new horizons

The magazine of the National FFA Organization

November/December 2000

JUST ADD MILK

A bowl full of careers in marketing

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~ Ty Murray
7-Time All-Around World Champion Cowboy

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November/December 2000 Volume 49 Number 2

FFA new horizons

Official Magazine of the National FFA Organization

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Jason Mills production designer
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Margaret O'Malley production editor

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Plant City, FL 33565
Jodee Ruppel secretary
909 SR 13 W
North Manchester, IN 46962
Leslie Small central region vice president
940 N SR 75
Lebanon, IN 46052
Joe Schultz eastern region vice president
3378 County Road 21
DeGraff, OH 43318
Carol Spruill southern region vice president
P.O. Box 279
Hoschton, GA 30548
Marshall Baker western region vice president
P.O. Box 911
Portales, NM 88130

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Editorial Office

FFA New Horizons P.O. Box 68960
Indianapolis, IN 46268-0960
phone: 317/802-4222
e-mail: ddoerfert@ffa.org

Advertising Office

Glenn B. Sims national sales representative
FFA New Horizons
S100 W31244 Hwy LO
Mukwonago, WI 53149-9301
phone: 262/363-9346
fax: 262/363-7894
e-mail: gsims@farmprogress.com

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

contents

November/December 2000

coverstory

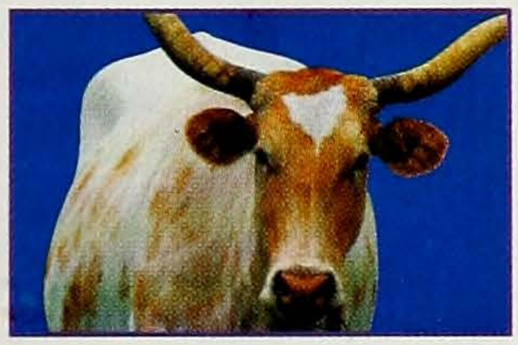
10 Just Add Milk

The marketing of agricultural products is a huge business. The breakfast cereal industry, which generates $7.5 billion annually, invests millions in marketing. But what is marketing? And what kinds of careers will you find in marketing? We'll explain both.

features

6 Wrap It Up

With the holiday season fast approaching, retailers are gearing up for another holiday shopping season. Here's a guide to some of the season's hottest gifts.



18 FFA Week—15 ways to make it great

FFA Week (February 17-24) will be here before you know it. This is a great time to boost awareness of your FFA chapter in the school and community. Here are 15 ideas to help you get your FFA Week planning started.

24 The Candidate

Phil Erdman, a former FFA member from Nebraska, has logged more than 20,000 miles on his car while campaigning for a seat in the state legislature. Find out why this 23-year-old decided to run—and see how his FFA experience prepared him for the race.

departments

2 national officer q&a
4 ffa stars
26 your money
28 what's hot/what's not
32 last laff

FFA Motto
Learning to do, doing to learn, earning to live, living to serve.

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

Check out National FFA Online www.ffa.org

On the cover: Manson Miller, a member of the Janesville Craig FFA Chapter in Janesville, Wisconsin. Photo by Shane Morgan

one on one with

Carol Spruill

You've been very involved in horse boarding and showing. What's most satisfying about working with animals?

I have always been intrigued by the way animals learn. Teaching people is one thing—with animals it is much different. Horses can't talk to you and tell you when they don't understand. When a horse performs from my leg cue or voice command in the show ring, it feels like a great accomplishment.

How was the transition from high school to college?

My brother made my transition to college an easy one, because he was at the University of Georgia for two years before I enrolled. He helped me learn the rules of campus: don't step out in front of a bus, run to class if you want to get there on time and never eat fruit out of the vending machines. He also introduced me to people and opportunities on campus.

Why does agriculture appeal to you as a career choice?

I'd have to say it's the people. Those involved in the production and sale of agricultural products seem to have a work ethic and set of values that are unsurpassed. In my career, I know that I want to be surrounded by individuals who are honest, hard working and appreciative of farm life.

What do you do for fun?

I enjoy spending time on the family farm with my mom, dad, brother and sister. On a typical weekend you might find us riding trails on horseback or on four-wheelers as well as shooting skeet.

How would you describe agriculture in your home state of Georgia?

Because Georgia has mountains, rolling hills, coastal plains and beaches, it has the geography and climate for growing many commodities. Georgia leads the nation in producing pecans, peanuts, rye, peaches and broilers. We're also known for our Vidalia onions, cotton and tobacco. I've grown to appreciate the diversity of Georgia's landscape, agriculture and people.

Describe the clay sculptures you're holding in the photo.

I chose people as my structure for the new millennium because I believe the future is going to belong to the people who create it. Even though we are all different, we can all make a contribution. The success of agriculture, education and the FFA will depend on current members who are wearing the blue and gold corduroy jackets.

VITALS

Hometown: Hoschton, Ga.
Age: 20
Chapter: Jackson County FFA
Advisors: Tony Embrick, Jimmy Mock, Phillip Todd, Dewey Johnson and John Uesseler
SAE: horse boarding and hay production
Education: Sophomore at the University of Georgia
Major: Agricultural economics
Favorite musicians: Don Williams and George Strait
Best movie I've seen lately: "Gladiator"
Vehicle: A green 1997 Ford F-150

TIMELINE

Age

- **14** • joined FFA
- **15** • member of second place state FFA livestock judging team
- • winner in state FFA knowledge competition
- **16** • winner in state FFA prepared public speaking
- **17** • elected FFA chapter president
- • named state FFA star in agribusiness
- • member of reserve champion national FFA forestry team
- • winner in state FFA electrical wiring competition
- **18** • member of reserve champion national FFA poultry judging team
- **19** • elected national FFA southern region vice president

National southern region vice president: Carol Spruill

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TEXAS

Edward Bridge II

Making the most of what's offered is where Edward has excelled. This 18-year-old Pettus FFA Chapter member has won national awards and distinctions for his achievements in academics, music and athletics. Edward, who has served as FFA chapter reporter and president, placed first at the state FFA pasture and plant identification competition. He plans to run for state FFA office this year while he works toward his state and American FFA Degrees. ★

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Doug Zillinger (advisor)

For the past three years, Mr. Zillinger has been doing what he loves—building a great FFA chapter. With a positive, upbeat attitude, he promoted the Northern Valley FFA Chapter inside the school and got more students to join. He then began to encourage students to get involved in supervised agricultural experiences (SAEs) and career development events (CDEs). He has also stressed the importance of teamwork, which has made a lasting impact on his students. ★

Tina Hirsch

Patients at the hospital where Tina volunteers are always glad to see her smiling face. This 17-year-old Miles City FFA Chapter member also devotes some of her time to helping younger FFA members with various projects. As FFA chapter president, a captain of the basketball team and an honor roll student, Tina leads by example. She competes with the sales and service, agronomy and range teams and also works on her family's ranch. ★

Heather Haney

This 17-year-old Woodbury FFA Chapter has made the most of her natural athletic ability and knowledge of forestry. In addition to being the first female ever to play football at her school, Heather has a green belt in karate and is an avid hunter. Her interest in forestry comes from working at her family's sawmill. She's worked there for seven years and built upon that experience by getting involved in forestry judging in both FFA and 4-H. ★

Dan Wells

As a member of the Adena FFA Chapter, 17-year-old Dan has become a leader and hard worker. Whether he's helping the junior fair board prepare the fairgrounds or teaching farm safety to first and second graders, he's making a positive impact on those around him. Dan is FFA chapter reporter and competes in livestock judging. He's also involved in 4-H activities, including a recent clothing drive for a local homeless shelter. ★

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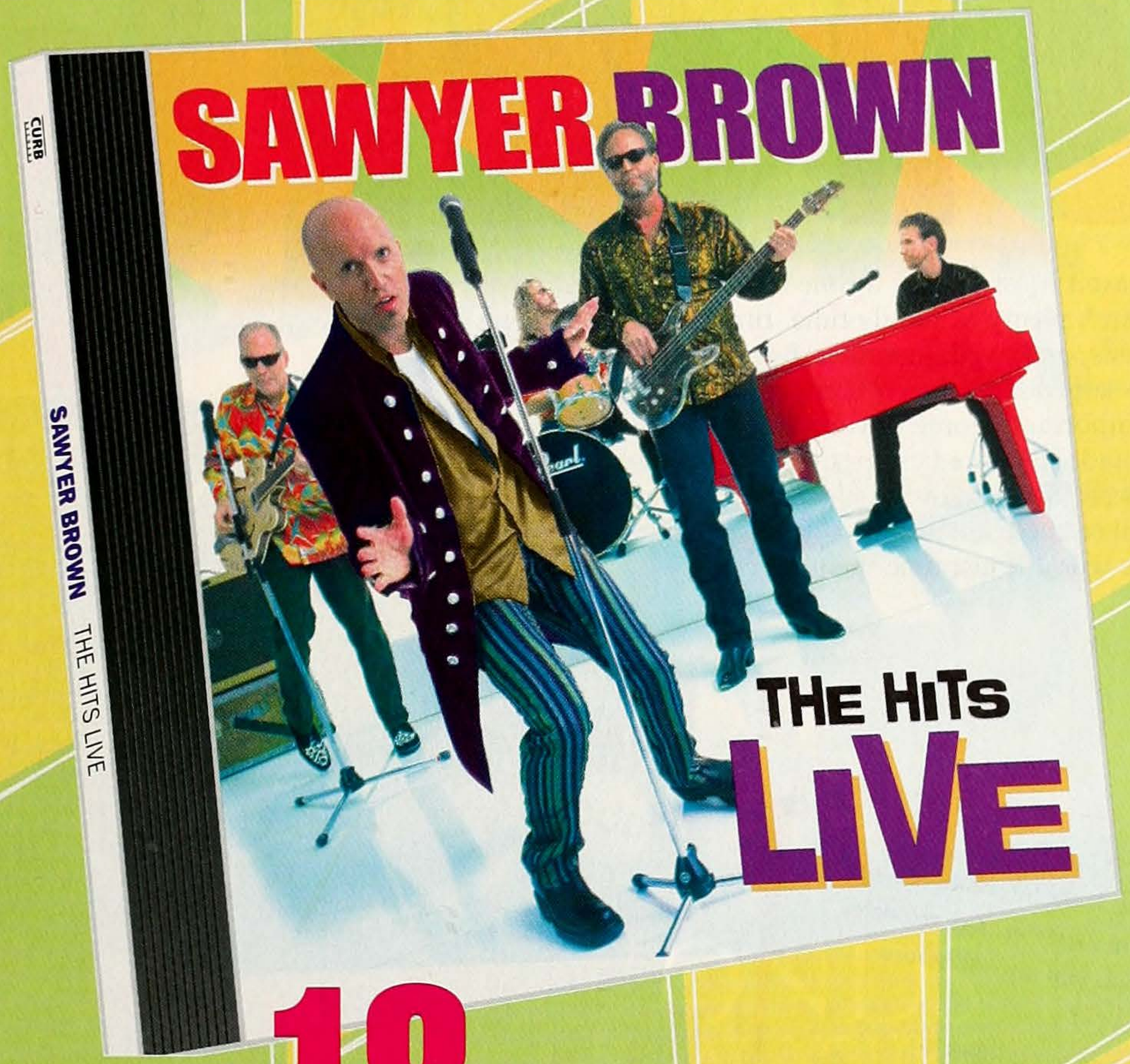

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The FFA guide to holiday giving

Wrap it up

By Chris Hayhu

The holiday season is, of course, a time to celebrate. You're on vacation. There's plenty of family time, time to spend hanging out with friends, and, well, just time. But the holidays can also be a bit stressful—especially when it comes time to go shopping for gifts for the important people in your life.

With that in mind, FFA asked experts what the hottest gifts will be this year. What follows is a summary of their top picks. Remember, these are just ideas, and sometimes the best gift in the world is just time spent together.

Games

Computer games and their futuristic players will top the hit list this season, say experts, but that doesn't mean you should ignore the classics.

Board Games: No, not everything is computerized . . . at least not yet. Believe it or not, board games still exist. Pick one up and discover how much fun it can be to sit around with friends.

PlayStation II: The latest and greatest version of Sony's PlayStation video game player. Its high resolution, lightning-fast processing speeds and massive memory capacity translate to instant command response and top-notch graphics.

Quake II, ATV: Quad Power Racing—you name the game, they've got it. Don't like PlayStation? Check out the similar players by Nintendo and Sega.

Continued on page 8

RIDER: KAGAN SIRETT
PHOTO: DAN HUBBELL

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Clothing

Last minute and you're still not sure what to get? Clothes are always a safe bet. According to Lee Anne Shiller, the National FFA Organization's merchandise manager, popular new items will include long-sleeve tees, reversible fleece vests, cargo pants and anything with a tribal design. Jeans, khakis, sweats and pajamas are also popular year after year. Where to go? Check out the FFA catalog, online at www.ffaunlimited.org.

Ready. Set. Shop.

Snarled traffic, huge crowds in the malls, epic lines at the registers . . . holiday shopping can be downright maddening—if you're not prepared. So what's a smart shopper to do?

- **Plan ahead. Make a list of the things you want to buy—before you reach the stores. Ask gift recipients what they need or sift through catalogs and surf the Internet for ideas.**
- **Organize your trip wisely. You may be able to buy all your gifts in one place, like in a mall, a major department store or online. On the other hand, maybe a small, local shop is the only place to find that one-of-a-kind item.**
- **Don't wait until the last minute. Get an early start and beat the crowds.**
- **If it is late in the game, avoid the masses by shopping during off-peak hours.**

Gift Certificates

According to research conducted by the International Mass Retail Association, almost half of all Americans give gift certificates during the holidays. Buy one at your favorite store and leave the decision making to someone else!

Electronics

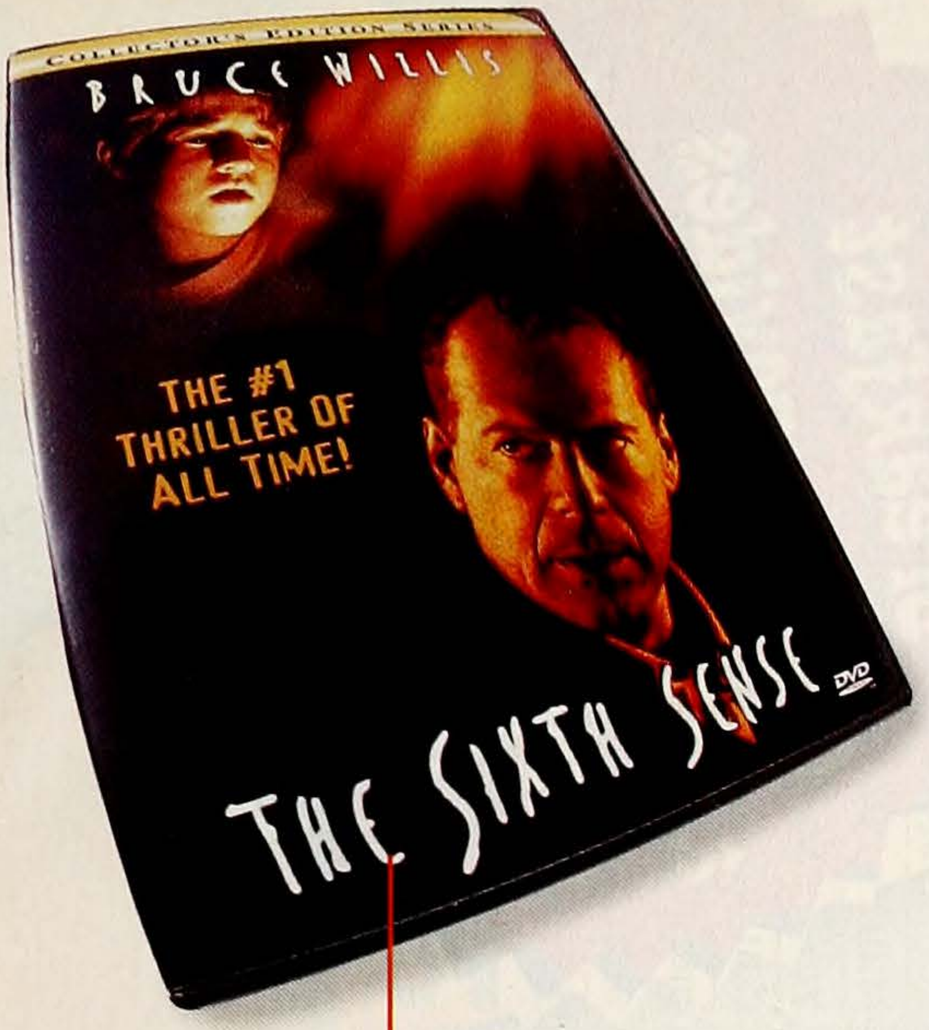
"Consumer electronics are going to be big," says Greg Masters, managing editor at Retail Merchandiser magazine in New York City. Of course, some high-tech gadgets cost hundreds of dollars, so keep a tight hold on your wallet and mind your budget. Here are three highlights:

MP3 Devices: **Used to store and play hours of continuous music downloaded off the Internet or from an existing CD collection.**

Digital Cameras: **Take great photos then download them to a computer and share with friends. And never buy film again!**

Wireless Headphones: **A set of these lets the wearer take their music for a walk, and there's no cord to get in the way.**

wrap it up



Books, Music and Videos

In this world of digital everything, there's nothing like a good book. Still, that's not to say high-tech entertainment is worthless. For many, a CD or DVD movie (make sure they have a player) may make the perfect present.

Pocket Cameras

Here's a new spin on old-fashioned cameras that use film. With this nifty little instant camera from Polaroid, your pictures come out as stickers. Also hot this year are one-time use cameras. These come pre-loaded with film. All you have to do is shoot your pictures then turn in the box for developing.

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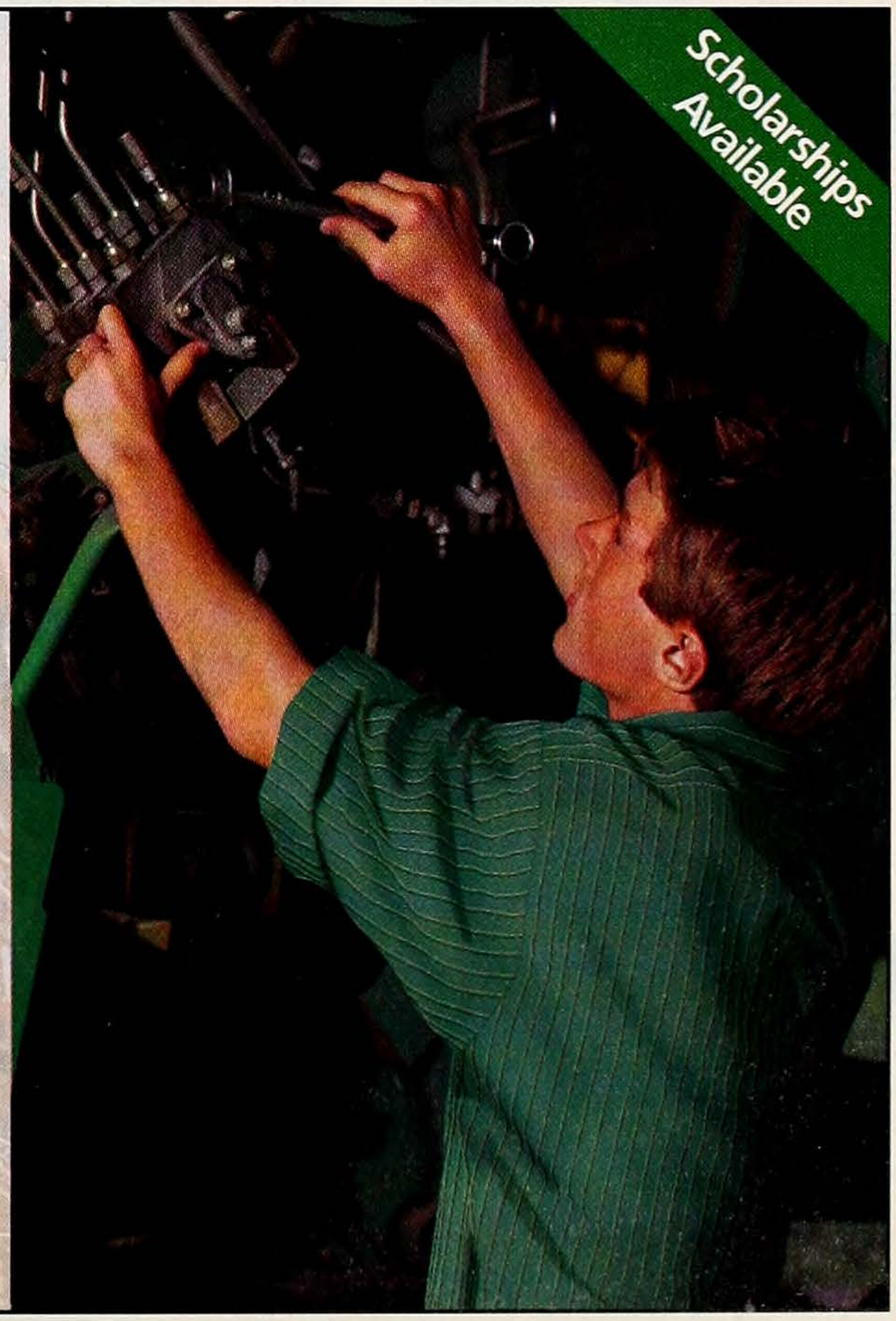
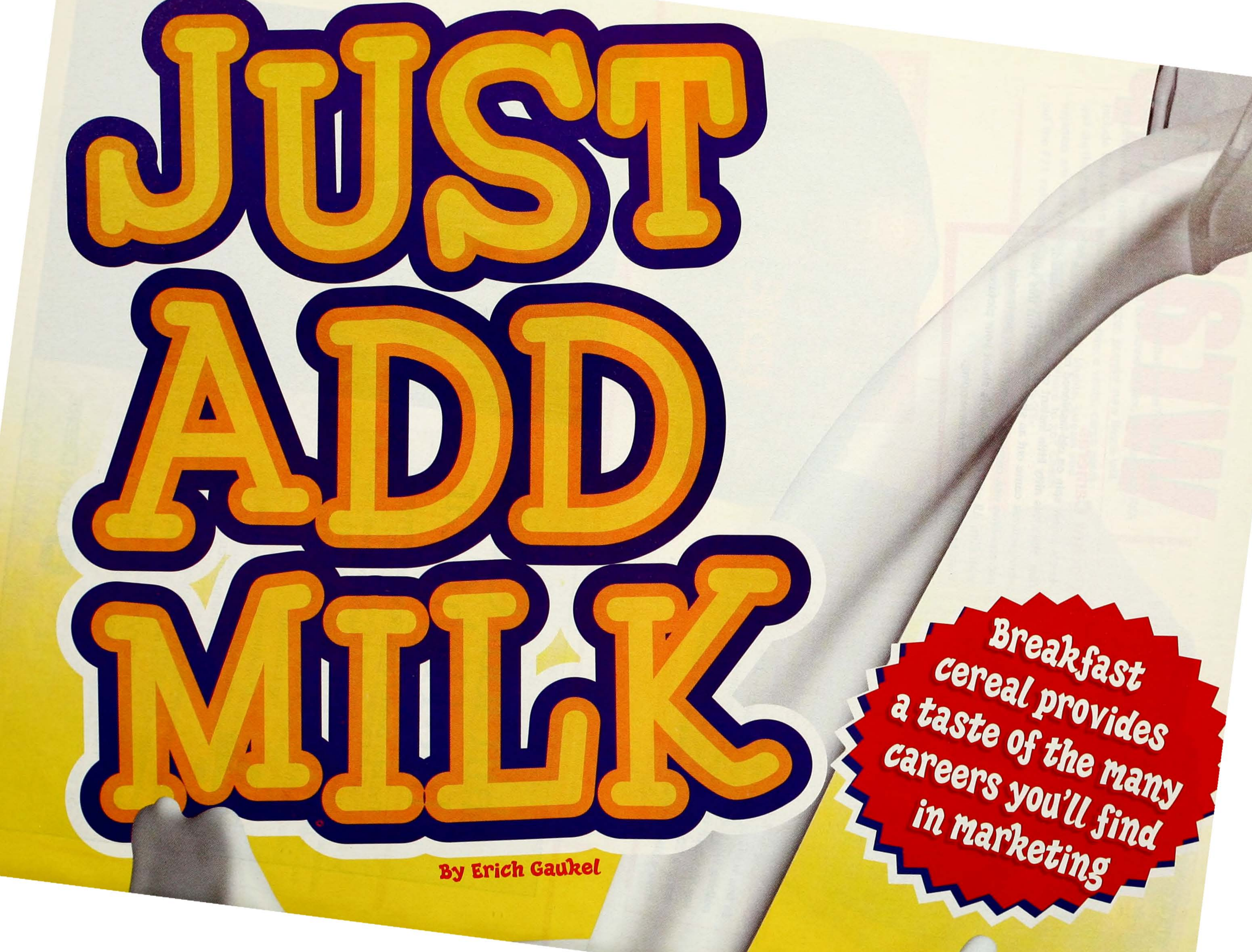


JUST ADD MILK

By Erich Gaukel



Breakfast cereal provides a taste of the many careers you'll find in marketing

If you've been in a grocery store lately, you might have noticed such breakfast cereals as NesQuik, Kellogg's Pokémon or plain old Cheerios with CD-ROM games attached to the box fronts. Your eyes are drawn to these colorful boxes and free offers—and that's no coincidence.

Breakfast cereal is a $7.5 billion industry. The major players—General Mills, Kellogg's, Post and Quaker Oats—compete fiercely for limited grocery store shelf space and consumers' loyalty. Marketing is the only way to accomplish that. A study conducted a few years ago showed that three of these companies each spent over $400 million annually on the marketing of breakfast cereal. That's a lot of money, but marketing is a huge effort—it incorporates all the activities a company puts forth to get a service or product to you.

The beginning

The marketing chain of events starts with an idea for a product, or what is known as research and development. Developing new products is vital to companies' long-term success because customers' needs and tastes constantly change. Companies that lose touch with the people with whom they do business usually don't last.

At the grocery store, you'll see perhaps a hundred different kinds of breakfast cereals. Even so, new ones always come along. That's because product developers at the corporations are constantly dreaming up new ideas. Before a new cereal hits the grocery store shelves, researchers will track the successes or failures of similar products and invite groups of people to taste their new product and ask them to explain what they like or dislike about it.

Based on this research and testing, company executives will look at the research and try to determine if a new cereal will fly. If everything

Continued on next page

Careers in Marketing

To prepare for a marketing career in agriculture, you can start beefing up your high school schedule with classes in communications, math and agriculture. Most employers look for candidates with college degrees. Some of the majors that will get you there include agriculture, business, marketing, economics, communications and design.

Liv Lane at General Mills has this advice: "No matter what you hope to do—whether it's marketing or mechanics—get as much experience as you can before diving into a career. Internships are a terrific way to figure out what you like and don't like about a particular job. You'll have to do a good deal of grunt work, but you'll learn a lot along the way. If you can, intern at several different places since work styles and atmosphere vary from company to company. I would also suggest finding a mentor in the marketing world—it may be a relative, a neighbor or someone you meet during an internship. It really helps to have someone in your court to periodically advise you, share his or her experiences with you and help you believe in your professional dreams."

looks favorable, they'll begin production. According to Liv Lane, a spokesperson for General Mills in Minneapolis, Minnesota, it takes at least a year for an idea to make it to the grocery store shelf. In some cases, it can take even longer. In an extreme case, General Mills introduced a new patented technology last year that allows kids to see their cereal prize through a window on the box. Lane says the idea was in the works for six years.

Getting the word out

Once a new cereal is approved for production, additional marketing activity within the company begins. In many cases, a marketing manager (also called a brand or product manager) will manage all marketing activities associated with the product. He or she will develop a marketing plan and stay on top of the day-to-day marketing efforts.

While food chemists perfect the recipe and coordinate full-scale production at the factory, graphic designers begin the process of creating the exterior of the cereal box. The box's appearance influences buying decisions, so it's important that the design on the front of the box be attractive and appealing to the targeted consumer. Kellogg's Pokémon, a toasted oat cereal with marshmallow bits shaped liked Pokémon characters, is designed to grab kids' attention at the store, so it relies heavily on packaging for its success.

The price is right

Meanwhile, pricing experts will conduct research to determine a retail price for the cereal. They'll factor in the cost of the wheat, oats, rice, sugar, salt, raisins and other ingredients it may include. Then they'll try to determine who will buy it and just how much those people will pay for it.

The next major marketing effort is logistics. Specialists in this area make sure that all of the transportation, warehousing and distribution needs are met. Their goal is to find the best way to get the product to you.

If you've ever watched Saturday morning cartoons on TV, you've seen the barrage of commercials pushing kids' cereal. Advertising is a key to building brand awareness and, to consumers, it's the most visible form of marketing. You see advertising on billboards, in magazines, on TV, on the Internet and elsewhere. Because of the competitive nature of advertising, most large corporations rely on the expertise of advertising agencies to handle this part of the marketing equation.

Getting the ball rolling

Advertising is closely linked to promotions and public relations. Promotion specialists set up special events and programs to build the public's interest in a product. Among other things, they'll organize taste tests at shopping malls, distribute coupons and send out free samples in Sunday newspapers. Public relations specialists attempt to build product awareness by getting the media—such as newspapers, magazines and TV stations—to devote print space or broadcast time to their products.

None of these efforts will have any effect unless the consumers can drive to the local grocery store and buy that product. Retailers have the job of selling the product. They decide what they want to sell and how they will display it. If a cereal doesn't sell well nationally, it's back to the old drawing board.

Did you know?

You can learn marketing first hand by competing in the following FFA proficiency award areas: agricultural sales, agricultural communications and agricultural services (all entrepreneurship based proficiency applications involve marketing). You'll also learn about marketing in the following career development events (CDEs): marketing plan, agricultural sales and agricultural communications. The Agri-Entrepreneurship awards program is ideal for FFA members interested in starting their own businesses.

Associate yourself

The National Agri-Marketing Association (NAMA), an organization of agricultural marketing professionals, has more than 1,500 student members at 37 colleges and universities throughout the U.S. Student members have the opportunity to develop contacts with marketing professionals, which can help down the road when you're seeking internships, job interviews and letters of recommendation.

Like an FFA chapter, a student NAMA chapter has officers, meetings, seminars and social events. At NAMA's annual Agri-Marketing conference, students participate in marketing competitions, attend the career fair and visit with industry leaders.

Learn more at www.nama.org or call (913) 491-6500.

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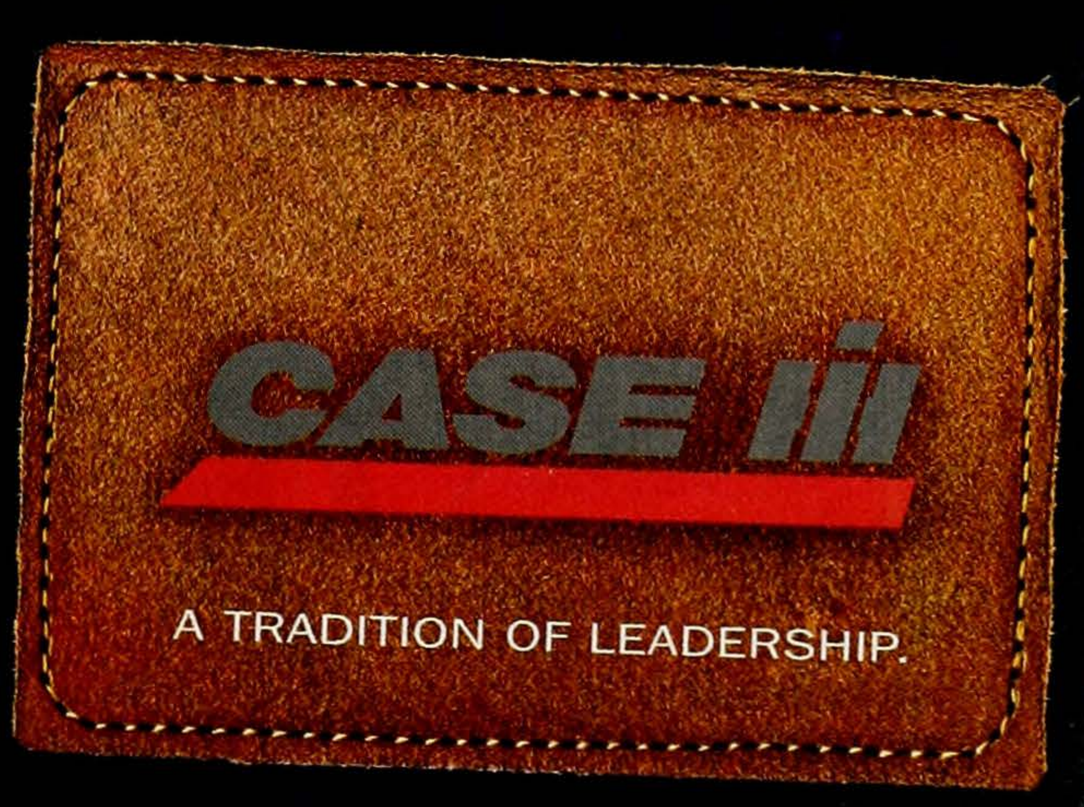

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Regional FFA Officers Accept Leadership Challenge

CALIFORNIA FFA NEWS

You may wonder how the region officers get the skill, poise, and talent to speak in front of a group and put on workshops for FFA members at section and Chapter Officer Leadership Conferences. Just like you, they had the opportunity to be trained. This past July they attended R.O.L.C. or the Regional Officer Leadership Conference at Bass Lake near Yosemite.

This conference is conducted by the state officers and assisted by professional workshop presenters in developing the skills of the regional officers from every region in the state. Workshop titles included: Effective Leadership, Communication, Influencing Others, Consensus Building and Who's Who. The most successful workshops were the Value of the Team and Workshops, Workshops!

Southern Region Officer participating in the Regional Officer Leadership Conference.

Each Regional Officer Team presented their theme for the year through a skit. They also were challenged to deliver a motivational patriotic observance. All conference attendees were put to the test during Tuesday's dinner with a learn by doing workshop on dining etiquette. The presenter

South Coast Regional Officers show patriotism during their flag raising ceremony.

more on page e

STATE OFFICERS ON THE GO

Julie Kondoff, State FFA Reporter

Wow! The State Officers really have been on the go! Each day offers us new members to meet and experiences to gain. The summer has flown by, school has started and we are just as pumped as ever!

The summer started out with us heading to San Luis Obispo for Blast Off training. Then it was on to Tempe, Arizona for the National Leadership Conference for State Officers where we met other State Officers from throughout the nation. The Regional Officer Leadership Conference allowed State and Regional Officers to gain leadership skills and enjoy the beautiful atmosphere at Bass Lake. Each officer team did an amazing job representing their regions. Tim and Neil had the unique opportunity to travel to Washington D.C. for the State President's Conference, where they worked with the National Officers and two State Officers from each of the other associations. State Fair was a new experience for some of us and it was a great pleasure to interview FFA members for outstanding exhibitor and watch them excel in their different areas.

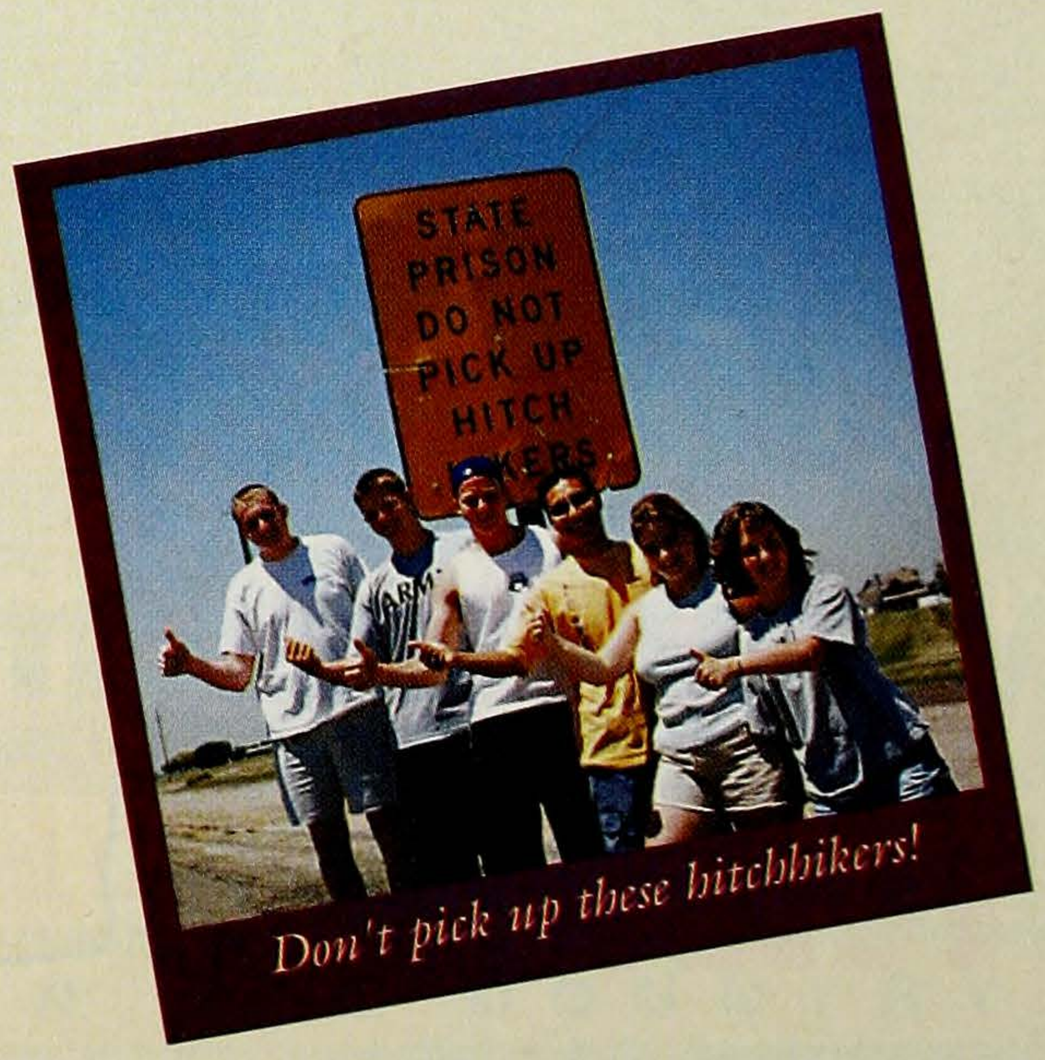
School started and we were off to start our journeys across this great state. As we continue on through our chapter visits, we realize that California is full of incredible FFA members! Getting to work with the Regional Officers at the Chapter Officer Leadership Conferences and the Sectional Officer Leadership Conferences has allowed us to see California's leaders in action. FFA day at Dodger Stadium was a huge success! We were so excited to see FFA members gathered to watch a great sporting event! We also felt honored to be introduced on the field before the game.

Louisville, Kentucky gave us a plethora of new experiences. California was the second largest delegation, boasting a whopping 44 delegates! Congratulations to all of our contest and proficiency participants and American Degree recipients! California was honored to support our National Officer Candidate, Angela Browning, in her bid for National Office. From Tim being the Chairman of the National Nominating Committee, to watching California's delegates decide the fate of the National FFA, we all did California proud!

California State Officers enjoying their time at NLCSO

The State Officers are jumping at the opportunity to meet more FFA members as they continue chapter visits and leadership conferences throughout the state. Thank you for making the California Association one of the best in the nation! With all the contests, conferences, and opportunities still to come, remember, ***"The Time Is NOW!"***

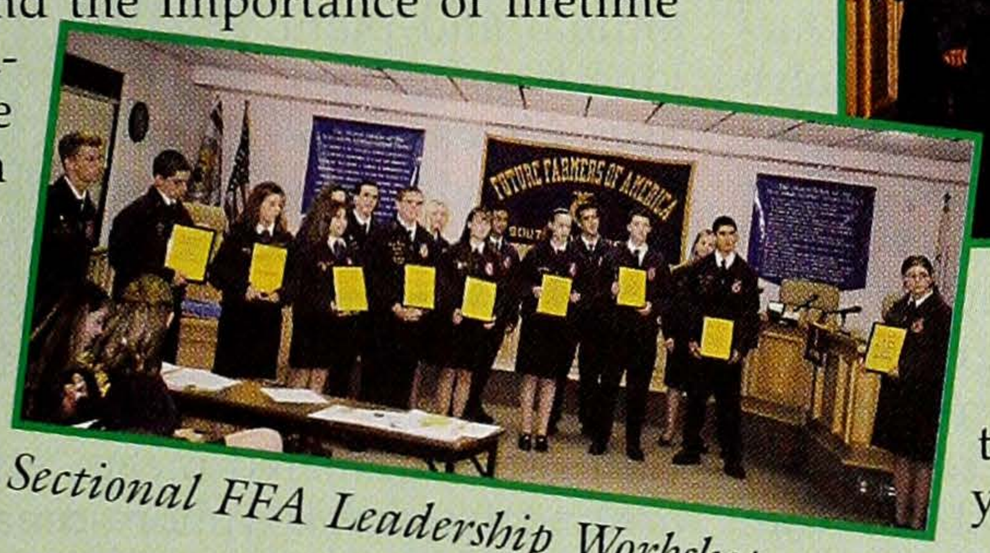
Julie and Jonalee visit with New Mexico State Officers at NLSCO.



Don't pick up these hitchhikers!

SECTIONAL FFA OFFICERS LEARN LEADERSHIP SKILLS

California FFA members have taken advantage of opportunities to strengthen their leadership skills through active participation in the Sectional Officer Leadership Conferences (SOLC) conducted throughout the state. FFA members learned first hand the importance of lifetime leadership development while participating in these statewide FFA conferences.



Sectional FFA Leadership Workshops

The Sectional FFA leaders of the Central, San Joaquin, and the South Coast Region participated in a conference designed to teach sectional officers how to follow through with their responsibilities. Sectional leaders also participated in workshops on How To Conduct Successful Sectional Meetings, and How to Speak Effectively. Additionally, SOLC members were provided with an opportunity to prepare for the upcoming Chapter Officer Leadership Conferences. The highlight of each of the conferences was getting know California's National Officer candidate, Angela Browning, and actively engaging themselves with the State FFA Officers in reflecting on their personal growth throughout the conference. Sectional leaders were also provided time to socialize while planning out the year for their respective section.

FFA leaders accept "Team Certificates"

"It was the best conference ever! I had a great time and learned so much to take back to my section," commented one FFA leader in attendance.

If you are interested in strengthening your leadership skills and want to continue gaining additional FFA experience, you don't want to miss out on the following upcoming conferences:

- Made For Excellence
- Advanced Leadership Academy
- Sacramento Leadership Experience
- State FFA Leadership Conference

Ask your advisor for the details and don't miss the application deadline dates. We look forward to watching you develop leadership skills that will last a lifetime!

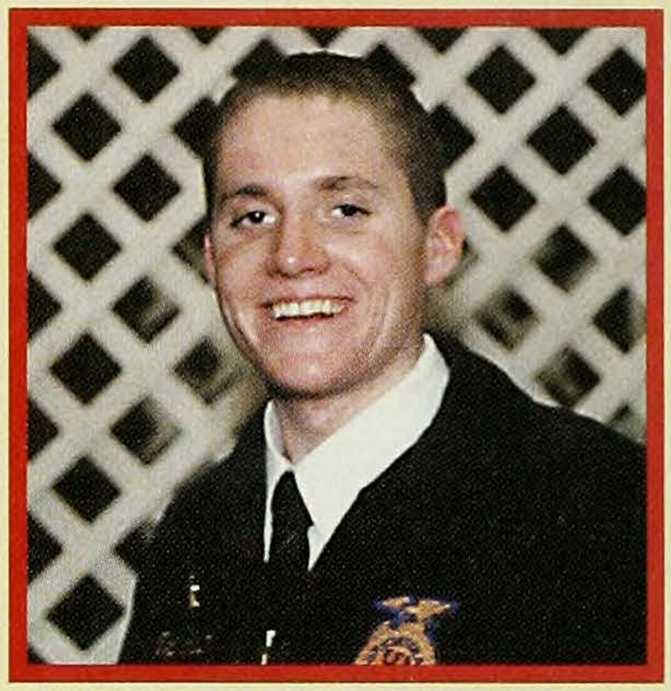
REMINDER OF UPCOMING DUE DATES... DON'T FORGET...

December 1	Made for Excellence Registration Due
	Advanced Leadership Academy Registration Due
January 2	Sacramento Leadership Registration Due
February 15	Agriscience Student Award application
	Agriscience Teacher Award applications
	State FFA scholarship applications
	National FFA scholarship applications
	National Chapter award applications
	Star Reporter applications
	State Proficiency award applications
	State FFA Chorus and Talent applications
March 1	State FFA Officer applications and State Conference Registration

Check your regional calendar for State FFA Degree applications deadlines, and other important dates on www.calaged.org. Your chapter advisors will have an address listing for your applications.

AN FFA MEMBER SPEAKS OUT!

Neil Gibson, 2000 State FFA Prepared Public Speaking Champion



As these headlines flashed across the United States during this exciting century, no one knew of the problem that lurked around the corner. But as time passed, it became clear to scientists and doctors that something needed to be done. Today, agriculture is facing a dilemma that if we do not address and solve now, we will certainly face a bleak future. This problem is antibiotic overuse and misuse which is leading to antibiotic resistance.

The overuse of antibiotics has now put the world in a predicament where disease-causing organisms resist the drugs that once thwarted them (Uehling, 1999). We are encountering an alarming resurgence of common, but no longer curable infections from bugs that developed their resistance in our antibiotic filled animals, fields, and fruits. We are in a paradox where the miracle drugs themselves are destroying the miracle.

This problem has not suddenly appeared on the horizon, but has been developing since the beginning of its discovery. Since 1948, antibiotics have been supplemented in poultry, swine, and cattle feed (Fisher, 1994). The extra addition of a minute amount of this wonder drug acts as a powerful growth stimulant. The problem is that when bacteria and microorganisms are exposed to constant low levels of antibiotics, the bacteria quickly fight back, and they become resistant (Levy, 1992). So in the case when antibiotics are truly needed for an infection or other serious matter, they are no help. More than fifty million pounds of antibiotics are used in the United States every year, and some forty percent of this are given to animals not to treat disease, but as a growth stimulant. When we look at these facts, the scope of this problem quickly becomes apparent.

Antibiotic overuse and resistance is not limited to the livestock industry. Antibiotics are commonly used to spray fruits and vegetables to treat diseases such as blight or rot. The problem is that the usual application of antibiotics is over a broad area, which needlessly treats healthy plants. At several catfish and salmon farms antibiotics are used as a preventative measure, and not to treat a specific disease (Levy, 1992). This same situation applies to honeybees. These instances may not seem like much, but this constant overuse of antibiotics, over long periods of time, breeds millions of resistant bacteria.

Not only do these resistant bacteria spread easily throughout the animal and plant kingdom, but they also can easily be transferred to humans (Radetsky, 1998). Consumers usually acquire these bacteria by eating contaminated meats, especially those that are uncooked. A common scenario is when a cook uses the same counter to prepare meat and salads. While bacteria on the meat are killed during cooking, the salad retains the resistant bacteria.

Transfer of resistant bacteria can also occur indirectly through the use of animal manure as fertilizer. The resistant bacteria that exist in the animal are usually passed into the manure. The manure is then sprayed on fields, or tilled into the soil. There they multiply and are retained in the crops during harvest. Despite washing, the bacteria remain attached to the food crop, ready to enter the consumer's kitchen (Lappe, 1995).

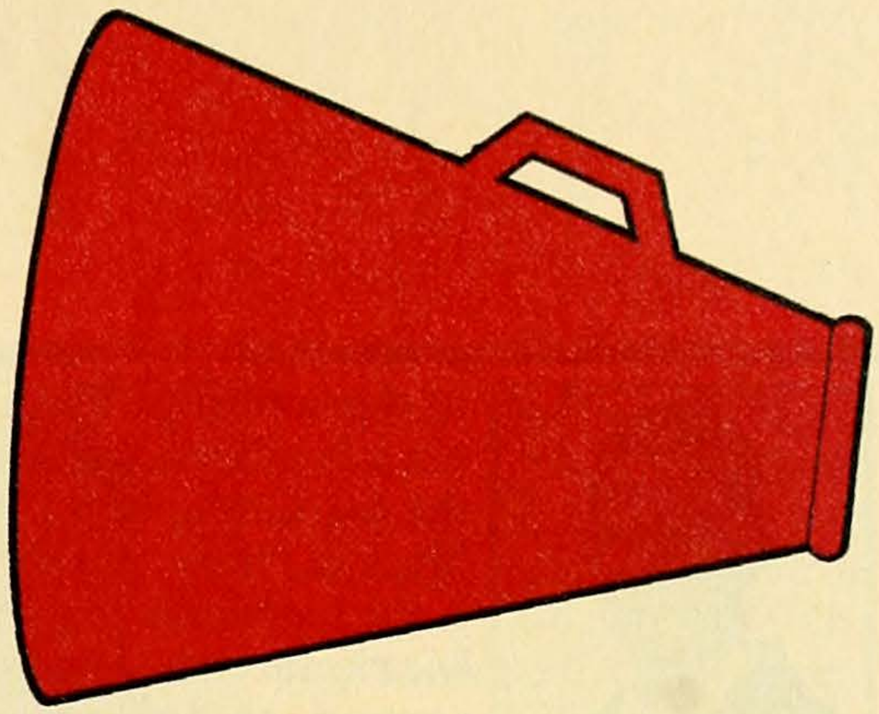
The issue is not only disease incidence, but disease treatment. There are examples of farm workers or their families coming down with diseases that are hard to treat because of antibiotic resistance. For instance, in 1976 an outbreak of resistant salmonellosis in a hospital nursery in Connecticut was traced to an infected calf on a nearby farm. The mother of the first infected infant came from the farm and was the presumed human source of the nursery outbreak (Levy, 1992).

Even though in the United States the proposed legislative action to eliminate use of antibiotics in animal feeds have been deferred for over twenty years, the situation is not completely dormant. There is an increasing pressure from individuals and public interest groups to limit this type of usage. Mounting evidence has revealed the resistance problem. The poultry industry, which once commonly used antibiotics in its animal feeds, claims that only about twenty percent or less of the producers do so now (Fisher, 1994).

Extra! Extra! Read all about it! 1928 Alexander Fleming discovers miracle drug! Drug said to treat hundreds of diseases! Extra! Extra!

Chicago Tribune! Only a Nickel! 1948! Tetracycline is found to increase weight gain in poultry, hogs, and cattle. Drug causes gains three times more than normal! Only a Nickel!

Houston Sun! Get your paper here! 1953! Countless acres of crops are saved from fire blight and soft rot after applications of streptomycin. Get your paper here!



Following public concern about the problem of resistant salmonellosis traced to beef, the Cattlemen's Association advised its constituents to stop using antibiotics for growth promotion of beef cattle. Today, this practice is largely followed. Monensin, an animal-use-only chemical, is a successful alternative.

Currently, there are many alternatives to antibiotics that can be used. Several options other than penicillin and tetracycline are available for growth promotion. Bacitracin was shown, even in the early 1950s, to produce a growth promotion effect. Some of the early research showed that bacitracin had an effect equal to that of tetracycline. In the poultry industry, bambermycins, another group of nonabsorbable antimicrobials, are the growth promoting chemicals of choice today. This change is a major step forward.

It is also important to remember that antibiotics should be used only to treat disease, and not to prevent disease. Finally, when using antibiotics, give the correct dosage, for the correct amount of time. Even though the problem may go away early, it is important to continue the doses for the full extent, or the disease can build a resistance and come back stronger (Lappe, 1995).

Antibiotics have revolutionized the industry of agriculture, allowing us to solve problems that were virtually hopeless. Without these miracle drugs, the agriculture industry would not be as profitable or productive as it is today. The point is, that as agriculturists, leaders, and consumers, we must be aware of the consequences of the overuse and misuse of antibiotics. We must embrace the new alternatives that are open to us. It is imperative that we realize that what we do today will bear not only on the future of these precious drugs, but on the future of agriculture.

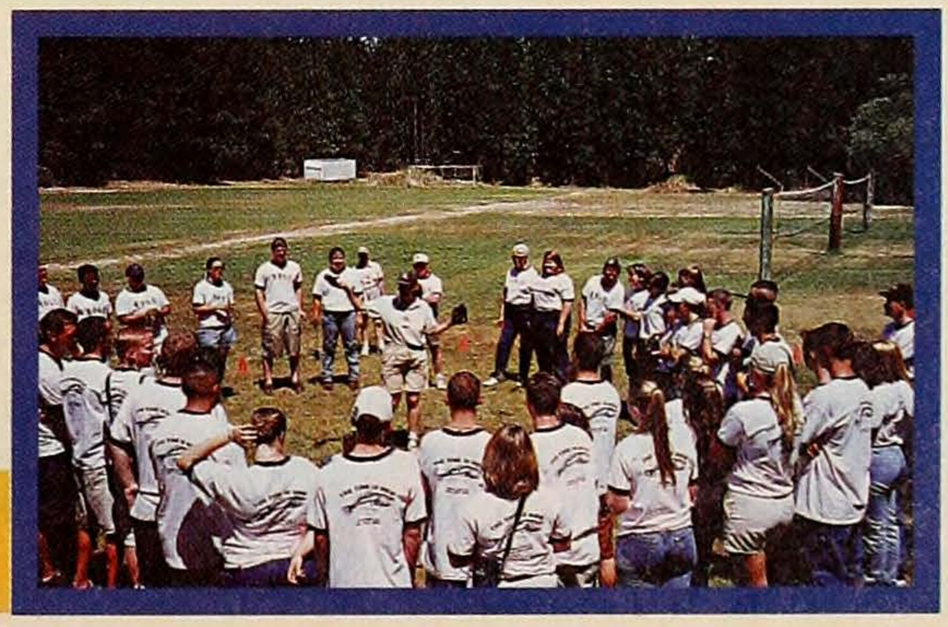
Regional FFA Officers Accept Leadership Challenge

continued from page a

roamed the dining room while the officers ate and corrected or complemented their eating habits. Talk about creating stress and indigestion!

The success of any officer is the officer team they are part of. Each Region officer team had plenty of time to bond. They were put to the test during the Chumash Challenge to work together as a team. They worked together throughout the week, especially as they stayed in the "chalets" of Bass Lake and had to prepare breakfast each day. Some meals were gourmet, while others were just plain simple.

In between these workshops there was plenty of time to meet and make new friends from the other regional officer teams. Highlighting the last night of the four-day conference was the barbecue followed by a lip sync contest and dance. The final night's Reflections was an emotional time for all the participants as they shared what the conference and FFA meant to them. After a week of work and fun, each region officer team went home exhausted, but excited to start their year of service to their respective region.



Regional Officers participating in ropes course activity.

CALIFORNIA STUDEN
SUPERVISED OCCUPA

California FFA members received recognition at the national level for their involvement in both entrepreneurship and placement experiences. Forty-three students from California received either Gold or Silver certificates.

California was the only state with Proficiency Award applications to be awarded only Gold and Silver Certificates. Twenty-seven of the applications scored in the Gold category with sixteen receiving Silver awards. Once again, California has a large number of national finalists. Students who competed in Louisville for national honors were: Dustin Bush, Hollister-San Benito FFA, Beef Production Entrepreneurship; Travis Ferreira, Hanford High School, Dairy Production Entrepreneurship; Danny Machado, Atwater FFA, Dairy Production Placement;

In Agricultural Processing, we have Nicholas Webb of the Elk Grove FFA Chapter. Nick's has worked at Kountry Meats and Mar Val Markets where he has served as an apprentice meat cutter. After completing the two year apprentice program, he wants to continue to gain skills so that he will someday manage the meat department of a large supermarket chain.

Matt Crow, a student at Orestimba High School in Newman has an outstanding SAE working in Agricultural Mechanics. Matt has worked in excess of 4,000 hours on his project. Upon graduating from high school, Matt plans to attend junior college and become a certified mechanic.

In the Diversified Crop Production Placement category we find Dominic Pitigliano for the Tulare Union Chapter. Upon graduating from Cal Poly with a degree in agricultural engineering, Dominic plans to return to the family operation where he hopes to implement a new and efficient system for tracking costs. He is also interested in becoming active in community events and serving on various boards.

From Yosemite High School in Oakhurst we have our Equine Science Placement award winner, Mianna Kelly. Mianna will be attending CSU-Fresno where she will major in Agricultural Communications with an emphasis in Marketing and Sales. She wants to continue her education by transferring to Texas A&M and participate in their intern program.

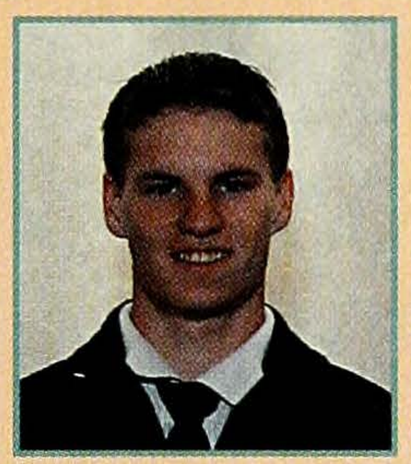
Luke Roduner, a member of the Chowchilla FFA, is a gold award recipient in Beef Production Placement. Luke has served as the ranch manager for the past two years were he has completed numerous tasks. Luke is looking forward to attending Cal Poly in San Luis Obispo were he will pursue a major in Animal Science.

In Floriculture we have Katherine Hartl, a member of the Morgan Hill-Live Oak FFA Chapter. Katherine has worked over 1,300 hours as a floral designer. She is interested in the medical field and plans to work with reproductive medicine.

TS EXCELL IN THEIR IONAL EXPERIENCES

Natalie Krout, Petaluma FFA, Equine Science Entrepreneurship; Christopher Crivelli, Dos Palos High School, Fiber Crop Production; Curtis Jue, Lemoore FFA, Fruit and/or Vegetable Production; Rachelle Bailey, Turlock FFA, Swine Production Placement; Regi Hall, Lodi FFA, Specialty Animal Production Entrepreneurship; David Bergthold, Lodi FFA, Specialty Animal Production Placement; Danielle Cunningham, Lodi FFA, Small Animal Production; Jared Penfold, Kingsburg High School, Sheep Production; and Nicholas Henning, Hamilton City FFA, Soil and Water Management.

Fifteen other members were in the top six and also received Gold Certificates. These individuals, highlighted here, are congratulated on their outstanding accomplishments.



Timothy Thomas from the Hanford FFA is our gold winner in Food Science and Technology. Tim will enroll in College of the Sequoias then transfer to CSU-Fresno where he will major in Industrial Arts.

From Morro Bay High School we find Sarah Ventresca our Nursery Operations winner. Sarah has accumulated over 3,200 hours while working at the local Hardware Store Garden Center. After graduating from college with a teaching degree in Environmental Horticulture, Sarah plans to become an agriculture teacher specializing in horticulture.

Joseph Crump is from the Ridgeview FFA Chapter in Bakersfield and is a winner in Feed Grain Production Entrepreneurship. In the next few years, Joseph will graduate from Bakersfield College with a degree in crop science while continuing to expand his wheat project.

Latigo Hext is from Dos Palos and a gold winner in Outdoor Recreation. Latigo plans to continue his work at Turk Station developing a habitat that will provide a natural environment, with feed, cover, and water to better enable the survival of the birds. Latigo is working towards his college degree in Wildlife Management and hopes to serve as an instructor in hunter safety and gun safety.

Michelle Forsythe comes from Mariposa and was a gold award recipient in Diversified Livestock Production Entrepreneurship. This past year Michelle owned forty-nine head of cattle, twenty-six head of sheep, two horses and two pigs. She is planning to attend a junior college then transfer to a four-year institution to pursue a degree in veterinary science.

In Poultry Production we have Gary Donner of the Central FFA Chapter in Fresno. Gary's project has grown from 30 gamebirds to over 200. Gary is planning to attend college and obtain a degree in poultry production.

CALIFORNIA STUDENTS EXCELL IN THEIR SUPERVISED OCCUPATIONAL EXPERIENCES

continued from previous page

From Littlerock we have our Specialty Crop Production winner, Josh Vandiver. Josh has worked in a Cactus Nursery where he was involved in watering, fertilizing, sales, and customer relations. Josh plans on attending a four-year university and major in business with a minor in communications.

In Swine Production Entrepreneurship we have Nathan Reis from the Gridley FFA. Nathan's current project consists of seventeen sows, two hundred seventy-two feeder pigs, and twelve market hogs. Nathan plans on attending Chico State University where he will participate in the fair management class and take part in the livestock judging team.

Our final gold award recipient is Seth Brown from the Tulare Union FFA Chapter. Seth's project in Turf Grass Management includes skills in applying pesticides, repairing irrigation systems, turf renovation, and maintaining equipment. Seth is considering attending Cal Poly in San Luis Obispo where he will major in environmental horticulture or business.

Congratulations to all of our outstanding students!

FOCUS O

The Fresno-Central FFA chapter is located in the heart of the San Joaquin Valley. At first glance, it appears to be your typical farming community; however, the chapter is located 10 miles west of the steadily growing city of Fresno. Most of the students within the chapter do not come from an agriculture background yet do find a place to shine in the program. The chapter is comprised of six agriculture instructors and approximately 350 students from two campuses: Central High School West campus, which provides the bulk of enrollment, and East campus as well. With so many creative individuals to draw from, the Fresno-Central chapter offers something for everyone.

Chapter members have been involved in every aspect of the agriculture program. Students have the opportunity to take part in a multitude of course offerings including: Agriculture Biology, Agriculture Chemistry, Power Equipment Technology, Agriculture Construction, Diesel Engines, Leadership, Floriculture, Veterinary Science, Agriculture Government and Economics, and Biotechnology. The facilities are what provide greater flexibility in offering so many different courses. There is a seven-acre school laboratory attached to the department, which is in the process of being expanded by twenty acres

Fresno-Central FFA members enjoying the Chapter Exchange with Red Bluff FFA.

to include a Zacky Farms poultry facility, a Biotechnology classroom and a celestial observatory.

Leadership development has always been vital to the success of the Fresno-Central chapter. Members have the opportunity of participating on one of the Career Development Events such as: Parliamentary Procedure, BIG, Public Speaking, Opening/Closing, Agriculture Mechanics, Job Interview, Floriculture,

AN OUTSTANDING CHAPTER...
FRESNO-CENTRAL FFA IS LEADING THE WAY!

Fresno-Central FFA members having some fun before the State FFA Judging Finals.

Dairy Products, Livestock, and Land. Fresno-Central has continually produced successful teams. The chapter has also been successful in producing strong leadership for the Sectional, Regional, and State Officer teams. Students also participate in the many conferences and conventions like Greenhand Conference, Made for Excellence, Advanced Leadership Academy, Chapter Officer Leadership Conference, State FFA Convention, and the National FFA Convention.

Teamwork is a must for this busy group and the chapter officers set the precedence for the entire membership through planning out each year's activities at retreat and by depending on one another throughout the year. The chapter responds favorably by attending such things as the Christmas Cash meeting, Kentucky or Bust BBQ and Carnival, the Chapter Exchange Night, and our Spring Sock Hop. They also host the San Joaquin Region's Road Show and serve a wonderful lunch to the visiting agriculture educators. The Greenhand officer team and Executive Committee are additional forums where members may exercise their leadership skills.

SAE's are on the rise in the chapter. Members have been delving into new technology areas like aquaculture and hydroponics. Swine and sheep breeding projects are predominantly housed on campus with other large species maintained at the students' homes. All of the members' hard work is evidenced by the many Regional and State Proficiency Award winners named from the chapter each year.

The surrounding community has always been important to the chapter. For this reason, Fresno-Central FFA works very hard to give back to the community. Last year, students housed a delegation from Armenia for three weeks and educated them on the cultivation of fresh fruits and vegetables, as well as on the diversity of California's agriculture industry. Each spring, the chapter hosts an Alumni Luncheon, in conjunction with National FFA Week. They also host an Easter Egg Hunt for the district's kindergarten students, where members educate the children about agriculture and plan fun activities for them to enjoy. In addition, the chapter assists annually in a reforestation project with Sierra National Forest and serves meals at Fresno's Poverello House. The students always have a great time and always have fun incorporating the community into their yearly plans.

Chapter members at the Project Competition Banquet.

With the many motivated, enthusiastic, and dedicated people supporting Fresno-Central FFA from the inside, and outside, the chapter continues to grow, strengthen, and improve public perception about agriculture. As more and more people grow up in a city environment, Fresno-Central FFA continues *Leading the Way!*

In the September/October issue of California FFA News, the chapter name for Tracy Heffington, High Individual in the B.I.G. contest, was given incorrectly. Tracy is a member of the Chowchilla FFA Chapter. We regret the error.

CHAPTER SPOTLIGHT

Yosemite FFA

YOSEMITE STARTS THE FALL OFF RIGHT

Every year in October Yosemite FFA members hold a barn dance at their school farm called "Ag Stock". It is a fun filled night where the students have an opportunity to get to know more about each other. This year's members enjoyed great food, music and dancing while dressed up in a variety of costumes. Contestants won awards for participating in games such as pumpkin carving, pie eating, chicken roping and a tug-o-war contest. This has been a successful way for Yosemite FFA to get members involved and excited of their FFA chapter.

Yosemite FFA members exchange dance moves at their annual Barn Dance

Templeton FFA

ENCHILADA SALES BRING EXTRA MONEY TO CHAPTER

One of the many exciting events that Templeton FFA puts on is their annual enchilada sale. For about two weeks out of the year Templeton FFA members are asked to sell at least ten tickets for $3 an enchilada. Last year approximately 650 enchiladas were sold. On a Saturday morning, roughly twenty five members meet for a fun filled day of enchilada making. The enchiladas are made, wrapped and set aside to be picked up later by the people who bought them. By the end of the day, most of the members resemble enchiladas themselves. This great fundraiser is possible because of Templeton's devoted members, wonderful advisors, and supportive parents.

Merced Golden Valley FFA

FUND-RAISING WITH A TWIST

Merced Golden Valley FFA has a unique way to earn money for their chapter that is both fun and challenging. The students and Agriculture teachers have started their own catering service within the community. The teachers cook and prepare the food while the students are in charge of communicating with the customers and filling out contracts. The members also serve food that the chapter caters for free. Each student involved learns a great deal about organization, responsibility and communication. The chapter caters just about anywhere within the community, bringing in as much as $4000 a night. This special fundraiser has helped Merced Golden Valley FFA and it's members earn money while learning along the way.

Merced Golden Valley serving their community with a catering service.

R SCOOP

Willits FFA

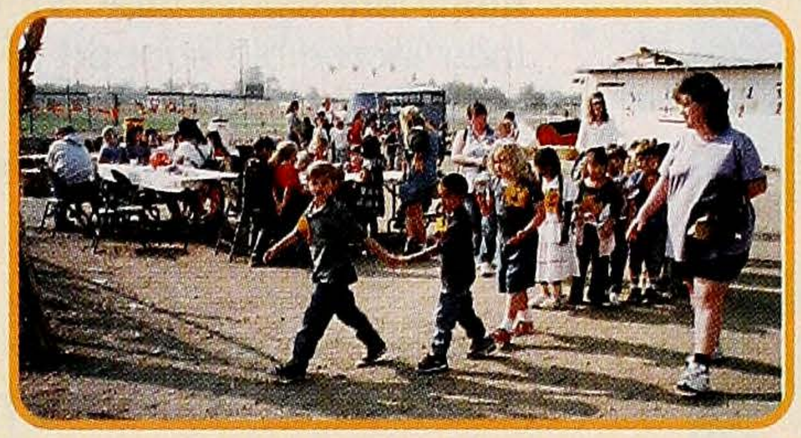
HORSE JUDGING TEAM GOES TO TEXAS

This July the Willits FFA horse judging team traveled to Texas to compete in the World Paint Horse Judging Competition. Willits was the only team representing California and they did us proud by winning eighth high overall team. They also placed fourth in reasons, fifth in halter and a team member was third high individual. The members of the team said preparing for the competition was really hard work and it got tiring at times but in the end it all paid off. Way to go, Willits!

Sutter FFA

PUMPKIN PATCH HELPS STUDENTS LEARN IMPORTANCE OF AGRICULTURE

The excited members of Sutter FFA held their annual pumpkin patch in October. During this two day event over 700 preschool and elementary school students gathered at the Sutter FFA school farm. Each of the children had the opportunity to take a tractor ride, pick out a pumpkin and get their face painted. The children also learned about the advantages of agriculture and the important role that it plays in their lives. Not only was this a wonderful learning experience for the younger students, but Sutter FFA members also enjoyed having the opportunity to share what they know about agriculture. Congratulations Sutter FFA for making a difference in your community.



Sutter FFA members teach students about agriculture while helping them celebrate Halloween.

Yuba City FFA

FARM DAY ATTRACTS THOUSANDS OF STUDENTS

For the past 16 years Yuba City FFA has held their annual Farm Day. The popularity of this event has enabled five chapters from the area to get involved. The event which is held at the Yuba-Sutter Fairgrounds attracts over 3,000 elementary school children from around the area. The day is filled with agriculture exhibits including stock dog demonstrations, a petting zoo and the raptor exhibit. The FFA members enjoy being involved with the community, spending time with their friends and teaching young students about the importance of agriculture.

FFA members from Yuba City share their knowledge about agriculture

CHAPTER SCOOP

CHAPTER SCOOP

Lompoc FFA

FUNDRAISING HELPS STUDENTS ATTEND FFA ACTIVITIES

The Lompoc FFA takes great pride in fund raising efforts to help defray student expenses to attend conferences and FFA activities above the local level. Their Agriculture Booster Club also works hand in hand to ensure student success by providing financial and in-kind resources to members from providing scholarships to serving as livestick buyers. The Lompoc FFA members salute their community for their incredible support in all their endeavors.

Lompoc FFA members at one of their fund raising activities.

Dixon FFA

STUDENTS EXPERIENCE HANDS ON LEARNING ABOUT FARMING

Dixon is a great place to be if you love farming or ranching, especially if you don't have your own. Dixon FFA offers an Agriculture Regional Occupational Program for two periods at the end of the day which gives students the opportunity to hone in their agricultural skills. Students have the chance to work with their own animals or become involved in raising the school's alfalfa, tomatoes, walnuts, pigs, sheep or steers. This unique program gives students who aren't fortunate enough to live on a farm the opportunity to experience agriculture first hand.

Sonora- La Habra FFA

STATE SUPERINTENDENT VISITS FFA CHAPTER

Delaine Eastin, the state superintendent of Public Education in California, visited Sonora High School in La Habra on Thursday, September 21st. While at the high school, Eastin spent time with the students at the Agriculture Department. She toured the facilities and saw the types of projects in which students in southern California are involved.

The students were able to visit with Delaine Eastin and discuss many concerns that will face Education and Agriculture in the future. Students shared the importance of educating people from the city about the source of their food supply. Since Agriculture Literacy is a growing concern, hopefully the new Agriculture Literacy bill will be on its way to help students in the elementary grades learn more about their food supply.

Our students were very impressed with Ms. Eastin and her outlook on Education and Agriculture Education in the state.

FFA members and school officials visit with Delaine Eastin, Superintendent of Public Education in California

CALIFORNIA ASSOCIATION FFA NATIONAL CONVENTION RESULTS 2000

AGRICULTURE SCIENCE STUDENT AWARDS

Leslie Roche, Orosi	National Finalist
Christa Turner, Bakersfield-Ridgeview	National Finalist

AGRICULTURE SCIENCE TEACHER AWARDS

Laura Cooper, Elk Grove	Gold Award

AGRI-ENTREPRENEURSHIP AWARDS

Victoria Gothot, Morgan Hill-Live Oak	Silver Award
Nicolina Prestininzi, Fallbrook	Silver Award
Stacey Smith, Shingle Springs-Ponderosa	Silver Award

AMERICAN FFA DEGREE STAR IN AGRIBUSINESS

Joshua Weaver, Ripon	Gold Award

AMERICAN FFA DEGREE STAR FARMER

Frances Echeverria, Fresno-Central	Gold Award

HONORARY AMERICAN FFA DEGREE RECIPIENTS

Jerry Clark	Templeton
Jerry Delsol	Woodland
Sheila Folan	Sacramento-Florin
George Green	Arbuckle-Pierce
Richard King	Hanford
Bill Loveridge	Loyalton
Don Martin	Valley Center
Don Miller	Tehachapi
John Ramos	Dixon
Luanne Silkwood	Ponderosa Telephone
Jim Slater	Bakersfield-South
Joe Terra	Newman-Orestimba
Stan Uchiyama	Salinas-North Salinas
Dr. John Welty	California State University-Fresno

CAREER DEVELOPMENT EVENTS

Agricultural Mechanics	Turlock
Agricultural Sales	Lemoore
Agronomy	Hanford and Woodland
Creed Recitation	Tulare- Western (Albert Brasil)
Dairy Cattle Evaluation	Hilmar
Dairy Foods	Hanford
Environmental and Natural Resources	Fresno-Duncan Poly
Extemporaneous Speaking	San Luis Obispo (Kate Thornhill)
Farm Business Management	Elk Grove
Floriculture	Hanford
Forestry	Fresno-Duncan Poly
Horse Evaluation	Arroyo Grande
Job Interview	San Andreas Calaveras (Joseph Fischer)
Livestock Evaluation	Atascadero
Marketing Plan	Lemoore
Meats Evaluation and Technology	Clovis
Nursery and Landscape	Bloomington
Parliamentary Procedure	Grass Valley/ Bear River
Poultry Evaluation	Santa Maria-Righetti
Prepared Public Speaking	Lucerne Valley (Neil Gibson)

H.O. SARGENT AWARD

Molly Fagundes, Atwater	Gold Award

NATIONAL BAND

Kevin Clark	Galt
Christopher Ide	Norco
Angela Johnson	Shingle Springs-Ponderosa
Caleb Johnson	McArthur-Fall River

CALIFORNIA A
NATIONAL CONVEN

NATIONAL CHAPTER AWARDS

Arroyo Grande	2 Star
Crescent City-Del Norte	1 Star
Dinuba	1 Star
Fallbrook	1 Star
Firebaugh	1 Star
Fontana	1 Star
Fresno-Central	2 Star
Fresno-Washington	2 Star
Imperial	2 Star
La Puente Valley ROP	1 Star
Lompoc	2 Star
Mira Loma-Jurupa Valley	2 Star
Norco*	3 Star
Quartz Hill	2 Star
Ripon	2 Star

**National Finalist in Chapter Development*

NATIONAL CHORUS

Jamie Drew — Grass Valley- Nevada Union

NATIONAL OFFICER CANDIDATE

Angela Browning — Grass Valley-Bear River

NATIONAL NOMINATING COMMITTEE

Tim Hammerich — Santa Rosa-Elsie Allen, Chairman

NATIONAL TALENT

Aaron Johnson	Phelan-Serrano
Alillia Johnson	Phelan-Serrano

NATIONAL DELEGATES

Charles Abee, Strathmore
Jeff Alves, Galt
Melisa Augusto, Lemoore
Dennis Blackman, Riverside-Norte Vista
Seth Brown, Tulare Union
Zachary Bush, Grass Valley-Nevada Union
Robyn Christian, Santa Ynez
Kyle Conley, Fortuna
Amanda Courtney, Grass Valley, Nevada Union
Anne Diener, Riverdale
Heather Fultz, Ripon
Maria Giacomini, Bishop
Neil Gibson, State Vice President
Amanda Gipe, Merced-Golden Valley
Autumn Glock, Yucaipa
Mark Gonzales, Fresno-Central
Scott Grumbles, Past State Treasurer
Tracy Haas, Past State Reporter
Meghan Harrah, Grass Valley-Bear River
Jonnalee Henderson, State Secretary
Jennifer Hooper, Littlerock
Wednesday Kirven, Visalia-Redwood
Julie Kondoff, State Reporter
Carolina Machado, Merced-Golden Valley
Megan McReynolds, Past State Secretary
Jonathan Moon, Fresno-Central
Douglas Paasch, State Sentinel
Ashley Parker, Elk Grove
Sammy Ramirez, State Treasurer
Stacy Robinson, Newman-Orestimba
Rebecca Roland, Lakeside-El Capitan
Tracy Schohr, Gridley
Beth Sequeira, Hanford
Jenna Smith, Fresno-Central
Meghan Soderstrom, San Luis Obispo
Ruben Soliz, Rosamond
Terry Sturgeon, Indio
Michelle Thomer, Fullerton
Pedro Trinidad, Laton
Anna Villalobos, Fallbrook
Valarie Walker, Grass Valley-Nevada Union
Ashley Waters, Fortuna
Jacob Wenger, Modesto
Dane White, Past State Sentinel

OCIATION FFA
ON RESULTS - 2000

PROFICIENCY AWARDS

Ag Communications	Elizabeth Avila, Awater	Silver Award
Ag Mechanics Entrepreneurship	Chad Russell, Turlock	Silver Award
Ag Mechanics Placement	Matt Crow, Newman-Orestimba	Gold Award
Ag Processing	Nicholas Webb, Elk Grove	Gold Award
Ag Sales/Service	Dario Camargo, Gonzales	Silver Award
Beef Entrepreneurship	Dustin Bush, Hollister-San Benito	National Finalist
Beef Placement	Luke Roduner, Chowchilla	Gold Award
Cereal Grain Production	Martin Vivenzi, Fresno-Central	Silver Award
Dairy Entrepreneurship	Travis Ferreira, Hanford	National Finalist
Dairy Placement	Danny Machado, Atwater	National Finalist
Diversified Crop Entrepreneurship	Jared Samarin, Kerman	Silver Award
Diversified Crop Placement	Dominic Pitigliano, Tulare Union	Gold Award
Div Livestock Entrepreneurship	Michelle Forsythe, Mariposa	Gold Award
Div Livestock Placement	Rianna Mebane, Bakersfield-North	Silver Award
Emerging Technology	Tyler Blagg, Grass Valley-Bear River	Silver Award
Environmental Science	Tucker Eslinger, Grass Valley-Nevada Union	Silver Award
Equine Entrepreneurship	Natalie Krout, Petaluma	National Finalist
Equine Placement	Mianna Kelly, Oakhurst-Yosemite	Gold Award
Feed Grain Entrepreneurship	Joseph Crump, Bakersfield-Ridgeview	Gold Award
Feed Grain Placement	John Goulart, Fresno-Central	Silver Award
Fiber Crop Production	Christopher Crivelli, Dos Palos	National Finalist
Floricultur	Katherine Hartl, Morgan Hill-Live Oak	Gold Award
Food Science & Technology	Timothy Thomas, Hanford	Gold Award
Forage Production	Sean Hodges, Kerman	Silver Award
Forest Management	Mario Lango, Tollhouse-Sierra	Silver Award
Fruit/Vegetable Production	Curtis Jue, Lemoore	National Finalist
Home/Community Development	Chad Dale, Santa Maria-Righetti	Silver Award
Landscape Management	Eric Yonan, Hilmar	Silver Award
Nursery Operations	Sarah Ventresca, Morro Bay	Gold Award
Oil Crop Entrepreneurship	Shayna Muniz, Templeton	Silver Award
Outdoor Recreation	Latigo Hext, Dos Palos	Gold Award
Poultry Production	Gary Donner, Fresno-Central	Gold Award
Sheep Production	Jared Penfold, Kingsburg	National Finalist
Small Animal Care	Danielle Cunningham, Lodi	National Finalist
Soil/Water Management	Nicholas Henning, Hamilton City	National Finalist
Specialty Animal Entrepreneurship	Regi Hall, Lodi	National Finalist
Specialty Animal Placement	David Bergthold, Lodi	National Finalist
Specialty Crop	Josh Vandiver, Littlerock	Gold Award
Swine Entrepreneurship	Nathan Reis, Gridley	Gold Award
Swine Placement	Rachelle Bailey, Turlock	National Finalist
Turf Grass Management	Seth Brown, Tulare Union	Gold Award
Wildlife Entrepreneurship	Jeff McNealy, Livermore	Silver Award
Wildlife Placement	Selvia Bennett, Bakersfield-South	Silver Award

JOB INTERVIEW TIPS

Joseph Fischer San Andreas-Calaveras FFA
2000 State FFA Champion

If any of you reading this article are wondering which speaking contest to participate in, I highly recommend that you consider the Job Interview contest. First of all, the Job Interview contest is applicable to every in the "real world." No matter what occupation you choose, you will develop skills that will help give you the upper hand on fellow interviewees for a certain positions. Here are a few helpful tips:

Create an out-of-this-world resume and cover letter. Remember the first impression is the lasting impression. So, when making this resume and cover letter treat yourself like a product that you want to market to the best of your ability. Boast your good points and slightly touch on the bad. A good resume and cover letter will make you a possible candidate before the interview takes place. Also keep in mind that honesty is a very valuable trait that all employers will appreciate.

In the interview be sure to be completely honest and back up all of your answers with an example of a previous encounter with a problem similar to the question. For example, don't just say, "I'm a dedicated worker." Elaborate and include why you are a dedicated worker by saying, "I am a dedicated worker. For example, I left my best friend's birthday party because my boss needed help with a computer program." The bottom line is, don't leave your employer hanging. This shows a lack of confidence and poor organizational skills. In the interview, always be prepared to ask the employer questions as well. This shows them that you are not only confident in exploiting your ideas with the employer, it also shows them that you are interested and have, in advance, researched the job and have developed some valid questions.

Don't give "canned" responses. To an extent you want an outline of a response to a generic question like, "Tell me a little about yourself." However, you don't want to give an answer that has been recited in front of the mirror for three hours. Be sure to think on your feet. This shows the interviewer that your answers are valid, honest and you have an ability to improvise.

Even if you decided not to participate in the job interview contest, try to use these tips at a real interview. From Burger King to the Executive President of a huge corporation, interview requirements are the same, it is the quality of the responses and the sincerity that will determine if, in fact, you will get the position. Sell yourself and never leave an interview feeling as if you have left something out.

ATTENTION CHAPTER REPORTERS AND HISTORIANS!

Chapter Reporters and Historians, plan now to make certain that your chapter is included in future issues of the *California FFA News.* We would like to hear from you. Please send chapter news and photographs to:

Sharlene Swaim, Editor
Cal Poly, San Luis Obispo
San Luis Obispo, Ca. 93407

To ensure that your news is published, please submit a hard copy of the article with a disk utilizing Pagemaker 6.0 or 6.5, Microsoft Word, or WordPerfect. Deadlines are listed below:

Material due into the San Luis Obispo office	Date of Magazine Issue
December 10, 2000	March/April 2001
February 10, 2001	May/June 2001

WIN A Trip To DC

And NOW...Tell Us How You Conquered Your Risk.

Are you like our new superhero Strive? Someone who is striving for the top and setting high personal and career goals? Someone who knows what it will take to get where they want to go? If you are, then it is likely you will encounter risk on your journey to the top. You must learn to manage this risk and use it to your advantage.

That is why Commander Risk and Miss Manage advise Strive and each and every one of YOU to apply risk management techniques to your supervised agricultural experience (SAE). If you do this, the Commander, Miss Manage and Strive are prepared to reward your hard work through the National FFA Organization's Risk Management Essay Contest, sponsored by the Risk Management Agency of the U.S. Department of Agriculture.

That's right, YOU could win a trip to Washington, D.C. How do you do it? Simply write a 500-word essay on "Risk Management Strategies for your SAE" and submit it to the National FFA Center. All entries must be postmarked by January 31, 2001.

Ten lucky winners will receive an all-expense-paid trip to Washington, D.C., for themselves and their advisors. You'll never get a better chance to meet with the top U.S. Department of Agriculture officials and to tour our Nation's capital.

National FFA
Conquer Risk
Risk Management ESSAY Contest

RMA

This contest is offered by the National FFA Organization in cooperation with the National Council for Agricultural Education and with funding from the Risk Management Agency of the U.S. Department of Agriculture as a special project of the National FFA Foundation.

15 ways to make it great ffa week

By Erich Gaukel

FFA Week (February 17-24) is fast approaching. This is your big chance to boost awareness of your FFA chapter in the school and community. Why is this important? The more people know about what your chapter is doing, the more likely they will be to support you when it's time for chapter fundraisers, special events and other activities.

This is also a great opportunity to recruit new members, thereby strengthening your chapter. Choosing and organizing FFA Week activities can be tough, so here are 15 ideas to get you started.

1 Invite lawmakers. Invite your representatives in the state legislature and U.S. Congress to come speak to your chapter. You may or may not get one of them to accept. If you don't, you've at least made them aware of your existence. If you do, prepare a press release and make sure all local news media outlets receive it. You might get a newspaper clip out of it.

2 Pizza day. It's one of the most popular foods among young people. And it's a great agricultural product. Take advantage of pizza's popularity and host a pizza party for students you think might be interested in joining FFA. Refer back to our August issue's cover story, "Pizza—A Slice of Agriculture," for fun facts on pizza and agriculture.

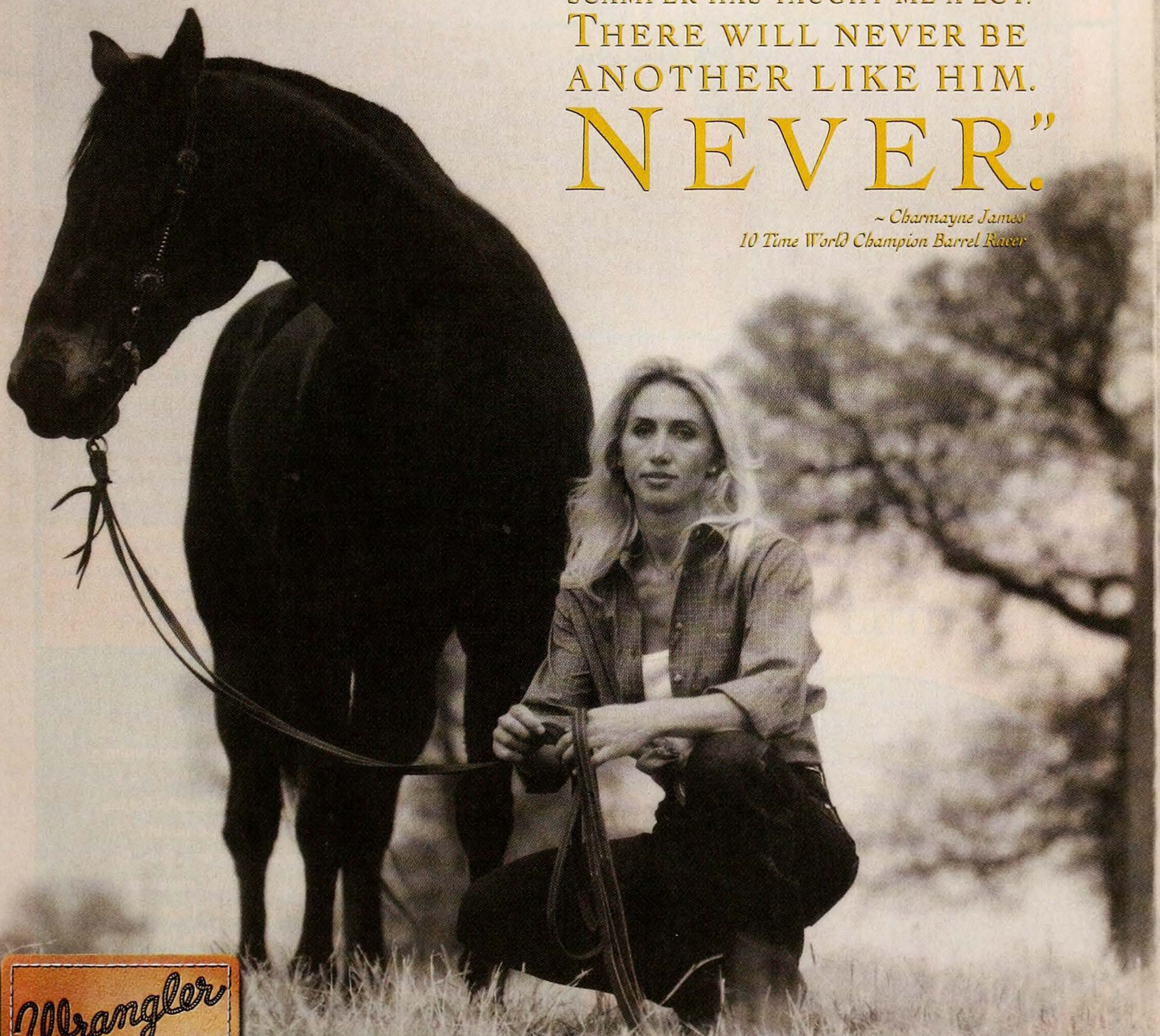
3 Stage a parade. Depending on the weather and your available resources, you could stage anything from a downtown parade to a march through the school corridors. Invite the school's marching or pep bands to play a theme song of your choosing. Build a chapter float and invite other school and community groups to do the same.

4 Dress up. With five school days to work with, you have all kinds of wardrobe options. On Monday, chapter members could all wear FFA T-shirts. On Tuesday, FFA face painting. On Wednesday, official dress. On Thursday, ball caps promoting agricultural products. On Friday, blue and gold day.

Continued on page 20

"I OWE ALL MY
SUCCESS
TO SCAMPER.
I GUESS WE GOT CONFIDENT
TOGETHER.
SCAMPER HAS TAUGHT ME A LOT.
THERE WILL NEVER BE
ANOTHER LIKE HIM.
NEVER."

~ Charmayne James
10 Time World Champion Barrel Racer



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5 **Host an art show.** Invite artists in your school and community to display their agriculture-related drawings, paintings, sculpture and photographs at an art show open to the public. This draws attention to agriculture and shows that you're contributing to the cultural well-being of your community.

6 **Halftime at basketball game.** You'll have a captive audience of students, parents and community members if you can take the floor during halftime of a varsity basketball game. Perform a comedy skit or take a few minutes to draw attention to your chapter's accomplishments throughout the year.

7 **Industry visits.** Contact local agriculture-related businesses see if you can set up tours of their facilities. It's a great way to renew relationships with local business leaders and to learn about their operations. Use the opportunity to invite other students from the school to join you.

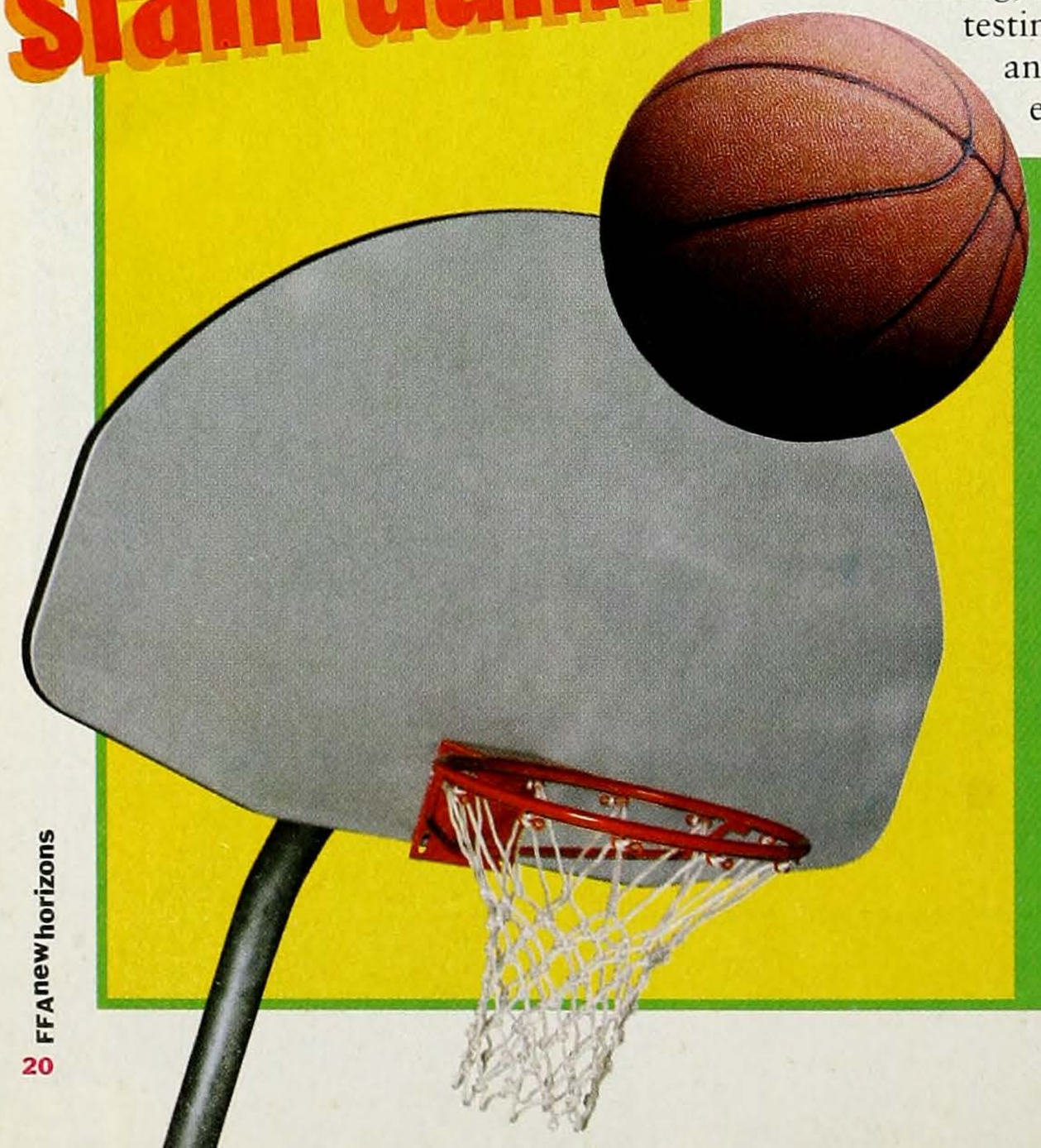
8 **Cleanup day.** The school grounds and nearby highways can always use a good cleanup crew. As long as there's not a foot of fresh snow on the ground, you should be able to fill several garbage bags with trash that's accumulated over the winter.

9 **Talent show.** Your chapter is probably full of members who have entertaining talents. Perhaps you have a juggler, some musicians, a group of actors, a comedian, cheerleaders or dancers. Host a talent show and display your stuff in front of the school or community.

ffa slam dunk!

10 **Live displays.** Hold an open house in your agriculture class area. Here, you can set up stations to demonstrate to the rest of the school the many things you do in class, such as welding, soil and water testing, feeding animals or small engine repair.

11 **Drop names.** Don't be shy about dropping names of former FFA members who have gone on to prominence in politics, entertainment, business and sports. You'll find a lengthy list of these people at www.ffa.org. They include a former U.S. president and three gold medalists from the 2000 summer Olympics in Sydney.



Document It!

Send us photographs of your FFA Week activities

We're always looking for ways to highlight happenings at FFA chapters across the country. FFA Week is a great time to get out your cameras and start clicking. So, here's what we need from you: Good quality photographs of your chapter members in action. On the back of the photos, or on a separate sheet of paper, write a brief description of what's happening in the photo, why it's happening, where it's happening and who's in the photo. We'll try to publish as many photos as we can in the coming year.

Send photos to: FFA Week Photos
FFA New Horizons
P.O. Box 68960
Indianapolis, IN 46268-0960

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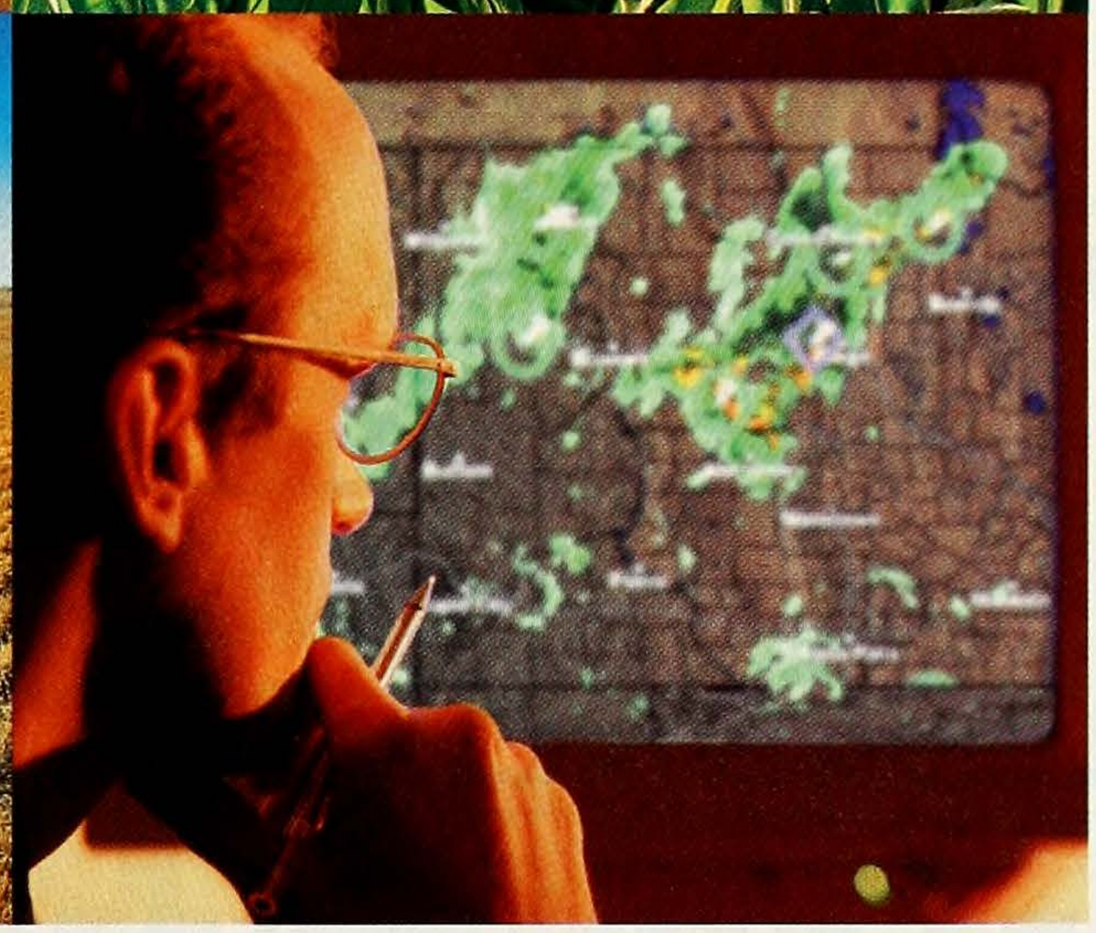

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12 **Honorary members.** Thank those who have helped your chapter by naming them honorary members of your chapter. Present honorary members with plaques or FFA shirts. It's a great way to build long-lasting relationships for your chapter.

13 **Dress up like George contest.** FFA Week is always held to coincide with George Washington's birthday because of his commitment to the nation and to agriculture. His birthday is observed on Monday, February 19th. This would be a perfect day to have a schoolwide George Washington look-alike contest.

14 **Hang posters.** Use your knowledge of agriculture to create informative posters to hang throughout the school. You can come up posters that feature agriculture facts, FFA opportunities, agriculture in the news, plus information about your upcoming chapter events.

15 **Start new chapter projects.** Have you been meaning to start a chapter newsletter, website or other project but keep putting it off? Use the momentum generated by FFA Week to start those projects and develop a plan to keep them going throughout the year. ☆

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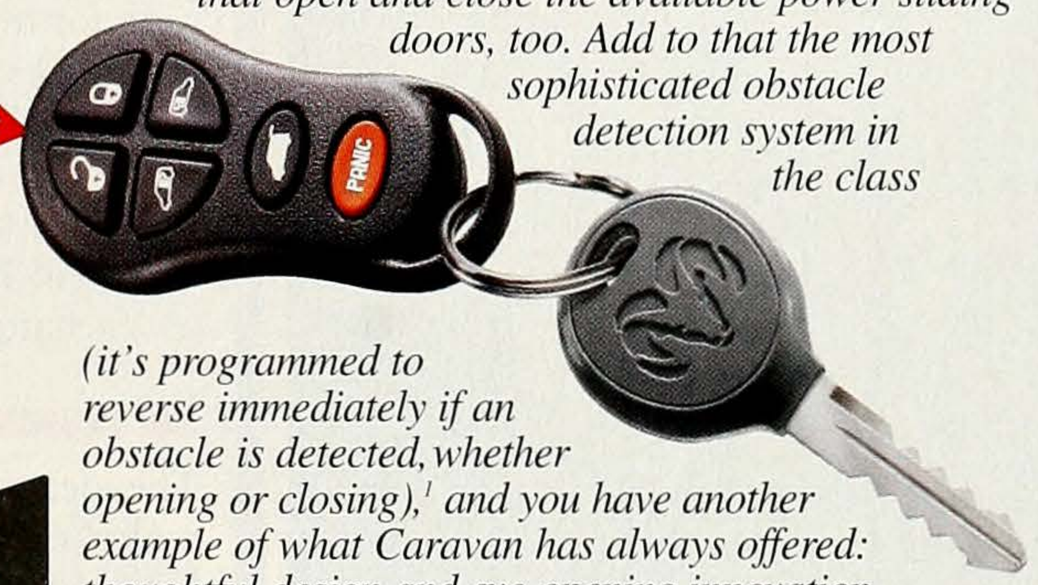

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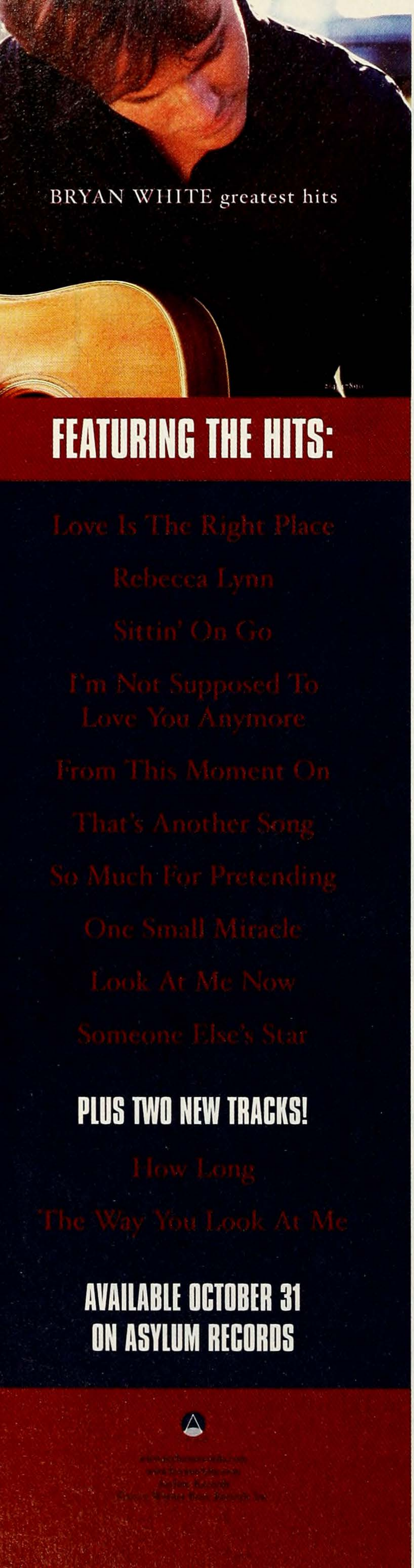

By Chris Hayhurst

the candidate

FFA experience is a big plus in Phil Erdman's first political campaign

This Election Day, as U.S. citizens vote for governors, congressmen, mayors and a new president, Phil Erdman will be waiting for word of his future. Erdman, a resident of the rural farming town of Bayard, Nebraska, and a graduate of Bayard High School, at the age of 23, is running for office. He's a past president of the Nebraska FFA Association and recently earned an agricultural education degree from the University of Nebraska. Should he win, he'll represent Nebraska's 47th District as a senator in the state legislature.

Not expecting to run

The idea to run, Erdman makes clear, was not his. Citizens in his district—his family, friends and others—first encouraged him to seek office. "This wasn't something I was intending to do coming out of college," recalls Erdman. "I thought they were crazy."

But once he let the notion sink in, he began to take them seriously. Eventually he formed an exploratory committee charged with determining his prospects for success. From there he got to work. He marched in parades, toured county fairs and delivered speeches. Seven months later, after much thought and self-reflection, he came to a decision. During a press conference in downtown Bayard, he announced his candidacy.

A farmer first

Campaigning for public office is not easy, but Erdman, who has logged more than 20,000 miles of driving for the cause, seems to have found his calling. "It takes a little work," he says, "but a lot of it is common sense." His experience in the FFA, where he learned to be a leader and established ties with national representatives in both agribusiness and politics, has proven invaluable. "FFA taught me the importance of interpersonal skills," says Erdman. "The ability to communicate is vital."

Despite all the campaigning, Erdman hasn't forgotten his roots. In fact, he still finds time to help out on his family's 850-acre bean, corn and alfalfa farm. It's no surprise, then, that if elected he plans to make agricultural policy his biggest priority.

Future is bright

Win or lose, Erdman plans to take what comes his way. If, as he hopes, he's victorious, there are issues that need to be dealt with. Topping the list are education, family values and, of course, agriculture. If the voters side with the opposition, however, it won't be the end of the world. Other opportunities, whether in farming, agribusiness or politics, will certainly arise. "Phil has definitely earned the respect of a lot of people," says Matt Lloyd, a volunteer with the campaign. "He has a really bright future no matter what he does."

This issue of FFA New Horizons *was just coming off the printing presses on election day. To find out if Phil was elected, visit www.unicam.state.ne.us/senators.html*

Higher Office

Some former FFA members who have become notable politicians

- Jimmy Carter: 39th U.S. President (Georgia)
- Sam Brownback: U.S. Senator (Kansas)
- Larry Combest: U.S. Representative (Texas)
- Larry Craig: U.S. Senator (Idaho)
- John Engler: Michigan Governor
- James B. Hunt: North Carolina Governor
- James E. "Pete" Laney: Speaker, Texas House of Representatives
- Charles Stenholm: U.S. Representative (Texas)

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Tips on managing your cash

your money

kicking tires

Some advice on buying your first car or truck

It sure is an exciting moment when you walk out of the driver's exam station with a brand new driver's license tucked into your wallet or purse. And it's an even bigger day when you drive away from an auto dealership with your own wheels.

Buying a car or truck is a rite of passage for most young Americans. For kids in rural areas, it's a practical solution to getting to and from school, work and extracurricular activities. So it's important to saddle up with the right kind of wheels, especially when we're talking about thousands, or even tens of thousands of dollars, for dependable transportation.

At Thomas Motors, in The Dalles, Oregon, salesman Jason Beacock says that young people often are looking for pickup trucks in this fruit-growing region along the Columbia River. Sure, they like new, but used in good condition will do, too.

Practice practicality

"They usually know exactly what they're looking for," says Jason. That's a good position to be in, because wandering into a showroom with money in your pocket but no clear-cut idea of what to buy puts you at a disadvantage.

Jason advises young buyers not to "go over your head—think smart."

"Most of us want more than we can afford," says Mike Hoffman, sales manager at Sam Leman Chevy-Olds-Pontiac-Buick, in Eureka, Illinois. Sometimes people want leather seats, when cheaper cloth seats will do. For your first vehicle, he suggests practicality.

If you can't afford a new vehicle, consider a used vehicle. At Hoffman's dealership, every used car gets a thorough mechanical checkup, and potential buyers get the name and telephone number of the previous owner so they can call and check the pedigree of the car or truck they're interested in.

Hoffman advises young buyers to level with the sales person and tell them how much money they have to spend. That way, neither side is wasting time kicking tires on Cadillacs when the budget calls for something cheaper. Before you do that, however, it's important that you do some pricing research on your own.

Detective work

Start by picking up a copy of the Kelley Blue Book or visiting such web sites as www.vehix.com, www.carprices.com and www.wheels.com. Here, you can find out the average retail price of the vehicle you want, used or new. Based on this information, you can see if the offered price is fair or if you'll want to try to talk the salesperson down in price.

There also are private party sales, where you buy a vehicle from a private individual rather than a car lot. You'll likely save money here compared to a dealership. You'll also fall into caveat emptor—or buyer beware—where any defects that show up even a moment after the purchase are your problem, not the seller's.

Stay tuned. In the next issue of *FFA New Horizons*, we'll show you how to finance a car or truck purchase.

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hot **state fair**
place visited in the summer
not **pool**

hot **scary movie**
summer movie
not **pokémon**

hot **braves**
baseball team
not **white sox**

hot **passions**
soap opera
not **as the world turns**

hot **wranglers**
clothing styles (males)
not **tight jeans**

hot **wranglers**
clothing styles (females)
not **baggy**

hot **lifeguard**
summer job
not **fast food worker**

hot **swimming**
outdoor activity
not **mowing**

hot **hanging out with friends**
evening activity
not **staying home**

hot **vanilla**
ice cream flavor
not **chocolate**

Here are the national results of the What's Hot/What's Not poll from our August issue. The topic: summer. A special thanks to the Goreville FFA Chapter in Goreville, Illinois, for sending in more surveys than any other chapter in the U.S.

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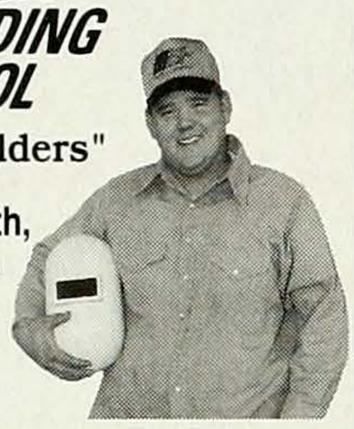

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survey

Here are the new categories. This issue's theme is entertainment. Fill out those surveys and send them in right away!

what's hot	what's not
Female actor _____	Female actor _____
Male actor _____	Male actor _____
Female singer _____	Female singer _____
Male singer _____	Male singer _____
TV sitcom _____	TV sitcom _____
TV drama _____	TV drama _____
Movie (now in theaters) _____	Movie (now in theaters) _____
Movie (on video) _____	Movie (on video) _____
NFL team _____	NFL team _____
College football team _____	College football team _____
Web site _____	Web site _____
Book _____	Book _____

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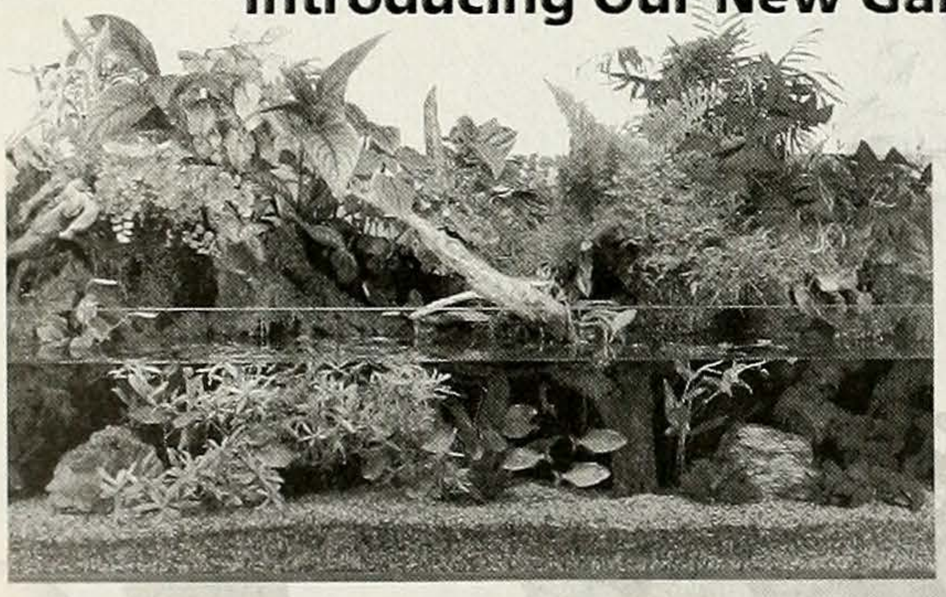

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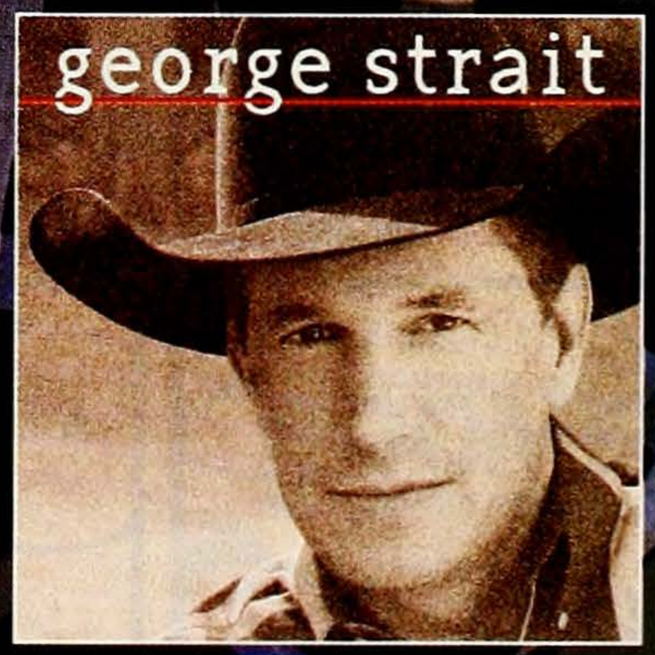
David Doerfert, Publisher

It's all in the name.



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Q: Why was the strawberry mad when it got home?
A: He had been in a traffic jam.

Sandra Calderalo
Miami, Florida

Q: There are five flies in the kitchen. Which one is the cowboy?
A: The one on the range.

Tandrea Blake
Merced, California

Q: Where is Moscow?
A: In the barn, next to Pa's cow.

Melinda Strickland
Walterboro, South Carolina

Q: What did the math book say to the history book?
A: I've got problems.

Janelle Drescher
St. Paul, Oregon

Q: Why shouldn't you tell secrets when a clock is around?
A: Because time will tell.

Tatum McCarville
Mineral Point, Wisconsin

Q: Why aren't many ghosts arrested?
A: It's hard to pin anything on them.

Fred Leasure
Chillicothe, Ohio

Q: Why did the robber take a bath?
A: To make a clean getaway.

Christina Story
Fairfield, California

Q: What is smarter than a talking parrot?
A: A spelling bee.

Jeff Brown
DeKalb, Texas

Q: What do you drop when you're using it but pick up when you're not?
A: An anchor.

Jennifer Downen
Altus, Oklahoma

Q: Why did the thermometer go to college?
A: To get a higher degree.

Mark Templeton
Hardin, Texas

Q: What do ants sing before a ball game?
A: The national ant-them.

Kevin Bishop
Cleveland, Ohio

Q: What do you get when you cross a sheep and a porcupine?
A: An animal that knits its own sweaters.

Alan Verhey
Veedersburg, Indiana

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Agrinuts by Jim Bradshaw and Michael Bettendorf

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