

# Making a Difference

teaching leading learning

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### Watch for the LPS Logo

The logo below 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.



Building quality programs and pairing school to career in action

7 Keys to Success in Agricultural Education

Program Planning

3 Components

- Instruction
- SAE
- FFA

3 Strategies

- Partnerships
- Marketing
- Professional Growth

## Convention 2001: Making the Most of It

The 2001 edition of the national FFA convention will, in many ways, look and feel like its predecessors. Motivational messages and patriotic pageantry will bring goose bumps and newly set goals for many.

### Planning Tools

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

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. The planning tools are available on National FFA Online ([www.ffa.org](http://www.ffa.org), click on the convention section). Additional resources are being added frequently. Also, the *Advisor's Planning Guide* is available online.

### Speakers

Programmatically, the convention staff is making sure conventioners have plenty of experiences from which to choose. In addition to the national FFA officers, this year's speaker line-up includes Dick Vitale, ABC

and ESPN College Basketball Analyst (speaking at both opening sessions Thursday morning); Suzie Humphreys, motivational speaker (speaking Friday morning); and Bob Love, community relations director, Chicago Bulls (speaking Friday evening).

Vitale speaks enthusiastically about the lessons learned from sports and how to apply them to business and daily life. He uses a combination of humor and inspiration drawn from his career as a sixth-grade teacher, a college and professional basketball coach, and years as one of the best known network basketball analysts in history.



Humphreys has been making audiences laugh for more than 17 years. Her career has spanned the boundaries from administrative assistant to television talk shows. For five years she was seen on the Dallas ABC television affiliate program, News 8 ETC.

Love played for the Chicago Bulls from 1969 through 1976. He was the team's leading scorer and is the second highest scorer in Bull's history. In spite of this success, Love was not able to do something that everyone else seemed to do, talk without stuttering. When he retired from basketball, he tried for seven years to find a steady job and, in 1984, was hired as a dishwasher for \$4.45 an hour. At age 45, with the help of a speech therapist, he learned to speak without struggling. He will share his message that dreams can come true.



# Generating Convention Coverage in Your Local Media

**A**s your chapter prepares to attend the 74<sup>th</sup> National FFA Convention, you might start brainstorming ways to keep everyone at home updated on events. While all members can be involved in the planning, this is a perfect opportunity for chapter reporters to really contribute! There are many ways to ensure a chapter's convention story is told. Here are some ideas to start FFA members and chapter reporters thinking about how to generate coverage.

## Radio

Contact community radio stations. See if there's an opportunity for an FFA member to do a telephone interview from the convention site in Louisville. Some interview topics might include a member's participation in the Agricultural Ambassadors program or the National FFA Band, the experience of meeting members from across the nation, or the impact of visiting with business and industry professionals in the career show. If you're successful in scheduling an interview, contact a communications specialist at the National FFA Organization [media@ffa.org] or 317-802-6060 to share the good news and receive additional press information.

## Newspaper

Contact a reporter or the editor of your local newspaper. Some papers might like to feature an education or lifestyle story on the preparation required for a big event such as the convention. Talk about the hours of effort your chapter has contributed to an outstanding Program Of Activities,

work completed on an interesting supervised agricultural experience program (SAE), or the research members have done to prepare for the National FFA Agricultural Issues Career Development Event. Offer to give a demonstration of a competitive event in which your chapter members will be competing in Louisville.

## Television

Contact a reporter for a local youth publication or television news segment in your area and invite him or her to travel with your group to the convention. Explain to the reporter the impact of the National FFA Organization on your local community. Offer a chance for the reporter to see area students in action at the world's largest annual student gathering—the 74<sup>th</sup> National FFA Convention! Often a reporter will travel on his or her own budget if convinced it's a worthwhile story. Housing, meals and travel will need to be considered. (If a reporter accepts your offer, be sure to contact the National FFA Organization by calling 317-802-6060 and asking for a communication specialist. A specialist can offer additional press information to ensure a positive experience.)

## School Tools

Don't leave out your school's public relations tools. Some school systems have public relations professionals who can help you with publicity. Even if your school system doesn't have a public relations



professional, school papers, radio and yearbooks are great places to talk about the educational impact of the 74<sup>th</sup> National FFA Convention.

Display a board or produce a morning video announcement at your school counting down to the convention. You might include pictures or interviews about what each member is doing—in class or with a particular project—to get ready. Another idea is to post a board displaying your chapter's award goals for the whole year and then have FFA members not traveling to Louisville update it daily with the latest convention results.

This year, media background information will be available on the FFA website, [www.ffa.org]. Before you leave for the convention, make sure your local media know where to find convention news. Chapter reporters will want to visit the site beforehand to prepare for promoting convention. For more ideas or help in coordinating local media coverage of the national convention, contact an FFA communications specialist at [media@ffa.org] or 317-802-6060.

**by Michelle Foley, Communications Specialist, National FFA Organization**

FFA Advisors Making a Difference is published nine 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 affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer. FFA Advisors Making a Difference is prepared and published by the National FFA Organization in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

#### Important Contacts at the National FFA Center

FFA Staff	317-802-6060
FFA Ordering	1-888-332-2668
FFA Alumni	317-802-6060
NAAE	1-800-772-0939
The Council	1-800-772-0939
FFA Web site	<a href="http://www.ffa.org">http://www.ffa.org</a>

#### 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.

Rocky Mountain Marketing Communications, Inc.  
Editorial Consultant

Published by Larry D. Case, Coordinator, Agricultural and Rural Education, U.S. Department of Education

## Plan Your Convention Experience

**I**n volleyball, perfect practice equals perfect play. When a match is over, teams review game tape to discover what worked, what didn't and what they can carry into the next match.

The national FFA convention is a lot like a volleyball match. Solid preparation equals phenomenal experiences for your chapter. As temporary trip planners, you and your students have much to sort through before getting to Louisville. Add to the mix the task of bringing convention home. Suddenly, the planning process becomes very time-consuming. But, in a few minutes you can plot the points, look at the graph and shape your game plan—complete with activities designed to take the convention home.

### Plan, Experience, Reflect

Plan your four-day excursion with your students; this gives them ownership of their convention experiences. Seek out those events that prove to be valuable to your students and your chapter. Tour career development events (CDE) with your forestry team. Travel to Anderson Circle Farm with your beef producers or watch the Stars Over America Pageant with students who have exceptional supervised agricultural experience programs (SAEs).

Begin your plan with essential activities—chapter awards, CDEs and meetings. Then flip through the convention session highlights; leadership, career success and agriculture teacher workshops; and Louisville-area tours. Next, block in time for the FFA National Agricultural Career Show, concerts, dances and free time. Finally,

leave a few minutes to reflect and preview the next day's activities. As with a volleyball team, review your game tape. What did everyone enjoy? What did students learn? Take this time to answer questions provoked by a session or tour. Capitalize on your students' burst of motivation and work together to extend that inspiration back at the chapter.

### Share the Experience

Arriving in Louisville with a well-rehearsed game plan will keep the convention full of educational and entertaining adventures. With more than 46,000 members, advisors, guests and supporters present, the national FFA convention is a hotbed of great ideas. Ask your students to conduct mini-surveys before a session starts: What do other chapters do for fundraisers? Send students into the career show with a mission to interview company representatives who work in areas similar to their SAEs.

Your convention experience should not end with the drop of the gavel on Saturday. Back in your home chapter, use the convention for classroom discussion, the development of a new program or in casual conversation about college. Create a presentation detailing your chapter's convention travels. Share this with the school board, FFA alumni, city council, other student groups and chapter supporters.

A few minutes of planning will provide you and your students with more value than the spontaneous adventure often encountered at FFA conventions. So coach, grab your clipboard and game tape. It's time to review the past and plan for the future!



by Katie Dallam,  
Convention  
Management  
Intern,  
National FFA  
Organization





# Career Show Scavenger Hunt

Chances are you and your students will leave the National FFA Agricultural Career Show October 24-26 in Louisville aware of at least 10 careers you didn't even know existed. After all, there will be approximately 350 different exhibitors representing a broad array of industries—everything from farm equipment and pharmaceutical companies, to marketing services and computer technology. Key in the mix will be a wide array of educational opportunities and a long list of leading agricultural trade schools, colleges and universities.

students use the career show directory to identify exhibitors who can provide more information about the career opportunities they have listed. For example, if your students are interested in biotechnology, they might want to visit the exhibits of DuPont and Monsanto. Next, have them identify educational institutions that offer programs in the areas in which they're interested.

For each opportunity on their list, they need to come back with answers to the following questions:

- How much education is required?
- Which post-secondary or technical training programs are considered leaders in this area?
- What type of experience is preferred?
- What internships are available that offer this type of experience?
- Who is a contact in the industry who can tell me more about it?

Have students ask each person with whom they visit for a business card (businesses and educational institutions). Students also should ask the exhibitors, "What did you do and what would you have done differently to get where you are now?"

In addition, have students develop an "Indiana Jones List" after they get to the show and start visiting with exhibitors. This is a list of five new career opportunities they will learn about—opportunities they never knew existed. They need to come back with answers to the same questions cited above for each of these adventure opportunities.

## Back Home

Armed with the answers they have gleaned at the career show, have each student select one career from each

list. Have them research each of these opportunities, then develop a presentation on the one they find the most interesting. The presentation should complete the following sentences about the career area they've selected:

- The career area is:
- People who work in it do:
- The current demand for this career area is:
- The future demand for it is:
- This career area interests me because:
- This career area requires \_\_\_\_\_ amount of education beyond high school.
- One of the leading schools for this career area is:
- I will need to gain this type of experience to get there:
- Once I'm there, my next step will be:

Besides teaching and learning along the way, you'll be able to build a valuable reference guide of career opportunities and industry contacts, which will help future students get a leg up in the job market.

## Just For Fun

It's amazing what people will learn when they're just having a good time. Have you ever made a contest out of learning? You might want to have students go through the career show and look for things such as:

- the most interesting gadget or trade show give-away
- the most exciting computer application
- the coolest vehicle
- the most interesting livestock breed
- the most expensive piece of farm machinery
- the smallest college or the largest university
- the most lucrative chapter fund-raising project
- the career choice with the most travel opportunities

## Career Planning Assignment

You can help your students take advantage of this tremendous opportunity by providing a little guidance, even an assignment! In the

weeks leading up to the convention, ask the students who will be attending the convention to develop a list of the five careers in which they are most interested. These are most likely careers that come wrapped in a security blanket, probably the ones they know the most about and have thought about the longest.

When you develop your convention schedule, be sure to include time for your students to thoroughly review the career show. They'll need it to complete their assignment!

## At the Show

After you've registered and received your convention program, have your



# ORDER TODAY

## Resources for Teaching



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or online at [www.ffaunlimited.org](http://www.ffaunlimited.org)

### Advisor's Guide to the FFA Student Handbook

- ★ All new chapter on careers and SAEs
- ★ Updated and expanded lesson plans based on your feedback
- ★ New scorecards for speaking events
- ★ Color masters for certificate reproduction

### FFA Student Handbook

- ★ Colorful and exciting guide to the history, story and components of the FFA.

### Interactive FFA Student Handbook

- ★ An interactive tool for presenting the FFA Student Handbook.
- ★ System Requirements – Pentium/  
Pentium Compatible 133 Mhz or higher, 16 Mb RAM, PowerPoint and Word 95, 97, 98 or 2000, Quicktime (included on CD-ROM), 16x CD-ROM Drive, Windows 95, 98, 00 or ME

## Student Handbook Promotional Packages

These packages contain all of the necessary resources for you to teach information contained in the student handbook! Designed to provide information regarding FFA activities, benefits and opportunities that apply to all students. Select the appropriate package!

### Package #1

Includes 15 Student Handbooks, one Advisor's Guide and one CD-ROM. Package Price: \$69.00 AGSHP1

### Package #2

Includes 25 Student Handbooks, one Advisor's Guide and one CD-ROM. Package Price: \$90.00 AGSHP2

### Package #3

One Advisor's Guide and one CD-ROM. Package Price: \$25.00 AGSHP-01-CE

Order by calling  
1-888-332-2668  
or online at  
[www.ffaunlimited.org](http://www.ffaunlimited.org)



# FFA, Foods Resource Bank and Hunger

**N**o individual or program can solve the overwhelming problem of world hunger. But through Foods Resource Bank, you, your chapter and your community can take a step that will make a difference. You will see your unique gifts multiply through hands-on experience, and know that you and your students are helping people throughout the world who are in need.

Consider:

- More than 800 million people went to bed hungry last night: most of them were women and children
- Almost 200 million children under five years of age are underweight due to lack of food.
- Around the world, one child dies every seven seconds from hunger and related causes.
- Our world now holds 6 billion people. One billion live in absolute poverty on less than a dollar per day, while another two billion live on just two dollars a day.

## Foods Resource Bank is a Community in Action

The concept of Foods Resource Bank originated in Canada and has worked there for 18 years. In 2000, the Canadian Foodgrains Bank (CFGB) had more than 190 Growing Projects involving 10,000 acres. With cash donations and the sale of grain, CFGB raised more than \$5 million for hungry people.

As CFGB has shown, the most successful way to raise new resources and create a sense of community excitement has been through a community Growing Project.

Here's how it works:

- The annual use of land is donated or rented. Local farmers & FFA members plant

and harvest a crop on the designated land and contribute the harvest to FRB.

- Agri-businesses extend favorable prices or donations for inputs such as seed, fertilizer and crop protection products. Individuals, churches, civic clubs and communities provide resources to covers costs in excess of input donations.
- The harvested grain and food products are sold.
- Then, grain, food supplies, seeds, tools, etc., are purchased by members as close to the need as possible to fund their hunger and food security programs.



Members of Foods Resource Bank are communities of faith who have seen first-hand how the program has worked in Canada. These members propose, initiate, monitor, complete and report on food security programs. Working with their proven in-country partners, they can get the resources to the people in need without major “shrinkage” along the way. The harvest from your project can be directed to a member, or to a site-specific area in which members are sponsoring an FRB-approved program.

The immediate relief of hunger is an essential part of any program. Hungry people can't learn. Hungry people lack the strength to work. FRB programs are designed to meet these immediate needs. Yet the ultimate road to recovery is not “a box of food” followed by another box, and then another. The “sustainable road” is providing the knowledge and resources to

help people know the dignity and pride of feeding themselves.

FRB is committed to this end. Fully 75 percent of our resources will be directed to helping people feed themselves. Funds are used for training, seed, tools, fertilizer, irrigation systems, etc.

## Living the Motto

Learning to Do, Doing to Learn, Earning to Live, Living to Serve... and now an opportunity to serve on a global basis by doing what you do best—produce food! By participating in this program, you and your chapter will gain new insights on world food production and world hunger. The success of any growing project is driven by strong local leadership and organization. It's a way to put the classroom leadership theory into action.

You will find strong agribusiness support. FRB Growing Projects quickly become a vehicle for their charitable giving closely allied to their business and their community. But first, someone has to ask.

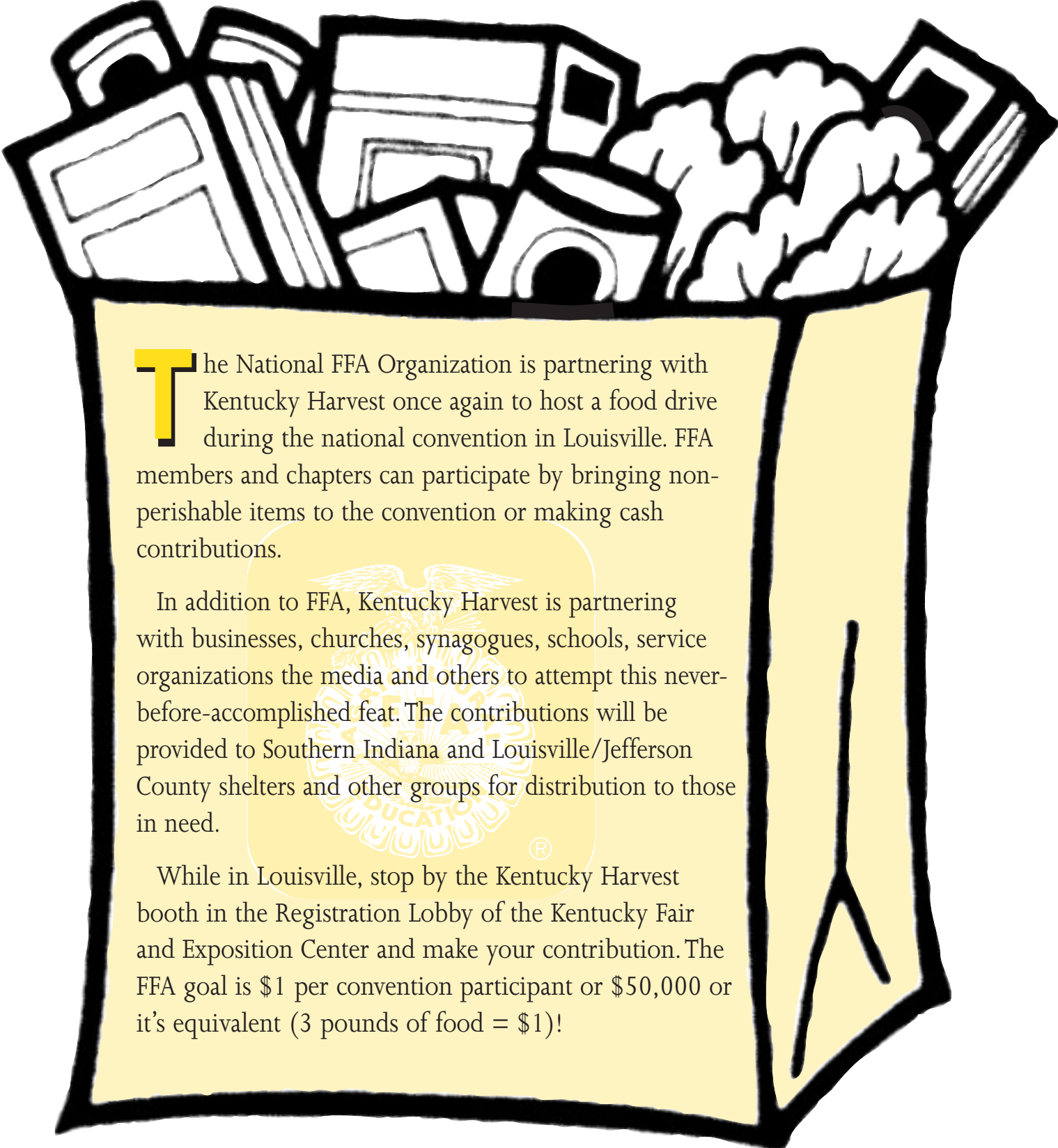
FFA has always enjoyed a wonderful image. Participating in a program where resources will be provided to hungry people they don't even know and may never see gets young people “outside of themselves” for a bigger cause. This will be noticed!

If you'd like to know more about starting an FRB Growing Project in your community, contact the Foods Resource Bank, 2141 Parkview Ave., Kalamazoo, MI 49008-3925; phone: 616-349-3467; fax: 616-349-8656; e-mail: [normfrb@aol.com]; website: [www.foodsresourcebank.org].

by Norm Braksick, Executive Director,  
Foods Resource Bank

# "A Million in a Month" Food Drive!

Goal: Collect One Million Pounds of Food in One Month



**T**he National FFA Organization is partnering with Kentucky Harvest once again to host a food drive during the national convention in Louisville. FFA members and chapters can participate by bringing non-perishable items to the convention or making cash contributions.

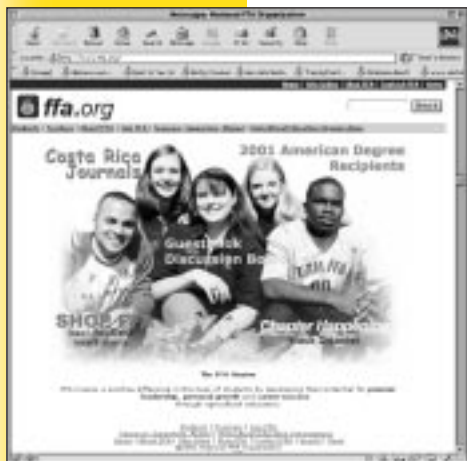
In addition to FFA, Kentucky Harvest is partnering with businesses, churches, synagogues, schools, service organizations the media and others to attempt this never-before-accomplished feat. The contributions will be provided to Southern Indiana and Louisville/Jefferson County shelters and other groups for distribution to those in need.

While in Louisville, stop by the Kentucky Harvest booth in the Registration Lobby of the Kentucky Fair and Exposition Center and make your contribution. The FFA goal is \$1 per convention participant or \$50,000 or it's equivalent (3 pounds of food = \$1)!



# Project AIM: Bringing New Tools to Teachers

Imagine registering for national conferences and workshops through the Internet. No paper forms to fill out and track, no running to the post office or shipping documents via an overnight delivery service to beat a deadline. Simply log on to the National FFA website, enter the information, click a button and bingo—you're done!



Online registration will soon be a reality—potentially as soon as 2002—along with many other benefits, as the National FFA Organization implements a three-year, \$3.2 million upgrade of its information

technology systems and procedures. Known as Project AIM (Accessing Information Management), these improvements will help develop a closer relationship between the national organization and FFA members, teachers, state staff and other key customers.

Dean Folkers, teacher services team leader, says, “When this project was initiated, we were asking ourselves, ‘How do we help local teachers become more successful? How can we use the Internet to help teachers, students and state staff?’ The conversation evolved into Project AIM.”

## Back Office to Your Office

One of the first tangible items, installation of sophisticated servers that will run the upgraded computer system, is complete. The FFA staff is now working with PeopleSoft, a

Fortune-500 software company, to install and learn to use new software. This top-of-the-line, state-of-the-art equipment and software will meet the current requirements and can adapt to meet the organization's future needs.

What does Project AIM mean for teachers and students? “In the long run, more tools and services will be delivered online as well as a significant increase in efficiency at the national level,” says Mark Cavell, FFA information technology team leader. “In the short-term, most of the differences will be internal to FFA—accounting and other back-office work. However, you should begin experiencing increased efficiency in things like order processing right away.”

## Online Membership and Ordering

This fall, four states are participating in an online membership pilot test. If all works as planned, this fall's membership roster will be the last one you complete on paper. Better yet, once the online membership system is in place, you'll be able to export your chapter's data for use in your chapter management system. State associations will also have the ability to export their membership information. Instead of each member's name, address and other information being keyed in at the local, state and national levels, it'll only be processed once. This will save not only time, but also minimize errors.

Take that same concept and apply it to ordering supplies via an online “customer portal.” Imagine logging on to order your banquet supplies. When you order a trophy or plaque that needs engraving, you will be able to key in exactly what you want it to say. This will result in faster delivery of

your order and reduce errors. Through the customer portal, you'll also be able to monitor your account. You'll be able to see if your order has been shipped, if your school's check has been received, etc. Plus, you'll have all of these benefits at your fingertips “24/7”—no more waiting to call during the appropriate hours.

## Additional Benefits

These aren't the project's only benefits. “We've done a lot of research and are developing ideas in many areas,” says Folkers. “We've discussed everything from online educational opportunities and interactive portfolios to providing templates for chapter management systems (things such as the chapter secretary's, treasurer's and reporter's books) as well as providing a way for former members to register. The system's design creates a powerful tool to build organizational capacity.”

This massive project is unlike any in the 73-year history of the organization and requires considerable funding. About half of the total budget is coming from sponsors. To date, the following sponsors have contributed to this effort:

- DuPont Crop Protection/Pioneer Hi-Bred International - A DuPont Business/DuPont Specialty Grains
- Ford Motor Company Fund
- Eli Lilly Company Foundation on behalf of Elanco Animal Health
- CNH Global - Case IH and New Holland

The balance of the budget is staff time and resources, which come from the organization's budget. Once the system is installed, however, operating costs are projected to drop significantly. *FFA Advisors Making a Difference* will cover new Project AIM features as they come online.



# Check out those who conquered risk and went to D.C... Read on for more details about how YOU can enter the 2002 contest!



Front Row (L-R): Phyllis Honor, Acting Administrator, Risk Management Agency; Tammy Shannon, Hillsboro FFA (Hillsboro, Ohio); Kory Ruggles, Scranton FFA (Scranton, North Dakota); Devon Dudley, Nettleton FFA (Jonesboro, Arkansas); Maria Ramsey, Talawanda FFA, (Oxford, Ohio); Jessica Mertens, New Raymer FFA (New Raymer, Colorado); T. Hunt Shipman, Acting Deputy Under Secretary, Farm and Foreign Agriculture Service; Back Row (L-R): Nathan Fegley, Berthold FFA (Berthold, North Dakota); Wravenna Phipps, Platte Valley FFA (Shelton, Nebraska); Drew Sponheim, St. Ansgar FFA (St. Ansgar, Iowa); Jennifer Bradley, Grapeland FFA (Grapeland, Texas); Tim Crabtree, Denton FFA (Denton, Montana).

That's right, these FFA members told us how they conquered risk and won an all-expense-paid trip to Washington, D.C., for themselves and their advisors. While in D.C., they were recognized in a special ceremony at the U.S. Department of Agriculture, met high-ranking USDA officials and congressional representatives, and toured our nation's capital. We believe the winners taught Commander Risk, Miss Manage and Strive a thing or two about managing risk while in D.C.

If you manage risk in your supervised agricultural experience program, tell FFA about it and enter your essay in the 2002 Risk Management Essay Contest. Ask your advisor for more details, or log onto [www.ffa.org](http://www.ffa.org) and find out how to enter!



The Risk Management Essay 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.



# Taking Advantage of Technology

Even though the technology sector of the stock market is down, you'd never know it by the volume of products and services that keep gushing out of the development pipeline. Many of these products and services can be applied in the classroom to streamline chores and enhance learning.

How many of these products and services are you taking advantage of in regards to managing your agricultural education program? What tech-tools does your school offer? Here are a few items to consider:

- database for student records (including grades, addresses, SAE programs and FFA activities)
- online resources for instructional materials
- CD-based instructional materials
- Projection-based lessons (PowerPoint and others)
- distance learning
- listserv to keep in touch with students, parents, other key individuals

## Communicating with Others

One way technology can provide an immediate impact is through streamlining communications. Does every student in your program have an e-mail address? If so, you can create a simple address book entry so that with a few clicks you can send messages to all of your students at once. This can be particularly helpful for teachers in block scheduling situations who don't see all of their students on a daily basis. It can be used to send messages about everything from meeting reminders to announcements about upcoming opportunities and events. You might also want to consider asking students

for their parents' e-mail addresses and creating a separate address book entry that sends messages directly to parents. Once you have these tools in place, consider sending your chapter newsletter electronically!

Another helpful tool is a chapter listserv or chat room where chapter members can exchange ideas. For these tools to be effective, however, they must be presented with a list of expectations and rules. They also must be monitored so that inappropriate messages and language can be minimized or eliminated.

Of course, if you haven't already established a chapter website, this is another powerful tool. Many chapters use them to communicate everything from class assignments to FFA activities. There are many good examples available via links from the National FFA website [[www.ffa.org/chapters/html/customindex.html](http://www.ffa.org/chapters/html/customindex.html)].

## Data Management

Another important area technology can impact is data management—everything from classroom and grade records to chapter management and SAE records. Do you have a database of your students so that you can easily mail (or e-mail) messages to everyone? How about your class attendance and grade records? Are they in an electronic format that minimizes the amount of time you have to devote to them? If not, start looking for a better way. There are lots of software programs and an infinite variety of techniques to streamline these types of classroom chores.

Several of these tools are available on the annual *Local Program Resource Guide* CD-ROM distributed to chapters by the National FFA Organization.

For example, did you know the CD contains a Chapter Program of Activities (POA) template? If you're still keying and rekeying your chapter POA or trying to set up a format that will work well, give this version a whirl. It is likely to meet your needs and save you time and frustration.

The *Local Program Resource Guide* CD-ROM contains a number of helpful tools—everything from proficiency and degree applications to handbooks and information about almost all national FFA programs. If you haven't yet popped your copy into your computer and spent a few minutes browsing, set aside time to do so soon!

## Instructional Resources

Many instructional resources are available in electronic formats. Some of these are even available at no charge. John Jones, an enterprising teacher in Fouke, Arkansas, has established a website where agriculture teachers are encouraged to share PowerPoint presentations they have developed. The site, located at [[www.foukeffa.org](http://www.foukeffa.org)], contains more than 300 downloadable lesson plans on everything from animal and plant science to agribusiness and FFA/leadership. There is even a version of "Who Wants to be a Millionaire?" developed around corn! Take a look and see if there are any lessons you'd like to download.

The ways in which technology can enhance education are as infinite as teaching ideas. If you have classroom technologies you'd like to share, please submit them to the editor at [[bmeyer@ffa.org](mailto:bmeyer@ffa.org)].



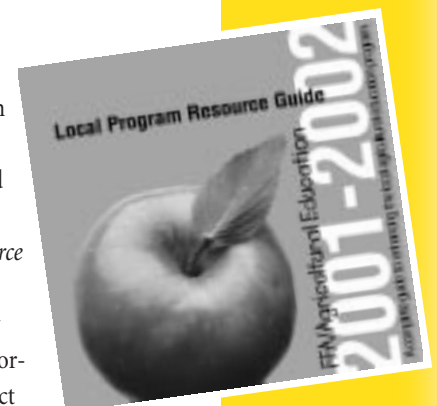
# 2002 Agricultural Proficiency Award Areas

The National FFA Organization and the National FFA Foundation are pleased to announce the proficiency areas that have been approved and sponsored for the 2002 award year. In 2002, there will be a record 49 proficiency awards available for which students can compete. They are:



- Agricultural Communications—Entrepreneurship/Placement
- Agricultural Mechanics Design and Fabrication—Entrepreneurship/Placement
- Agricultural Mechanics Repair and Maintenance—Entrepreneurship/Placement
- Agricultural Mechanics Energy Systems—Entrepreneurship/Placement
- Agricultural Processing—Entrepreneurship/Placement
- Agricultural Sales—Entrepreneurship
- Agricultural Sales—Placement
- Agricultural Services—Entrepreneurship/Placement
- Beef Production—Entrepreneurship
- Beef Production—Placement
- Dairy Production—Entrepreneurship
- Dairy Production—Placement
- Diversified Agricultural Production—Entrepreneurship/Placement
- Diversified Crop Production—Entrepreneurship
- Diversified Crop Production—Placement
- Diversified Horticulture—Entrepreneurship
- Diversified Horticulture—Placement
- Diversified Livestock Production—Entrepreneurship
- Diversified Livestock Production—Placement
- Emerging Agricultural Technology—Entrepreneurship/Placement
- Environmental Science and Natural Resources Management—Entrepreneurship/Placement
- Equine Science—Entrepreneurship
- Equine Science—Placement
- Fiber and/or Oil Crop Production—Entrepreneurship/Placement
- Floriculture—Entrepreneurship/Placement
- Food Science and Technology—Entrepreneurship/Placement
- Forage Production—Entrepreneurship/Placement
- Forest Management and Products—Entrepreneurship/Placement
- Fruit Production—Entrepreneurship/Placement
- Grain Production—Entrepreneurship
- Grain Production—Placement
- Home and/or Community Development—Entrepreneurship/Placement
- Landscape Management—Entrepreneurship/Placement
- Nursery Operations—Entrepreneurship/Placement
- Outdoor Recreation—Entrepreneurship/Placement
- Poultry Production—Entrepreneurship/Placement
- Sheep Production—Entrepreneurship/Placement
- Small Animal Production and Care—Entrepreneurship
- Small Animal Production and Care—Placement
- Specialty Animal Production—Entrepreneurship
- Specialty Animal Production—Placement
- Specialty Crop Production—Entrepreneurship/Placement
- Swine Production—Entrepreneurship
- Swine Production—Placement
- Turf Grass Management—Entrepreneurship
- Turf Grass Management—Placement
- Vegetable Production—Entrepreneurship/Placement
- Wildlife Management—Entrepreneurship
- Wildlife Management—Placement

All the application and information materials for these awards are contained on the 2001-2002 *Local Program Resource Guide* CD-ROM. Should you have any questions on this information, please contact Kevin Keith via e-mail at [k Keith@ffa.org] or by calling 317-802-4254 .



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# FFA Makes it Real, Partnerships Make it Happen



By Tony Small,  
Partner Development  
Specialist, National  
FFA Organization

With the convention fast approaching and plans being finalized, it's important to remember those who can make your program even more successful. School officials are there to assist you in providing opportunities for your students. Why not give them a first-hand look at what your program has available to offer students? Make it real for school officials (superintendents, principals, counselors, school board members, advisory board members, parents and other teachers) by providing them with the opportunity to see what agricultural education and FFA provide up close and in person.

## School Officials Events

There is a special day designed just for your school officials at the 74<sup>th</sup> National FFA Convention in Louisville. On Friday, October 26, FFA will host a special School Officials Luncheon and VIP Tour, complete with workshops, the overall convention site, the career show, and VIP seating for the fifth convention general session.

The School Officials Luncheon will feature selected speakers who will reinforce the importance of agricultural education in our country and the need for quality programs in the education system. After attending the luncheon, school officials will more fully realize the importance of their agricultural education program and what you do for the school as an agriculture teacher and FFA advisor. You can find more information on the School Officials Luncheon and the day's activities in the final edition of



## The Partnering Difference

the *Advisor's Planning Guide*. A special color insert in the middle of the planning guide is designed to provide you and interested school officials with needed information to schedule the day's activities.

## Program Benefits

Having school officials attend the convention will provide valuable time for you and your students to spend with them. You will be able to furnish information and visual examples of how students benefit from your program and attending the national convention. This is also a perfect time to celebrate the accomplishments of your chapter and show school officials the possibilities for making your program even more successful in the future.

Sharing the convention experience with a school official may be the spark that ignites the motivation for assistance you've been seeking. The primary goal of school officials is improving the conditions under which schools are organized for effective teaching and learning. The more benefit they see in your program for a larger number of students, the more support they will provide to your program. This is your opportunity to show school officials the power of your program.

## Getting on the Calendar

When inviting school officials to attend, please remember they are very busy and a convention visit may not

fit into their schedule. It's best to start with your principal and see if s/he has the time to attend. If the principal doesn't have the dates open, ask him or her if other school officials may be able to attend. They may ask an assistant principal, counselor, board member or the superintendent to attend for them. You may even want one of your advisory board members to attend, if a school official is unable. Once you have someone attend, they will return, spread the good word and others will want to go next year. Positive support for your program will increase and you'll be off to building strong partnerships with your school officials.

Remember, school officials are the people who can say "yes" or "no" to your agricultural education program. Administrators and principals are partners because they can say yes or no to budget requests. School board members are partners because they have the ultimate say in whether or not your program exists. Guidance counselors are partners because they can steer students toward or away from your program. Fostering awareness about your quality agricultural education program is essential for the life and improvement of the program.

When planning for the convention, do yourself, your students, your school and community a favor. Invite your school officials to take part in the convention. For more details on how to organize their experience, please refer to the *Advisor's Planning Guide* or contact Tony Small at 317-802-4300 or e-mail [tsmall@ffa.org]; or Michele Gilbert at 317-802-4301 or [mgilbert@ffa.org].

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# Teacher Resources

## Web-Based Lessons

TeachNet seeks to improve student learning by helping teachers integrate web-based lessons into the classroom. Teachers have access to curricula and technical specialists, grants, and a supportive network to further develop their skills. Teams of teachers design, digitize and publish a web-based curriculum, which is then disseminated to other teachers within their schools and around the world. Visit [<http://www.teachersnetwork.org/>].

## Instructional Resources

If you are in search of high quality instructional materials, take a look at what The Council has to offer! Twenty-five instructional materials products, which address most aspects of agricultural education, are available. Some titles include: Biotechnology, Landscape, Lawn Care & Golf Course Management; and Emerging Technologies in Agriculture. These instructional materials sets are still available for the unbelievable low price of \$20-\$25 each! To print an order form, or learn more about specific titles, please visit the "Instructional Materials" section of The Council's website at [[www.teamaged.org](http://www.teamaged.org/)], or call Mark Leitman at 1-800-772-0939. Materials can also be ordered online through the Ag Ed Resources Catalog at [[www.ffaunlimited.org](http://www.ffaunlimited.org/)].

## Agricultural Search Engine

An agricultural search engine (not a directory) is available at [<http://www.web-agri.com/>]. You can search for information on more than 500,000 agriculture web pages, which are being added to on a regular basis.

## Middle School Activities Guide

Wisconsin's *Model Academic Standards for Agricultural Education—Middle School Activities Guide* was recently released. The guide focuses on global agricultural systems, technology/information, leadership, agriscience/production, ecology/environment and business management and marketing. The guide addresses grades 5-8. Learning activities (written by classroom teachers) are complete with rubrics for assessment and are ready to implement in the classroom. Call 800-243-8782 to order your copy.

## Agriscience Conference Scheduled

How can an agriscience teacher with limited funds develop an exciting and interactive course? The top experts in the field and agriscience teachers have collaborated to present the "Science Alive" conference in Tucson, Arizona. Dr. Merle Jensen, designer of Disney's EPCOT Center, in collaboration with CropKing Inc. of Seville, Ohio, Flowing Wells FFA Chapter and the Hydroponic Gardeners of Tucson, designed a conference geared toward teachers, students, hobbyists and industry professionals in the area of hydroponics.

This unique conference, attended by teachers, students and industry professionals from throughout the United States, will be conducted for the second time January 2-6, 2002. University of Arizona credit is available to attendees. The topics covered will include classroom and greenhouse hydroponics, mushroom production and aquaponics (the raising of crops such as lettuce and fish such as tilapia) in a symbiotic system.

This reasonably priced experience offers high school students, teachers, hobbyists and industry professionals an opportunity to attend hands-on workshops with world-renowned and innovative presenters. If received by November 1<sup>st</sup>, teacher/adult registration is \$295 and student registration is \$225. Otherwise, registration will increase to \$350 for teachers/adults and \$275 for students with a final deadline of December 1. Registration is limited to 350. Registration will cover all meals and entertainment including an afternoon at Old Tucson Movie Studios, a BBQ dinner at the Triple C Chuck Wagon with the *Sons of the Pioneers* performing, a Mariachi Fiesta, a burger fry and pool party, a closing banquet and much more.

In addition, tours of Biosphere II, The University of Arizona's new Controlled Environment Agriculture Center, and Eurofresh, the largest commercial hydroponic tomato greenhouse in the United States (160 acres under glass) are all included. Participants will receive take-home materials, curriculum for teachers and samples. During the conference, attendees will choose from six training sessions and 15 "funshops" such as: classroom aquaculture, biological control of insects, cucumber production, mushroom production, lettuce, herbs and more.

Space should be reserved as soon as possible. The conference center is the DoubleTree Hotel, which is providing a special conference rate that includes a resort-quality hot breakfast buffet. The DoubleTree can be reached at 520-881-4200. For registration information, please visit the website at [[http://ag.arizona.edu/science\\_alive/](http://ag.arizona.edu/science_alive/)], or for further information e-mail Curt or Ann Bertelsen at [[sciencealive@ag.arizona.edu](mailto:sciencealive@ag.arizona.edu)] or call 520-408-6923.

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# Bush Addresses State FFA Presidents

President George W. Bush addressed the FFA State Presidents' Conference participants speaking on the subjects of agriculture, trade and education Friday, July 27, in the Eisenhower Executive Office Building. In addition to the president, Secretary of Agriculture Anne Veneman and several members of Congress were present.



Following President Bush's remarks, National FFA Secretary Jennifer Edwards presented him with an FFA windbreaker. From l to r: Edwards, Bush and Trent McKnight, national FFA president, who introduced Bush for his remarks.

"I want to thank again the members of Congress for being here to discuss with all of us, how do we make sure American agriculture thrives as

we head into the 21<sup>st</sup> century," Bush said. "After all, we're talking about national security. Can you imagine a country that was unable to grow enough food to feed the people? It would be a nation that would be subject to international pressure. It would be a nation at risk."

Bush indicated his administration was emphasizing agriculture in trade

negotiations. "Agriculture will be the cornerstone of our international trade negotiations."

## Education

Regarding education, Bush focused on accountability. "If you're in the agricultural sector, you're judged by results. You're judged by the size of the crop you grow. You're judged by whether or not you can plow a straight line," Bush said. "It's a results-oriented world and that's what education ought to be as well."

"There's a fundamental reason why: Because we don't want anybody left behind," Bush continued. "If you don't measure, how do you know whether somebody is being left behind?"

## Challenge to Serve

Bush challenged the group to serve the country. "America is a country that needs your help," Bush said. "All of us can be leaders in individual ways, by making right choices, for starters, by being responsible for the decisions you make in life."

"But there's something else you can do, too. There are people in our society who hurt and we can change America one soul at a time," Bush said. "If you find somebody in need, help them out. If you've got a neighbor who needs some compassion, take time to help your neighbor understand somebody loves him. If you've got a friend who maybe is lonely and hopeless, put your arm around him or her. Become a mentor. Become a pal. Reach out to somebody in need and you'll be amazed at what happens."

The FFA State Presidents' Conference (SPC) is a week-long leadership conference for two state officers from each association held annually in Washington, D.C. In addition to leadership development, participants develop an understanding of partner relationships and begin the initial phase of the national delegate process. SPC is sponsored by Chevy Trucks and GMAC as a special project of the National FFA Foundation. For the full text of Bush's remarks, click on [[www.whitehouse.gov/news/releases/2001/07/20010727-5.html](http://www.whitehouse.gov/news/releases/2001/07/20010727-5.html)].



# Distance Learning Courses Offered

Norman Borlaug University (NBU) announces the launch of three agriculture-oriented adult education courses at its website, [[www.nbulearn.com](http://www.nbulearn.com)]. These non-credit courses are open to all interested parties.

As an example, Ruminant Animal Nutrition, authored by Patricia Schoknecht of the University of Richmond, teaches the basics regarding how plants grow and provide

nutrition, the digestive anatomy and feeding behavior of ruminants, rumen fermentation and microbes, and fatty acids and their metabolism. The four-hour, four-part course is \$150.

"These courses apply the most recent technology. They are amply illustrated with drawings, photography and streaming video," says Brent Monahan, NBU vice president, learning development. "Interactive exercises and quizzes provide self-

tests. Professors are available to answer content questions via e-mail. Many studies show properly designed, Internet-based learning is as effective or more effective than classroom-based education."

The one-year-old NBU is a for-profit, Web-based knowledge company that delivers just-in-time learning to and about agriculture and the food system.



## Poth Selected for America's Promise Youth Team

Engaging young people in its effort to build the character and competence of their peers, America's Promise recently announced that FFA member Katy Poth, 19, of Pickering, Ohio, has been selected to its Youth Partnership Team. The Youth Partnership Team—made up of 15 young activists, ages 14- to 22 years old, will serve as a sounding board and leadership group for the America's Promise staff.

“At the heart of the America's Promise movement is the tenet that young people like Katy are resources and leaders—part of the solution, not the problem,” says Peter Gallagher, president and CEO of America's Promise. “To truly fulfill the promise of America, we need to engage an ever-increasing number of young people in the important work of communities nationwide. Young people must be seen—and see themselves—as a vital source of service to benefit other children and youth. The Youth Partnership Team is one important step in our larger strategy to further engage the youth of this nation.”

A student at The Ohio State University, Poth is serving as national FFA eastern region vice president. As a member of the Youth Partnership Team, Poth will play an integral role in fulfilling the Five Promises of America's Promise to youth nationwide:

- Ongoing relationships with caring adults—parents, mentors, tutors or coaches;
- Safe places with structured activities during non-school hours;
- Healthy start and future;
- Marketable skills through effective education; and
- Opportunities to give back through community service.

Poth was chosen because she demonstrates significant service and leadership potential to benefit children. Poth's term of service for the Youth Partnership Team is one year with the option to renew for a second year.

America's Promise was founded at the Presidents' Summit for America's Future in 1997, where Presidents G.H.W. Bush, Carter, Clinton and Ford, with Nancy Reagan representing President Reagan, challenged the country to make children and youth a national priority. Colin Powell is founding chairman. The mission of America's Promise is to mobilize people from every sector of American life to build the character and competence of our nation's youth by fulfilling the Five Promises.

## Record Number of American FFA Degree Candidates

A record number of American FFA Degree candidate applications were received and accepted this year—2,408. The American FFA Degree is the highest degree of membership a member can attain. Only about one half of one percent of the total national membership earn this high honor. The American FFA Degree recipients will be recognized at the 2001 National FFA Convention in Louisville on Saturday, October 27. Each recipient will receive a special certificate and the coveted gold key, symbolic of this high degree of membership. Recipients will also be honored at a luncheon. The recognition is sponsored as a special project of the National FFA Foundation by Case IH; BASF; The Farm Credit System; and Pioneer Hi-Bred International, Inc. For a list of the 2001 American FFA Degree candi-

dates by state, visit [[www.ffa.org/programs/degree/html/customindex.html](http://www.ffa.org/programs/degree/html/customindex.html)].

## Award News Online

In addition to the American FFA Degree candidates, other award news is also available on the FFA website. Honorary American FFA Degree candidates can be found at [[www.ffa.org/programs/honamdegree/index.html](http://www.ffa.org/programs/honamdegree/index.html)].

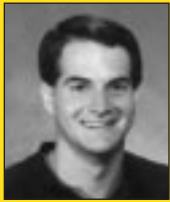
## FFA Chapter Awarded \$1,000 Grand Prize

In August 2000, Hamilton-Locke, Inc., a Utah-based agriculture software company, launched an identification contest for all registered FFA chapters. A contest poster containing nearly 1,000 photos of weeds, insects and crop diseases arranged in a large grid was mailed to every FFA chapter. FFA members were invited to get together with their chapter and identify as many photos as possible using any resource available. The photos were all taken from the *AgExplorer* CD-ROM. The grand prize was a \$1,000 cash award for the winning chapter. Second- and third-place chapters received *AgExplorer* software for all computers in their school labs. Official certificates will be awarded at the 2001 National FFA Convention in October. This was a very difficult contest and all those who participated are to be commended. Congratulations to the contest winners:

- 1<sup>st</sup> place: Enterprise High School FFA, Enterprise, Utah
- 2<sup>nd</sup> place: North High School FFA, Bakersfield, California
- 3<sup>rd</sup> place: Alcorn Vocational Technical Center FFA, Corinth, Mississippi

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# Infusing Technology into Agricultural Education



by Mark Leitman,  
Special Projects  
Director, National  
Council for  
Agricultural  
Education

Continuous advancements in the agricultural industry are affecting all components of agricultural education. Are you keeping pace? Only you know the answer to this question. How can an FFA advisor handle the numerous tasks associated with a fully integrated agricultural education program, and still stay abreast of constant advancements in the industry? Obviously, there is no simple answer to this thought-provoking question. Fortunately there are places where you can find help.

Recently released by The Council and available through the National FFA Organization, a set of high-

quality instructional materials addresses technology education in agriculture. The materials are appropriately titled, "Emerging Technologies in Agriculture." These materials contain seven modules, with 39 lessons that focus on a variety of technology applications in agriculture. Some examples of this technology include: global positioning systems, precision animal management, precision irrigation management, introduction to biotechnology, and physical and mechanical technologies. One lesson shows students how to build a soil moisture probe using a paint paddle, nails, wire, an ohmmeter, a 9-volt battery, a resistor and some electrician's

tape. In another lesson, students learn how microchips and electronic readers are being used to aid livestock owners in identifying and collecting valuable data on animals.

More information can be obtained by visiting the "Instructional Materials" section of The Council's website at [www.teamaged.org]. You can also find information and place orders by contacting the National FFA Organization at 888-332-2668 or by shopping online in the *Ag Ed Resources Catalog* at [www.ffaunlimited.org]. Ask for "Emerging Technologies in Agriculture" instructional materials. The product code is ETECCD.



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## Looking Ahead

Look for your next issue of *FFA Advisors Making a Difference* the mid-October. It will feature stories about Local Program Success as well as providing teaching resources and FFA news.