New Horizons*, 5632 Mount Vernon Memorial Highway, P.O. Box 15160, Alexandria, VA 22309-0160. We'll do our best to include your submission in an upcoming issue. ■

## FFA MAILBAG

### The FFA flame still burns

**A**s I waited for a recent appointment, I found the January/February copy of *FFA New Horizons* on the magazine table.

I cannot tell you enough of the warm-hearted feeling I felt as I reminisced about my days as a member of the local FFA chapter in Pojoaque, north of Santa Fe. Though I deviated from farming as a career, I have enjoyed great opportunities to serve the Santa Fe fire department in all ranks from firefighter to fire chief.

I have always believed the leadership the FFA

afforded me was unquestionably an influence in my life and career. As a young man, I dreamed of being a state or national officer. In my own way, I realized this dream when I was named Instructor of the Year by the Society of Fire Service Instructors during the annual Fire Department Instructors Conference. As I stood before a crowd of 7,000 fire officers from around the world, I could not help but remember attending the national FFA convention back in 1974.

FFA, I thank you for the foundation you established in me from

which I draw every day.

#### Peter Duran

Deputy State Fire Marshal  
Santa Fe, New Mexico

*Editor's Note: We appreciate your support, Mr. Duran! Your letter proves that FFA is not just for agriculturists, but for future leaders across all occupations and walks of life. Whether an FFA member becomes a farmer or a fire marshal, the premier leadership, personal growth, and career success fostered by our organization truly last a lifetime.*



## Time for television

Public television is always in need of funding. So Blain Cort, a 17-year-old Anderson FFA member pitched in by raising a market lamb and donating the proceeds to KIXE, the local public television station. The lamb was donated by the Shasta College Farm Polypay sheep project. Blain's interest in community service extends to his leadership of the chapter's community service project, his membership on a team that promotes ag education in local middle schools and his participation in livestock exhibitions for area elementary schools.

This FFA Star also raises gekko lizards for sale at pet stores and teaches martial arts to community youth. ★

Nominated by Richard Titus



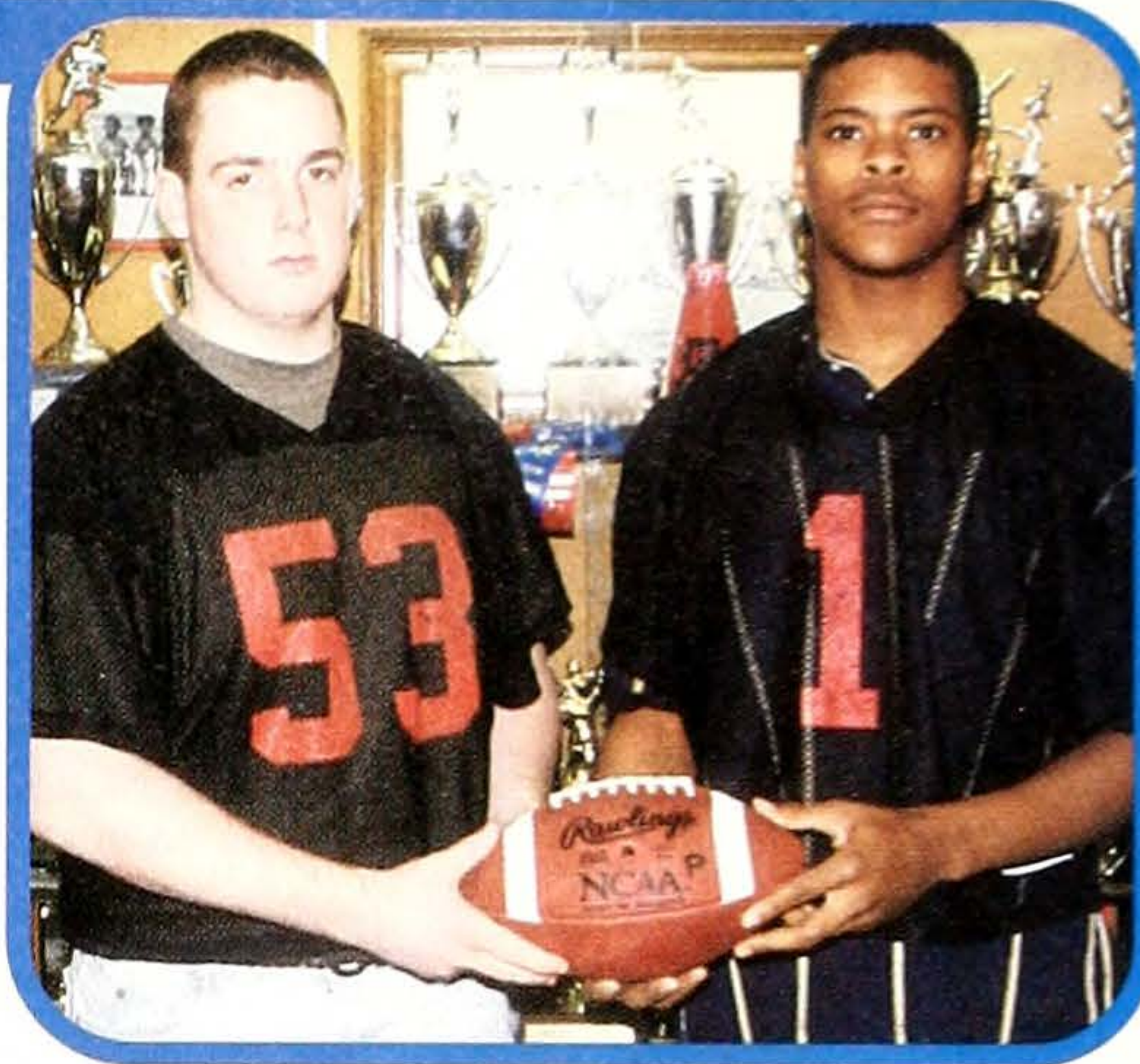
Illustration © CSA Archive

## VIRGINIA

### Tough to beat

**R**uss Lotspeich, a senior, was a national finalist in the Wendy's High School Heisman All-American contest. Not only is Russ (pictured, left) all-district and all-region in football, he's captain of his high school baseball team, too. Off the field, Russ keeps up a high GPA while taking advanced placement courses in calculus and English. In addition, he mentors elementary-aged students through the PALS program and competes in parliamentary procedure and livestock judging in FFA.

Russ' teammate and fellow FFA member Alanthus White (pictured, right) is also a football team captain (and basketball team captain) and was similarly named to all-district and all-region football squads. A senior, Alanthus serves as FFA chapter sentinel and chairman of the chapter's com-



munity service committee. He is a member of the parliamentary procedure, forestry and soil teams. Over the holidays, this FFA Star spearheaded the chapter's food drive, which fed 600 needy families. ★

Nominated by Howard Hill, advisor

## KANSAS



### Marie Pabst

Combining horsemanship with communication skills, Marie, a 16-year-old junior from the Colby FFA Chapter, currently reigns as both Thomas County Rodeo Queen and the 1996 National Little Britches Rodeo Association (NLBRA) Queen. The NLBRA is one of the oldest junior rodeo associations in the U.S. and Canada. ★

## NEW HAMPSHIRE

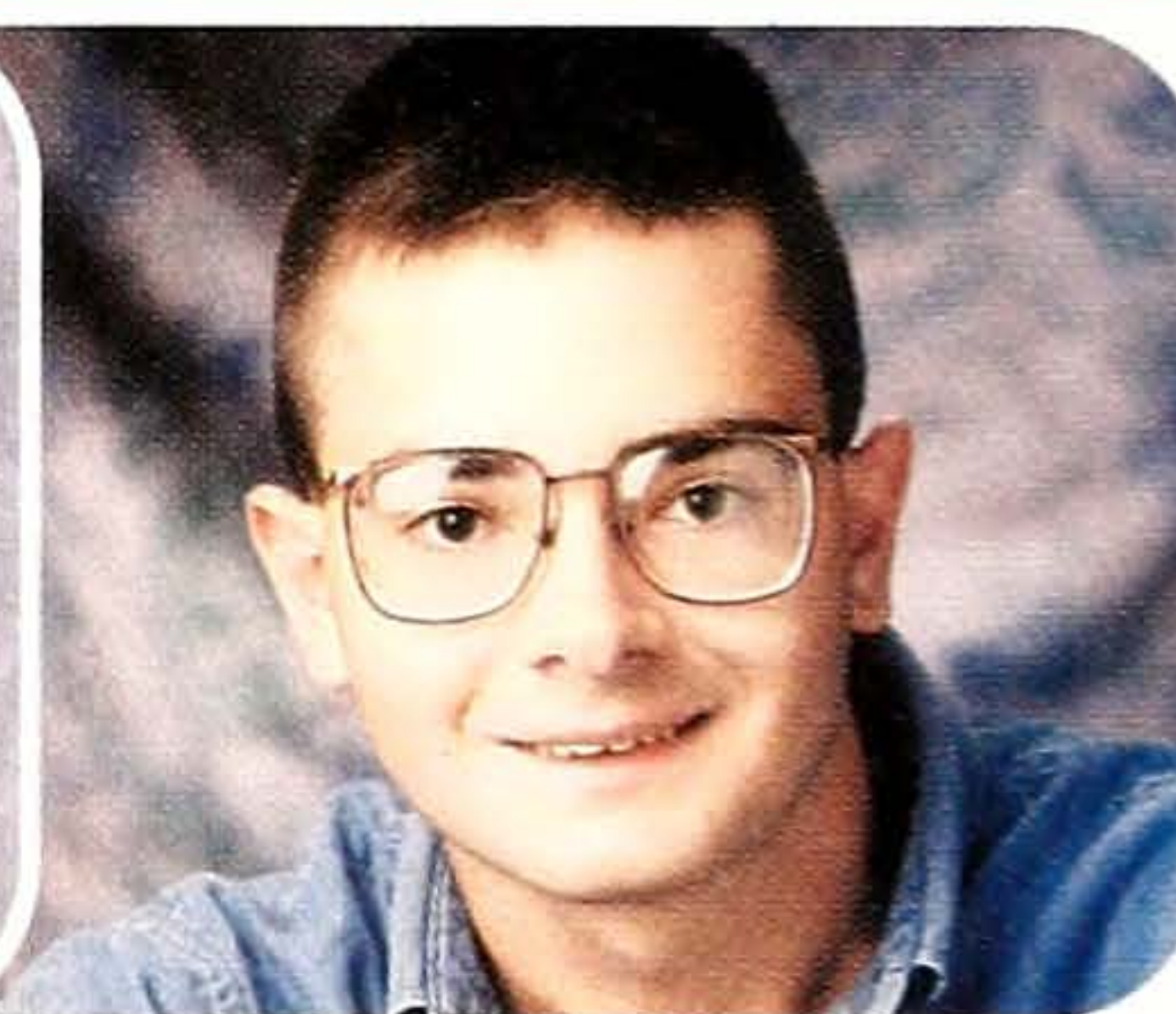


### Kimberly Hannum

In addition to competing on New Hampshire's first female tractor-driving team, and holding various offices in the Pinkerton Academy FFA Chapter, Kimberly was named her state's Outstanding Vocational-Technical High School Student of the Year. ★

Nominated by C. Peter Mortenson

## IOWA



### Andy Zinnel

Rockwell City-Lytton FFA member Andy Zinnel maintains an active schedule of ag-related activities. He's chapter sentinel, member of the livestock judging team and an award-winner in public speaking. Andy is also involved in 4-H; the Rockwell City-Lytton basketball team and art club; and the Iowa and National Junior Maine-Anjou Associations. And he does it all while overcoming the adversity of spina-bifida. ★



## Notes from the Web



FLORIDA

### It's School-To-Work with Miss America and FFA

Recently, four members of the New Smyrna Beach Senior FFA Chapter participated in a School-To-Work presentation featuring Miss America Shawntel Smith. Smith, who also spoke at last

year's national FFA convention, discussed the importance of preparing for life after secondary school. In turn, the FFA members demonstrated classroom skills necessary for the successful transition from school to the workplace. The members also presented Smith with a certificate of appreciation for her visit and for her dedication to this far-reaching program.

Submitted by Debra Poveromo

New Smyrna Beach Senior FFA members Janelle Ciaffoni, Sarah Hall, David Luznar and Debra Poveromo and New Smyrna Beach High School principal Kevin Tucker thank Miss America Shawntel Smith for helping to kick-off the national School-To-Work program with Florida students.

Last month, we showed you how FFA members across the country are busy surfing the 'Net. We also introduced you to the National FFA Organization's home page on the World Wide Web. The home page can be found at <http://www.ffa.org>. Check it out soon!

Here are a few comments from members and alumni who've already taken a peek:

"Great to see FFA on the Web. It is encouraging to see the organization keeping up with the times. I'll be visiting regularly to see

what's going on. Hopefully, this will become a good place to keep up with current information as well as alumni news."

**John W. Rose**

1983-84 State Vice President, Cookeville, Tennessee

"Hello from Mountain View FFA! I think this website is fantastic. I will definitely come back to use a lot of the info for encouraging students or getting new people to join FFA. FFA is great!"

**Wendy May**

Mountain View FFA, Mesa, Arizona

"As a way to enhance our chapter newsletter, I think I would like to include a section about what is going on in the nation and/or news from other chapters. FFA Online is a great way to share information about agriculture to the world."

**Joia Jones**

Pioneer FFA, San Jose, California

While we're talking about the Internet, we need to update you on last issue's cover story "Agventures in Cyberspace." Richard Gallo, of the East Brunswick, New Jersey, FFA Chapter, tells us his chapter's World Wide Web address has changed. The new address is: <http://pages.prodigy.com/FFA.html>.

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## SOUTH DAKOTA

### A big week in Watertown

The Lake Area Multi-District FFA of Watertown, South Dakota, commemorated National FFA Week (Feb. 17-24) with a jam-packed schedule of events. They kicked off the excitement by working on career development, preparing for upcoming contests and showing freshman members the proper way to tie their official FFA ties. Next, members had their photo taken for the local newspaper and a few lucky spokespersons were interviewed on the local radio station. Chapter officers even visited city hall, where Watertown's mayor signed an official proclamation declaring it National FFA Week. Finally, the chapter wrapped up its fun-filled week by sharing donuts with local businesses who support FFA.

Submitted by Heidi Langenfeld and Jim Madsen



FFA chapter officers pay a visit to city hall to watch the mayor sign an official National FFA Week proclamation. Left to right: Amber Layton, treasurer; Heidi Langenfeld, president; Laura Bruns, vice president; Nathan Graf, sentinel; Jim Madsen, reporter; Feather Webb, secretary; Craig Weinkauf, advisor. Seated: Watertown Mayor Brenda Barger.



## ARIZONA

### What's on your plate?

Neil Schneider, Arizona state executive secretary, is the proud owner of this one-of-a-kind license plate. As you can see, he truly considers every day an FFA Day!

### You should be here!

Remember to send your summer-time stories to FFA in Action. Whether it's a camping trip, a chapter outing or a community service project, let other FFA members know in an upcoming issue!

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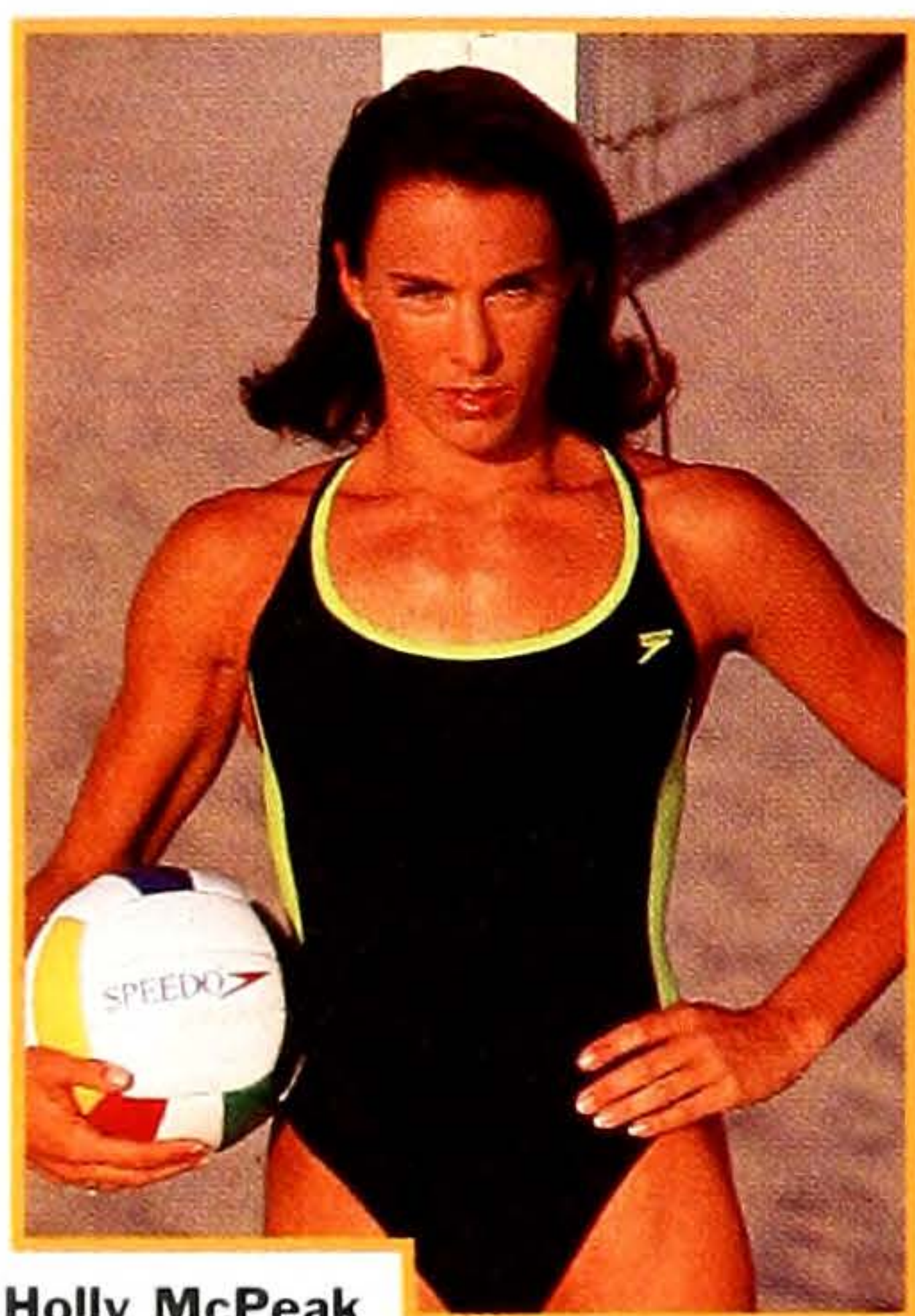




# McPeak speaks

**Holly McPeak is the hottest player in the Olympics' hottest sport. She's determined to win the gold medal...or dive trying.**

**W**hat can you learn from someone who spends 10 months a year on the beach? Well, if that person happens to be Holly McPeak: self-discipline, determination and grace under pressure.



Holly McPeak

McPeak, a southern California native, is one of America's top beach volleyball players and a gold medal favorite at this summer's Olympic Games in Atlanta. In her sport's first year as a medal event, McPeak—a fast, defensive backcourt player—and teammate Nancy Reno—a tall, powerful athlete who dominates the net—will go head-to-head against stiff competition from around the world. In the meantime, she spent some time talking with FFA *New Horizons*.

**How old were you when you started playing volleyball?**

I first picked up a volleyball when I was about 10. I started playing organized volleyball in seventh grade, and this is my sixth year playing professionally.

**Do you play other sports?**

I played soccer in high school and used to run 10K's, but volleyball has always been my love.

**Describe the sport of beach volleyball.**

Well, beach volleyball is played in soft sand on a regulation-size volleyball court. But there's only two players per side so it's very physically challenging. You have to be a smart, well-rounded player to cover the same ground that six people cover indoors.

**How does it feel to be playing in the Summer Olympic Games?**

The Olympics is such a special event. I've watched it on TV for so long, and the feeling people get when they win gives me chills. It makes me want to do the same thing. Plus, we're playing in our country and I'm really excited and proud to represent the United States.

**In southern California, beach volleyball receives**

**a lot of attention. How do you feel about all the attention your sport will receive on the Olympic stage?**

I think it's great. We're going to help spread beach volleyball around the world when people watch us in Atlanta. We consider ourselves 'ambassadors of the sport.'

**What about handling all the pressure?**

To tell you the truth, the only pressure we feel comes from within. We know we're the strongest team in the world, so we just have to play our game and we'll be fine.

**How important is communication between you and your partner?**

Well, it's very important because in the Olympics, we're not allowed to have a coach on the sidelines. So communicating and recognizing our opponents' weaknesses and strengths is important—so we can do something about it right away.

**You and partner Nancy Reno dominated the pro circuit last year with 11 consecutive tournament victories. What advice do you have for FFA members looking for the competitive edge?**

Number one, play your sport whenever you can.

Don't wait for your sport's season to practice. After all, the more you play; the better you get.

Also, in high school, don't worry about spending lots of time in the weight room. Don't push your body with weightlifting. Instead, do exercises like push-ups and sit-ups which build your strength naturally. Preventive exercises (in my case, shoulder rolls) are also important. But, again, the best thing to do is just play the sport itself.

**You earned a college degree from UCLA.**

**How important is an education today, even for a pro athlete like yourself?** Oh, it's super-important. Above all, you have to take your education seriously. Injuries can end athletic careers 'like that,' so you have to develop your mind. You can always fall back on your education. ■

## VITALS

**Age:** 27  
**Birthplace:** Hollywood, California  
**Years Pro:** 6  
**High School:** Mira Costa, Manhattan Beach, California '87  
**College:** UCLA  
**Degree:** B.A., English '92  
**Recent Awards:** 1995 Women's Pro Volleyball Association Most Valuable Player and Top Defensive Player





Holly McPeak, U.S. Olympic Beach Volleyball Team member, first picked up a volleyball at age 10. Today, at 27, she competes in such locales as Indonesia, Brazil, Korea, Japan, Portugal and Australia.



Catch a rising country  
who puts a little FFA in

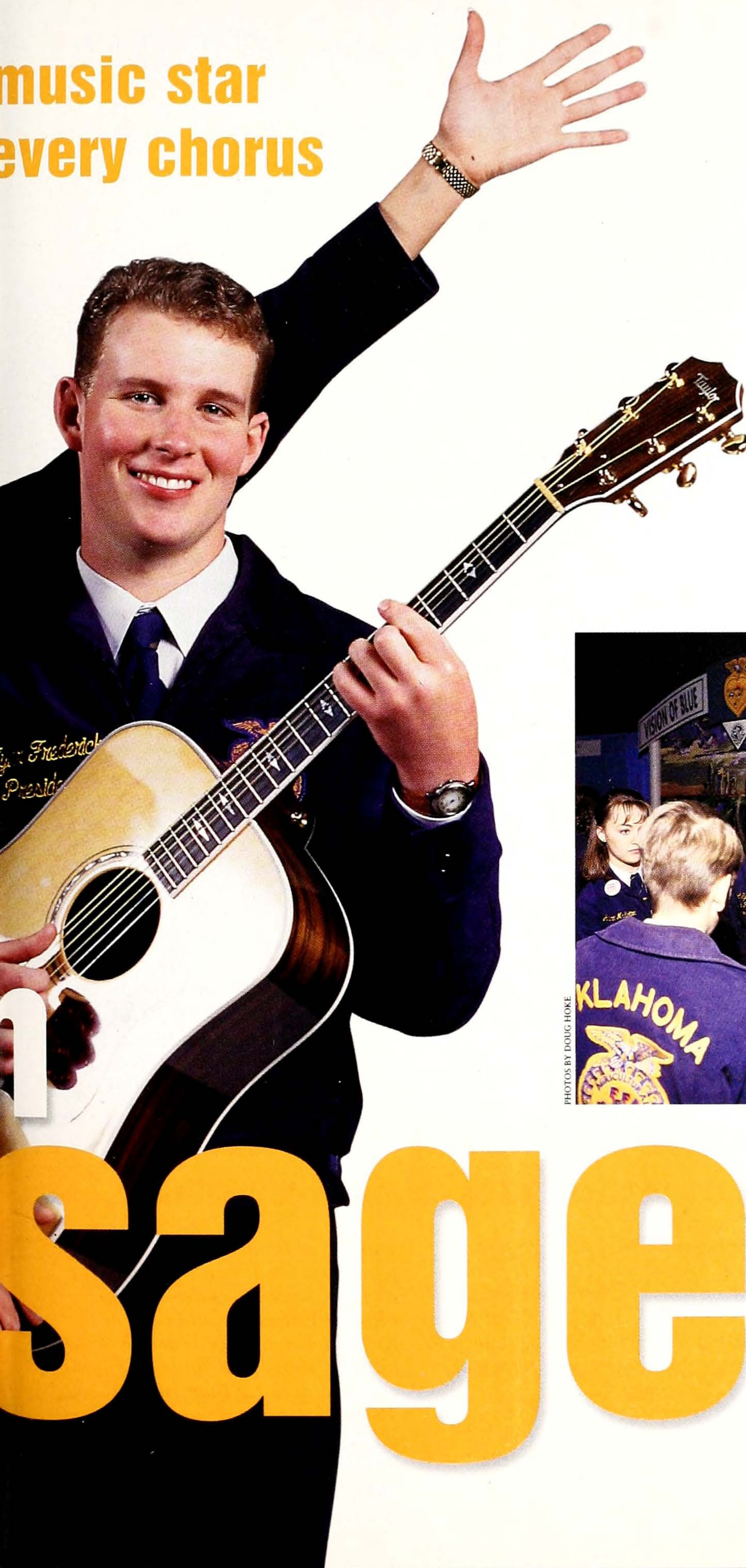
# music with a mes

Left to right: Buddy Owens, Autumn McEntire, Kiley Reiger and Jared Tyler celebrate their CD release.

by Michael Speck



music star  
every chorus



**J**ared Tyler Frederick may not be a household name like George Strait. And he may not be launching a world tour like Brooks & Dunn. But if the buzz surrounding his debut recording is any indication, this FFA member from Owasso, Oklahoma, is definitely a country music artist to watch.

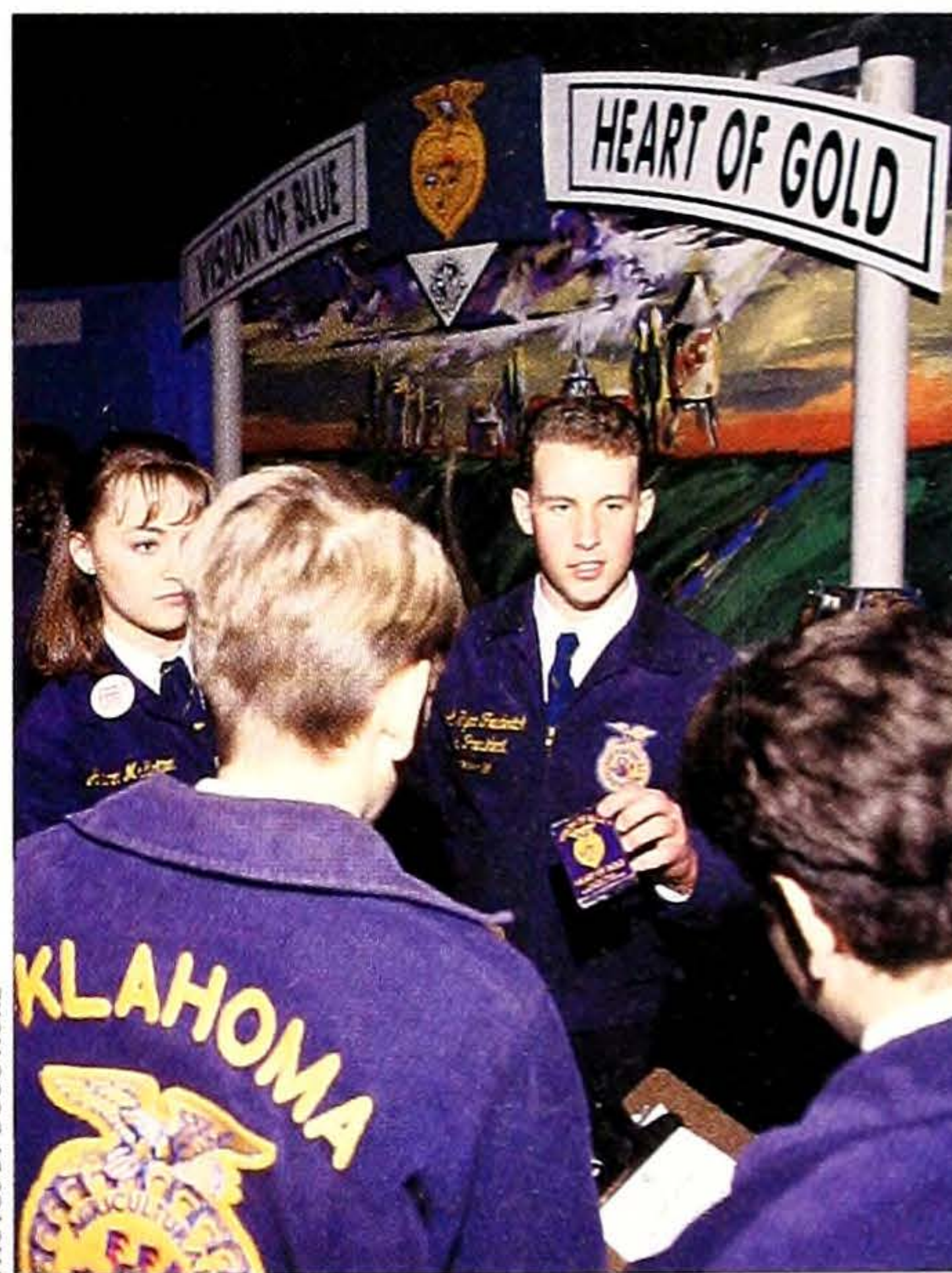
Jared (who performs under the name Tyler) and his vocal ensemble—including Burlington FFA member Kiley Reiger, Canadian FFA member Autumn McEntire, and Buddy Owens, a freshman at Central State University—recently released their first professional recording at the Oklahoma state FFA convention. Throughout *Vision of Blue...Heart of Gold*, the artists' enthusiasm for FFA comes shining through, song after song. The record is sure to draw attention to FFA from country music lovers everywhere.

The project actually began months before the convention, when the 18-year-old singer/songwriter/guitarist was looking for a way to give something back to the organization he loves so much. After meeting with representatives of the Oklahoma FFA about his idea, Jared enlisted the help of friend and mentor Michael Garrett, a Tulsa-based record producer. With a third partner, they formed Moo Town Records and began making a record.

**Autumn McEntire (left) and Jared Tyler sell copies of their recording to fellow FFA members at the Oklahoma state FFA convention.**

The first step was simple: calling fellow FFA members and inviting them to sing. Through performances at state conventions, FFA banquets and even the national FFA convention, Jared had formed close ties with a number of members who fit the bill. And everyone was eager to help out.

"I was absolutely thrilled when Jared asked me to sing on *Vision of Blue...Heart of Gold*," Autumn



PHOTOS BY DOUG HOKE



McEntire says. "After listening to the songs, I got the feeling that this was going to be big!"

Once the talent was in place, Jared chose the record's 10 songs—a mix of upbeat, sing-along songs and softer, motivational ballads. He even co-wrote half of the songs himself (Garrett penned the other half), drawing inspiration from artists like the bluegrass band New Grass Revival, pop singer James Taylor and country music superstar Garth Brooks. In fact, while attending a guitar camp last year, Jared had the chance to meet his idol at a campfire sing-along on Brooks' sprawling Tennessee ranch.

With song list in hand, Jared and Garrett headed to Nashville. It was

best musicians in the business, and playing guitar. I had to overcome my fear of messing up and give it my best shot. And I'm happy to say I think it turned out pretty good!"

With music tracks in hand, it was back to Garrett's recording studio in Tulsa to add the vocals.

At last, the final mix was wrapped up back in Nashville and the master was sent to the manufacturer to produce the actual compact discs and cassettes.

Besides spearheading the artistic and technical elements in this project, Jared found himself using

many of the leadership skills he had learned in FFA to promote the record with investors and audiences alike.


"Really, when you think about it, what we're doing is not that different than bringing crops or livestock to the market," he says. "Music is a kind of food for the soul. Instead of raising lambs, I guess we're raising songs."

If this ambitious musician has it his way, a lot of people will enjoy the songs he's carefully "raised." In fact, Jared's goal is to sell 50,000 copies of *Vision of Blue...Heart of Gold* when all is said and done.

To get there, he's already established a

**collector's item**

**Call 1-918-742-6447 for  
a two-minute demo  
featuring songs from  
the recording!**



**If you'd like your own  
personal copy of  
*Vision of Blue...Heart of  
Gold*, write to:**

**Vision of Blue  
c/o Moo Town Records  
P.O. Box 6336  
Tulsa, Oklahoma 74148**

**Enclose \$9.95 per cassette or  
\$14.95 per compact disc, plus  
\$1.00 shipping/handling per copy.  
Moo Town Records will pledge a  
percentage of every copy sold to  
a new FFA Scholarship Fund.**



**Jared Tyler performs  
in Oklahoma City.**

**"Our commitment to quality and integrity will  
help us no matter what vocation we choose."**

here, in the legendary Bradley Barn recording studio, the same studio where Patsy Cline, Conway Twitty and Loretta Lynn once recorded, that Jared got his first taste of big league pressure.

"Recording in the Bradley Barn is kind of like being interrogated by the world's best prosecutor," recounts Jared. "One of the most intimidating moments was in the studio, sitting between two of the

dedicated mail order address and will promote the record at various FFA events in the months ahead, including the national FFA convention in November. But he's quick to stress that there's more than music on this compact disc.

"I think a lot of people don't really know what we are all about," Jared explains. "They don't understand that our involve-

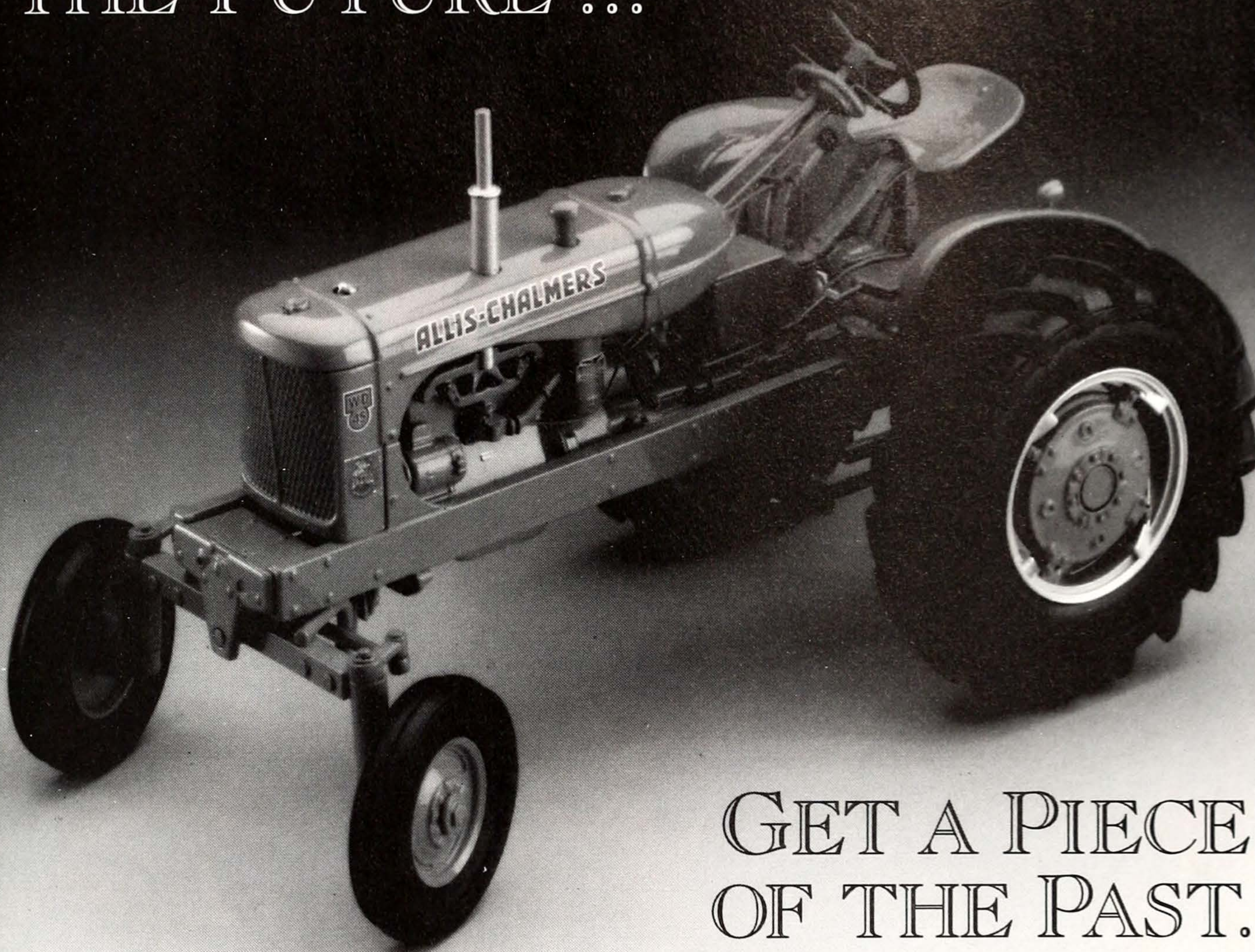
ment in FFA is something that can really change our lives. Our commitment to quality and integrity will help us no matter what vocation we choose. I hope in some small way this project can help some people see that." ■

*Wanna be in Jared's first music video? Jared Tyler is looking for videotapes and photos to use in the video for his song "Livestock Show." Put together your best one-minute video of you and your*

*animals at home, at shows, or wherever. Or, if you don't have a video camera, send in a few photos. Entries should be sent to Moo Town records at the address above and should be received no later than July 31, 1996. If you want your materials returned, be sure to send a self-addressed mailer with appropriate postage. Be creative!*



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To honor 50 years of AGCO support for the FFA, we're offering a limited edition, 1/16 scale, die-cast replica of the Allis-Chalmers WD-45.

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\*Separate from any continuing contribution program. \$75 of each \$150 contribution is tax deductible.

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# tradi

7:45 a.m.



Art Paulsrud, a commodities broker at the Chicago Merchantile Exchange, starts his busy day by tracking the latest developments in the hog and cattle markets.

8:25 a.m.



Paulsrud discusses business with another former FFA member and commodities broker while riding the CME elevator down to the trading floor.



# ing places

Take a peek inside the **action-packed**  
livestock futures pits at the **Chicago Mercantile**  
**Exchange** with former **FFA member**  
and veteran commodities broker **Art Paulsrud**

**A**s the 9 a.m. starting bell sounds at the Chicago Mercantile Exchange, the hog and cattle futures pits rumble into action. Hundreds of men and women in vibrantly colored jackets begin their daily routine of shouting out livestock orders, waving their hands and, on occasion, grabbing each other by the lapels as they attempt to get the attention of other traders.

by **Carlotta Mast**

9:00 a.m.



Down in the live cattle trading pit, Paulsrud uses a simple system of hand signals to alert other livestock traders he's in the market to buy.

10:35 a.m.



Paulsrud calls his employer, ADM Investor Services. While on the floor, he must keep ADM's clients up to date on what's going on in the livestock markets.

12:00 p.m.



Life on the trading floor isn't all screaming and running around. At times, like this one, the pace slows down enough to joke around with others on the floor.



## Join in the action

**W**ant to learn more about the commodities market and experience what trading is like first hand? The National FFA Organization sponsors two commodities marketing programs that allow its members to do just that:

### ■ Commodity Marketing Activity:

This program gives FFA members an opportunity to experience commodity trading in a real-life setting. During a six-week session, teams of three to six FFA members pick a minimum of three commodities to track and trade. The teams call in their orders to the Stewart-Peterson Group, a commodity brokerage firm. Students experience real prices and market conditions but do not exchange money. Teams monitor their commodities every day using Stewart-Peterson's AgEd Network and take a 100 question test at the end of the session. Winners are chosen at the state level based on their trading and test performance. Two Commodity Marketing Activity sessions run each year in the spring and fall. Up to three teams may participate from each school. The Commodity Marketing Activity is sponsored by the Stewart-Peterson Group, the Chicago Mercantile Exchange and Data Transmission Network.

### ■ Commodity Challenge:

In this annual activity, FFA members select a commodity to research and track, and then write a final report on their findings. Each chapter selects a Commodity Challenge winner based upon the thoroughness and quality of the report. The chapter winners advance to the state level and then to the national level. Six national winners receive a free trip to Chicago to spend three days at the Chicago Board of Trade, including a visit to the action-packed trading floor. The Commodity Challenge is sponsored by the Chicago Board of Trade.

For more information on how to take part in these programs, call Greg Egan at the National FFA Center, 703/390-3600, ext. 264.

While they may look a little silly at first glance, these CME members are doing some serious business. They form the backbone of one of the most raucous marketplaces in the world—

one in which billions of dollars worth of livestock futures and options contracts exchange hands daily.

One such CME member is Art Paulsrud, a former FFA member and 15-year CME commodity broker. Sporting a red cotton jacket and a Looney Tunes necktie, Paulsrud maneuvers his way from the pork bellies pit to the live cattle pit in his quest to buy and sell livestock futures and options contracts for his employer, ADM Investor Services Inc.

The CME offers brokers like Paulsrud a place to conduct their commodities trading business through the purchase and sale of futures and options contracts without having to trek from farm to farm across the globe. Futures trading gives investors a way to make money through speculating, and farmers and commercial businesses a tool for lessening the risks of doing business through hedging. Working together, speculators and hedgers make up the action-packed, often chaotic futures market.

"What's happening on the floor looks totally chaotic, but believe me, it is fairly well-organized," reassures Paulsrud, who left a life of farming in a small town in western Iowa in 1977 to pursue a career in the commodities market.

"It's like watching a bee hive. You can sit there and look at it, but if you don't know anything about bees, then you're probably going to think they all look the same and they're all just going everywhere. But if you know a lot about bees, you know there are certain ones doing certain jobs and that it really is orderly."

Like bees, everyone on the CME floor performs very specific and important job functions, and the colorful jackets help distinguish the people who are actually doing the trading from company clerks and the CME officials monitoring the action in the pits. Aside from trading livestock commodities from 9 a.m. to 1 p.m. daily at the CME, Paulsrud's job requires him to keep abreast of what's going on in cattle and hog markets so that he can make trading suggestions and market predications for ADM's clients. He spends his mornings and afternoons tracking market trends, writing wire reports about the hog and cattle markets, and trying to make the best predictions about what may happen in the markets.

"What you are doing on the trading floor is a lot like going to Las Vegas," says Paulsrud, who was a member of the Maple Valley FFA Chapter in Banbury, Iowa. "It's guessing which way the mar-

ket is going to ebb and flow, and working with lots of other people who are trying to do the same thing. You can never be absolutely sure what will happen next."

### Let's make a deal

In order to trade at the CME, a person must have what is called a "seat." A full CME seat costs upwards of \$700,000. Only traders—people who trade for themselves—or brokers—people like Paulsrud who are licensed to trade for customers—can buy or sell futures or options on the exchange floor. Floor trading only occurs during specified hours of the day. The cattle and hog pits are open for business from 9 a.m. to 1 p.m. During this time, CME members call out their commodity bids and offers in the hope of attracting a buyer or seller.

"There's a buyer and a seller for every contract traded," Paulsrud explains. "At the CME, transactions take place verbally. You might grab hold of somebody or give them a pat on the back to make sure they understand you've just made a trade with them. You always double-check to make sure the deal went through."

The key to successful trading is to buy low and sell high, Paulsrud says. Pretty simple. Who determines futures prices? The traders do. Following basic laws of supply and demand, if more traders are looking to buy pork bellies than there are sellers, the price goes up. The price falls if more traders are trying to sell



After the closing bell has signaled the end of trading for the livestock pits, Paulsrud reviews his trades for the day with a CME clerk.



their commodities than there are buyers. All in all, prices are determined by what buyers are willing to pay for a commodity. If two traders are offering to sell a commodity for the same price, a trader looking to buy will trade with the person closest to him.

Not surprisingly, all of this face-to-face deal making can result in some hot tempers.

"The floor is a pretty tough place to compete in because everybody is trying to take advantage of everybody else," Paulsrud notes. "It's not uncommon for a wrestling match to break out on the floor. People say and do things in the heat of battle that they wouldn't do at the supper table."

### Quick thinking

While traders usually shuffle around the pits for about four hours every day conducting their trading business, most types of trading transactions must occur within the opening and closing sessions. That means members generally have about 30 seconds at the start of trading and then again at the end to buy or sell their contracts, whatever the case may be.

"Thirty seconds does not seem very long, but a lot of stuff gets done in that window of time," Paulsrud says. "People down here have been doing this for a long time, and we're all fairly capable of getting a lot of things done in a hurry."

Of course, mistakes or out-trades do



Although his trading day is over, Paulsrud still has work to do before going home. He heads back to his office to write final market reports for ADM.

## Tradetalkin'

**W**hen talking shop, commodity traders seem to speak their own language. The Chicago Mercantile Exchange offers the lowdown on the following market terms:

■ **Bear:** Someone who thinks prices are going down. A bear market is one in which prices are declining.

■ **Bull:** Someone who thinks prices are going up. A bull market is one in which prices are rising.

■ **Cash commodity:** The actual physical commodity as distinguished from a futures commodity.

■ **Closing:** The period of time at the end of the trading session.

■ **Contract:** These are legally binding agreements made on the trading floor to buy or sell a physical commodity or financial instrument in the future. Contracts are the trading units of futures and options, and describe everything about what is being traded.

■ **Floor broker:** A member of an exchange who is paid a fee for executing orders for customers on the trading floor. All floor brokers are licensed by the Commodity Futures Trading Commission, a federal agency that oversees futures trading.

■ **Floor trader:** An exchange member who generally trades for his/her own account or for an account he/she controls. Also referred to as a "local."

■ **Futures:** A term used to designate all contracts covering the purchase and sale of something—livestock, grain, a foreign currency, etc.—for future delivery at a predetermined price.

■ **Futures exchange:** This is where futures and options contracts change hands between buyers and sellers. The CME is a futures exchange.

■ **Hedge:** Someone in business hedges by buying or selling a futures contract, not so much for the purpose of making a profit, but as a means of protecting the business from risk.

■ **Long:** When you're long, it means you've bought something and still own it.

■ **Opening:** The period of time at the beginning of the trading session during which all transactions are considered made.

■ **Option:** A contract that gives you the right—but not the obligation—to buy or sell something at a specified price at a predetermined time.

■ **Out-trade:** A trading mistake. A common out-trade is when a trader buys when he/she should have sold.

■ **Position:** What you are in the market, either long (you've bought) or short (you've sold).

■ **Seat:** A membership at a futures exchange that gives a person the right to trade at that exchange. To qualify for a seat, a person must be investigated by the exchange and pass a trading test. The price of a CME seat hit a record high in 1994 of \$760,000.

■ **Short:** When you're short, it means you've sold in the market and have an obligation to deliver the commodity.

■ **Speculator:** A person who tries to anticipate which direction prices will move and attempts to make a profit through buying and selling contracts. A speculator has no interest in actually receiving or delivering a commodity.

occur—even for Paulsrud, who started his day by buying cattle for a client when he was supposed to be selling them.

"Out-trades happen more than you'd like," Paulsrud says. "You'd think something like that would be easy to avoid, but you get thinking about something and all of a sudden your order gets turned around."

Paulsrud doesn't let mistakes keep him from getting his job done, though. After immediately correcting his error, he moves on to his next order of busi-

ness in the pork bellies pit.

"There's a lot of ups and downs, but you kind of get used to that or you get out of the business," he explains. "I guess I've gotten used to it. From the time the bell rings, I spend most of my day adjusting to change. If you don't like change, you wouldn't like working on the trade floor."

"But the job is fun, exciting and stimulating. I go home really tired every day. And I look forward to coming in the next day." ■



# “THEY SHOULD’VE *asked* ME FASTER!”



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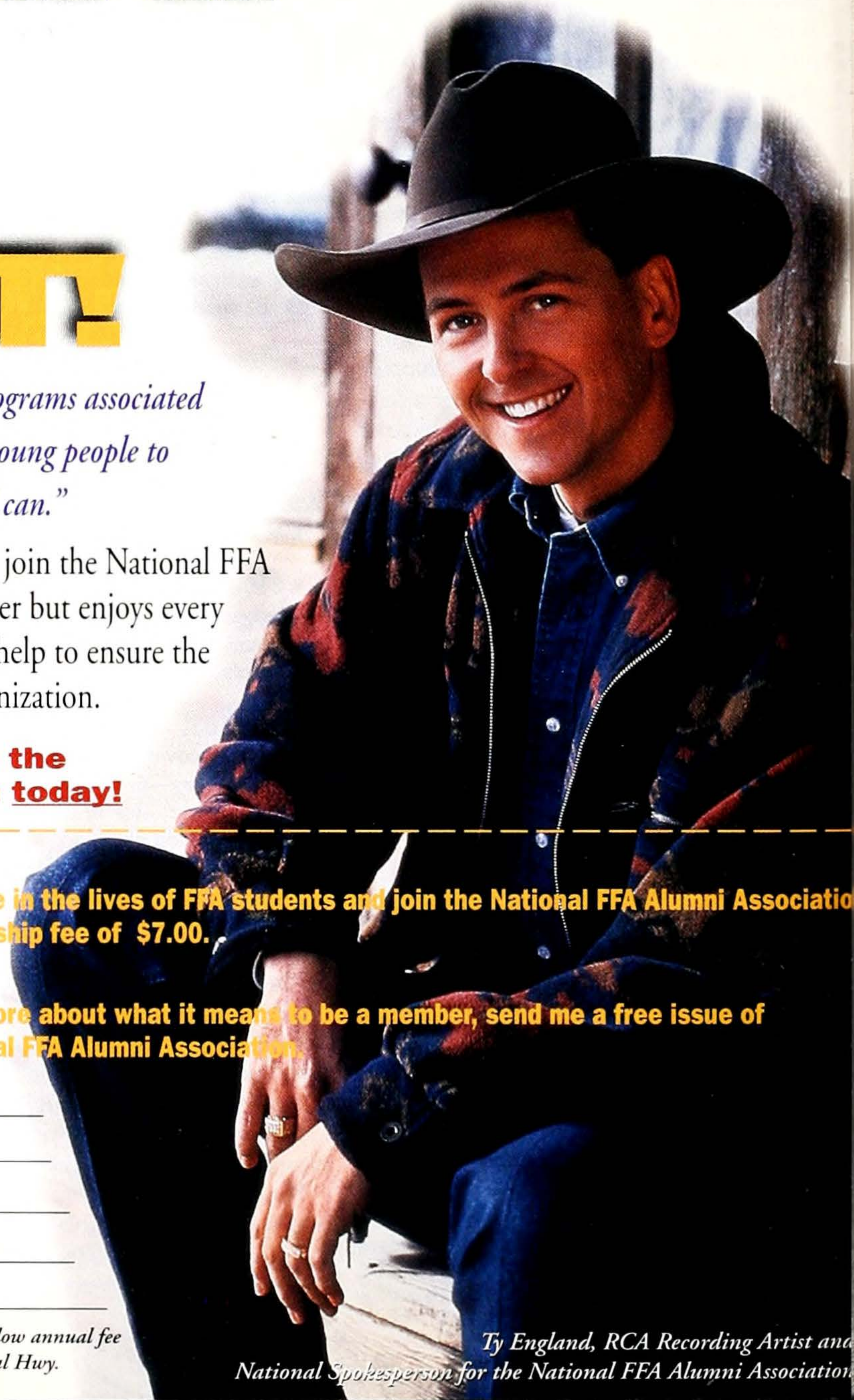
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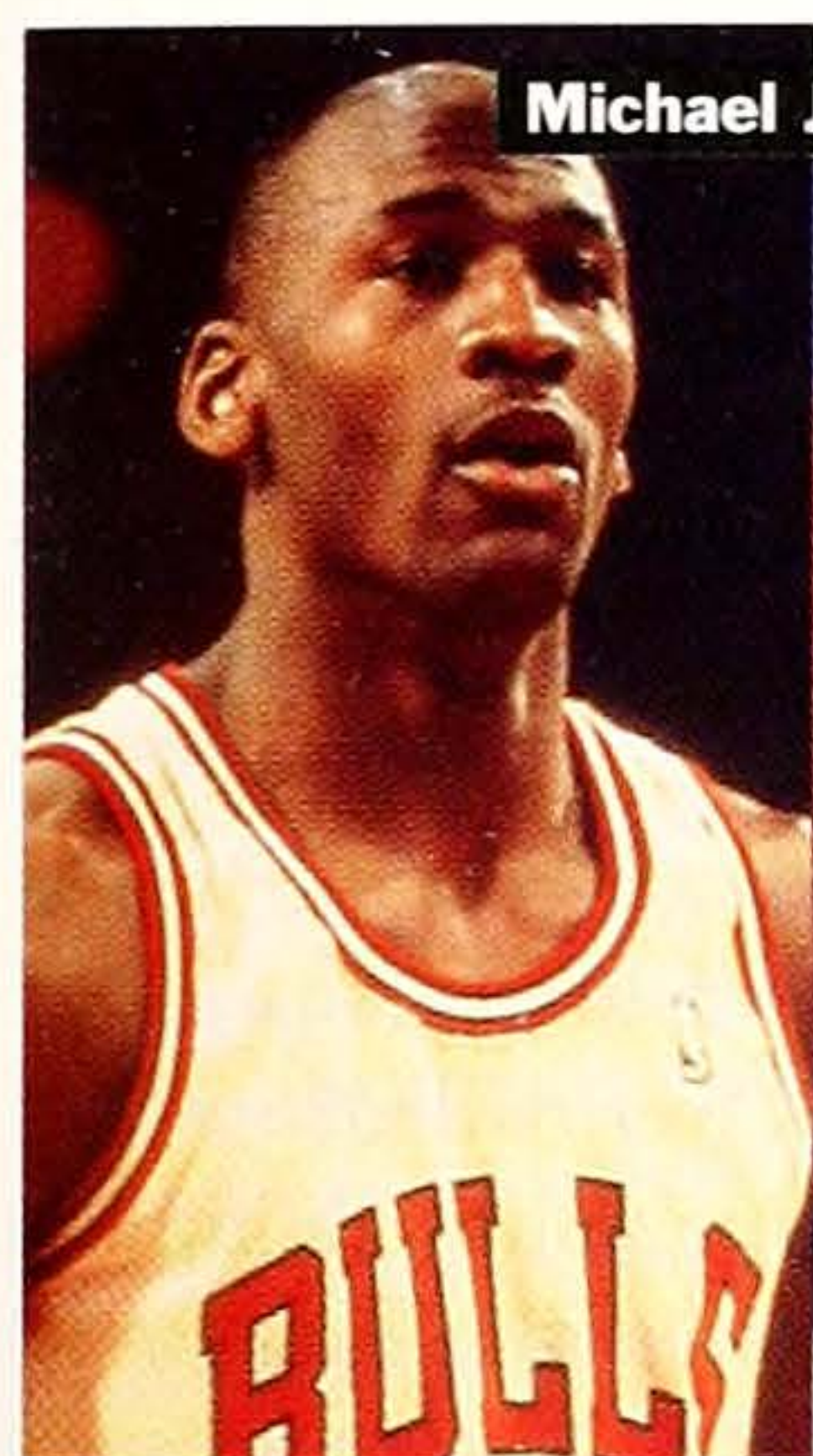
Ty England, RCA Recording Artist and  
National Spokesperson for the National FFA Alumni Association





# the world's quickest personality quiz

It's not scientific...it's just plain fun. And if you've got a minute or two, this one-question quiz may teach you a little bit about yourself!



Michael Jordan



Reba McEntire



Colin Powell



Bill Gates



Oprah Winfrey



President Clinton

If you get the opportunity to attend a Made For Excellence workshop, you'll discover more about what makes you tick than you ever imagined. Plus, you'll learn to turn your unique personality traits into effective ways of interacting with others.

In the meantime, FFA New Horizons devised a personality quiz of our own. Just answer one simple question—and then see if your response really reflects your personality! Here goes:

**The following statement best describes me: (Choose only one.)**

- A.** I seek achievement through self-improvement.
- B.** I seek unique accomplishments and like to dominate activities.
- C.** I seek to control situations through influence and authority.
- D.** I seek personal happiness through reaching the best solutions.
- E.** I seek steady personal progress in my role or office.
- F.** I seek personal happiness through my interactions with others.

Got your letter? Now check the key at the bottom of the page and read all about yourself. Or at least as much as we could fit in a sentence or two!

## Achiever

Like Microsoft Chairman Bill Gates, you are competitive, persistent, methodical, deliberate, industrious and resourceful. You're constantly trying to improve yourself but you may fear others who have competing goals.

## Appraiser

Both President Clinton and you are enthusiastic, spontaneous and intense. You're also sociable, charming, diplomatic and somewhat of a perfectionist. On the other hand, you may fear looking bad to others and losing on issues that are important to you.

## Counselor

If you're warm, enthusiastic, personable, patient, friendly and deliberate, you fit the profile of the counselor. Like TV host Oprah Winfrey, you're at your best when helping people, but you also avoid having to pressure others to get things done.

## Creator

Similar to country music sensation Reba McEntire, you are direct, innovative, pioneering, forceful, analytical and calculating. You strive to be unique. But, you may

fear not being able to perform up to personal standards.

## Captain

Like NBA superstar Michael Jordan, you are direct, daring, enthusiastic, sociable, charming and spontaneous. You're at your best when you're in control of the situation. However, you may worry about looking too soft or controllable to others.

## Investigator

Retired four-star general Colin Powell and you are methodical, deliberate, persistent, cautious, restrained and analytical. Occasionally, you'll display controlling actions as you seek a steady increase in personal achievements. You may need to work on being less critical—of others and yourself.

Regardless of which profile you may fit, remember it takes them all to make life interesting! To learn more about the Made For Excellence conference, call Frank Saldaña at the National FFA Center, 703/360-3600, ext. 239. ■

KEY: A: Achiever B: Creator C: Captain D: Appraiser E: Investigator F: Counselor





Taking on **too much** in your  
quest for success?

It's **probably** time to focus,  
balance and **prioritize**.

**f**eeling stressed? Overloaded? Exhausted? Maybe you're doing too much—or using your time poorly.

Tanya Riggan, 18, president of the Louisa-Muscatine FFA Chapter in Letts, Iowa, can relate. "During my first year of high school, I wanted to do everything," she says. "I took on a lot of projects and activities, but ended up weeding things out and prioritizing.

"I really liked FFA, so I put that first," she says. "And I put sports second and my job third."

Riggan took advanced-placement classes her senior year, worked in the dairy department of the Hy-Vee grocery store, ran on the track team, participated in the 4-H Club, entered an Angus heifer in the county fair and raised two calves while she led her FFA chapter.

"I started keeping a list of things I had to get done," she says. "I learned to

# the balance



delegate in FFA committee meetings, and, at the end of the semester, when things got really crazy, I just did one thing at a time until it was finished.”

Ending one project before starting another is effective, says Joanne LaBrake, co-director of the center for organizational development at Saint Michael's College in Colchester, Virginia. “If you're interrupted while you're working on a project and start something new, you start to feel scattered,” she says. “Finish your projects and prioritize them. Set goals and ask yourself throughout the day, ‘is this helping me achieve my goals?’”

You can also squeeze more in your day if you keep a schedule, avoid distractions, work during your peak hours and establish deadlines, says Lt. Donald Keating, director of public affairs for the U.S. Army Cadet Command. “Work when you're at your best. Working overtime leads to physical and mental fatigue and hours are lost solving problems a clear mind can solve in seconds. Set intermediate deadlines and check your progress. If you have delegated a task, use your deadline to make sure the job is being done. And be flexible. Plan for the unexpected and leave some holes in your schedule,” Lt. Keating says.

Jim Grant, a sophomore at the Milwaukee School of Engineering, knows how critical flexibility is in his schedule. He is pursuing a double major in computer engineering and business systems and management, and he works in the ag marketing department of Case Corporation in Racine, Wisconsin. Grant takes 17 to 18 credit hours a quarter, works 19

hours a week and says his ideal priority list is church, followed by family, friends, school and work. “However, things often get pushed around, and it usually ends up the exact opposite,” he says. “I generally plan my school schedule, then my work schedule. My girlfriend reserves either Friday or Saturday evening, and the rest of the weekend I spend catching up on homework or going to church.”

But this hectic pace isn't for everyone, and you should set realistic goals.

“The general rule is, for every hour spent in class, allow two hours for homework,” says Julia Phillips, a psychologist and counselor at the University of Akron, Ohio. “And spend no more than 60 hours a week on job-related and school-related work. Though personally, I find 60 hours a demanding schedule. You have to be in tip-top shape, both mentally and physically, to work that hard.”

So if you find you've bitten off more than you can chew, readjust.

“You might select some things to back out of, or you might renegotiate your responsibilities,” says Kathy Frizzell, a counselor at Parkland College, Champaign, Illinois. “Be honest and tell people what you need to change in your life and why. Use the old adage, ‘Pay yourself first.’”

“You're making personal and professional decisions that will impact the rest of your life, so periodically ask yourself, ‘Where am I going? What do I want out of life? What do I most enjoy and is it in my life now?’ Get in touch with your values and make your life consistent with them. Don't lose sight of what's important.” ■

## Overworked?

Look for these warning signs

- It seems like you always have a cold, a headache, the flu
- You blow deadlines and skip school to do your homework
- You're not getting along with your friends, family, teachers or bosses
- You're accident-prone or angry
- You're walking, talking and eating faster
- You avoid people because socializing stresses you out
- You feel anxious or depressed
- Your sleeping and eating patterns have changed

## Managing your day

**W**e asked our panel of time management experts how busy FFA members can use their time more wisely, efficiently and healthfully.

**One thing at a time.** It's always better to complete one task before starting another. Having too many balls (half-finished projects) in the air can make you feel even busier than you really are.

**Plan, plan, plan.** Scheduling your day—realistically—is a key time management technique. But don't book every last minute. Allow time for relaxation, for reflection and for the unexpected.

**Set deadlines.** It's easier to get there when you know when you have to be there. Make your deadlines realistic—and stick to them.

**Prioritize.** What's more important—your part-time job or improving your grades? It's not always easy, but you need to evaluate how your activities rate in importance, and devote time to them accordingly.

**Evaluate.** It's just as important to occasionally stop and evaluate your priorities as it is to set them in the first place. This is especially important if you feel overwhelmed by your responsibilities. Sit down, make a list, evaluate and readjust.

For more information on how to manage your time, consider attending the Washington Leadership Conference or Made For Excellence Conference. Call 703/360-3600, ext. 239 for details.

# ing act

by Brenda Wilhelmson



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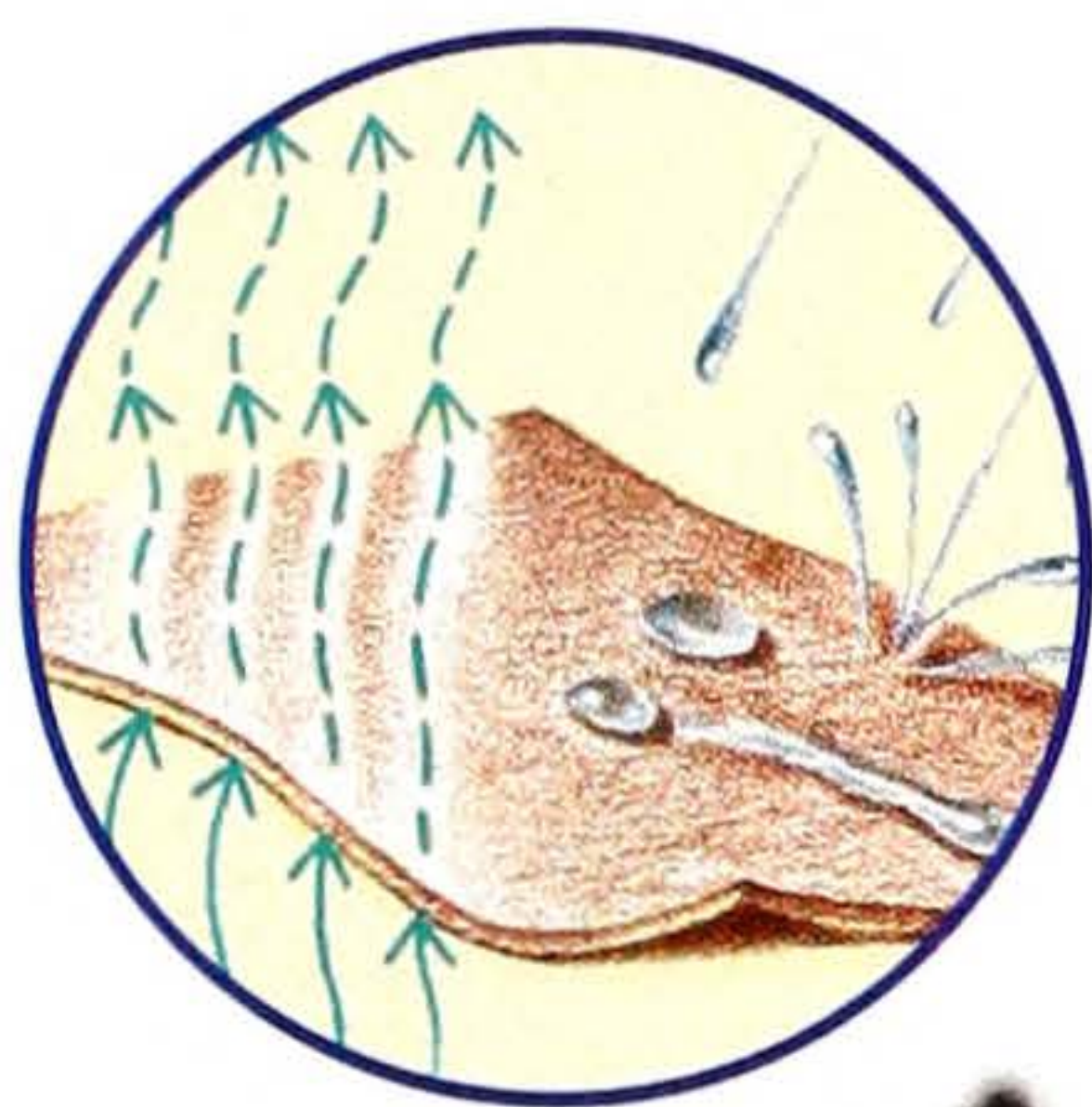
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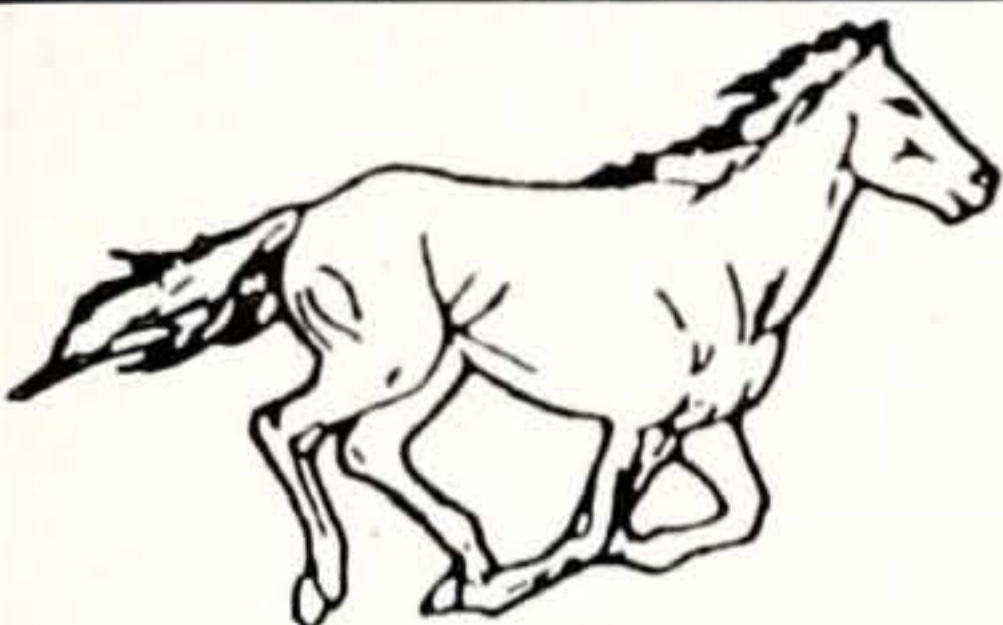
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**W**hat are FFA members into these days in the eastern United States? This issue's "What's Hot/What's Not" features some of the feedback we received from outspoken members along the Atlantic coast and New England. See if you share any of their opinions!

# what's HOT what's NOT

**In The East**

<b>Movie</b>	<b>8 Seconds</b>
<b>Actor</b>	<b>Adam Sandler</b>
<b>Actress</b>	<b>Sandra Bullock</b>
<b>Musician/ Band</b>	<b>George Strait</b>
<b>Sport</b>	<b>Basketball</b>
<b>Clothes</b>	<b>Wranglers</b>
<b>TV Show</b>	<b>Home Improvement</b>
<b>FFA fund raiser</b>	<b>Citrus sales</b>
<b>Career choice</b>	<b>Scientist</b>

<b>Movie</b>	<b>Dumb &amp; Dumber</b>
<b>Actor</b>	<b>Pauly Shore</b>
<b>Actress</b>	<b>Madonna</b>
<b>Musician/ Band</b>	<b>Snoop Dogg Dogg</b>
<b>Sport</b>	<b>Golf</b>
<b>Clothes</b>	<b>60s &amp; 70s clothing</b>
<b>TV Show</b>	<b>Beverly Hills 90210</b>
<b>FFA fund raiser</b>	<b>Holiday sales</b>
<b>Career choice</b>	<b>Lawyer</b>

**Next issue: What's Hot/  
What's Not...In The South**

## FFAJumble

**U**nscramble the letters from the five words to the right.  
Then unscramble the circled letters to solve this riddle.

**WHERE DO FFA MEMBERS GO TO ESCAPE THE  
SUMMERTIME BLUES?**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

If you don't figure it out, we'll give you the answer in the next issue!

○	—	—	—	○	—	—	—	—	—
U	G	I	R	A	T	C	L	E	R
○	○	—	—	○	—	—	—	—	—
R	H	C	T	P	E	A	—	—	—
—	—	—	○	—	—	—	○	—	—
S	T	K	C	J	E	A	—	—	—
○	○	—	—	—	—	—	—	—	—
E	R	F	B	N	O	I	—	—	—
—	○	—	—	—	—	—	○	—	—
D	R	E	O	O	—	—	—	—	—



# Last Laff

**Q.** What's the difference between a big hill and a big pill?

**A.** One is hard to get up. The other's hard to get down.

**Peyton Murphy**

Imboden, Arkansas

**Q.** Why did the belt get arrested?

**A.** Because he was holding up a pair of pants.

**Joe Davis**

Cochran, Georgia

**Q.** How many sides does a circle have?

**A.** Two. Inside and outside.

**Nick Lyons**

Raceland, Louisiana

**Q.** Where was the first chicken fried?

**A.** In Greece.

**Andre Swaringer**

Florence, South Carolina

**Q.** What do you get when you cross Lassie with a rottweiler?

**A.** A dog that will bite your leg off and then run for help.

**Tim Griffon**

Fredericktown, Missouri

**Q.** What did Ben Franklin say when he discovered electricity?

**A.** Nothing, he was in shock!

**Jill Putz**

Macksburg, Iowa

**Q.** What is a hermit?

**A.** A girl's baseball glove.

**Juan Quiroz**

Delano, California

**Q.** What did the centipede say to the other centipede?

**A.** Ouch, ouch, ouch! You're stepping on my foot, foot, foot!

**Lyn Bowling**

Annville, Kentucky

**Q.** What's the best thing to drink during a marathon?

**A.** Running water.

**Russell Herbst**

Gratiot, Wisconsin

There are three kinds of people in the world: Those who can count, and those who can't.

**Derek Johnson**

Macomb, Oklahoma

## Charlie's newstrip

Check the box next to your favorite title for Charlie's cartoon strip, clip out this page, and send it to "FFA New Horizons/Name Charlie" at the address below.

### Choose One:

- ☐ Agri-Cultured   ☐ Agri-Nauts  
☐ Agri-Nuts   ☐ Charlie & Friends  
☐ Charlie in the Agri-Zone

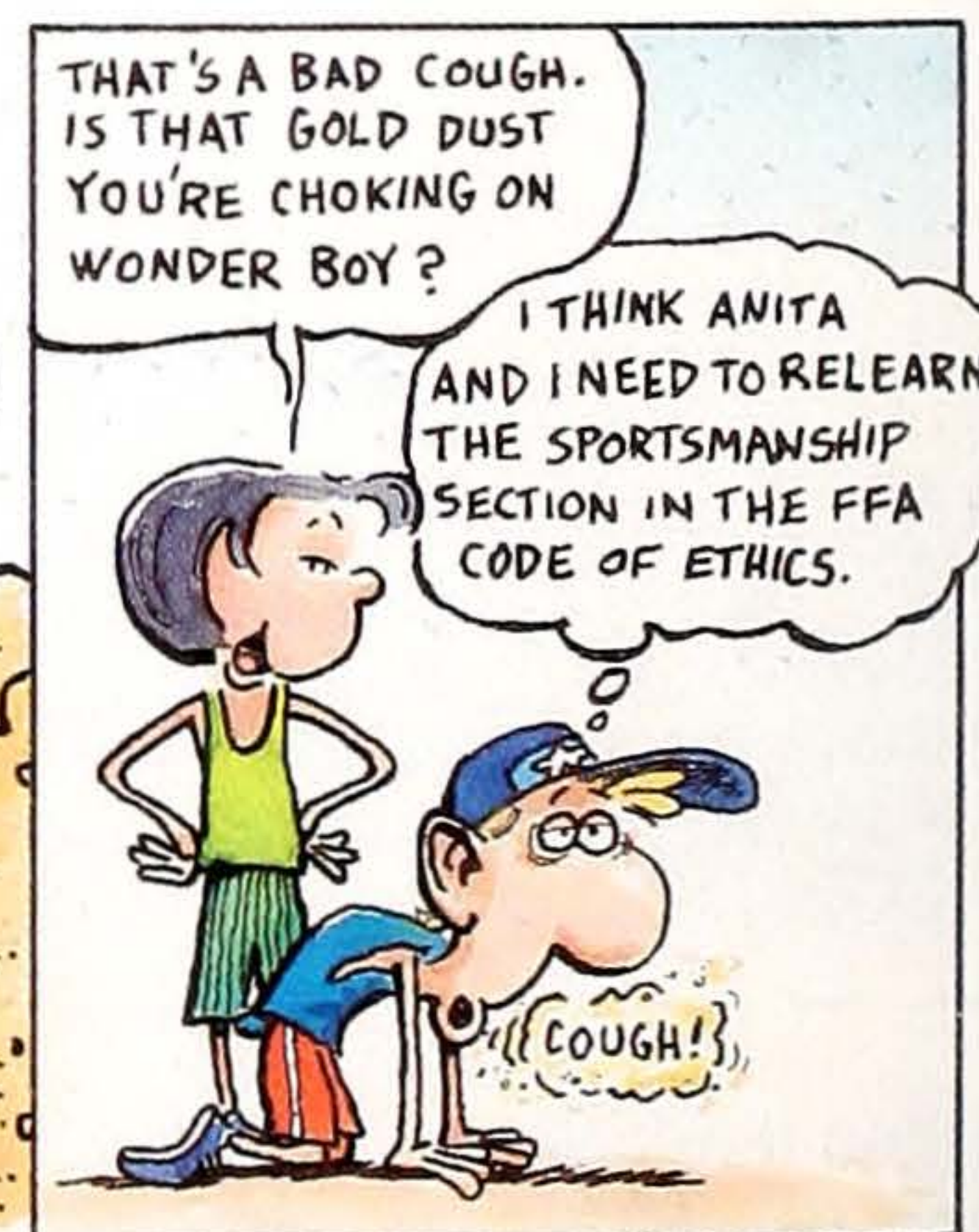
NAME \_\_\_\_\_ AGE \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY/TOWN \_\_\_\_\_ STATE/ZIP \_\_\_\_\_

FFA New Horizons will pay \$5.00 for each joke selected for Last Laff. Jokes must be addressed to:

FFA New Horizons/Last Laff  
 5632 Mt. Vernon Memorial Highway  
 P.O. Box 15160  
 Alexandria, VA 22309-0160

In case of duplication, payment will be for the first one received. Contributions cannot be acknowledged or returned.

## Name this strip! See details above



by Jim Bradshaw



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**MATTER IF**  
**YOU DID** *or*  
**DIDN'T**  
**WEAR** *it.*  
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*Catch a Rising Star*

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