



NATIONAL FFA ALUMNI ASSOCIATION

Newsletter

"FFA Alumni -
Supporters of Agricultural Education"

Sponsored by Dodge Truck

FALL 1995

CATCH A RISING STAR!

THE NATIONAL FFA ALUMNI ASSOCIATION

Ricardo L. Valencia, Executive Director

"It is my belief that effective vision is shared vision, because a shared vision is the answer to the question, "What do we want to create?" Peter Senge wrote the preceding statement in 1990 and today, as we begin this new vision for the National FFA Alumni Association, I'll begin by asking you, the membership of this organization, "What do you want to create?" You have your first opportunity to share with us what you want in a national association by completing the survey in this newsletter.

Senge states, "Just as personal visions are pictures or images people carry in their heads and hearts, so too are shared visions pictures that people in an organization carry. They create a sense of commonality that permeates the organization and gives coherence to diverse activities."

The mission of the National FFA Alumni Association is to provide a structure that will mobilize and empower community volunteers to support and assist local, state and national agricultural education programs in providing quality educational experiences. The questions you must ask yourself as you review your mission as an FFA Alumni member are: Does our mission statement

present the vision of the Association? Does our mission statement generate enthusiasm and ignite interest in a purpose? Is our mission statement the "Spark" that moves us to action?

There are two key words in our mission statement—"Empower" and "Support." I believe we must consider adding the word "Benefit." Specifically, what benefits do you receive from membership in the National FFA Alumni Association?

What are the benefits?

As we begin the new vision of the National FFA Alumni Association, it is the very question of benefit to you as Alumni members that we will begin to address.

Additionally, we must broaden our definition of what "Support" means. Support should not be limited to giving to an organization, but must also be about growing, personally and professionally, for an organization. Support is also providing benefits. It is educating our communities of supporters so they may speak intelligently about issues facing agricultural education and the FFA. It is preparing and developing emerging leaders in our organization, community and country. It is

providing educational aid and resources to our agricultural education programs.

A shared vision...

Shared visions derive their power from a common caring. In fact, we have come to believe that one of the reasons people seek to build shared visions is their desire to be connected to an important undertaking. "It is my vision, a shared vision, to continue being an association for FFA and agricultural education, and also to expand our vision to provide tangible benefits to our membership—building support and empowering people."

As we begin to build our vehicle of support for agricultural education and the FFA, there are key questions we must ask our members and potential members... What are your expectations? What do you want to gain? What do you like to do? What do you want to give? The one question we must be prepared to answer as a national association is... What are the benefits?

This association is destined for new growth and continued success! The National FFA Alumni Association is a rising star for agricultural education... CATCH IT! ★

**1995
National FFA
Alumni Council**

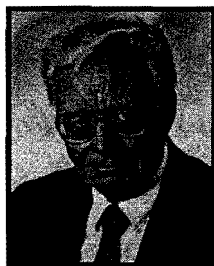
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Executive Director	Ricardo L. Valencia P.O. Box 15058 Alexandria, VA 22309

President's Message

The National FFA Alumni Association

The Organization with a New Vision!

Ken Natzke, Bonduel, Wisconsin



I cannot begin to tell you how excited I am about the future of the National FFA Alumni Association. I have described some of

the significant happenings that occurred this year.

The National FFA Alumni Council went through the search process twice for a new Executive Director. In May, Ricardo L. Valencia is hired and he started work on July 10.

Our spring council meeting was held at the Georgia FFA-FHA Camp. With the leadership of Dr. Ray Herren, all FFA Alumni activities were evaluated and material was recorded for strategic planning at our summer meeting. Bernie Staller provided insight to FFA's mission and the Memorandum of Understanding between the National FFA Organization and the National FFA Alumni Association. The MOU clarifies the working agreement and gives both organizations a better working relationship. Already, the FFA Alumni team is working much closer with FFA team leaders.

The National FFA Alumni Council met for our summer conference in Madison, Wisconsin. We spent much of our time planning long range goals in support of agricultural education. We discussed evaluation material compiled by Dr. Herren and began to chart our strategic plan, the new vision for the National FFA Alumni Association. Meeting in Madison gave us an

opportunity to visit the offices of the National FFA Foundation. A scheduled two-hour meeting lasted more than three hours. The meeting was very informative for both groups. We will be seeing many benefits as a result.

An independent audit was conducted. The National FFA Alumni Association is in a great financial position.

The National FFA Alumni Convention will have a new and exciting look. The FFA Alumni Auction, chaired by Dr. Jim Heier, has a goal of \$60,000 this year. With everyone helping, we can accomplish this goal. The "Taste of FFA in Kansas City" will also have a new look. Plan on attending these exciting events.

I have shared only a few of this year's highlights. I would like to thank this year's Council for the positive year. Thanks to Jeanea Lambeth for a great FFA Alumni State Leaders' Conference. Beth Seitzinger and Connie Tyler did a great job of running the Alumni office without an executive director. Thank you!

I have not mentioned change—positive change. The Council and I feel very upbeat about our new executive director. These feelings were supported several times from comments to me by agricultural education people who have come in contact with Ricardo since he has been with us.

It has been a pleasure serving you and this Association! Thank you for the opportunity to represent the National FFA Alumni Association. ★

National Public Policy Leader to Address FFA Alumni's Role in Quality Education

Carolyn Warner to Keynote National FFA Alumni Convention



Carolyn Warner has gained national stature as one of America's most articulate educational and public policy

leaders. Her commentaries have been featured on PBS' "MacNeil-Lehrer News Hour"; feature stories and articles have appeared in *USA Today*, *Christian Science Monitor*, *U.S. News*

& *World Report*, *Newsweek*, the *Washington Post*, *Phi Delta Kappan* and other major publications.

First elected Arizona's State Superintendent of Public Instruction in 1974 (the first non-educator to serve in Arizona's highest education post), Warner was re-elected twice. As State Superintendent, she was executive officer of the State Board for Vocational and Technical Education, served on the State Board of Community Colleges and the State Board of Private Postsecondary Education.

During her tenure as State Superintendent, Warner became nationally known for her advocacy of educational accountability (both academic and fiscal), citizen participation in educational decision making, and the integration of vocational and basic

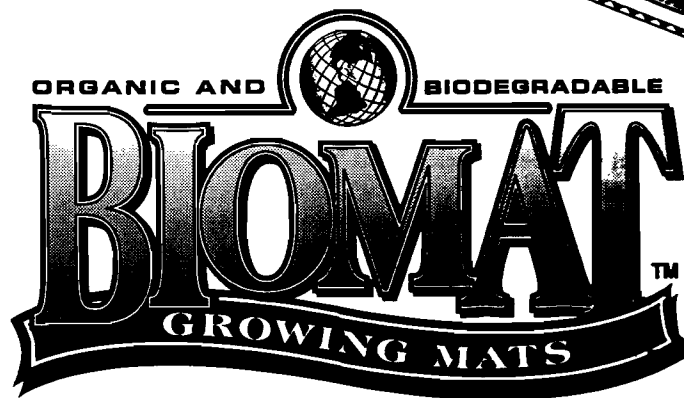
academic skills. While increasing services and reform initiative for schools, Warner led teams of vocational educators and business leaders in pioneering efforts to strengthen vocational programs and education's role in economic development.

In 1986, Carolyn Warner was her party's nominee for Governor. Not destined to make history as Arizona's first woman governor, Warner narrowly lost an unprecedented three-way race in the general election.

Drawing upon her vast experience in government, education and communications, she presently heads her own firm, Carolyn Warner and Associates, which offers consulting, seminar and lecture services focusing on education, communications and the future of America.

See Carolyn Warner - pg. 6

Thanks to



Official Sponsor of the
1995 National FFA Alumni Convention
as a Special Project of the National FFA Foundation

Convention Celebrates FFA Alumni Stars

During the July FFA Board of Director's meeting, a board member approached me and said, "Ricardo, the National FFA Alumni Association is a sleeping giant!" I thought for a moment and replied, "you are absolutely right! And today, it's time to wake the giant up!"

Remember the childhood fable *Jack and the Beanstalk* where the objective was to make sure the giant remained sleeping so that Jack could steal the goose that laid golden eggs. Ladies and gentlemen of the National FFA Alumni Association, wake up! Wake up!

Today, more than ever, we must work together to insure that agricultural education and the FFA remain an established part of our communities. We must make sure our "giant" of an association is alive and awake so no one steals the premier leadership organization in the country that we all believe in... the National FFA.

"Catch A Rising Star! – The National FFA Alumni Association" is this

year's theme for the 24th National FFA Alumni Convention. During our convention, we will be celebrating the year's successes, recognizing the "stars" of the FFA Alumni Association, and looking upward for those that will lead this association of committed volunteers forward.

For the first time in the history of the National FFA Alumni Association, the national convention is being sponsored by BIOMAT, INC., a dynamic agricultural company headquartered in Prairie Village, Kansas, near Kansas City, Missouri. They value and appreciate the hard work and dedication you, as volunteers, put forth to insure that quality agricultural education programs continue to exist throughout the United States. Representatives from BIOMAT will be with us at this year's national convention. Please express your thanks to them for believing and supporting the work that you do.

Also, for the first time, the National FFA Band and the National FFA Chorus will be showcasing their talent

during the opening session of our convention. This is the first event where everyone will be able to enjoy the incredible musical abilities our students possess. You won't want to miss the special tribute the National FFA Chorus has for the members of the National FFA Alumni Association.

Additionally, you will want to attend the second session to hear a powerful message from one of America's leading educational and public policy leaders. Carolyn Warner will challenge and charge you with keeping agricultural education alive in your community.

Of course, the evening's events will be culminated with the "Taste of FFA in Kansas City" and the annual FFA Alumni Auction. The goal of this year's auction is to generate more than \$60,000 for student scholarships. Make sure to join us for the day's events.

"Catch A Rising Star! – The National FFA Alumni Association." We'll see you at the convention! ★

National FFA Alumni Convention Program

Wednesday, November 8, 1995

Kansas City Convention Center, Kansas City, Missouri

9:00 a.m.-3:00 p.m.	FFA Alumni Registration	Bartle Hall, Outside 2210 C
9:30-10:20 a.m.	FFA Alumni Member Development Workshops	Bartle Hall, 2210 ABC
10:30-11:50 a.m.	Opening Session National FFA Band and National FFA Chorus Posting of Colors Featured Speaker – Ricardo L. Valencia, Executive Director	Bartle Hall, 2210 BC
Noon-1:45 p.m.	Awards Luncheon (\$10 per person)	Bartle Hall, 1203 AB
2:00-4:30 p.m.	Second Session Keynote Speaker – Carolyn Warner Retiring Council Recognition New President's Challenge Legion of Merit Awards	Bartle Hall, 2210 BC
6:00-7:30 p.m.	"Taste of FFA in Kansas City" (\$12 per person)	Conference Center, 4300
7:30-10:30 p.m.	Auction (OPEN TO PUBLIC)	Conference Center, 4300

Thanks to the following sponsors for their generous contributions for the 1995 National FFA Alumni Auction —

Pair Rear Radial Farm Tires
Firestone Agricultural Tire Company

One-of-a-kind Knife
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Dinner for Two
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Kansas City, Missouri

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Chevy Truck
Special FFA Blue and Gold
4WD Silverado
CHEVY TRUCKS

Case of WIX Toy Trucks
WIX Filters

John Deere Pedal Tractor
Denmark FFA Chapter, Wis.

Friday Stay for Two
Overland Park Marriott
Overland Park, Kansas

Two 10-lb. Blocks Cheddar
Cheese
Great Lakes Cheese, NY

Brunch for Two
Benton's Steak & Chop House
Kansas City

One Carton Grapefruit and
One Carton Oranges
Seald Sweet Growers, Inc.

Keynote Speeches
Rick Metzger, Ohio
Mike Karpovich, Michigan
Patrick Grady, North Carolina

Remline Tool Chest
CARQUEST Corporation

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Kawasaki Motors Corp. USA

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22" Self-Propelled Rearbag
Lawnmower
Tecumseh Products Company

One Arc Welder
Miller Electric Mfg. Co.

Rocky Mineral Feeder
Meyer Mfg. Corp.

Friday Seafood Buffet for Two
Ramada Hotel Airport
Kansas City, Missouri

Kansas City Basket
Kansas City Marriott
Downtown

7-ft. Plastic Picnic Table
Nebraska Plastics and
Nebraska FFA Alumni

Gift Box
Georgia Farm Bureau

Thanks to

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1995 National FFA Student Leadership Workshops
as a special project of the National FFA Foundation

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WIN CASH AND PRIZES!!!

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**Complete the FFA Alumni Survey
and Win an Opportunity to Attend
the 1996 FFA Alumni State Leaders'
Conference in Washington D.C. ***

RENAME THE NEWSLETTER!!

If your entry is selected,

WIN

\$100.00 CASH!

*Includes hotel, registration and meals. Does not include travel expenses.

Carolyn Warner continued

Carolyn Warner remains active as a respected public policy leader. She is involved at the national level to insure that vocational education has a role in the national school restructuring initiatives that are underway – especially the Goals 2000 initiative. She serves on a number of national boards and commissions, including Jobs for America's Graduates, the Muscular Dystrophy Association and the Methodist Foundation for Higher Education. She is a Congressional appointee to the newly-formed National Skills Standard Board, a Presidential appointee to the White House Conference on Small Business and was one of the 36 members of the National Commission on the Public Service (the "Volcker Commission"). In 1992, she was a U.S. delegate on a study tour of German and Danish vocational and technical training programs.

She is the author of two books, *The Last Work: A Treasury of Women's Quotes* published by Prentice Hall in 1992; and *Promoting Your School: Going Beyond PR* published by Corwin Press in 1994, designed for educators who want to build a community support base for their school.

Her presentation, "Work and Worth in the 21st Century," discusses one of the most dramatic, but least understood, shifts in America today—the rapidly changing nature of work and the work force. These changes confront schools, employers and society with growing and serious questions: where will the work force of the 21st Century come from... what kind of work will they do... and will they be up to the task? Do current education and training programs reflect new solutions or old education and training problems? Are schools "passing the buck" to employ-

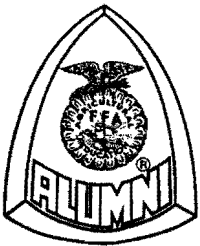
ers or "passing the bucks" without assurance or accountability? Do the Germans and the Japanese know something we don't? In a challenging and timely message focusing on work, worth, education and change, Carolyn Warner offers leaders an action plan for survival and success, based on accepting and managing the "new demographics" and "new realities" of the year 2000. This presentation, first presented at the 1995 AVA Conference in Dallas, Texas, is Carolyn Warner's newest commentary on these pivotal issues.

Carolyn Warner's presentation will be featured during the second session of the National FFA Alumni Convention, Wednesday, November 8, beginning at 2:00 p.m. in Bartle Hall, 2210 BC. Her presentation is being sponsored by BIOMAT, Inc. ★

NATIONAL FFA ALUMNI ASSOCIATION QUESTIONNAIRE

It is important to ask what you want from your national association. Please complete the following survey and return to the National FFA Alumni Association, P.O. Box 15058, Alexandria, VA 22309-0058, by November 15, 1995. Please be honest and candid with your answers. You may return the survey anonymously by removing the address label from the back, or you may leave it on and qualify to win an opportunity to attend the 1996 FFA Alumni State Leaders' Conference in Washington D.C.* As we begin to build the National FFA Alumni Association, it is essential that we have your input.

1. What is your age? 18-24 25-34 35-44 45-59 60+
2. What state are you from?
3. Are you a former FFA member? Do you have children who are FFA members?
4. Are you employed within the agricultural industry?
5. What do you believe you receive for your national FFA Alumni membership dues?
6. What do you want to receive for your national FFA Alumni membership dues?
7. What role should your National FFA Alumni Association play in building a support network for agricultural education and the FFA?
8. What is your image of the National FFA Alumni Association?
9. What does the National FFA Alumni Association need to do to increase membership?
10. Specifically, what programs/activities do you want developed?
11. What value do you find in the National FFA Alumni Newsletter?
12. Should the National FFA Alumni Newsletter be published more than four times a year?
13. How would you improve the national newsletter?
14. What should we name the National FFA Alumni Newsletter?
(\$100.00 cash for the winning entry!)



"FFA Alumni—
Supporters of Agricultural Education"

NEWSLETTER

Future Farmers of America
National FFA Alumni Association
5632 Mt. Vernon Memorial Hwy.
P.O. Box 15058
Alexandria, VA 22309-0058
703-360-3600, ext. 293

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NEWSLETTER


The New Dodge

FFA and DODGE TRUCK
Teaming up for Agribusiness


The New Dodge

All of us at Dodge Truck are proud of our long time affiliation with FFA. Dodge Division has sponsored FFA activities for more than four decades. Throughout those years, we have kept a steadfast high regard for the importance of the FFA mission in developing America's young people.

We understand the role of teamwork in FFA membership. It seems to us that teamwork has always been the pillar of agribusiness—neighbors who are willing to lend a helping hand and share ideas to help one another along.

Teamwork at Dodge Truck has become our key to success too. We make the extra effort to be sure that we listen to the voice of America's farmers and ranchers when designing our trucks. We truly want our truck customers to be part of our team. And we want to understand how our products must fit the needs of the agricultural team in this country.

Dodge Truck's partnership program with agribusiness is meant to build this teamwork for the long haul. And to us, a vital part of that partnership begins with FFA. We are committed to support the FFA's drive for excellence in young people by providing scholarship assistance and proficiency awards for members. Dodge Division also supports the FFA Alumni newsletter and the FFA Foundation.

Our partnership with the young people of agriculture extends further with our support for the American Farm Bureau's Young Farmer and Rancher (YFR) programs. We provide cash merit awards for YFR state winners, and new Dodge Trucks for national level winners for both Achievement Awards and Discussion Meet competitions.

To the families in agriculture, Dodge Division offers special member discounts for participating Farm Bureau member families in 46 states. This program offers members an additional \$500 cash savings on the purchase of several models of new Dodge Ram Pickups and our full size Ram Vans. Just our way of helping balance the books on the family farm.

That's our commitment to you and to the people that make agribusiness work for America. Thanks for having us on your team!