

**Meeting Minutes of
National Board of Directors and National Officers
of the National FFA Organization
January 19 – 23, 2001
Alexandria, Virginia**

Friday, January 19, 2001

A special meeting to discuss the strategic planning was held at the Agricultural Education National Headquarters in Alexandria, Virginia. Participants included the National FFA Board of Directors and the National FFA Officers.

Saturday, January 20, 2001

Board members, officers, and consultants participated in various presidential inaugural activities for George W. Bush and many watched the parade from the headquarters of the National Cattlemen's Beef Association at 1301 Pennsylvania Avenue, N.W. in Washington, D.C. Some took this opportunity to attend presidential inaugural balls organized by the states.

Sunday, January 21, 2001

A special board session for committee and task force reports was held at the Agricultural Education National Headquarters in Alexandria, Virginia from 1:00 to 5:30 p.m. Reports included the following: Board of Directors Strategic Planning Retreat; FFA Branding Study; Convention Bidding Process; Information Technology Update; FFA Gallup Study; FFA State Relationship Pilot; PAS / FFA Partnership; 1999-2000 National Officer Recommendations. The following Board Members were present:

Board of Directors:

Larry D. Case, Chairperson of the Board and Coordinator, Agricultural & Rural Education, Office of Vocational and Adult Education, U.S. Department of Education, Washington, D.C.

Tommy Gladden, State Supervisor, Agricultural Education, Clemson University, Clemson, SC

Steven J. Gratz, U.S. Department of Education Representative; Supervisor, Agricultural Education, State Department of Education, Columbus, OH

Robert Heuvel, State Supervisor, Standards & High School Development Division, Agricultural Education, State Department of Education, Sacramento, CA

Vicki Lantz, U.S. Department of Education Representative; Instructor – Agricultural Education, Big Spring High School, Newville, PA

Ronald L. Reische, Principal Consultant, Agricultural Education, Illinois State Board of Education, Springfield, IL

Nick Siddle, U.S. Department of Education Representative; Instructor - Agricultural Education, Sheridan High School, Sheridan, WY

Marshall Stewart, State Coordinator for Agricultural Education, Department of Agriculture and Extension Education, North Carolina State University, Raleigh, NC (participated via conference call)

Jacquelyn Deeds, U.S. Department of Education Representative, Professor, Agricultural Information Science and Education, Mississippi State University, Mississippi State, MS

Officers of the Board of Directors:

Larry D. Case, National FFA Advisor and CEO; Coordinator, Agricultural & Rural Education, Office of Vocational and Adult Education, U.S. Department of Education, Washington, D.C.

C. Coleman Harris, National FFA Executive Secretary; Education Program Specialist, Agriculture, Division of Vocational-Technical Education, U.S. Department of Education, Washington, D.C.

Marion Fletcher, National FFA Treasurer; Supervisor for Agricultural Education, State Department of Education, Little Rock, AR

Board of National FFA Officers:

Trent McKnight, National FFA President, Throckmorton, TX

Jennifer Edwards, National FFA Secretary, Gadsden, AL

Doug Kueker, National FFA Vice President, Central Region, Sweet Springs, MO

Katy Poth, National FFA Vice President, Eastern Region, Pickerington, OH

Ronnie Simmons, National FFA Vice President, Southern Region, Webster, FL

Angela Browning, National FFA Vice President, Western Region, Grass Valley, CA

Consultants to the Board:

David Howell, Consultant (AAAE), University of New Hampshire, Durham, NH

W. Wade Miller, Consultant (AAAE), Iowa State University, Ames, IA

Jack Elliot, Consultant (AAAE), The University of Arizona, Dept. of Agricultural Education, Tucson, AZ

Bryan Gause, Consultant (NAAE), Ag Education Instructor, Union County High School, Liberty, IN

Sarah Osborn Welty, Consultant (NAAE), Walkersville High School, Walkersville, MD

Sue Poland, Consultant (NAAE), Ag Education Instructor, Cambridge High School, Cambridge, ID

Jim Allsup, Consultant (President, National FFA Alumni Council), Robstown, TX

Cindy Ettestad, Consultant (Vice President, National FFA Alumni Council), Molalla, OR

Chris Vitelli, Consultant (Past National Officer), Plant City, FL

Others present for all or portions of the meeting:

Bernie Staller, Chief Operating Officer, National FFA Organization and National FFA Foundation, Indianapolis, IN

Tom Kapostasy, Director, Business and Information Services, National FFA Organization, Indianapolis, IN

Anna Melodia, Director, Educational Programs Division, National FFA Organization, Indianapolis, IN

Kent Schescke, Director, Business and Partner Development Division, National FFA Organization, Indianapolis, IN

Rosco Vaughn, Executive Director, The National Council for Agricultural Education, Alexandria, VA

Jay Jackman, Executive Director, NAAE, Alexandria, VA

Paul Kobernusz, Chairman, PAS Board of Directors, Willmar, MN

Penny S. Hause Wittler, National PAS Officer Coordinator, Columbia, MO

Teresa Dahl, President, National PAS Organization, Logan, UT

Tom Gahm, Meyocks & Priebe Advertising, West Des Moines, IA

Monday, January 22, 2001 — The meeting reconvened in Room 5026 of the Switzer Building (U.S. Department of Education) in Washington, D.C. following meetings of the Finance, Policy and Convention Site Selection committees and a hot apple cider reception at OVAE.

1. Call To Order

President Trent McKnight called the First Session to order at 11:25 a.m.

2. Reflections

Angela Browning led reflections.

3. Seating of New Board Members and Consultants

Dr. Case introduced and welcomed the 2000-2001 National Officers; AAAE Consultant, Jack Elliot; National FFA Alumni Consultant, Cindy Ettestad; NAAE Consultants, Sarah Welty and Sue Poland; and Past National Officer Consultant, Chris Vitelli.

4. Greetings from U.S. Department of Education

Robert Muller, Deputy Assistant Secretary, extended a welcome to all on the first full day of the new Bush administration. He complimented FFA's ability to actively engage students in career education and invited the National Officers and Board members to be ambassadors for the Department of Education by stressing the message of the connectedness between career preparation and curriculum as well as career and technical education.

5. **Adjustments to the Agenda**

Two additions were made to the agenda that included the National Officers' Report and the Consultants' Reports.

6. **National Officer Report**

Katy Poth, Eastern Region Vice President, and Secretary Jennifer Edwards presented the mission, "*Living to Serve*" for the 2000-2001 National Officer team.

7. **Consultants' Reports**

- Bryan Gause gave a report for NAAE.
- David Howell offered comments on behalf of AAAE.

8. **Approval Of Minutes**

MOTION: Moved by Doug Kueker (Tommy Gladden), seconded by Katy Poth (Ron Reische) and **carried** to approve the minutes of the October 23, 2000 National FFA Board of Directors' meeting.

9. **Appointment of Nomination Committee for Selection of Governing Committee and Foundation Trustees' Board Representatives**

Dr. Case appointed Ron Reische and Nick Siddle to serve as a Nomination Committee for the selection of replacements to the Board's Governing Committee (currently Ron Reische) starting July 1, 2001 and the USDE Representative to the Foundation Board of Trustees' (currently Nick Siddle) effective July 1, 2001.

10. **Report of National FFA Treasurer**

Marion Fletcher reviewed the current financial report.

MOTION: Moved by Angela Browning (Vicki Lantz), seconded by Jennifer Edwards (Steve Gratz) **and carried** to accept the report of the national FFA treasurer. (*Attachment 1*)

After lunch, the Board of Directors moved to Federal Office Building 6, Room 1-W103 to provide a video connection to the FFA Center in Indianapolis for the Second Session. Various team leaders and staff members were available for questions via teleconference equipment including Bill Stagg, David Doerfert, Dean Folkers, Mark Cavell, Kevin Keith and Dale Crabtree.

11. **Program Development and Direction**

Bernie Staller summarized the procedure for Program Development and Direction presentations beginning with Tom Kapostasy, Division Director for Information Services and for Business Services.

Tom Kapostasy documented elements of reorganization and ongoing change management within the organization with special emphasis on the impact of enhancements and strategic planning (i.e., number of major initiatives, demand for increased accountability and skill development, change in positional power, required new competencies, paradigm changes, etc.) on staff morale and requested that the Board confirm that they were headed in the right direction or signal Division Directors to "slow down" with the current schedule of implementation of new initiatives and operational changes.

Anna Melodia, Division Director for Educational Programs, followed with highlights from the Education Programs Division's intensive analysis of current educational programs and services, research on FFA's mission and precepts for strategic planning purposes, dissemination of the Purdue study, and ongoing activities of the Student Services and Teacher Services Teams. Anna reiterated the concerns regarding low staff morale, persistent turnover in personnel (particularly among support staff), and their implied consequences. Dr. Case solicited comments from the Team Leaders in Indianapolis.

MOTION: **Moved by** Angela Browning (Tommy Gladden), seconded by Ronnie Simmons (Jacque Deeds) **and carried** to accept the 2000 National Convention Delegate Committee report. (*Attachment 2*)

MOTION: **Moved by** Ronnie Simmons (Bob Heuvel), seconded by Jennifer Edwards (Marshall Stewart) **and carried** to appoint Les Olsen to a 3-year term as Nominating Committee Adult Supervisor.

MOTION: **Moved by** Jennifer Edwards (Ron Reische), seconded by Katy Poth (Vicki Lantz) **and carried** to accept Dr. Jaye Hamby as the new Creed Speaking Career Development Event Superintendent.

Kent Schescke, Division Director for Development and Partnership, reviewed the reorganization of the Foundation staff structure. Staff changes in the Fall of 2000 prompted a review that posed opportunities to create a more focused approach to working with current and potential corporate sponsors and to create more growth/advancement opportunities for the staff. The team leader role was re-aligned to focus solely on leading and managing corporate development (Corporate Team Leader), and a new team leader position was added to focus on individual giving (Individual Giving and Non-profit Relationship Team Leader). The goal is to fill these positions by the end of the first quarter of 2001. In addition, the formation of two self-directed working groups, east and west, were created within the overall foundation team. Jan Ferris is lead regional director for the east group and Tammy Meyer is senior lead regional director for the west group. (*Attachment 3*)

Next, President Jim Allsup gave a report for the Alumni Association citing recent "wins" for the association including membership of 39,000; \$31,000 in WLC scholarship dollars; \$21,000 in chapter grants; \$97,000 raised at the 2000 National FFA Alumni Auction. Jim thanked the Board and received applause for the association's success.

MOTION: **Moved by** Doug Kueker (Steve Gratz), seconded by Jennifer Edwards (Tommy Gladden) **and carried** to approve a pilot project of the National FFA Alumni Association in cooperation with the National FFA Foundation to create volunteer groups within local communities and seek special project funding.

Session Adjourned at 5:00 p.m.

Tuesday, January 23, 2001

The meeting reconvened at 8:00 a.m. in Salon A of the Hilton Alexandria Old Town hotel.

12. Standing Committee Report — Policy, Constitution and Bylaws

Nick Siddle, Chairperson, presented the report for the Policy, Constitution and Bylaws Committee. Mr. Siddle thanked the Policy Committee for their contributions and offered the following motions.

MOTION: **Moved by** Angela Browning (Ron Reische), seconded by Ronnie Simmons (Bob Heuvel) **and carried** to request that FFA staff gather pertinent information regarding the desirability of a policy related to prior service on the Nominating Committee by National FFA Officer candidates and report to the Board in July of 2001 for appropriate action.

MOTION: **Moved by** Doug Kueker (Jacque Deeds), seconded by Ronnie Simmons (Tommy Gladden) **and carried** to approve substantive policy change #1 – elimination of the Leadership Citation Award (pg. 4) of the FFA Policy Handbook. (*Attachment 4*)

MOTION: **Moved by** Angela Browning (Jacque Deeds), seconded by Katy Poth (Tommy Gladden) **and carried** to affirm procedural change (criteria for Honorary American FFA Degree – Teachers) moving chapter membership percentage from 80% to 85%. (*Attachment 4*)

MOTION: **Moved by** Ronnie Simmons (Vicki Lantz), seconded by Jennifer Edwards (Steve Gratz) and carried to approve substantive policy change #2 – to make the National FFA Board Research committee a standing committee of the Board. (*Attachment 4*)

MOTION: **Moved by** Katy Poth (Tommy Gladden), seconded by Doug Kueker (Nick Siddle) **and carried** to adopt the proposed policy deletions, additions and corrections made for the purpose of updating the policies of the Board in light of changes and adjustments in organizational structure and operations. (*Attachment 4*)

MOTION: **Moved by** Angela Browning (Tommy Gladden), seconded by Ronnie Simmons (Vicki Lantz) **and carried** to approve revisions to the employee handbook. (*Attachment 5*)

MOTION: **Moved by** Ronnie Simmons (Ron Reische), seconded by Doug Kueker (Jacque Deeds) **and carried** to accept the report of the Delegate Task Force, (meeting held December 8-9, 2000) and request that the proposal be further developed with implementation plans and presented to the Board in July of 2001. (*Attachment 6*)

MOTION: **Moved by** Angela Browning (Marshall Stewart), seconded by Jennifer Edwards (Steve Gratz) **and failed** to request the National Advisor explore the advantages and advisability of establishing a term of service for the office of National FFA Treasurer.

13. Standing Committee Report — Finance

Tommy Gladden, Chairperson, presented the report for the Finance Committee.
Mr. Gladden thanked the committee members.

MOTION: **Moved by** Doug Kueker (Bob Heuvel), seconded by Angela Browning (Ron Reische) **and carried** to approve the 1999-2000 FFA organization audit as completed and distributed by Olive LLC. (*Attachment 7*)

MOTION: **Moved by** Angela Browning (Nick Siddle), seconded by Ronnie Simmons (Vicki Lantz) **and carried** to approve \$90,800 from capital reserves to cover the attached schedule of equipment related requests. (*Attachment 8*)

MOTION: **Moved by** Angela Browning (Jacque Deeds), seconded by Ronnie Simmons (Marshall Stewart) **and carried** to appropriate funding of \$500,000 as the second installment

of three to fund the continued implementation of the IT Plan as outlined in the attached IST Funding Request as approved by the January 2000 Board of Directors. (*Attachment 9*)

MOTION: **Moved by** Jennifer Edwards (Nick Siddle), seconded by Ronnie Simmons (Steve Gratz) **and carried** to provide \$9,500 from capital reserves to cover the photography and artwork for the interior and exterior of the National FFA Headquarters offices at the U.S. Department of Education.

MOTION: **Moved by** Doug Kueker (Bob Heuvel), seconded by Jennifer Edwards (Marshall) **and carried** to agree in principle to an FFA / PAS partnership to encompass joint staffing and requesting the FFA / PAS staff to create a Memorandum of Understanding (MOU) detailing the partnership and report that MOU to the Board within 60 days. The board will then vote by e-mail. *See results in attachment.(Attachment 10)*

14. Special Committee Report — National FFA Convention Site Selection Committee

Ron Reische, Chairperson, presented the report for the Convention Site Selection Committee. Mr. Reische shared various discussion points of the Site Selection Special Committee, which generated extensive comments by board members before consideration of the following:

MOTION: **Moved by** Ronnie Simmons (Steve Gratz), seconded by Angela Browning (Ron Reische) **and carried** to reaffirm the National FFA Convention bid process and timetable as outlined and authorize appropriate expenditures. (*Attachment 11*)

MOTION: **Moved by** Angela Browning (Marshall Stewart), seconded by Doug Kueker (Vicki Lantz) **and carried** to approve the Phase I-Research and Phase II-Brand Strategy as presented as acceptable and on track with the initial brand initiative proposal and to move forward with Phase III – Name/Design. (*Attachment 12*)

15. Special Committee Report — Research

David Howell, Chairperson, presented comments on behalf of the Research Committee. A series of recommendations were submitted. (*Attachment 13*)

16. Administrative Items — Bernie Staller

- FFA was sued by Verna Mills for reference to “artic fleece” in item description.
- Applauded the contributions of the Division Directors and asked the Board’s patience as we continue to work through substantial change.
- Referenced increased efforts to partner with Team AgEd and the value of the working relationship.

17. Nominating Committee Report: Steve Gratz was recommended to replace Ron Reische on the Governing Committee and new Board appointee to replace Nick Siddle as the FFA Board’s representative on the FFA Foundation Board of Trustees.

MOTION: **Moved by** Jennifer Edwards (Tommy Gladden), seconded by Doug Kueker (Ron Reische) **and carried** to accept report and elect Steve Gratz to serve on the Governing Committee and the new USDE appointee to serve as the Board’s representative on the FFA Foundation Board of Trustees.

18. Announcements: Coleman Harris reviewed the dates of the next meeting, July 13-16, 2001 in Indianapolis, Indiana.

19. **Comments from the retiring board members and consultants:**

- Ron Reische reviewed his opportunities of service and challenged the board to keep asking the tough questions with thoughtful consideration of the issues.
- Nick Siddle gave thanks for the opportunity to serve and gave highlights of his term of office from the establishment of a new FFA Center in Indianapolis and observing the last convention in Kansas City, Missouri. He challenged the board to stay in touch with teachers and the issues they address on the local level.
- Chris Vitelli expressed his appreciation for the opportunity to serve with the Board.
- Paul Kobernusz (PAS Chairman) expressed his appreciation for the invitation to attend this Board meeting and his appreciation for the Boards' support of the FFA / PAS partnership.

20. **Adjournment**

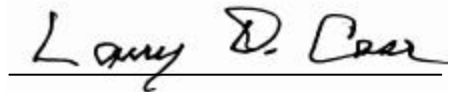
Dr. Case offered compliments to the National Officer team for their engagement and contributions. With no further business to come before the Board, the meeting was adjourned at 10:50 a.m.

21. **Executive Session with Senior Management**

No motions in the Executive Session of the Board.



C. Coleman Harris, Secretary



Larry D. Case, Chairperson