

# UPDATE

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## DATES TO REMEMBER

- January
- 25-27 2003 National FFA Organization Board of Directors meeting, Alexandria, Va.  
2003 National FFA Foundation Board of Trustees meeting, Crystal City Marriott, Arlington, Va.
- February 1 Teacher applications due for Costa Rica Proficiency Seminar, FFA Center, Indianapolis
- 6-9 National Agricultural Education Inservice, Adams Mark Hotel, Indianapolis
- 27,28 National Council for Agricultural Education Board of Directors meeting, Washington, D.C.
- March 1 National Council for Agricultural Education Board of Directors meeting, Washington, D.C.

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## WHAT'S HAPPENING AT FFA

**Reminder: Convention registration fee set at \$30 beginning in 2003:** The National FFA Board of Directors and National FFA Officers have set the national FFA convention attendance fee at \$30 for pre-registration and \$35 for on-site registration beginning in 2003. The action was taken to offset significant increases in costs for services, decoration, staging, labor and security. As a break-even activity, convention costs are borne by participants and not by general dues. Even with the approved increase, the \$30/\$35 FFA convention fee remains markedly lower than national meeting fees for other student organizations: VICA/Skills USA - \$90/\$100; FCCLA - \$100/\$110; and FBLA - \$85/95.

**Making an impact in your state and local chapters:** Dr. Rick Rigsby's electrifying presentations encourage, challenge and inspire audiences of all ages to live a life of integrity -- as witnessed during his powerful message at the 75th National FFA Convention. For more information, contact his office, Impact Communications, directly at 979-693-9933 or [rigsbyspeaks@aol.com](mailto:rigsbyspeaks@aol.com). He is currently developing tapes and other materials. His office can share more detailed information on when these will be available for purchase.

**Become A New Century Farmer:** Pioneer and FFA think the time has never been better to be an American farmer, and they are pleased to offer a powerful program that can help young farmers pave their way to success. If selected as a New Century Farmer, students participate in an all-expense paid educational conference, July 15-18, 2003. This is not a monetary scholarship, nor is there a cash award. During the seminar, participants learn

how farmers can profit from value-added products, the use of technology, new farm business opportunities and business alliances with other producers. They also learn ways to overcome common challenges faced by young farmers and grow both personally and professionally as well as network with classmates. Candidates must be currently enrolled or a recent graduate of a two- or four-year college or university; must be between the ages of 19-22 (must be 19 by March 1, 2003); have had experience in the field of production agriculture; demonstrate preparation for returning to the career of farming through work experience, training or other activities including but not limited to academic classes, FFA and/or SAE projects; have chosen farming as a career. Candidates need not be FFA members. Applications are due February 21, 2003 and are available at <<http://www.ffa.org/programs/ncfarmer/index.html>. Contact [ncfarmer@ffa.org](mailto:ncfarmer@ffa.org) for an electronic application or see attached application. The New Century Farmer Conference is sponsored by Pioneer Hi-Bred International, Inc. and DuPont Crop Protection as a special project of the National FFA Foundation.

**Washington Leadership Conference:** Start planning your trip to D.C.! The Washington Leadership Conference will consist of six weeklong sessions instead of seven this year. Those dates are: June 3-8, June 10-15, June 17-22, June 24-29, July 8-13 and July 15-20. This year's conference will incorporate a brand-new curriculum with high levels of service learning, mentoring and volunteerism strategies, problem-solving skills, relationship-building skills and character development. The premier FFA leadership conference is shaping up to be the best yet! There will be a chapter mailing in late February. For more information, e-mail [wlc@ffa.org](mailto:wlc@ffa.org) or call 317-802-4312.

Thanks to sponsor funding, Washington Leadership Conference will now offer a yearlong online study of leadership, personal growth and career success for all participants. The traditional, weeklong WLC conference will serve as the initial learning laboratory. The funding will not directly impact the current operations of the conference, but will be used to build a system of instruction, assessment and resources to enhance the students' experience. This program will be designed using the principles of service learning, character development, positive peer relations and problem solving drawn from the Essential Learnings Project.

A WLC Program design task force, composed of state leaders, agricultural education instructors, university teacher educators, volunteers, and past WLC trainers and participants will meet Feb. 14-16, 2003. The first components of the new program will be introduced in 2003, with full implementation occurring during the next three years. The redesign and development of support and training materials for WLC is being made possible by a grant from the Youth Smoking Prevention group of Philip Morris as a special project of the National FFA Foundation. Contact: Seth Derner, [sderner@ffa.org](mailto:sderner@ffa.org), 317-802-4413.

**Identifying Delegate Issues for 2003:** Based on responses from last year's revised delegate process, FFA is making a number of changes to the process and will share them on a new delegate process section of [ffa.org](http://ffa.org) currently in development. At this time, though, it's important to begin identifying the critical and emerging issues for the 2003 process. Please encourage anyone—students, teachers, alumni, etc.—to submit issues for consideration. All ideas are welcome and needed for the process to truly reflect our entire organization.

In 2003, we're asking states to collect and prioritize suggestions for delegate issues. By

July 1, state associations should submit their five highest-priority issues to the National FFA Organization. (If your state process is scheduled to conclude after July 1, please inform Seth Derner).

At the 2003 State Presidents' Conference, state officers will discuss the state-submitted issues and prioritize them for national consideration. The 2003 national delegate issues will be selected at SPC, and the national officers will appoint the corresponding committees. No new issues will be introduced at SPC.

For questions about this change in the delegate process, please contact Seth Derner at 317-802-4413 or [sderner@ffa.org](mailto:sderner@ffa.org).

**Brand Management Plan:** The Brand Identity Manual for FFA Chapters provides FFA members with specific information regarding the proper use of the FFA brand and an understanding of the significant role they play in maintaining the reputation and image of the FFA brand. The manual will also provide templates for letters, posters and stationery along with the FFA style guide, which will be included to assist chapters in maintaining consistency of style with the National FFA Organization.

The Brand Standards and Usage Guidelines were developed for all FFA audiences and will serve as a guide to the proper use of the FFA trademark as well as other trademarks owned by the National FFA Organization. The guide will also contain information about the proper use of the FFA logo with sponsors.

The complete Brand Standards and Usage Guidelines will be available on [ffa.org](http://ffa.org) at the beginning of March 2003.

**What Does FFA Stand For?** With National FFA Week just around the corner, the media spotlight will soon be on FFA. So it is a great time to remind all FFA advisors to review with their members the official, board-approved answers to the questions: "What is FFA?" and "What do the letters F-F-A stand for?" They can also check out the National FFA Week page on [ffa.org](http://ffa.org) for the answers to frequently asked questions about FFA.

"What is FFA?" FFA is a dynamic youth organization within agricultural education that changes lives and prepares students for personal growth, premier leadership and career success. FFA was created in 1928 as Future Farmers of America, and in 1988, the name was changed to the National FFA Organization to represent the growing diversity of agriculture. Today, almost half a million student members are engaged in a wide range of agricultural education activities, leading to over 300 career opportunities in the food, fiber and natural resources industry. Student success remains the primary mission of the FFA.

"What do the letters F-F-A stand for?" The letters F-F-A stand for Future Farmers of America; however, the official name of the organization was changed in 1988 to the National FFA Organization. Over the past 75 years, FFA and agricultural education have grown to encompass all aspects of agriculture, from production farming, agribusiness and forestry to biotechnology, marketing and food processing.

**FFA at 75 Book:** Author Paul Miner has been selected to write the "FFA at 75" book. He has spent hours at the archives, poring over 75 years of fabulous FFA documents, letters, board meeting minutes and photos.

The book tells the FFA story with photos, illustrations, graphics, lean text and informative

captions. The 160-page book is being published by M.T. Publishing, Evansville, Indiana, and will be available for sale at the 2003 National FFA Convention for \$29.95 per copy. On all advance orders received by March 15, 2003, the publisher is offering the book at \$24.95 per copy, plus shipping and handling (\$7 for the first book, \$4 for each additional book). Send orders with payment (check or credit-card number) to: M.T. Publishing Company, Inc., FFA at 75, P.O. Box 6802, Evansville, IN 47719. Finished books will be available for shipment in late summer 2003.

## **COMPETITIONS**

**The second annual T-shirt design contest entries are due Jan. 31, 2003.** FFA is looking for creative students to submit their best designs. Winning designs will be featured on T-shirts sold through the 2003-2004 National FFA blue catalog and online store. Encourage your FFA members to submit all those fabulous designs that have been produced at the local level. If selected, they will earn 50 percent of the gross profits on the shirt's catalog sales for one year. See the 2002-2003 winners in this year's blue catalog or click [http://www.ffa.org/chapters/html/tshirt\\_contest.html](http://www.ffa.org/chapters/html/tshirt_contest.html) for more information. Contact: Dawn Sharp, [dsharp@ffa.org](mailto:dsharp@ffa.org), 317-802-4271.

**Win a trip to Washington D.C.:** FFA members can win a trip to Washington, D.C., when they enter the 2003 Risk Management Writing Contest. Encourage your members to write a 1,000-word essay on "Risk Management Strategies for your SAE" and submit it to the National FFA Center. All entries must be postmarked by Jan. 31, 2003. Ten lucky winners and their advisors will receive an all-expense paid trip to Washington, D.C., where they will meet with top U.S. Department of Agriculture officials and tour our nation's capital. A resource guide and contest rules were mailed to all chapters in December. Contest information and last year's winning essays are posted at [ffa.org](http://ffa.org). Please note the new requirements for 2003. Contact: Andrea McNeely, [amcneely@ffa.org](mailto:amcneely@ffa.org), 317-802-4288. The contest is offered by the National FFA Organization in cooperation with the National Council for Agricultural Education and with funding from the Risk Management Agency of the U.S. Department of Agriculture as a special project of the National FFA Foundation.

**2003 National FFA Foundation Scholarship Program:** This year the National FFA Foundation scholarship program will award approximately \$2 million to eligible FFA members and other agriculture students for their college education. Here are two examples of those awards:

- Cargill will award 350 scholarships of \$1,000 to each high school seniors who live in a Cargill community and plan to pursue a two- to four-year degree in any major at an accredited post-secondary institution in the fall of 2003. Students are selected based on academic achievement and involvement in extracurricular activities. Applicants must visit their local Cargill facility or subsidiary to obtain a signature from a location manager on their application. Each scholarship recipient's high school may also be eligible for a \$200 library grant.
- Ford dealers across the country have partnered with Ford Trucks and Ford Motor Company to provide more than 400 scholarships of \$1000 to FFA members in local communities. Scholarship applicants must be planning to attend any accredited two- or four-year institution in any area of study. The dealer's signature is required for eligibility for these scholarships. One lucky chapter will be eligible to receive a Ford F-Series truck.

Last year approximately one out of every five students who applied for a National FFA Foundation scholarship was a scholarship winner. In 2003, more than 7,000 students are expected to apply for approximately 1,600 available scholarships ranging in value from \$1,000 to \$16,340. More details about these and other National FFA Foundation scholarship opportunities, including a guidebook listing eligibility criteria and an application, are downloadable at <http://www.ffa.org/programs/schapp/index.html>. Application deadline is Feb. 15, 2003!

## **EDUCATOR NEWS**

**National FFA Week materials:** All advisors should have received FFA Week materials in their classrooms. Items sent included a poster, FFA Week proclamation, certificate, planning guide and corresponding communications plan chart, FFA Week media kit and envelope stuffer. Advisors wanting additional materials may visit <http://www.ffa.org/ffaweek/index.html>. Materials such as the certificate and proclamation can be printed directly off the website. Advisors will also find information on the web page beyond the media kit, which they may use to promote FFA Week to local media. Contact: Michelle Foley, [mfoley@ffa.org](mailto:mfoley@ffa.org), 317-802-4253.

**Outstanding NAAE teacher spokesperson named.** Congratulations to Jodi Geiger of Deltona, Fla. The Agriscience teacher at Pine Ridge High School recently received the first Syngenta Advocate for Agricultural Education Award.

The Syngenta award honors one agriculture teacher nationally for conducting the highest quality education programs. Geiger was also cited for her leadership in civic, community, agriculture/agribusiness and professional activities. She was selected from among six 2002 Regional Educators of the Year recently named by the National Association of Agricultural Educators and was presented the award in December 2002 at the association's annual meeting in Las Vegas.

**Scholarship guidebook now available:** The 2003 scholarship guidebooks and applications have been mailed to all FFA advisors and guidance counselor offices. If you have not received a copy of the scholarship book/application, please contact the scholarship office to request one. Students will also be able to download the application from ffa.org at <http://www.ffa.org/programs/schapp/index.html>. All scholarship applications must be postmarked by Feb. 15, 2003. More than \$2 million in scholarships is available through this program. Do your students have the right combination of community service, FFA involvement, leadership skills and SAE development? Encourage them to apply today! Contact: Carrie Powers, [scholarships@ffa.org](mailto:scholarships@ffa.org).

## **STATE STAFF NEWS**

**New LPS Specialist named:** Ernie Gill has been named the new LPS Specialist at the National FFA Organization. Gill, who has a background in agricultural education, including state leadership from Colorado agriculture education/FFA, will begin his duties in February. He will be establishing and maintaining relationships with state leadership and assisting with the development of state leadership vision and LPS planning. Gill will also contribute to the creation of a seamless system of development and support of agricultural education information and resources.

**Theme song and video distributed:** State copies of the 2002 National FFA Convention

theme song and video were distributed to state staff in mid-December. Only one copy per state was shipped. If you haven't received your copy or have questions about proper use, please contact Ginny Berg, [gberg@ffa.org](mailto:gberg@ffa.org).

**Visit ffa.org:** There are valuable state staff resources on ffa.org. Under the "Team Ag Ed" dropdown menu, there's a new choice available for state FFA staff, at the State Staff Convention (<http://www.ffa.org/statestaff/index.html>.) From this page, you can access the 2003 state guide, the national organization calendar, 75th anniversary graphic guidelines/state logos and information about the former member reconnect campaign. Look for more state staff information to be added throughout the year.

As you plan for your state's participation in the 75th anniversary of FFA, you might also be interested to know that the FFA Archives have always been just a click away from the "key moments in FFA history" page.

## **INTERNATIONAL HAPPENINGS**

**FFA International Opportunities Available:** FFA Global offers students and teachers the opportunity to explore global agriculture through programs that teach about the values, traditions, lifestyle and agriculture of other countries as compared to the United States. Students and teachers can participate in a variety of experiences ranging from educational travel seminars and host family stays to interactive website demonstrations. FFA Global offers new opportunities to travel and learn, while developing programs and opportunities to increase awareness of agricultural education in other countries.

The National FFA Organization is only operating two outbound international programs for students to participate in. They are International Leadership Seminar for State Officers (ILSSO) and the Costa Rica Proficiency Travel Seminar, for National proficiency award finalists.

The National FFA Organization does provide information and links to outside coordinators and universities who provide outbound opportunities for students and teachers to participate in international activities. The national FFA organization does not coordinate these programs and is no way responsible for the selection and management of participants of such programs. More information on international opportunities for students and teachers can be found online at [www.ffa.org/programs/global/index.html](http://www.ffa.org/programs/global/index.html)

**FFA Global Leadership training available online!** FFA Global is looking for agriculture instructors interested in exploring agriculture through our exciting online learning program about global agriculture. A real world storyline allows students to learn about global agriculture and U.S. policy by following the lives of two fictional FFA members as they travel to Moldova, Honduras and Ethiopia. Several chapters are already using the program. If you are interested in learning more about this project, contact FFA Global at 317-802-4309 or at [global@ffa.org](mailto:global@ffa.org). Visit the FFA Global Leadership Scenarios site at <http://www.ffa.org/scenarios/> today!

**International experience available:** International Teacher Opportunities Competitive Scholarships are available for agriculture teachers to participate in an international experience through EARTHWATCH. The scholarships are available for use in 2003. EARTHWATCH is a research organization with international expeditions throughout the world year-round. Participants receive up to \$1,500 each in scholarships to cover a portion of the expedition costs plus membership to EARTHWATCH. Applications can be found online at [www.ffa.org/programs/global/](http://www.ffa.org/programs/global/) and are due Feb. 1, 2003.

**Pura Vida, Costa Rica!** National FFA Proficiency Finalists and Star Over America winners have the opportunity to travel to Costa Rica in June to learn about Latin America culture and the tropical agriculture of a Central American country. You must be an agricultural education instructor with a minimum of one year of teaching experience and you must speak both English and Spanish fluently. Applications are due Feb. 1, 2003.

**International Agricultural Education Summer Institute 2003:** The Center for the Study of Global Change at Indiana University, Purdue University's School of Agriculture, the Indiana FFA Organization, IU's African Studies Program, Center for International Business Education and Research, and Russian and East European Institute are pleased to announce a one-week institute on International Agriculture and Global Food Security. The objective of this program is to introduce agriculture issues to high school agriculture teachers and university Agriculture Education majors. The program will emphasize pedagogical development and provide information on a wide range of global agricultural problems for incorporation in high school curriculum and individual lesson plans. The program will address three major themes: the state of international agriculture, the development of global agribusiness, and the roles of food in international security. The IAE Summer Institute will take place at Indiana University in Bloomington, Ind., July 13-19, 2003. The cost of the institute is \$350. For those wishing to apply for graduate credit through Purdue, Professor Mark Balschweid will be the contact. Financial assistance is available. For more information visit: [www.indiana.edu/~global/iaeinstitute.htm](http://www.indiana.edu/~global/iaeinstitute.htm)

## **MEMBERSHIP**

**Latest Reconnect Results:** The Reconnect campaign has generated millions of positive impressions for FFA through the numerous publications that have run the ads and through the Reconnect website that has reconnected with 2,000 former members. The ads along with former member stories have also been placed on sponsors' websites and in their internal publications. FFA has received several feature stories in national and regional publications highlighting past members and their accomplishments. The most recent article, which appeared in the Journal of American Veterinary Medical Association, can be viewed at <http://www.avma.org/onlnews/javma/nov02/021115h.asp>

## **PREVIOUSLY REPORTED IN UPDATE**

**National Agricultural Education Inservice:** The National Agricultural Education Inservice will be held Feb. 6-9, 2003, at the downtown Adams Mark Hotel in Indianapolis, Indiana. The same registration format used last year will be followed. For questions on registration, contact Michele Gilbert, Local Program Success assistant, [mgilbert@ffa.org](mailto:mgilbert@ffa.org), 317-802-4301. For questions on the National Agricultural Education Inservice, contact Tony Small, Local Program Success manager, [tsmall@ffa.org](mailto:tsmall@ffa.org), 317-802-4300.

**New State Staff Inservice:** The National New State Staff Inservice (NSSI) will be held Feb. 5-6, 2003, at the downtown Adams Mark Hotel in Indianapolis, Indiana. This is a wonderful opportunity for new state staff to learn more about the programs and services provided by the National FFA Organization and to connect with the individuals who facilitate them. Those who would benefit from the NSSI include new state FFA advisors, executive secretaries, directors and other new state staff who work closely with the National FFA Organization. An agenda for this inservice can be found on page 8 of the

attached PDF document titled *NAEW - 2003 Inservice Cmb*.

The NSSI will run from noon Wednesday, Feb. 5 until noon Thursday, Feb. 6. At the conclusion of NSSI, new state staff will have the opportunity to attend the National Agricultural Education Inservice. Those who wish to attend NSSI prior to the National Ag Ed Inservice are asked to check the appropriate box on the attached registration form (*AEIS 2003 Registration Form*).

For questions on registration, contact Michele Gilbert, Local Program Success assistant, [mgilbert@ffa.org](mailto:mgilbert@ffa.org), 317-802-4301. For questions on the New State Staff Inservice, contact Tony Small, Local Program Success manager, [tsmall@ffa.org](mailto:tsmall@ffa.org), 317-802-4300.

**Local Program Resource Guide 2002-2003 CD-ROM:** Requests are still being accepted from teacher educators for copies of the Local Program Resource Guide 2002-2003 CD-ROM to distribute to preservice teachers. If you have not placed or received your order, contact Michele Gilbert, [mgilbert@ffa.org](mailto:mgilbert@ffa.org), 317-802-4301. State staff are asked to check their supply of LPR Guide CDs. If additional copies are needed or for more information, contact: Michele Gilbert, [mgilbert@ffa.org](mailto:mgilbert@ffa.org), 317-802-4301; Tony Small, [tsmall@ffa.org](mailto:tsmall@ffa.org), 317-802-4300; or Kevin Keith, [kkeith@ffa.org](mailto:kkeith@ffa.org), 317-802-4254.

**Nominate teachers to test pilot materials:** More than 150 agriculture teachers from across the country are needed to test pilot the leadership, personal growth and career success instructional materials being developed through funding by a USDA grant, Leadership for Rural Youth: Essential Leadership Through Agricultural Education and FFA, and sponsorship by John Deere through the National FFA Foundation. Three types of teachers are preferred: first or second-year teachers; teachers recognized in your state for developing leadership skills; and teachers with at least five years of experience in a program strong in classroom, SAE and FFA. Please nominate at least three teachers from your state, one in each category. You are welcome to nominate as many teachers as you'd like, and to share this notice with any or all of the teachers in your state and have them contact FFA direct. Teachers need to be available to teach six or seven lessons during Feb. 10-21 and participate in a conference call with the writer of the lessons sometime during Feb. 27-March 3. Contact: Seth Derner, [sderner@ffa.org](mailto:sderner@ffa.org), 317-802-4413. Send nominations to Kim Henry, [khenry@ffa.org](mailto:khenry@ffa.org).

**UPDATE** is also available at [www.ffa.org/news/html/ffapubsindex.html#update](http://www.ffa.org/news/html/ffapubsindex.html#update) each month. Attachments are available online.

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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.

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.

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



