

New VISIONS



The Official Newsletter of the National FFA Alumni Association

Volume 8, Issue 3 • September 2003

National FFA Alumni Convention a Two-day Event

Theme emphasizes teamwork and role of volunteers

It's time for that yearly event to which we all look forward: the National FFA Alumni Convention! This year's convention will consist of two days, October 30-31, 2003.

The National FFA Alumni Council has planned exciting events and activities for the convention. The first part will consist of the Alumni Awards Session on Thursday, October 30, from 4-6 p.m., followed by a reception and hypnotist show for all award winners and Alumni

members. The Business Session on Friday, October 31, will remain the same as in previous years. See convention schedule below for further details.

This year's theme is "Doing Together, What We Can't Do Alone!" Its message means that so much can be accomplished when people work together for the common cause of supporting agricultural education and FFA. According to National FFA Alumni Executive Director J. Frank Saldaña, "Each member's and volunteer's part is to ask his or her local and state agricultural education leaders how he or she can help to support the goals of the local and state programs."

The National FFA Alumni will also sponsor the Darryl Worley & Terri Clark concert along with all the hypnotist shows during convention week. The speaker for the Alumni Awards Session is Chad Varga, who is also speaking on the main stage at the National FFA Convention.



2003 Alumni Convention Schedule

Alumni Silent Auction	Wednesday, October 29: 12:30 p.m. – 7:00 p.m. Thursday, October 30: 9:00 a.m. – 7:00 p.m. Friday, October 31: 9:00 a.m. – 2:00 p.m. <i>There will be a \$5 charge for each bid number issued, which will go towards each bidder's auction purchase.</i>	South Hall Lobby B
Awards Session	Thursday, October 30: 4:00 p.m. – 6:00 p.m.	South Wing CC 105
Awards Appreciation	Thursday, October 30: 6:00 p.m. – 7:30 p.m. <i>(reception and hypnotist show for all award winners and Alumni)</i>	South Wing CC 104, 105
Business Session	Friday, October 31: 9:30 a.m. – 12:00 p.m.	South Wing CC 105
Alumni Auction Social	Friday, October 31: 5:00 p.m. – 6:00 p.m.	South Wing CC 104, 105
Alumni Live Auction	Friday, October 31: 6:00 p.m. – 9:00 p.m.	South Wing CC 104, 105

CALENDAR 2003

DEADLINES ARE POSTMARK DATES

September 15
Chapter Grant Applications

October 29-31
National FFA Alumni Convention
Silent and Live Auctions
Louisville, Kentucky

Visit our website at www.ffa.org

ROUND TABLE

Laying the Foundation

Association ready to build upon past year's successes

As we prepare for the National Convention in October, my year as National FFA Alumni President is nearing its end. Serving as president was truly an honor and privilege for me.



Pam Jumper

As I reflect on this year's events, the Alumni has made progress in many areas. Our finances are forecasted to end 2003 with an overall 10 percent return on investments. An annual budget was presented at the National FFA Board of Directors meeting in July and approved. Frank Saldaña and Jana Jaure of the National FFA

Foundation secured Tractor Supply Company to sponsor \$20,000 toward the cost of State Leaders Conference held in Corpus Christi, Texas. Moltan Company has also agreed to reimburse about 200 of their retailers for enrolling as Alumni Corporate Members. (For more exciting news regarding auction sponsorships, see page 5).

National FFA Alumni Council members continue to represent the Association on the local, state, and national levels. In February, the Council met in Indianapolis for the first time in conjunction with the Agricultural Education In-service, during which it emphasized community volunteerism. Council member Norman Gay, Georgia Agricultural Education Director James Woodard, and Frank Saldaña presented a workshop on "Building State Relations."

A five-year plan was developed as the Association looks toward the future. The Council worked to prioritize goals for its strategic plan at its July 19-22 meeting in

Corpus Christi, Texas, which was held in conjunction with the State Leaders Conference. This year's conference theme was "Doing Together, What We Can't Do Alone." Our goal this year was to have 20 states represented, and we had 23.

It was a little over a year ago that Frank Saldaña became the FFA Alumni Executive Director and Volunteer Leader. Last year's State Leaders Conference was his first official function. Frank's background with the FFA made it possible for him to begin work immediately, without spending time to familiarize himself with our Association. Frank brings new leadership, ideas, and financial resources to the Council.

"As we lay the foundation to be an important part of the agricultural education family, it is time to carry that message around to all states. I challenge you to ask what you can do to support agricultural education and FFA."

As of May 1, Amber Smyer joined the FFA Alumni team as Program Coordinator. She has a bachelors in agricultural education from Utah State University. Her responsibilities include membership processing, coordination of the Alumni auctions, and assisting with daily business.

As I conclude, I'd like to offer a special thanks to Dr. Larry Case and Bernie Staller for keeping communications open between the FFA and Alumni in hopes of building a better working relationship. I also

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SEPTEMBER 2003

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State Leaders Meet to Share Ideas

Conference sets participation record

Doing together what we can't do alone! This was the theme heard throughout the 2003 State Leaders Conference held in Corpus Christi, Texas, July 22-27.

Participants took the theme to heart as they participated in the five-day event. The conference consisted of workshops, educational tours, and time for relaxation and fun.

TEAMWORK EMPHASIZED

Pam Jumper, National FFA Alumni President, began the conference on Tuesday evening with a speech in which she stressed to the participants the importance of working as a team to accomplish the FFA Alumni mission of "supporting agricultural education and FFA."

RECORD SET

Representatives from 23 states attended the conference, which surpassed Association leaders' stated goal of 20 states. Participants shared information with one another and learned new techniques to build successful affiliates. Participants learned about grant writing, building relationships, scrapbooking, communication styles, and much more. They shared ideas with one another in a "swap shop." Ideas ranged from how to pursue fund raising to inciting involvement in the collegiate FFA chapters.

TIME FOR FUN

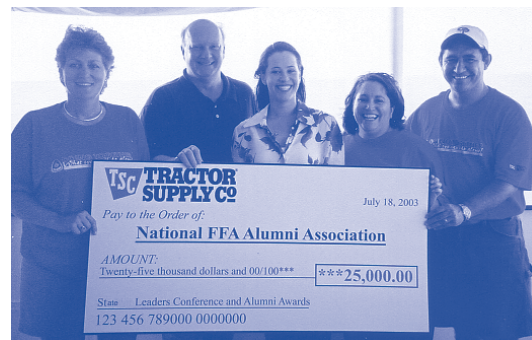
When not in workshops, conference goers attended educational tours. They visited the King Ranch Museum and Saddle Shop, the Texas State Aquarium, the U.S.S. Lexington, the Red Snapper Fish Hatchery, and a shrimp research station.

TSC SPONSORS CONFERENCE

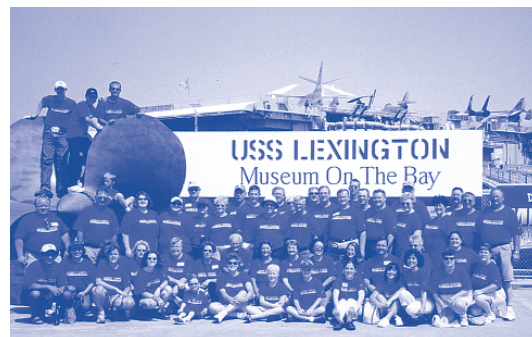
Tractor Supply Company (TSC) was the major contributor of the 2003 conference. TSC representatives Jerry Brase and Gina Cochran were on hand to visit with participants. Gina also presented a workshop titled "Building Partnerships." Epitomizing the word partnership, TSC graciously presented the National FFA Alumni Association with a \$25,000 check for the 2003 State Leaders Conference and the National FFA Alumni Convention.

The 2003 State Leaders Conference was very successful, in part to its wonderful host—the Texas FFA Alumni Association. Members are encouraged to make room on their calendars next year for the 2004 State Leaders Conference and plan on enjoying a week full of learning, networking, and fun.

Conference Moments



Tractor Supply Company (TSC) officials presented the National FFA Alumni Association with this check representing their sponsorship of the State Leaders Conference and Alumni Awards at the upcoming National FFA Alumni Convention. Pictured left to right: Pam Jumper, National FFA Alumni President; Jerry Brase, TSC Senior Vice-President—Merchandising; Gina Cochran, TSC Merchandising Project Manager; Jana Jaure, National FFA Foundation Regional Director; J. Frank Saldaña, National FFA Alumni Executive Director.



State Leaders Conference participants pose in front of the USS Lexington moored in Corpus Christi, Texas.



State leaders brainstorm ideas during one of the conference workshops.



The National FFA Alumni Association greatly appreciates the partnership it shares with Tractor Supply Company (TSC). There is great value in the collaboration between FFA Alumni volunteers and TSC as both organizations relate to their respective missions and values.



Meet the Council Nominees

The following FFA Alumni members are currently on the ballot for the National FFA Alumni Council positions that follow. Delegates will cast their vote at this year's national convention.

EASTERN REGION REPRESENTATIVE

John Cash

Residence: Mineral, Virginia
Member: Lifetime FFA Alumni member
Employment: Network specialist with Capital One, corporate information technology management and consulting work; reserve component military officer; FFA foundation director

John is currently serving as the appointed Eastern Region Representative of the National FFA Alumni Council since May 2002. He also serves as the Virginia FFA Alumni president. He has judged numerous area, state, and national level career development events, including parliamentary procedure and speaking events. On a local level, he has assisted his affiliate in planning activities that relate to the making of apple butter, county fair, and the local banquet. His Alumni volunteer work follows a distinguished record as an FFA member. John served as a state officer, received his American FFA Degree and was a National FFA Officer candidate. He is also active in his local agricultural industry promotion association and in his local church, where he has served as an usher, Sunday school teacher, and youth group leader.

SOUTHERN REGION REPRESENTATIVE

Norman Gay

Residence: Perry, Georgia
Member: Active member of Perry FFA Alumni affiliate
Employment: Credit manager for McCranie Tractor Company

Norman's FFA record consists of serving as a state and National FFA officer. He also received his American FFA Degree. As an Alumni member, Norman has served as a local affiliate officer, a scholarship committee member, and a chairperson of the Alumni school



farm project. On a state level, he has served two years as Georgia FFA Alumni president. He is currently serving as the past president. Under Norman's term as president, the state increased in membership and he received the Blue Blazer Award for his efforts. For his work in recruiting members, Norman has received the Legion of Merit Citation. He has served as the appointed Southern Region Representative for the National FFA Alumni Council for two years now. Norman has judged the speaking, job interview, and parliamentary procedure career development events on the local, state, and national levels. He is a member of the Georgia Young Farmers organization. For his support of the FFA on all levels, he has received the Honorary Chapter, State, and American FFA Degrees and was selected as the Georgia FFA Alumni Outstanding Members of the Year in 2003.

In addition to these candidates, current National FFA Alumni Vice President Dale Beaty is a candidate for the office of president. Sonny Deke and Monte Ladner, both Members-At-Large on the Council, are candidates for the office of vice president. Abbreviated biographies are provided below:

PRESIDENT

Dale Beaty

Current National FFA Alumni Vice President
Residence: Milton, Wisconsin
Member: Lifetime FFA Alumni Member
Employment: Business owner, general contractor, and licensed real estate broker; owns a development company and a group child care center operated by his spouse

Dale has been very active with FFA Alumni on the local and state levels, receiving a Legion of Merit citation two times and serving as vice president and president for the Wisconsin FFA Alumni Association. From 1987-1994, he served as a U.S. Army officer. In addition, he is a member of the local Kiwanis Club and the Chamber of Commerce.

VICE PRESIDENT

Sonny Deke

Current National FFA Alumni Member-At-Large
Residence: Marion, Iowa
Member: Lifetime FFA Alumni member
Employment: Retired from Collins Radio/Rockwell International after 30 years as foreman, supervisor, and team leader; currently works part-time at a grocery store.

Sonny has been an active member of the local and state FFA Alumni since 1987. Besides chaperoning students to events since 1994, he has served as a judge for various career development events. He has served as the president, vice president, and secretary of the Iowa FFA Alumni Association. For his contributions, Sonny has received numerous awards, including the National FFA Alumni Outstanding Achievement Award. He has been very active in the local sport scene, umpiring girls varsity and ASA softball and refereeing girls and boys basketball. He is also an active member of his local church congregation.

Monte Ladner

Current National FFA Alumni Member-At-Large
Residence: Carthage, Mississippi
Member: Active member of Carthage FFA Alumni affiliate
Employment: Director of vocational-technical education, Leake County Schools for 11 years; agriculture teacher and FFA advisor for 20 years

Monte has served as the coordinator for the Mississippi FFA Alumni Association for 12 years. He has served twice as state FFA Alumni president. In the past, he has coordinated Alumni-sponsored career development workshops for state agriculture teachers. For his contributions, Monte has received numerous state awards and the National FFA Alumni Outstanding Achievement Award. The FFA has awarded Monte with the Honorary Chapter, State, and American FFA Degrees. He is a member of the Chamber of Commerce, the Carthage Rotary Club, and his local church.

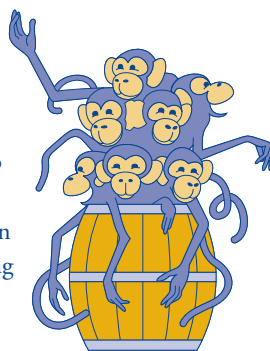
Auction Time At Hand

A barrel of fun is planned for this year's events

The National FFA Convention is fast approaching and that means auction time! The National FFA Alumni Association will hold this year's silent auction from October 29-31. The live auction will be held Friday, October 31, at 6 p.m., with a pre-auction social held at 5 p.m. for all individuals attending the live auction. There will be a \$5 charge for each bid number issued, which will go towards each bidder's auction purchase.

Numerous companies and individuals have generously donated items to help raise money for Washington Leadership Conference (WLC) scholarships and chapter grants. Alumni members and supporters can still assist in the efforts! Donations for the auction are still welcome. Contact the national office at asmyer@ffa.org or bring the donated items to the convention (all donations must be at the auction site before Wednesday, Oct. 29, at Noon.) While at convention, be sure to set

aside some time to bid on the many great items listed in this issue, including the CHEVY Silverado!



STATE BASKET CONTEST

It's not too late to show pride in your state by entering the FFA Alumni auction State Basket Contest. Fill a basket full of all the great items your state has to offer and bring it to Louisville. Each state is allowed to have two official entries, one from the FFA association and one from the FFA Alumni association. Baskets will be judged and the top three entries will be sold during the live auction. These top baskets will earn prizes for their

respective state associations. The Best Overall basket receives a \$450 WLC Scholarship, President's Choice receives a \$125 registration fee to the State Leaders Conference and People's Choice receives 100 tickets for the FFA Alumni "2 Chances to Win" raffle. Don't miss out on this opportunity to share your state treasures with us! For more information on the State Basket Contest, contact the national office at asmyer@ffa.org or 317-802-4294.



CHEVY Silverado



Win a 2003 John Deere Gator 4x2

Throughout the year, the National FFA Alumni Association has been selling raffle tickets for a John Deere Gator (Explorer package included). The funds from this raffle support the FFA Alumni Chapter Grant Program. All tickets will be sold prior to convention and a drawing will be held Friday night, October 31, during the live auction (winner need not be present to win). The item will be available for pick-up at the nearest John Deere dealership. Supporters can show their support by making a \$10 donation per ticket or \$20 for three tickets. To purchase tickets contact an FFA Alumni representative or visit the convention raffle website at <http://www.ffa.org/alumni/html/conventionraffle.html> for a ticket request form.

2 Chances to Win!



E-Z-GO Workhorse ST 350

Husqvarna Yard Tractor YTH2046

Don't forget to look for our special kiosk in the East Wing Shopping Mall at convention. You will have the opportunity throughout convention to demonstrate your support of FFA and agriculture education by making a \$1 donation for two chances to win either an E-Z-GO Workhorse ST 350 or a Husqvarna Yard Tractor YTH2046 (first drawing—first choice). The drawings will be held Friday night, October 31, during the live auction (recipients need not be present to win, item will be shipped to winner). The funds raised from this raffle support Washington Leadership



E-Z-GO Workhorse ST 350



Husqvarna Yard Tractor YTH2046

Conference scholarships and provide scholarships to students pursuing a career in agricultural education. Visit our kiosk at convention or visit the Alumni website at <http://www.ffa.org/alumni/html/conventionraffle.html> for tickets.

A special thanks is extended to John Deere, EZ-GO a Textron Company, Tractor Supply Company, and Husqvarna for donating items this year.

Part III Retaining Members Demands Multi-faceted Approach



Signing up FFA Alumni members is only half of recruitment. Keeping them motivated is the other half. By focusing on members' needs and their reasons for joining, you can keep



Susan Ellis

them involved and meet the FFA Alumni's mission, says Susan Ellis, author of the *The Volunteer Recruitment Book*.

"Your job as a recruiter is to meet needs," Ellis asserts. "The best possible scenario is one in which both members and the local agricultural program benefit."

CREATING VISION

Showing new members how they fit into the organization's vision and fulfill local needs can serve as a springboard for an initial training session. "Members need reassurance and direction, so they don't pull away," explains Ellis. "Regularly remind them of the tangible results of their involvement."

If they are working on local fund-raisers, for example, tell them how the funds will be used to purchase new computers for the agricultural classroom.

SHOWING BENEFITS

New members need to see personal benefit from their involvement. Good recruiters can answer the question, "What are the tangible and intangible 'perks?'"

"If you can't answer this question, go back and redesign the job description developed earlier or brainstorm what members receive as a part of their dues," Ellis suggests.

As more and more volunteers and members see short-term, product-oriented assignments, the concept of membership (which mostly operates on an annual basis) may have little relevance, she adds. The good news is that organizations that ask for specific, quick help often find that volunteers ask, "What can I do next?" Commitment evolves over time.

FINDING PERSONAL MOTIVATORS

As a recruiter, you cannot rely on one or two standard motivating "grabbers" to turn prospects into recruits and retain members long-term, Ellis explains. The reason "why" members stay involved are often different from what attracted them in the first place. So, vary your approach.

"The good news is that everyone has a 'button' that can be pushed," she says. "The challenge is to help members become enthusiastic in a unique way."

Examine those job descriptions and identify what might turn someone on about them. Ask current members why they said "yes."

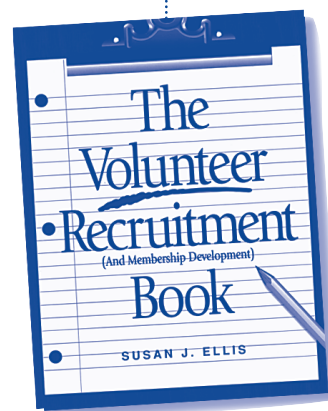
PREVENTING BURNOUT

People like to approach member burnout as if it's the problem of the person. Ellis cautions that "burnout is a symptom of the way you're involving people."

Burnout occurs when people are overworked and abused, meaning they are unrecognized and they feel unrecognized. According to Ellis, symptoms of burnout include absenteeism, a short temper, and a begrudging attitude. Here are some tips:

- Give personal tokens of appreciation.

- Ask members for input when making important decisions. They are more interested in things they help plan.
- Make sure members know what is expected of them. Regularly review responsibilities and benefits.
- Encourage volunteers to work together for extra support.
- Insist that volunteers and members rotate positions and duties of responsibility.
- Try to keep in constant touch—to offer support, to remind members of their goals, and to thank them.



This article was written with additional information from an interview Ms. Ellis gave to *Correspondent* magazine, Nov./Dec. 1995. For more information on how to obtain a copy of *The Volunteer Recruitment Book*, call Energize, Inc. at 800-395-9800.

Special Membership Note

**May 15, 2005
New Membership
Deadline for 2004-2005**



10 Tips for Wise Volunteering

In this segment, we will feature the remaining five tips for wise volunteering. The first five tips were listed in the June 2003 issue.

6. Nonprofits may have questions, too. While most nonprofits are eager to find volunteer help, they have to be careful when accepting the services you offer. If you contact an organization with an offer to donate your time, you may be asked to come in for an interview, fill out a volunteer application, describe your qualifications and your background, just as you would at an interview for a paying job. It is in the organization's interest to make certain you have the skills they need, that you are truly committed to doing the work, and that your interests match those of the nonprofit. Furthermore, in volunteer work involving children or other at-risk populations, there are legal ramifications for the organization to consider.

7. I never thought of that! Many community groups that are looking for volunteers may not have occurred to you. Most of us know that hospitals, libraries, and

churches use volunteers for a great deal of their work, but here are some volunteer opportunities which may not have crossed your mind:

- Fund raising for classroom computers
- Washington Leadership Conference scholarship committee member/evaluator
- Career development events judge and/or coach
- Convention chaperone
- Supervised agricultural experience site supervisor
- Tutoring
- Peer counseling
- Classroom guest speaker
- Officer leadership training

8. Give voice to your heart through your giving and volunteering! Bring your heart and your sense of humor to your volunteer service, along with the enthusiastic spirit, which is in itself, a priceless gift. What you'll get back will be immeasurable!

9. Virtual volunteering? If you have computer access and the necessary skills, some organizations now offer the opportunity to do volunteer work over the computer. This might take the form of giving free legal advice, typing a college term paper for a person with a disability, or simply keeping in contact with a shut-in who has e-

mail. This sort of volunteering might be well-suited to you if you have limited time, no transportation, or a physical disability which precludes you from getting about freely. Virtual volunteering can also be a way for you to give time if you simply enjoy computers and want to employ your computer skills in your volunteer work.

10. Be a year-round volunteer!

We all tend to think more of those in need during the holidays, but volunteering is necessary all year. The need for compassion doesn't stop with the New Year, and warm spring weather doesn't fill empty stomachs or decrease the litter in the public parks. We all need to be aware that making our communities, our nation, and our world better is a 365-day-a-year responsibility, and there is always something we could be doing to help!

The preceding material has been adapted, edited, and reprinted from the website of INDEPENDENT SECTOR: www.IndependentSector.org (888-860-8118 for publications). Some of it may be helpful in planning and implementing a successful FFA Alumni/volunteer program.

Among Friends

Connecting with Collegiate Members

By Jim Piechowski, Collegiate Specialist, National FFA Organization

For over 75 years, the National FFA Organization has set the example of building premier leadership and personal growth skills in our membership. As we look to the future, we turn

our attention to developing career success skills and increasing the connection to our partners in business and industry. A concerted effort is being placed on developing connections between postsecondary students and their careers.

Since the development of the collegiate specialist position two years ago, significant time and energy have been spent to determine the needs and wants of

those involved in postsecondary agricultural education. In this discovery phase, we interviewed and surveyed thousands of FFA members, advisors, educators, and supporters through focus groups, task force meetings, interviews, workshops, and informal conversations. Using this information, we developed a plan that will allow for students to have a seamless FFA transition from high school

to college and/or the workforce. It will also allow the National FFA Organization to assist with recruitment of FFA Alumni members and to help maintain the connection to former members. Over the next year watch for a new career planning and preparation site launched on www.ffa.org and other increased collegiate services through the National FFA.

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NEWSLETTER

7 Keys to Success in Agricultural Education

Program Planning

3 Components	3 Strategies
Instruction	Partnerships
SAE	Marketing
FFA	Professional Growth

Convention Issue

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wish to thank Kent Schescke for working closely with and spending many hours consulting and traveling for the Association when it did not have an executive director.

As we lay the foundation to be an important part of the agricultural education family, it is time to carry that message around to all states. I challenge you to ask what you can do to support agricultural education and FFA.

I look forward to the Alumni coming together to share in this year's success at the National FFA Alumni Convention.

Pam Jumper
 National FFA Alumni President

Ideas, Promising Practices Needed

New Visions staff are looking for ideas, activities, and tips that you have used to build success for your local Alumni affiliates and agricultural education program. Please send all ideas c/o National FFA Alumni Association, 6060 FFA Drive, P.O. Box 68960, Indianapolis, IN 46268-0960.

Or fax them to 317-802-5292.
 Or send them via e-mail to fsaldana@ffa.org.



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One of the best places to make a positive impact on college students is at the National FFA Convention. Each year the National Collegiate Agricultural Education Conference is held in conjunction with the convention. This meeting brings together members of the Collegiate FFA and Alpha Tau Alpha (ATA), the National Professional Honorary Agricultural Education Organization. The conference hosts social and educational activities and is a venue in which the organization can deliver career success to pre-service agricultural education collegiate students. For the most up-to-date collegiate convention schedule, visit the National FFA Convention homepage at <http://www.ffa.org/convention/index.html>.

FFA is now creating more opportunities for postsecondary

students and strengthening the link between Collegiate FFA and the National FFA Organization. A new website was recently launched called the Collegiate Corner, a place where students can search for information relevant to colleges and careers. This webpage helps college students and others to quickly access the relevant materials on the ffa.org website for post-secondary students and pulls together resources for college students. Throughout the website you will find a variety of resources to assist in building and strengthening a Collegiate FFA Chapter and providing stronger career services to postsecondary members. Contact the Collegiate Services staff of the National FFA Organization at collegiate@ffa.org, 317-802-4214, or 317-802-4220 with questions regarding collegiate services or events at the National FFA Convention.

