

# Making a Difference

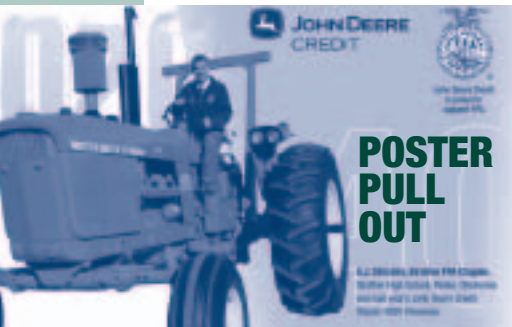
FFA ADVISORS

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**LEARN LEAD SUCCEED**

77<sup>TH</sup> NATIONAL FFA CONVENTION  
OCTOBER 27-30, 2004 LOUISVILLE, KENTUCKY

## Learn, Lead, Succeed in Louisville

**a**re you and your chapter members ready for the 77<sup>th</sup> National FFA Convention? The 2004 edition of this exciting event will feature all the usual favorites—great speakers; awards recognizing top-notch members, teachers and chapters; entertainment and much more. Motivational messages and patriotic pageantry will bring goose bumps and newly set goals for many.

### Absorb the Experience

The true value of the convention, however, lies not in all the flashy laser shows and glittering lights, but in the life lessons that may be learned—indeed absorbed—by all who attend. This year's convention theme, "Learn, Lead, Succeed," will help participants focus on the life lessons that can be developed by taking advantage of all the convention offers.

### Planning Tools

To help every participant really take advantage of all the convention has to offer, the national FFA staff has developed tools for teachers to use with students so that the convention can itself be used as an educational event.

The overall goal is to encourage teachers and students to think through what they want to glean from the convention experience and assist them in creating individual



schedules to meet those objectives. Some of the planning tools are available in the *Convention Planning Guide*, which was recently mailed to teachers, and all tools, including the planning guide, are on the National FFA website [[www.ffa.org/convention/](http://www.ffa.org/convention/)].

### Start Now

As you glance through the schedule, you'll notice a significant change. To help ease seating demands, there will be three opening sessions instead of two. Reflections will be incorporated into all three of the opening sessions, and the keynote speaker, Joe Theisman, will speak at all three. Please note that these sessions are ticketed events, so you'll want to order your tickets early.

While you're penciling in your schedule, plan to arrive early to all sessions, as each will be preceded by the popular pre-session activities. The house lights will go down right before each session begins, and it will be difficult to find seats in the dark.

Next, be sure you review the tours and other events held in conjunction with the convention for additional opportunities. Many of these require advance reservations or ticket purchases. Start creating your plan for a great convention experience today!



JOHN DEERE CREDIT:

# PROUD TO SUPPORT FFA

John Deere Credit salutes FFA and its chapter advisors around the country for their strong dedication to developing tomorrow's agricultural leaders. Through events and sponsorships such as the John Deere Credit Classic 4020 Tractor Giveaway, now in its eleventh year, John Deere Credit continues its long-standing commitment to helping FFA develop the skills of young people just getting started. So, from all of us at John Deere Credit to FFA advisors and everyone else who helps keep the dream alive, "Thanks."

## ATTENTION!

Be sure to remove the enclosed John Deere Credit Classic 4020 Tractor Giveaway insert from this newsletter. The backside features all the details of this year's giveaway, and an entry form template you can use to photocopy entry forms for all your students. You can then display the front of the poster in your classroom or meeting area. NOTE: You will not receive anything in the mail regarding this year's giveaway.



**JOHN DEERE**  
CREDIT



John Deere Credit  
is proud to  
support FFA



**A.J. Stricklin, Strother FFA Chapter,**  
Strother High School, Paden, Oklahoma,  
won last year's John Deere Credit  
Classic 4020 Giveaway.

FFA Advisors Making a Difference is published eight times a year to assist FFA advisors in making a positive difference in the lives of students.

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The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

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## The FFA Mission

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.

## The 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.

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## Watch for the LPS Logo

The logo shows how this issue of *FFA Advisors Making a Difference* relates to Local Program Success, a national initiative to strengthen agricultural education programs. You'll see this icon on all FFA materials. The shaded apples show which areas the materials address.



# Perspectives

## Plan, Don't Procrastinate!



By Kellie Coonrad  
Agriculture Teacher  
Valley High School, LaSalle, Colorado

As the weather just starts to hint towards fall, agriculture educators across the country are bristling with too-long to-do lists and too few hours to accomplish those tasks as the school year begins.

Like many of you, I woke up this morning with a few things on my mind: mix fertilizer for the poinsettia crop, call Antonio's parents regarding state fair, get crops collected for state fair, attend teacher in-service, finish curriculum forms for the Ag I and horticulture classes, finish cleaning out the store room, and plan the national FFA convention trip.

National convention you say? But that is months away! Well, before the ag teacher curse of procrastination hits, now is the right time for planning a great convention trip.

Where to begin? Over the last few years I have learned that the easiest and lowest stress way to handle the overwhelming task of convention planning is to collaborate with other agriculture teachers. Whether making travel and hotel arrangements, or planning tours and entertainment events, I have found that dividing and conquering the tasks for convention with fellow teaching friends makes the tasks easier. I travel to convention with a small group of agriculture teachers, one handles the airline reservations, one handles the room blocks, and another schedules the entertainment for our final evening in Louisville.

After these main events are planned, I sit down with a day-by-hour calendar (like that found in the *Advisor's Planning Guide* from National FFA). I have found that attending each session

is a point of diminishing returns for our students. Therefore, I prioritize the sessions that we must attend, the sessions that the students want to attend, and what sessions I believe are the most educational for students to attend. Then I plug into the schedule time for leadership workshops, watching the finals of certain career development events and time for students to hit the FFA shopping mall.

We always try to find a few hours to take off-campus tours. One of the best one's we've taken is a tour of a tobacco farm outside of Lexington. Often there is a cut-off deadline for scheduling these tours, so check out that *Planning Guide!* It is full of great information and contact numbers.

Finally, two points to remember: schedule down time for students, and register early! Students will get tired and crabby. The ultimate experience will result from scheduled fun and down time. They will be more receptive to the educational experience after having a little time away from the convention. Advisors have the opportunity to register early and have their buttons and tickets sent before convention ever begins. This is a great service, as tickets for the first few sessions and convention dances have a tendency to sell out before many chapters arrive in Louisville.

Get going now and get convention planning checked off of your list! Let's face it, there will be many new things added to your to-do list, and won't it feel great to have at least one thing checked off?



# Planning to Succeed

**t**he 77th National FFA Convention will include a wide array of events, sessions, tours, workshops, entertainment and other learning experiences. All of the basic information you need to create a plan is available now, so don't wait until you arrive on site to start thinking about what sessions and workshops you'll attend. In addition, many of the tickets to popular events, such as concerts and dances, will be sold out through pre-registration purchases. Investing a little time now in creating a plan of action will serve you and your students well when you arrive in Louisville.



First, consider which students are attending and what their interests encompass. Not all activities are attractive to all students, so it will be important to gather your students' interests and ideas while creating your plan. Have your students review your copy of the *Convention Planning Guide*, or they can browse through the information online at [www.ffa.org/convention/](http://www.ffa.org/convention/).

Next, start plotting out specific elements on a planning grid or calendar. A planning grid is included in the planning

guide and is also available online. You'll want to include a healthy balance of elements—sessions, workshops, tours, the career show, and of course, entertainment. However, be sure you also block out time for reflection at the end of each day. This quiet time away from the bustle of the convention site will provide a chance for you to review each day's events with your students and reinforce what they are learning through the experience.

Once you have a plan mapped out, think about what you and your students can do to bring some of those lessons home and share them with other chapter members. Are there assignments you can give students now that they can complete at the convention? Are there opportunities you'd like them to focus on at the career show or in the workshops? Time on site will be scarce, so think through your options now and help students maximize their experience.

## Convention Highlights

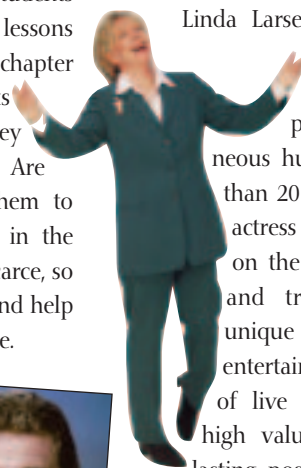
Football great Joe Theismann will lead off the convention with a presentation at the opening sessions, Wednesday and Thursday. Theismann is a color commentator on ESPN's Emmy award winning Sunday Night NFL. A two-time Pro Bowl selection, Theismann led the Washington Redskins to a 27-17 victory over the Miami Dolphins in Super Bowl XVII.



Motivational speaker Scott Greenberg will lead off the Friday morning session. Greenberg was a film student at NYU when he was diagnosed with cancer. Inspired by his grandmother, a Schindler's List Holocaust survivor, he beat the disease and went on to complete the Los Angeles Marathon. Greenberg is the author of three books on student leadership, and is



a contributing author to *Chicken Soup for the College Soul*.



Linda Larsen, actress and author, will anchor the Friday evening session. Her passion and spontaneous humor stems from more than 20 years as a professional actress in films, television and on the stage. Her experiences and training give her the unique ability to combine the entertaining, dynamic aspects of live theater with practical, high value content to produce lasting, positive changes.



Vietnam veteran Dave Roever will deliver a powerful message Saturday afternoon for students to ponder as they travel home. Eight months into his tour of duty in Vietnam, Roever was burned beyond recognition when a phosphorous grenade he was poised to throw exploded in his hand. The ordeal left him hospitalized for 14 months, during which he underwent 15 major surgeries. His survival and his life are miraculous.

Using his life as an example, Roever addresses issues relevant to today's youth and presents concrete solutions to life's problems. Often drawing upon his war experiences of loneliness, peer pressure, disfigurement and pain, as well as life's triumphs, he weaves a message of courage, commitment and survival that touches and transforms those who hear him.



# Agriscience Institute Integrates Science and Issues

**t**he Agriscience Institute, which successfully debuted at last year's National FFA Convention, will be offered again at the 77<sup>th</sup> National Convention in Louisville this year.

The institute, consisting of a series of three workshops, introduces teachers to new materials and hands-on approaches for integrating science, mathematics and technology in their lessons. Sponsored by DuPont, the institute was developed in partnership with the National FFA Organization, the National FFA Foundation, the National Association of Agricultural Educators, and the science resources publisher, Lab-Aids.

Presenting at last year's Institute, Roger King, from Holmen High School in Wis., observed, "From my perspective, as agriculture teachers, we tend to teach the basics. When we teach soils, for example, we tend to focus on analyzing samples for nitrogen, potassium and phosphorous. But with fewer and fewer farm-based students, we need to think about what best serves our students' needs. Perhaps instead of teaching soil analysis alone, we should be focusing on the effects of nitrate build-ups and discussing how to mitigate the problems that those build-ups cause."

Phyllis Buchanan, manager of the DuPont Office of Education, agrees. "As a science company, much of our work at DuPont is in applications of biotechnology and the life sciences. We use science to improve outcomes, and helping agriculture teachers and their students understand how scientists both do science and apply and manage science, helps students understand why it's important to study science."

## Three Workshops Announced

The three Agriscience Institute workshops to be presented this year are:

- **Bringing Sustainability to the Community:** Using a non-biased, scientific approach, teachers will investigate economic, environmental and social equity questions related to the issues surrounding the use of biotech in agriculture. The session provides teachers with the knowledge and materials required to explore these issues with their students.
- **Bringing Environmental Issues to the Classroom:** Using an inquiry-based approach for studying current environmental issues, teachers will learn the process and related skills and knowledge required to confidently investigate sustainability with their students.
- **Applied Biotechnology:** Exploring techniques used by scientists, teachers will learn how to employ biotechnology in their classrooms. The session provides an in-depth look at molecular biology, its applications in biotechnology, and the related bioethics issues.



Workshop sessions are 45 minutes each and will occur on a rotating basis during the following times:

- Wednesday, Oct. 27, 12:30 to 5:30 p.m.
- Thursday, Oct. 28, 8:30 a.m. to 5:30 p.m.
- Friday, Oct. 29, 8:30 a.m. to 4 p.m.

Agriscience Institute workshops are part of the FFA National Agricultural Career Show and will be located next to the Agriscience Fair and the FFA Education Exhibit. Additional information can be found in the *Advisors Planning Guide* (p. 24) or online at [www.ffaa.org/convention/index.html](http://www.ffaa.org/convention/index.html) (click on Convention Planning Guide).

King summarizes, "These workshops give teachers really good lessons for the 21<sup>st</sup> century. These lessons will help non-traditional students relate to the material through a hands-on approach. To me, the bottom line is that you get a great lesson that you can integrate into your program, whatever you teach."

Plan now to take advantage of this professional development opportunity while you and your students are visiting the Career Show!

 **Professional Growth**



# FFA Jacket Revitalized

**a**s an advisor, you have probably noticed over the past several years that the traditional “national blue” color of the FFA jacket has increasingly become more purple than blue, and the insignia emblazoned on the jacket has transpired from a “corn gold” to that of an orange hue.

In an effort to go back to its roots, the National FFA Organization, with support from the board of directors, is undertaking a restoration project intended to make the jackets once again the original national blue and corn gold. Additionally, the project involves a 2005 plan of re-sizing/re-fitting the jacket, as a result of concerns by students, parents and advisors that the jacket wasn't comfortable and didn't fit properly.

Over the past few years, members have expressed concerns about the fit and comfort of the official jacket. Because it has been more than 15 years since the jacket patterns had been updated, FFA called upon Sara Betts of Clemson Apparel Research at Clemson University in South Carolina to work with the pattern.

With the aid of Keith Cox, South Carolina's state FFA executive secretary, FFA recruited 12 local students to serve as the benchmark for the fitting. At the initial fitting, several things that had been of concern became quite evident. The shoulder width was not accurate, which, consequently, affected the sleeve cap and chest measurement, and it became even more apparent that the patterns were never appropriately designed to fit a girl's body shape.

“I basically gutted the jacket pattern and started again,” Betts said. Over the course of a few weeks, she altered the pattern and measurements until a better fit was created.

“We did some things to make it proportionately better – the width of the sleeves, cuffs and minor changes around the neck,” Betts said regarding the finished product.

The jacket proportions are now more in-line with average sizes. There will no longer be a need to order larger sizes if the member is of an average height and weight. One caveat, however, is that those students not falling within the “average” height/weight range on the sizing chart may have to order a size or two larger or choose to have a tailored jacket made.

## Convention Opportunity

Though the new fit won't be available until the fall of 2005, samples of the jacket will be available at this year's national convention. Betts will also be on-hand in the FFA Mega Store to demonstrate how measuring should be done when ordering the jackets next year to ensure a perfect fit. A measuring guide will also be available for those who attend convention and will be sent out to all advisors again next spring in preparation for the fall jacket season. Don't miss your opportunity to have students try on the new jackets at convention and to put your name in the raffle for one of the 25 sample jackets that will be given away at the end of convention.

The National FFA Organization would like to thank the following South Carolina advisors who were so helpful in making sure their students attended the three fittings for this project:



- Brenda Wright, Blue Ridge High FFA
- Jay Copelan, Anderson FFA
- Jason Wigington, Travelers Rest FFA
- Stanley Gibson, West Oak FFA

Some key facts regarding the jacket restoration project:

- The fabric is still made of 100 percent American cotton that is woven into corduroy, dyed and finished in North Carolina.
- The fabric is shipped from North Carolina to factories in Van Wert, Ohio, and South Vietnam, where jackets are sewn and emblems are attached.
- All lettering and embroidering is done in the Van Wert, Ohio, factory. Even the jackets that are assembled in South Vietnam are shipped to Ohio for the final embellishments.
- Currently, 60 percent of the jackets shipped are sewn in the United States.
- The option to request a domestically assembled jacket is available at an additional charge of \$10 per jacket.

If you have any questions or concerns regarding the jacket, please contact Lee Anne Shiller at 317-802-4227 or [lshiller@ffa.org](mailto:lshiller@ffa.org).

by Amber Striegel  
Communication Specialist  
National FFA Organization





ONLY



BLUE



WILL



DO!

# INTRODUCING THE RESTORED Official FFA Jacket



On a crisp cool day in 1933, FFA members from Fredricktown, Ohio, marched into the national FFA convention wearing their newly designed blue jackets. The delegates were so impressed that they voted to make the jacket part of the organization's official attire. Over the years, the color of the famous national blue corduroy and the corn gold emblem have gradually changed. In 2004, the colors will be **restored** to their original, rich colors. The restoration process will continue in 2005 when a newly tailored, better fitting jacket with many of the original design elements will be introduced. For all the details on the jacket restoration project, which began with a price reduction in 2003 to \$45, please check out pages 4-7 of the current BLUE catalog. Be one of the first to get a restored blue jacket – because **only blue will do!**

Order online today at  
[www.ffaunlimited.org!](http://www.ffaunlimited.org)



# FFA Names Loudenslager Chief Operating Officer



**f** **ormer national officer**  
Doug Loudenslager has been selected as the new chief operating officer for the National FFA Organization and the National FFA Foundation.

"We are incredibly fortunate," says Larry D. Case, chief executive officer and advisor for the National FFA Organization. "Doug Loudenslager brings the ideal combination of leadership, management experience and deep understanding of FFA and agriculture we were seeking."

Loudenslager's roots in FFA and agricultural education run deep. Born and raised on a crop and livestock farm in Marion County, Ohio, he was a student of vocational agriculture and in 1975 served as state FFA treasurer, an office his father held 20 years earlier. While a student at The Ohio State University, Doug was elected National FFA eastern region vice president for 1975-76.

After graduating from Ohio State with a Bachelor of Science degree in agricultural education, Loudenslager began his career as a vocational agriculture teacher at Cory-Rawson High School in northwest Ohio. He quickly rebuilt a lagging program, with many of his students receiving state and national recognition.

## Accepting the Challenge

Since 1987, Loudenslager has been employed by Edward Jones Investments headquartered in St. Louis. With Edward Jones, he held various positions including investment representative, full-service

account manager, new investment representative trainer and area manager. Most recently, he led the Van Wert office, where he was responsible for managing \$245 million in assets and more than 3,200 client relationships.

"Along with many others, I received a letter earlier this year from Larry Case announcing the FFA chief operating officer position," Loudenslager recalls. "As I read through the position criteria, I felt that I might have the skills FFA was seeking. I felt that it was time to raise my hand and basically say, 'Here I am. Here's what I have done. If you feel I have the qualifications you're seeking, I'm willing to serve.'"

"I feel my success has been a direct result of the training and opportunities afforded to me over the years through agricultural education," Loudenslager continues. "I saw the position as a wonderful opportunity to get back into education and give back to the organization by applying all the skills I've gained over the years."

“  
I felt that it was time to raise my hand and basically say, 'Here I am. Here's what I have done. If you feel I have the qualifications you're seeking, I'm willing to serve.'  
”

## Moving Forward

Loudenslager follows outgoing chief operating officer Bernie Staller, who retired after devoting 57 years of service to FFA and agricultural education. Loudenslager paid tribute to Staller as he noted key accomplishments. "I am humbled and excited to succeed an individual who for many years has provided outstanding and visionary leadership for FFA," says Loudenslager. "Not only has Bernie assembled a dedicated and extremely competent staff, he is leaving the National FFA in a position of financial and organizational strength."

Loudenslager has set his goals on continued growth for the organization. "My philosophy is that if an organization isn't growing, it is dying," he says. "I personally want to see FFA continue to grow in several different aspects. I would like to see growth not only in membership, but also in the number of schools offering agriculture courses, and in the number of members taking advantage of the programs FFA offers."

## Advisors as Mentors

Loudenslager continues, "As an organization, one of our challenges is attracting the best and brightest young people into careers in education. We need your help in identifying the students who should be encouraged into agricultural education career paths. We need you—today's agriculture teachers—to mentor these students and help them plan courses of study to become teachers in whatever specialty interests them."

He recognizes that the key to all FFA success is the local agriculture teacher. "As an organization, the most critical component in making things work is the local agriculture educator. That's where the rubber meets the road. The local classroom is where the magic begins. I have experienced that magic as a student, as a teacher, and now as chief operating officer. As an organization, we are focusing our resources on helping teachers succeed."

For additional information on Loudenslager, visit [www.ffa.org/media/html/med\\_doug.html](http://www.ffa.org/media/html/med_doug.html).





# Celebrating with the Connecticut Teacher of the Year

**B**ill Davenport is grinning from ear to ear, not just because he was named Connecticut Teacher of the Year, but also because that means he will have a platform for spreading his message about the power of agricultural education.

After being named the first agricultural science instructor in Connecticut to win the state's top teaching award, Davenport couldn't hardly wait to talk about the subject he's been teaching for 18 years at Nonnewaug High School in Woodbury. "I feel I've been given an opportunity to serve as an agricultural education ambassador for a year," Davenport says.



Davenport meets with President and Mrs. Bush in the White House.

"My message is agricultural education is education that works," Davenport says. "This is the model for effective education." And that is precisely the message he delivered to his state's school superintendents who gathered for the Connecticut Teacher of the Year Awards Ceremony.

Davenport says the most gratifying part of receiving the award has been the

validation he feels from his education colleagues. "I've been saying agricultural education is a model of what education should be for years. Now people are seeing and understanding our program. I feel I'm more respected as an educator."

## Time to Shine

Beyond speaking engagements around the state, Davenport has had the opportunity to travel to Dallas, Washington, D.C., and to Alabama to participate in Space Camp. While in Washington, he met with the other 49 state teachers of the year and had the opportunity to meet President Bush.

"It was great to meet the other teachers and share teaching philosophies in Dallas," he says. "However, being in the White House and meeting President and Mrs. Bush was unbelievable. They were so sincere and truly interested in talking with teachers."

Davenport didn't waste a moment of his time in the Oval Office. "I walked up to President Bush, stuck my hand out and said, 'Hi, I teach agriculture in Connecticut.' He looked at me, pleasantly surprised, and said, 'That's great. We need more of that.'"

Mrs. Bush noticed Davenport's cow motif tie. "She was like everybody's mom, straightening our ties before the photos, and she said she really liked mine,"

Davenport says with a chuckle. "A student gave it to me and I wear it all the time. My wife has told me I wear it too much, but now I definitely have to keep wearing it."

## Space Camp

In July, all 50 state teachers of the year were invited to spend a week at the International Space Camp, hosted by the U.S. Space and Rocket Center in

Huntsville, Ala. In addition, 25 teachers from other countries were in attendance. "Meeting and spending time with international colleagues was a tremendous experience," Davenport says. "It was interesting to compare comments from the international teachers and those from the United States. The foreign teachers had a much greater respect for agriculture; they understood the significant contribution agriculture makes to society more so than their domestic counterparts. It just illustrated to me how much more work we have to do to educate people in the United States about our industry."

## New Technology

As part of the award, Davenport received a \$6,000 package of instructional materials, including his new favorite tool, a SMART Board™ computer interactive white board. "The company provided training on how to use the equipment during our meeting before Space Camp. It is really a great product. I use it every day."

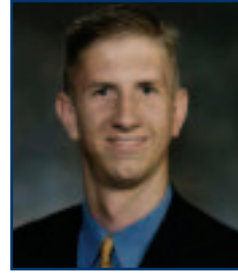
All of the attention and additional activities haven't diminished what Davenport is doing at his school and with his FFA chapter. In October, he'll be escorting 75 members to the 77<sup>th</sup> National FFA Convention. Many of those students are members of 10 state-winning career development event teams.

Beyond the success he has achieved, Davenport encourages other agriculture teachers to strive for their respective state awards. "You have to be nominated by your peers within your school," Davenport explains. "Being recognized by my teaching peers was one of the coolest parts of the award. The whole selection process is a valuable experience, and it gives you a platform from which to share your message about agricultural education."



# Local Program Success

## Pave the Way for Collegiate FFA



By *Eric Schilling*  
Collegiate Specialist  
National FFA Organization

**t**he National FFA Collegiate Task Force met in Indianapolis, Ind., May 10-13. The task force consisted of leaders from industry and education, including representation from Deere and Company, Timberland, ADM, post-secondary agricultural educators, collegiate FFA advisors and students.

Rick Rudd, an associate professor at the University of Florida, facilitated the task force. Every effort was made to allow the task force to work through this process, with minimal influence from the national FFA staff, the facilitator, or other external forces.

The task force was briefed on previous work conducted relevant to collegiate FFA, including a task force report generated eight years ago. After a brief introduction from the National FFA staff, Rudd convened the group to begin developing the vision, purpose and goals for Collegiate FFA.

### Creating a Vision

The group moved quickly into a visioning session where they identified a vision for Collegiate FFA. The task force members agreed that the collegiate FFA is a component part of the National FFA

Organization and should remain as such to best serve collegiate members. Key terms the task force sought to include in the vision were service, education, industry and community. The component identified as the most critical was the belief that collegiate FFA prepares pre-professionals that are value-driven. The proposed vision for the Collegiate FFA is:

Collegiate FFA **empowers** value-driven pre-professionals to **lead and serve** in education, industry and communities.



### Stating a Purpose

After developing the vision statement for Collegiate FFA, task force members moved toward identifying the organization's purpose. The purpose, by design, significantly parallels the National FFA mission. The group agreed the Collegiate FFA must align closely with the mission for National FFA as members in the collegiate organization can be served well through this overarching mission. The proposed purpose of Collegiate FFA is:

Collegiate FFA **enhances** the collegiate experience **through service and engagement** to create premier leaders, enable personal growth and ensure career success.

### Developing Goals

After the vision and purpose were in hand, the task force moved toward establishing national goals for Collegiate FFA. To facilitate this process, members completed an SF-SWOT (successes, failures, strengths, weaknesses, opportunities, threats) analysis of the current state of Collegiate FFA. This analysis was fruitful in identifying potential problems to be solved, opportunities to meet, and gaps to be filled by Collegiate FFA.

To learn more about the strategic action plans that were developed, go to [www.ffa.org/collegiate/index.html](http://www.ffa.org/collegiate/index.html) and click on the task force report icon. All the information in the report was accepted as suggested action plans for collegiate programs. All action items are not official initiatives. Make sure to check out the rest of the site and see what is planned for the national FFA convention and the future of collegiate programs.



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Local Program Success is a national initiative designed to enhance the quality and success of local agricultural education programs. LPS uses the total program concept of Instruction, SAE and FFA and four strategies (Program Planning, Marketing, Partnerships and Professional Growth) to assist local teachers in facilitating successful local programs that meet the needs of students and the communities they serve.

# Let Alumni Help

**Y**our job as an agriscience teacher and FFA advisor is always demanding of your energy, time and stamina. Taking students to the national FFA convention only heightens those demands. Your students have diverse needs and interests, and you simply cannot be everything to everybody while trying to be in three or more different places at the same time.

The solution to your dilemma is to involve trusted adult volunteers. The National FFA Alumni's theme this year is "Champions of Volunteerism." We are here to help you!

Involve your local volunteers: FFA Alumni members, parents, other teachers,

administrators and school board members. Of course, the people you select to chaperone students need to be trustworthy, ethical and good role models.

## The Trip

Think outside the box and try something different. Get your local volunteers involved in planning the convention trip. Many FFA Alumni members have professional or business connections they can access for business and industry tours while on the way to the convention. Directly involving your volunteers increases their willingness to support your program through the donation of their talents, time and money. We have Alumni affiliates and members that provide funds for some or all of the following: convention transportation, tours, hotel, registration, meals and concerts.

## The Payoff

If planned for and executed correctly, involving local volunteers in the national FFA convention will produce multiple payoffs. Your students will have extended exposure to the great role modeling these local community leaders will provide. If you delegate properly, these volunteers will lighten your responsibility load while providing expanded opportunities for your students. Your FFA members and your FFA Alumni members will build relationships based on personal connections. Upon returning from the convention, these adult volunteers will be your greatest goodwill ambassadors to shout the praises of your local program.

I encourage you to make the 77<sup>th</sup> National FFA Convention a life changing experience for your entire community!

*Dale M. Beaty*  
President, National FFA Alumni



# ffa

# new horizons



THE MAGAZINE OF THE NATIONAL FFA ORGANIZATION

## I N T H E C L A S S R O O M

October  
Issue

As a way to help teachers use *FFA New Horizons* as a teaching tool, you'll begin seeing this box in *FFA Advisors Making a Difference*. In this space, FFA staff will identify key articles in the upcoming issue of *FFA New Horizons* and suggest strategies on how to use the articles in your classroom!

### Page 36:

#### DeLand Middle School's Aquaculture Program

##### Promising Practices:

- Discuss the business cycle of an agricultural product

##### LifeKnowledge Lessons:

- AHS50: Developing innovative SAEs
- MS67: Understanding Agricultural Career Possibilities

### Page 40:

#### Food Science as a Career Path?

##### LifeKnowledge Lessons:

- HS3: Defining Career Success
- HS32: Making Decisions about Career Paths
- HS40: Advancing a Career

### Page 44:

#### Financing Options for Vehicles

##### Promising Practices:

- Demonstrate how to complete a loan application

##### LifeKnowledge Lessons:

- MS47: Using Planning Skills
- MS51: Resources Available

# Get the Most out of Your Chapter Roster

**i**t's late at night. You're sitting at the computer, typing yet another name into your Excel chapter roster, secretly thinking that updating the roster for official FFA membership purposes is not the best use of your valuable time. But, did you ever consider all the additional ways you could use the chapter roster information to benefit your chapter?

## Multiple Uses

One of the greatest attributes of the Excel spreadsheet roster is that it can be saved under other file names, or parts of it can be copied into other spreadsheets that can be expanded to include additional information and adapted to many different uses. The FFA membership staff have consistently found that the most successful FFA chapters have discovered uses for their rosters that make them valuable beyond just meeting the qualification of official membership.

One of the most logical and timesaving ways to use your roster information is

printing labels or envelopes for chapter mailings. All the name and address information you need is contained in your roster file. You can use a simple mail merge in Microsoft Word to personalize and address letters, or create mailing labels for report cards, status updates and chapter event mailings. If you added a column to include parent or guardian information on each student, you could even create invitations to parent-teacher events or chapter banquets.

Did you know you can also adapt your chapter roster to serve as a grade spreadsheet? By simply inserting several columns following each student's name, you can keep an electronic running tally of student grades. You can even write formulas to calculate mid-semester and semester grades. If you use a point system to reward your chapter's high performers, you can keep track of those on the spreadsheet, too.

## Tips and Tricks

With an Excel spreadsheet, you can keep track of lots of information in one electronic file. Using the "freeze pane" features that let you lock the student name field, you can add as many columns as

you want and still see the student's name as you scroll across all the information pertaining to that student. In addition, you can temporarily hide and unhide columns and set your print area to print only pertinent information. This feature could be useful if you require your students to use the roster for your mail merges and label creation, or if you need to keep lengthy written records on important activities such as SAE visits.

There are excellent free resources online that can help you get the most out of the Microsoft Excel program and your chapter roster. One of the best sites, (<http://www.exceltip.com/>), features many tips and formula tutorials that will help you set up your spreadsheet to maximize its usefulness for your needs. And Microsoft features a list of Excel tips submitted by spreadsheet users at (<http://www.microsoft.com/office/previous/xp/tips/Excel.asp>).

## More to Come

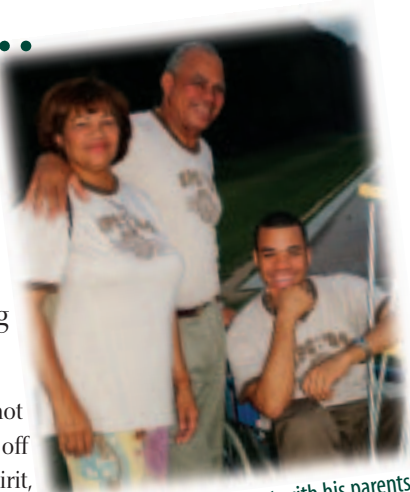
Throughout this fall and winter, you can also look for important Excel roster hints and tips on the FFA membership website at (<http://www.ffa.org/membership/index.html>). Your FFA membership staff representatives are working to help you make the most of your chapter rosters and the information you can store there.



# Javier is Back!

**m**any FFA members and advisors have contacted FFA asking about the recovery of National FFA President Javier Moreno, who was injured in an auto accident in late January. The good news is that Javier has been back on the road full-time since the end of March, handling all of the responsibilities he was assigned before the accident.

Javier is still on crutches because his right foot, which was shattered in the accident, is not completely healed. He is undergoing physical therapy three times a day and hopes to be off crutches by convention time. He's doing very well in attitude and that indomitable FFA spirit, and being on crutches doesn't slow him down a bit. Javier passes along his sincere thanks for all of the warm wishes and support during his recovery. Look for Javier and his national officer teammates at the 77<sup>th</sup> National FFA Convention in October.



Javier paused for a moment with his parents, Israel Moreno and Gloria Moreno-Sanchez, during this summer's State Presidents' Conference.

# TeacherResources

## Catalog has New Name, Look

The Agricultural Education Resources Catalog has a new name and a new look: *The Core* is now where you'll turn to find solutions for teaching and learning in your agricultural education program. Along with the new design and new name, you'll notice that there are many exciting new products. From Charlie Greenhand's Ag Trivia Game to LifeKnowledge lesson plans, teachers will find everything they need to create an interactive and engaging learning environment for agriculture students. If you haven't yet received your copy of *The Core*, send an e-mail message to [\[tjabbey@ffa.org\]](mailto:tjabbey@ffa.org).



## Language Minorities Trends

The National Center for Education Statistics report, "Language Minorities and Their Educational and Labor Market Indicators—Recent Trends," examines trends in the characteristics of the U.S. language minority population from 1979 through 1999. It examines changes in the numbers and proportion of the language minority population compared to the total U.S. population 5- to 24-years-old and discusses changes in the language minority population by language subgroups and English ability. Further, it examines education, income and labor force outcomes for this population during the two-decade period. To download, view and print the report as a PDF file, visit [\[http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004009\]](http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2004009).

## Discount on Floral Cutter

FloStep is offering its patented FloStep Underwater Stem Cutter at a discount to FFA advisors. This mobile unit is made of seamless polyethylene for durability and ease of cleaning. The entire cutter mechanism, including fasteners, is manufactured of stainless steel. The "V" blade is made with a chisel

edge for a squeeze cut that is easier on stems and the operator. The cutter takes advantage of blade design, leverage, and upper body weight so that a small adult can quickly dispatch a large bunch (25 stems) of roses.

Cutting stems underwater can be referred to as "life insurance" for flowers. The benefit of cutting underwater is quick and maximum hydration. A flower is not able to discriminate what it initially absorbs. When you cut a dry-packed flower, it absorbs what is there, e.g. water or air. When you cut underwater, you eliminate blockage in the stem due to air. All incoming flower shipments, whether dry-packed or previously stored in water, should be re-cut under water.

For more information, the special FFA price, or to order, contact Arnie Lichtenstein, voice: 800-424-7775; fax 585-342-2310; e-mail [\[arnie@flostep.com\]](mailto:arnie@flostep.com); web site [\[www.flostep.com\]](http://www.flostep.com).



## International Resources

The FFA Global website has numerous resources available for teachers to use in their classrooms. Choose from a wide range of lesson plans and interactive global projects. Bring global agriculture into your classroom by visiting [\[www.ffa.org/programs/global/\]](http://www.ffa.org/programs/global/) online resources or call 317-802-4309.

## Animal Health Tools

LA-CO has produced informational materials available free to agriculture teachers regarding animal health and reproductive management for the dairy and swine industries. These materials help introduce young people to the management processes and tools required for a successful animal health management system. For more information or to order these products, call 800-621-4025 or e-mail [\[customer\\_service@laco.com\]](mailto:customer_service@laco.com), or visit [\[www.laco.com\]](http://www.laco.com).



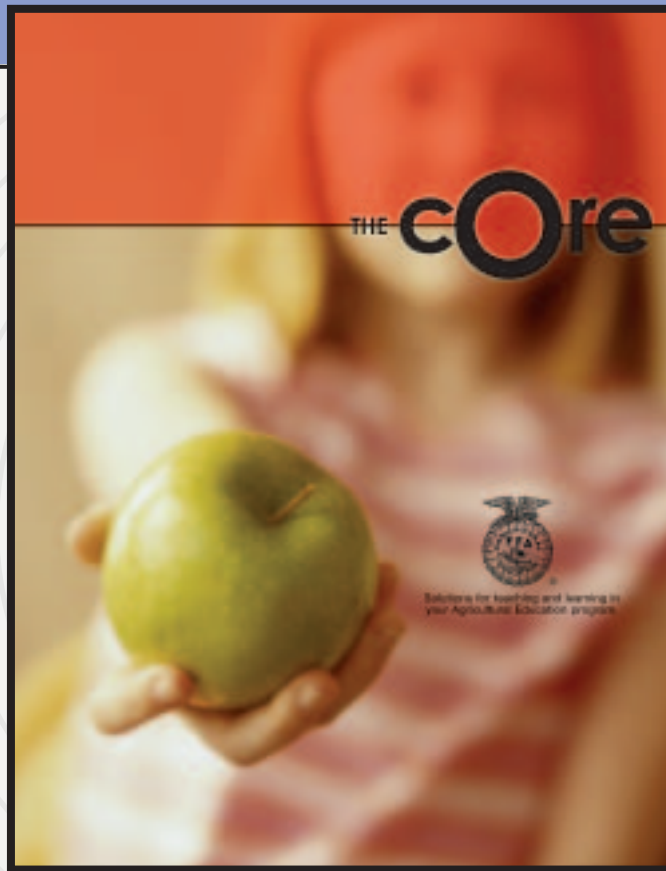
## WIX/FFA Box Top Program

Once again, WIX Filters is offering FFA chapters an easy, highly profitable way to raise funds—without selling anything! This program is an easy way for FFA chapters to raise funds and at the same time build good relationships with auto parts stores and mechanics in the local community. WIX will donate 25 cents for every WIX filter box top that an FFA chapter redeems. There's even \$5,000 in bonus prizes. If an FFA chapter is one of four that submits the most box tops per member, WIX will award them a bonus check of \$1,000. WIX will also award \$1,000 to the chapter that shows the highest percentage increase over last year's fund-raiser. The dates for this promotion are January – December 31, 2005. For more information, contact Shirley Cash at 704-869-3343 or via e-mail: [\[shirley.cash@dana.com\]](mailto:shirley.cash@dana.com).

## LifeKnowledge Materials

The new LifeKnowledge lessons have been received by thousands of teachers across the country, and instructors are eager to use them in their classes this fall. Teachers, you also have plenty of time to order the collateral materials to use in your classrooms. You may order collateral materials either on site at the training or by contacting the order department at the National FFA Organization, 1-888-332-2668. The all-new FFA Mission Poster Series is a set of 16 posters designed to build a classroom environment that is based on the FFA Mission. (Item: POSTER-LIFEKNOW). You will also be able to inspire students with the FFA Mission Quote Series — 40 posters with quotes from some of the world's finest role models. (Item: QUOTES-LIFEKNOW).





# Introducing THE cOre

The Agricultural Education Resource Catalog now has a new look and great new products to assist you in the classroom.

**New products include:**

- SAE Idea Cards** A collection of hundreds of cards each featuring an idea for your student's SAE.
- SAE Poster Series** A poster series designed to reinforce the basic concepts of SAE.
- Banquet Planning Guide** Everything you need to help a committee or team plan your chapter banquet.
- What Would a Leader Do? Scenario Activities** A series of 3-minute scenarios designed to challenge students to think like a leader.
- Charlie Greenhand's Ag Trivia Challenge** A board game designed to teach ag-literacy in a fun, engaging way.
- Guide for Developing Great Speeches and Presentations** Helps teachers guide students in preparing for class presentations and FFA speaking events.

**Keep an eye out for your copy of The Core**



[www.ffa.org](http://www.ffa.org)



## Calling All Teachers!

Your agricultural education program can assist the National FFA Alumni's fundraising efforts by donating outstanding student projects. This is an excellent opportunity to showcase your students' talents and skills. The Alumni is looking for a diverse representation of the areas being taught in agriculture classes, from woodworking to floral arranging and everything in between! Big or small, they'll take them all! Get your students thinking about unique and creative projects they could donate. For more information or to obtain donation forms, visit <http://www.ffa.org/alumni/> or contact Alumni staff at [asmyer@ffa.org](mailto:asmyer@ffa.org) or 317-802-4294. All donations will be posted on the FFA Alumni website and displayed throughout the 77<sup>th</sup> National FFA Convention.

## H.O. Sargent Diversity Award Workshop

On Saturday, Oct. 30, at this year's national FFA convention, a student workshop will be held from 8:30-9:30 a.m. in Conference Center 102. The overall purpose of the workshop is to provide students and their local chapters with the relationship-building models and skills necessary to focus on building and strengthening relationships by respecting the many dimensions of diversity. Students and chapters will leave the workshop with tips, insights and practices that can lead to personal, membership and community growth. A \$300 mini grant for diversity programming will be awarded to the chapter with the most members present. For more information, visit [www.ffa.org/programs/hosargent/](http://www.ffa.org/programs/hosargent/).

## Nominate Judges

The National FFA Organization is accepting nominations for judges for the Agricultural Proficiency Awards, Stars, Agriscience Awards and National Chapter Awards at the National

FFA Convention in Louisville, Ky., this fall. The Agricultural Proficiency and Star Awards judging will take place on Thursday, Oct. 28, and all the judges will be invited to an awards luncheon on that day. The Agriscience Awards will be judged on Thursday, Oct. 28 and Friday, Oct. 29. National Chapter Awards will be judged on Wednesday, Oct. 27. FFA is unable to cover any expenses for the judges. Nominations should be mailed to Rosalie Hunsinger, National FFA Organization, P.O. Box 68960, Indianapolis, IN, 46268-0960, or faxed to 317-802-5255.

## Collegiate Convention Events

Are you beginning to map out your plans for the 2004 National FFA Convention? Make sure to add collegiate programs to your travels! Along with the National Ag Ed Collegiate/ATA Conclave events, guests of the convention will have the chance to attend multiple workshops with topics including "Interviewing Hot Tips," "Career Development," "Choosing Ag Ed as a Career" and "Building a Successful Organization." The 77<sup>th</sup> National FFA Convention activities will also include the first-ever Collegiate Career Expo on Saturday, Oct. 30. This activity is designed to allow college-age convention guests an opportunity to meet with representatives from the top agriculture businesses in the nation to discuss internships and full-time employment. Polish up that résumé and get ready to experience career success at the collegiate level. Visit <http://www.ffa.org/collegiate/index.html> to learn more about the Collegiate Career Expo as well as the exciting evening activity planned for your collegiate students. Questions or comments? Contact [collegiate@ffa.org](mailto:collegiate@ffa.org).



## Collegiate FFA

Do you have a Collegiate FFA Chapter? Are

you interested in beginning a Collegiate FFA Chapter? If you answered 'yes' to these questions, please contact Eric Schilling or Kristy Miller, your Collegiate Services team. To confirm your National Collegiate FFA Chapter affiliations or to join Collegiate FFA, contact [collegiate@ffa.org](mailto:collegiate@ffa.org), 317-802-4214.

## 2004 SAE Grants

Several Supervised Agricultural Education



grants will be available again this year. Applications are due November 10. Sponsored by Merial as a special project of the National FFA Foundation, sixteen \$1,000 grants are available for beef cattle, dairy or sheep production SAEs. In addition, twenty \$500 grants are available for swine production SAEs. The swine grants are sponsored by Akey as a special project of the National FFA Foundation. For students with agribusiness or farming SAEs from Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota or Wisconsin, sixteen \$150 grants are available. These grants are sponsored by Mrs. Charles Conrad as a special project of the National FFA Foundation. An application may be downloaded from the SAE home page at [www.ffa.org/programs/sae/index.html](http://www.ffa.org/programs/sae/index.html).

## Get Ready to "REV It Up"

You'll be hearing the phrase, "REV It Up," a lot in the coming months. Thanks to grant monies from the USDA, the National FFA Organization will create and distribute a toolkit of new and redeveloped materials focusing on recruitment, engagement and volunteerism for rural youth. "REV" stands for Recruitment, Engagement and Volunteerism. Be on the lookout for additional information about this exciting project this fall and winter. The toolkit's release is targeted for late spring 2005.

# Educational Resources on Display

**h**ave you ever read about a product in the FFA educational resources catalog and wondered how it might work in your program? Wait no more!

"We will have two resource display areas in the convention shopping mall," says Doug Kueker, education specialist with the National FFA Organization. "We'll have a section in the FFA Mega Store, and another one in the main aisle leading to the food court where we'll be demonstrating groups of products."

These areas will be staffed with teaching professionals who know the materials and the challenges teachers face. Each of the demonstrations will feature a group of products on a particular topic area.

For example, there will be a demonstration on working with chapter officers. During this presentation, teachers may

learn about the *Mpower Guide to Chapter Officer Success* and the "What Would a Leader Do?" card set. Participants will have a chance to review all the products and ask the presenters questions about how to implement the materials in their programs.

Another demonstration will focus on products designed to help teachers introduce and implement supervised agricultural experience programs. The presenters will demonstrate how to use the SAE Idea Cards and the SAE poster series.

Still a third demonstration will focus on materials that help teach about FFA and the FFA mission. "We'll have the FFA Mission Poster Series and the FFA Mission Quote Series available for teachers to review and discuss," Kueker explains. "These are great tools to

use in the classroom to keep students motivated and moving forward."

Teachers can even take Charlie Greenhand's Ag Trivia Challenge. This new game helps students achieve agricultural literacy in a fun and interactive way. Trivia questions cover everything from global agriculture to agribusiness. The game can be played by up to 12 people, and is great for all ages of FFA members (and advisors, too).

In addition to all the products featured in demonstrations, many of the educational resources in *The Core* catalog, such as the *Official FFA Manual* and the *FFA Student Handbook*, will be available for purchase. Watch for further details regarding this opportunity to review educational resources in the next issue of *FFA Advisors Making a Difference*.



**Making a Difference**

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for your next issue of *FFA*

*Advisors Making a Difference* in

October. It will feature stories about the creating community partnerships, as well as provide teaching resources and FFA news.