

**Meeting Minutes of
National Board of Directors and National Officers
Of the National FFA Organization**

July 15-18, 2000

Saturday, July 15, 2000

The long range-planning meeting for the National FFA Board of Directors and the national officers was held in the Maryland Room of the Hampton Inn Downtown in Indianapolis.

Sunday, July 16, 2000

A session for delivering special reports and providing background information to the Board was held at the National FFA Center in Indianapolis, Indiana from 1:00 to 5:30 p.m. This session included an Investment Review, Insurance Update, the Horatio Alger / FFA Study, Branding Study, Advisor Development Proposal, Co-Branding Project Status Report, SAE Activities Task Force and Ag Ed Incentives Task Force results, Gift Acceptance Policy proposal, Information Technology progress report, StrenthsFinder Study, Convention Location Planning for 2006-2012, and the 2000-2001 Organization Budget.

A new Board member orientation dinner was held at Houlihan's restaurant in downtown Indianapolis beginning at 7 p.m. Attending were Larry Case, Coleman Harris, Jacque Deeds, Bob Heuvel, Paul Jaure, Marshall Stewart and Linda St. John.

Monday, July 17, 2000

Committee meetings were held at the National FFA Center in Indianapolis from 8:30 a.m. to 10:30 a.m. This session included meetings of the Finance; Policy, Constitution and Bylaws; and Awards Selection Committees.

The meeting of the Board of Directors and National Officers of the National FFA Organization was called to order at 11:15 a.m., by the National FFA president, Chris Vitelli. Following is a listing of those 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

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:

Chris Vitelli, National FFA President, Plant City, FL
Jodee Ruppel, National FFA Secretary, North Manchester, IN
Leslie Small, National FFA Vice President, Central Region, Lebanon, IN
Joe Shultz, National FFA Vice President, Eastern Region, DeGraff, OH
Carol Spruill, National FFA Vice President, Southern Region, Hoschton, GA
Marshall Baker, National FFA Vice President, Western Region, Portales, NM

Consultants:

Jim Allsup, Vice President, National FFA Alumni Association, Robstown, TX
Barry Anderson, Past President, National FFA Alumni Association, Alleman, IA
James Dawley, NAAE Representative, Instructor - Agricultural Education, Mexia High School, Mexia, TX
David Howell, AAAE Representative, Professor and Coordinator, Adult and Occupational Education Program, University of New Hampshire, Durham, NH
Paul Jaure, NAAE Representative, Instructor – Agricultural Education, Beeville High School, Beeville, TX
Mac Hodges, President, National FFA Alumni Association, Washington, NC
Bryan Gause, NAAE Representative, Instructor – Agricultural Education, Union County High School, Liberty, IN
Robert Terry, Jr. AAAE Representative, Associate Professor, Agricultural Education, Oklahoma State University, Stillwater, OK
W. Wade Miller, AAAE Representative, Assistant Professor, Agricultural Education and Studies, Iowa State university, Ames, IA

Others present for all or portions of the meeting:

FFA, Foundation and the Agricultural Education National Headquarters staff participated throughout the week.

- 1. Reflections** led by **Carol Spruill**.
- 2. Review of Board Operating Procedures**
Chairperson Case briefly explained the Board process in regard to opening / parliamentary procedure.
- 3. Overview of National Officer Activities**
The national officers reviewed their team mission and highlights of their activities since the January Board meeting. The national officers were commended for a job well done and a round of applause followed.

MOTION: Moved by Steve Gratz, seconded by Tommy Gladden **and carried** to accept the report of the National FFA officers and commend them on a job well done.

- 4. Seating of Newly Elected Officers and Consultants**

Chairperson Case introduced and welcomed Jacquelyn Deeds, Bob Heuvel and Marshall Stewart to the Board of Directors.

5. Reports & Remarks - Consultants to the Board

NAAE — Paul Jaure

The Council — Marshall Stewart

FFA Alumni Association — Mac Hodges

All expressed appreciation at being a part of the group.

6. Review of and Adjustments to Agenda

Larry Case indicated that action items would be addressed first and information reports would be carried until tomorrow.

7. Approval of Minutes

MOTION: Moved by Marshall Baker (Tommy Gladden), seconded by Leslie Small (Vickie Lantz) **and carried** to approve the January 22-26, 2000 minutes as amended.

8. Report of National FFA Treasurer

Marion Fletcher reviewed the current financial report. He commended Vicki Settle for her reorganization of the accounting section since she assumed the position of Comptroller and for her accessibility.

MOTION: Moved by Carol Spruill (Marshall Stewart), seconded by Jodee Ruppel (Steve Gratz) **and carried** to accept the report of the national FFA treasurer.

9. Program Development and Direction

- a. Anna Melodia presented the proposal for the FFA mission (expansion and precepts).

MOTION: Moved by Carol **Spruill**, seconded by Joe **Shultz** to support the recommended Plan of Action to introduce the rollout of the expanded mission of the National FFA in two phases (Phase I- internal; Phase II-external) over a 36 month period and further, to request special project funding from the National FFA Foundation, as specific activities become available.

MOTION: Moved by Joe Shultz (Nick Siddle), seconded by Carol Spruill (Tommy Gladden) **and carried** to amend the motion by striking the word “expanded” and inserting the word “defined.”

MOTION: Moved by Jodee Ruppel (Vicki Lantz), seconded by Carol Spruill **and carried** to strike “of action” and “the rollout of.”

The main motion as amended now reads:

MOTION: Moved by Carol Spruill (Bob Heuvel), seconded by Joe Shultz (Steve Gratz) **and carried** to support the recommended plan to introduce the defined mission of the National FFA in two phases (Phase I- internal; Phase II-external) over a 36 month period and further, to request special project funding from the National FFA Foundation, as specific activities become available.

- b. Davis Doerfert presented action items to be brought before the board from Student Services Team.

MOTION: **Moved by** Marshall Baker (Tommy Gladden), seconded by Carol Spruill (Steve Gratz) **and carried** to approve the FFA Advisor Development Initiative. Note: Motion supports initiative described in the attached background paper with each individual activity approved up to \$100,000. (Attachment 1)

MOTION: **Moved by** Leslie Small (Marshall Stewart), seconded by Jodee Ruppel (Jacque Deeds) **and carried** to appoint Ron Reische as Board Superintendent of the National FFA Officer Selection Process.

Bob Heuvel then presented the SAE Task Force report.

MOTION: **Moved by** Joe Shultz (Tommy Gladden), seconded by Leslie Small (Steve Gratz) **and carried** to support funding initiatives for the National Council for Agricultural Education and the FFA Organization to develop national SAE guidelines, provide instructional materials, provide professional development, provide possible recognition programs, and develop marketing initiatives to position SAE as an integral part of the agricultural education program with National FFA Foundation special project funding sales of up to \$100,000 per initiative and supplemented by SAE development funds as available and approved by the board. (Attachment 2)

MOTION: **Moved by** Marshall Baker (Tommy Gladden), seconded by Joe Shultz (Nick Siddle) **and failed** to add a new proficiency award category entitled "Agricultural Teaching" and request special project funding from the National FFA Foundation.

MOTION: **Moved by** Marshall Baker, seconded by Jodee Ruppel to add a new recognition program for Teacher of Teachers entitled, "Star Agriculture Teacher of Teachers of America," and request special project funding of the National FFA Foundation. Discussion followed with consensus to refer to NAAE.

MOTION: **Moved by** Joe Shultz (Tommy Gladden), seconded by Carol Spruill (Jacque Deeds) **and carried** to refer this proposal to NAAE to further the dialogue and see how it can be implemented.

MOTION: **Moved by** Jodee Ruppel (Bob Heuvel), seconded by Joe Schultz (Vicki Lantz) **and carried** to go on record supporting the agricultural teacher recruitment and retention by use of initiatives as outlined by the Ag Education Incentives Task Force and direct National staff to develop project proposals for consideration at the January 2001 Board of Directors meeting.

- c. Tommy Gladden presented items from the Finance Committee.

MOTION: **Moved by** Leslie Small (Steve Gratz), seconded by Carol Spruill (Ron Reische) **and carried** to approve \$100,000 in funding to execute brand initiative whereby FFA staff will seek out a pro bono partnership with an experienced marketing/branding agency who will be engaged as the branding advisor to work with FFA through a five phased branding process. It is recommended that the National Advisor appoint a board member as chairman of this initiative. (Attachment 3)

MOTION: **Moved by** Carol Spruill (Ron Reische), seconded by Joe Schultz (Marshall Stewart) **and carried** to move to create a new position in the Educational Division to focus on services to the postsecondary student community.

- d. Kent Schescke offered an action item on behalf of Development and Partnership Division.

MOTION: Moved by Carol Spruill (Nick Siddle), seconded by Marshall Baker (Vicki Lantz) and carried to approve the Co-Branding program report, including an extension of the pilot program for six months, to further develop the local connections portion of the program.

Program Development and Direction (cont.)

Bernie Staller presented an overview of progress on Board goals in relation to “Moving FFA to the Next Level.” Division Directors were directed to focus on the reorganization structure, major accomplishments, and major issues.

- e. Tom Kapostasy, Division Director for Information Services and for Business Development and Services, presented information regarding the reorganization of the Information Services and Business Development and Services divisions including Communication Resources, Information Technology, Administrative Services (formerly FHRM), Customer and Distribution Services and Merchandising (replacing Dennis Shafer of Ventures, who is retiring). The team leaders gave an update of their objectives and progress since January.
 - Communication Resources – Bill Stagg
 - Information Technology – Mark Cavell
 - Administrative Services – Karen Goley
 - Ventures – Dennis Shafer
- f. Kent Schescke, Division Director for Development and Partnership, gave a report about upcoming activities and events since January.
 - National FFA Foundation – Tammy Meyer

The meeting adjourned at 5:50 p.m.

Tuesday, July 18, 2000

The meeting reconvened at 8:30 a.m. at the Hampton Inn Downtown, Maryland Room.

Program Development and Direction (continued from Monday)

- National FFA Alumni Association – Gene Starr
No board motions were presented.
- g. Anna Melodia continued the report for the Educational Programs Division.
 - Teacher Services Team – Dean Folkers reviewed highlights including the first Chapter Resource Guide 2000-2001 (CD-ROM), the Costa Rica Seminar, Ag Ed Inservice, scholarships, etc.
 - Student Services Team – David Doerfert review highlights including the Global Agriculture, FFA New Horizons, New Century Farmer, NLC SO, and State Presidents Conference.

10. Special Committee Report — Awards Selection

Ron Reische, Chair for the American FFA Degree, Star Farmer and Star in Agribusiness, presented the committee report. Mr. Reische thanked the committee members for their dedicated service.

MOTION: **Moved by** Carol Spruill (Ron Reische), seconded by Jodee Ruppel (Jacque Deeds) **and carried** to approve for receipt **2,265** American FFA Degrees of the **2,292** applications received for consideration this year. Further, that the National FFA staff conduct the American FFA Degree appeal process and present a report to the Governing Committee of the Board of Directors for consideration for receipt of the degree, as per board policy.

MOTION: **Moved by** Leslie Small (Vicki Lantz), seconded by Joe Shultz (Tommy Gladden) **and carried** to accept the four finalist Star Farmers and four finalist Stars in Agribusiness for 2000.

Vicki Lantz, Chairperson, presented the report for the Honorary Teacher, Honorary Other and VIP selections. Ms. Lantz thanked the committee members for their active participation.

MOTION: Moved by Marshall Baker (Ron Reische), seconded by Leslie Small (Jacque Deeds) **and carried** to bestow 50 Honorary American FFA Degrees to teachers, as listed, at the 2000 National FFA Convention.

MOTION: Moved by Carol Spruill (Bob Heuvel), seconded by Jodee Ruppel (Tommy Gladden) **and carried** to bestow 80 Honorary American FFA Degrees, Other, as listed, at the 2000 National FFA Convention.

MOTION: **Moved by** Jodee Ruppel (Jacque Deeds), seconded by Joe Shultz (Nick Siddle) **and carried** to bestow 10 VIP Awards, as listed, at the 2000 National FFA Convention.

Barry Anderson, Chairperson for the Distinguished Service Citation and the H.O. Sargent awards, presented the report for DSC and H.O. Sargent selections. Mr. Anderson thanked the committee members for their dedicated service.

MOTION: **Moved by** Joe Shultz (Tommy Gladden), seconded by Leslie Small (Nick Siddle) **and carried** to bestow three DSC Awards, as listed, at the 2000 National FFA Convention.

MOTION: **Moved by** Marshall Baker (Bob Heuvel), seconded by Carol Spruill (Vicki Lantz) **and carried** to accept and pass on for national consideration the four candidates, as listed, in the member category of the H.O. Sargent Award.

MOTION: **Moved by** Jodee Ruppel (Ron Reische), seconded by Marshall Baker (Tommy Gladden) **and carried** to accept the three candidates, as listed, for national level recognition in the non-member H.O. Sargent Award category.

11. Standing Committee Report — Policy, Constitution and Bylaws

Nick Siddle, Chair, presented the report for the Policy, Constitution and Bylaws committee. Mr. Siddle thanked the committee members for their contributions.

MOTION: **Moved by** Leslie Small (Steve Gratz), seconded by Carol Spruill (Vicki Lantz) **and carried** to approve both versions of the Waiver, Release of Liability and Consent to Medical Attention form for use with National FFA events and activities.

MOTION: **Moved by** Carol Spruill (Nick Siddle), seconded by Marshall Baker (Jacque Deeds) **and carried** to replace current Division II, Section D, Item 1a with the following: "All communications issued or carried by the National FFA Organization

will be consistent with its mission of developing the potential of students for premier leadership, personal growth and career success through agricultural education. The visual and verbal content of materials, presentations and communications vehicles will reflect the positive values associated with the organization and be appropriate for the age and educational environment of students and teachers. FFA will not disseminate materials or messages that are demeaning or harmfully discriminating on the basis of race, creed, color, sex, age, disability, or national origin.”

MOTION: **Moved by** Marshall Baker (Vicki Lantz), seconded by Joe Shultz (Tommy Gladden) **and carried** to approve the Communications Policy Statement (Division II, Section D, Item 2, new item a) for inclusion in the official policies of the national FFA Organization regarding communications.

MOTION: **Moved by** Leslie Small (Steve Gratz), seconded by Carol (Jacque Deeds) **to refer** the proposal to modify the medals which can be worn on the official FFA jacket (proper use of the FFA Jacket, pp. 11-12 of the 2000-2001 FFA manual) to the appropriate delegate (recruitment/retention) committee for discussion at the National FFA Convention (Fall 2000). With delegate input board action in January of 2001 could send a specific proposal to the delegates of the 74th National FFA Convention, October 2001.

MOTION: **Moved by** Marshall Baker (Nick Siddle), seconded by Carol Spruill (Steve Gratz) **to include** the guidelines for board and delegate relationships in all delegate and board member orientation materials. (Attachment 4)

12. **Standing Committee Report — Finance**

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

MOTION: **Moved by** Leslie Small (Tommy Gladden), seconded by Jodee Ruppel (Jacque Deeds) **and carried** to provide \$4,200 from capital reserves to replace materials no longer covered by the building warranty as identified by architect landscape designer.

MOTION: **Moved by** Joe Shultz (Steve Gratz), seconded by Jodee Ruppel (Bob Heuvel) **and carried** to approve a capital reserves request for equipment in the amount of \$64,400.

MOTION: **Moved by** Carol Spruill (Bob Heuvel) seconded by Leslie Small (Steve Gratz) **and carried** to approve the 2000-2001 FFA Organization Operating budget including any changes mandated at this board meeting.

MOTION: **Moved by** Joe Shultz (Ron Reische), seconded by Marshall Baker (Vicki Lantz) **and carried** to submit to the delegates for consideration at the 2000 National FFA Convention that 2001-2002 dues be set at \$5.00 per year.

MOTION: **Moved by** Marshall Baker (Tommy Gladden), seconded by Carol Spruill (Vicki Lantz) **and carried** to approve from capital reserve various improvements to the driveway and parking for an amount up to \$27,200.

MOTION: **Moved by** Carol Spruill (Steve Gratz), seconded by Jodee Ruppel (Bob Heuvel) **and carried** to amend the defined retirement benefit policy to allow use of a “reasonable rate of return” in calculating annual operations financial results. The “reasonable rate of return” shall be based on the prior years actual investment results

and limited to no less than 6% and no more than 8%. For the 1999-2000 year, since there is no prior year results, the reasonable rate of return shall be as budgeted and approved by the Board of Directors in July 1999.

MOTION: **Moved** by Marshall Baker (Tommy Gladden), seconded by Leslie Small (Ron Reische) **and carried** to approve the report of the Finance Committee.

13. Research Committee Report

Robert Terry gave the research committee report. No motions presented. (Attachment 5)

14. Administrative Items

Bernie Staller gave an update on administrative items. No actions necessary.

- Partner of the Americas Program (Memorandum of Understanding)
- California situation of violation of FFA symbol
- Computer Privacy Data
- Famous Name Efforts
- StrengthsFinders adoption
- Community Connections Established and emphasized good neighbor relationships with Dow Sciences, Lilly, Elanco Animal Health and others in the Indianapolis area.

15. Recognize Retiring Board Members, Consultants and Trustees

Remarks were given by Robert Terry, James Dawley, Paul Jaure, Bryan Gause, and Barry Anderson. Applause followed their comments.

MOTION: **Moved** by Carol Spruill (Jacque Deeds), seconded by Marshall Baker (Tommy Gladden) **and carried** for a commendation on a job well done of the retiring consultants.

16. Upcoming Meetings

The next FFA Board of Directors meeting will be held at the 73rd National FFA Convention on Monday, October 23, 2000 in Louisville, KY. Foundation Executive Committee will meet in Louisville, KY at the National FFA Convention on Wednesday, October 25, 2000 at 7:30 a.m. The next Foundation Board of Trustees meeting will be held on Tuesday, January 23, 2001 at the Hilton Old Town in Alexandria, VA.

17. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:40 p.m.

18. Executive Session with Senior Management

No motions in the Executive Session of the Board.



C. Coleman Harris, Secretary



Larry D. Case, Chairperson