

THE cOre



Solutions for teaching and learning in
your Agricultural Education program.

welcome to

THE CORE

Dear Agriculture Teacher:

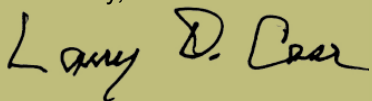
The Agricultural Education Resources Catalog has a new look and great new products to assist you in the classroom.

Along with the new look and exciting new products, you will notice that the Core is organized a bit differently. The educational support products are now organized by their relevance to areas of the Local Program Success model. From Program Planning to Marketing, you can easily find the support products you need for each area in your classroom. Not sure what area a product pertains to? Just look for it by name on the alphabetical index, which is found on pages 4 and 5.

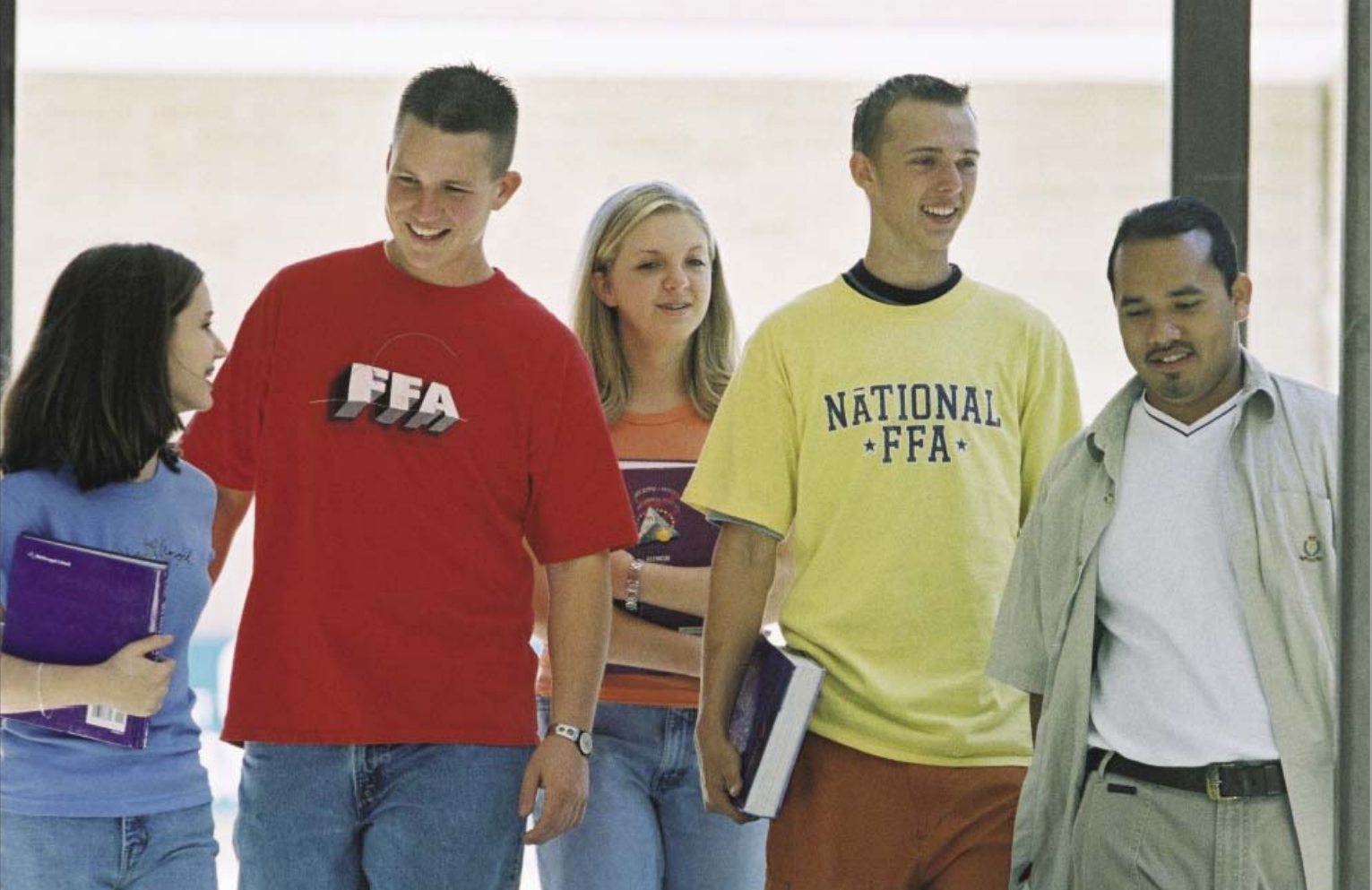
The Core also contains helpful tips and comments on products straight from your peers. Keep an eye out for the Core Advice sections, which can be found throughout the catalog.

All products are also available for purchase at <http://www.ffaunlimited.org>.

Sincerely,



Larry D. Case, Ed. D.
National FFA Advisor



new products

These are just a few of the new products you'll find. *Please note availability dates.*

Banquet Planning Guide

See Page 6

Available: August 2004

GUIDE-BANQPLAN \$10.00 each

Banquet Supply Kit

See Page 6

Available: January 2005

KIT-BANQSUPPLY \$200.00

Charlie Greenhand's Ag Trivia Challenge

See Page 17

Available: August 2004

GAME-AGTRIVIA \$49.00 each



Empower: An Officer's Guide to Chapter Leadership

See Page 6

Available: August 2004

GUIDE-OFFICERTRAIN \$44.00 each

FFA Quick Facts

Pocket Cards

See Page 5

Available: August 2004

FFA-QUICKFACTS \$5.00/10 cards

SAE Idea Cards

See Page 3

Available: August 2004

CARDS-SAE \$20.00/box

SAE Poster Series

See Page 3

Available: August 2004

POSTER-SAE \$20.00/set (laminated)

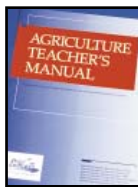
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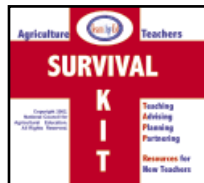
program planning



Agriculture Teacher's Manual

The teacher's pet when it comes to agricultural education. This must-have manual is fundamental to each agriculture teacher. It includes everything from a guide to achieving program success to helpful organizational tips. Don't enter a classroom without a copy!

TOM \$15.00 each



Agriculture Teacher's Survival Kit

This collection of leadership materials is crucial to any teacher's survival. With a wide variety of lessons, activities, and topics, this kit will help you survive anything that comes your way.

SURVKITCD \$25.00 each



Community-Based Program Planning CD-ROM

This interactive CD-ROM is a road map to the tomorrow of agricultural education. Includes tips on everything from creating a vision to implementing it. You should plan on getting a copy!

CBPPCD \$10.00 each

Local Program Resource Guide

Vital program information at your fingertips! This convenient CD-ROM makes your job a lot easier with updates, status reports, and additional materials. Make as many copies as you'd like of any of the materials on this disc. Everything is just a click away!

CD-2004 \$25.00 each

Minimum System Requirements
PC - Windows 95 or greater
32 Mb of available RAM
Internet Explorer 5.0 or greater
CD-ROM Drive
Mac - OS 8.1 or greater
32 Mb of available RAM
Internet Explorer 5.0 or greater
CD-ROM Drive



core advice

"Because the Local Program Resource Guide is so comprehensive, I use it as a tool to prepare CDE teams, and even to develop our program of activities."

David Ritter, Agriculture Education Instructor, South Hunterdon Regional High School, NJ

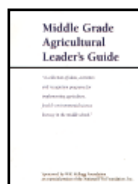


Local Program Success Guide

Looking to build the best FFA chapter? Well, look no further! This guide is jam-packed with all the tools and strategies you'll need to improve your agricultural education program. LPS is a joint initiative of The Council and USDE, with cooperation from the National FFA Organization and NAAE.

LPSE FREE

*Only one per chapter.
Shipping not included.*



Middle Grade Agricultural Leader's Guide

Need ideas for middle school agricultural education? The Middle Grade Leader's Guide contains a full collection of ideas, activities, and recognition programs to put into practice. This guide will increase agricultural, food and environmental science literacy, all while uncovering the numerous benefits of FFA.

MSG \$5.00 each



supervised agricultural experience (SAE)

NEW!! SAE Idea Cards

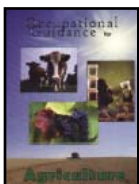
Ever hear, "I don't know what to do for my SAE?" This collection of SAE activity cards puts hundreds of ideas at your student's fingertips. The cards can be sorted according to area of agriculture, type of SAE program or type of opportunity. These valuable cards will help you, as well as your students, generate ideas for SAE programs.

Available: August 2004
CARDS-SAE \$20.00/box

NEW!! SAE Poster Series

A picture is worth a thousand words thanks to these great visual aids for the classroom! These posters help reinforce the basic concepts of SAE. They can be added to a teacher's current bulletin board, used as a teaching reference when instructing students about SAE's, or displayed in the classroom as a constant reminder of the many benefits of the SAE program.

Available: August 2004
POSTER-SAE \$20.00/set of 7 (laminated)



Occupational Guidance for Agriculture

Discover the perfect agricultural profession! With over 140 possible careers to choose from, this guidebook will help answer questions concerning types of careers, with information about their hours, earnings, necessary level of education, personal qualifications, and advancement opportunities.

OGA \$39.00 each



SAE Experiencing Agriculture Handbook

Why do I have to participate in an SAE? If you've heard that question before, you can help your students understand the reasoning behind the SAE program and the many benefits it offers them with this informational handbook. Includes a full overview of SAE's history.

SAEHDBK \$10.00 each

SAE - It's More Than You Think Video

It really *is* more than you think! This video will assist new students with their SAEs from start to finish. Complete with FFA member testimonials, this video will give the guidance and direction needed to motivate your students.

(Time: 16 min. 09 sec.)

SAE-V-92 \$10.00 each

SAE - Experience It! Video

You won't believe it unless you experience it for yourself! With an enlivening look at "out-of-the-box" SAEs, this video will encourage members to develop their own inventive SAE using a variety of resources. A valuable educational brochure is also included.

(Time: 12 min. 40 sec.)

SAE-VID-99 \$10.00 each



Achievement Certificate

Don't forget to recognize students for all their hard work! Use these great Achievement Certificates to honor students for achievement in agricultural proficiency awards and CDEs.

ACHCERT \$2.00 (pkg. of 10)

Additional SAE Resources:

Looking for additional SAE resources? Find record keeping software and other materials by clicking the "Educational Aids and Materials" link on the web page below.

<http://www.ffa.org/dcd/>

FFA



Official FFA Manual

The ABC's of FFA. Everything your chapter must know about the FFA history, bylaws, constitution, award programs and activities. Buy them individually or get a price break when you buy 25!

OM-05 \$1.00 each
\$20.00 (pkg. of 25)

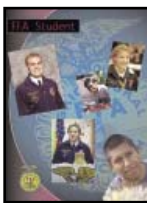
En Espanol
SOM-05



NEW! FFA Quick Facts Pocket Cards

Have all the vital FFA facts on one convenient, pocket-sized card. The card briefly explains and represents the FFA mission of leadership, personal growth and career success and the definitions of each. The vision and creed of FFA are also included. The cards can be used in Greenhand initiations, as a resource for local members joining FFA, or as a gift for the completion of a course. Labels provided for chapter personalization.

Available: June 2004
FFA-QUICKFACTS \$5.00/10 cards



FFA Student Handbook

Get your members EXCITED about the opportunities offered through FFA with the *FFA Student Handbook*. This valuable resource is designed with your members in mind and contains detailed information about FFA in a fun, easy-to-follow format. Sponsored by CNH Capital.

NSTH-01 \$3.25 each

En Espanol
SNSTH-01



FFA Student Handbook - Advisor's Guide

An exceptional reference manual for advisors. This instructional reference for the *FFA Student Handbook* includes everything you'll need—from complete lesson plans to handouts and quizzes—to make FFA an enjoyable, educational experience for you and your students. Sponsored by CNH Capital.

AGSH-01 \$15.00 each



FFA Student Handbook - Interactive CD-ROM

Sit back and let your PC do the work! This interactive CD-ROM presents the *FFA Student Handbook* in a whole new way featuring a PowerPoint presentation that includes sound, video, graphics, and hyperlinks. For PC use only. Not Macintosh compatible.

NSTHCD \$25.00 each

System Requirements:
Pentium/Pentium compatible
133 Mhz or higher
16 megs of RAM
PowerPoint and Word 95, 97, 98 or 2000
QuickTime (included on CD-ROM)
16x CD-Rom Drive
Operating System: Windows 95, 98, 00, ME or XP

NEW! FFA Student Handbook Poster Series

This poster series highlights the FFA mission, creed, historical timeline, emblem and organizational structure as they're described in the *FFA Student Handbook*. Use them when introducing students to FFA, and to show support for FFA as an integral component of your agricultural education program. Sponsored in part by Bader Rutter & Associates Inc.

Available: August 2004
POSTER-FFA \$15.00 (set of 20)

NEW!! Banquet Planning Guide

Need help planning a chapter banquet? This CD-ROM has everything you'll need to organize a meaningful and memorable banquet for your members and supporters!

Includes:

- A task list for your classroom calendar
- Templates for committee agendas, banquet programs, menus, invitations, and more
- Tips for decoration, presentations, theme integration, and music
- Suggestions for selecting and hiring speakers

Available: August 2004

GUIDE-BANQPLAN \$10.00 each

NEW!! Banquet Supply Kit

Wonder where to get started in planning your banquet? The Banquet Supply Kit has all of your banquet essentials! Prepare a banquet for 100 people for only \$200! This is a \$245 value!

Includes:

- Pennant strings (2)
- Balloons (pkg. of 100)
- Blue and gold crepe paper (1 roll each)
- Table centerpieces (25)
- Placemats (100)
- Program covers (100)
- FFA napkins (100)
- Salad bowls (125)
- 12 oz. foam cups (4 pkgs. of 25)
- 9" Chinette paper plates (125)
- Blue plastic utensils (13 pkgs. of 8 sets each)
- Drink coasters (100)
- Dinner mints (100)

Available: January 2005

KIT-BANQSUPPLY \$200.00

No product substitutions

NEW!! Empower: An Officers Guide to Chapter Leadership

Help your chapter officers develop the skills they need to become the leaders of tomorrow. This comprehensive training and planning guide includes all the lesson plans, forms and templates you and your officers will need to operate a successful FFA chapter. Both an officer's guide and advisor's guide are included. Topics covered in the guide include:

- Chapter officer elections
 - Officer empowerment and leadership development
 - Training, retreats and meetings
- Empower even includes 30 common barriers and problems officers encounter with solutions for resolving those obstacles! Product development provided by Bayer as a special project of the National FFA Foundation.

Available: August 2004

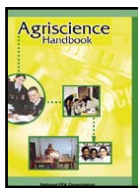
GUIDE-OFFICERTRAIN \$44.00 each

core advice

"We utilize the FFA Manual to cover the basics of FFA within our chapter. When I was a first-year teacher, the handbook helped me fill in any blanks I didn't know about ceremonies and the history of the organization."

*Craig Zimprich,
Agriculture Education
Instructor, McClusky
Public Schools, ND*

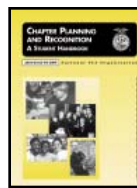




Agriscience Handbook

Get tips on applying for FFA's agriscience awards programs. How to apply for an award, lessons on how to write a scientific paper, and information on the scientific method are all included in this useful handbook.

ASH-01 \$10.00 each



National Chapter Award Handbook

An outstanding guide to assist you in applying for national recognition. The handbook provides an in-depth overview of the National Chapter Award Program and the instructions you need to apply for a national chapter award.

NCAH-01 \$5.00 each

En Español
SNCAH-01



Agricultural Proficiency Award Handbook

Need help completing an FFA Proficiency Award Application? Help is here! Use this handbook to complete the two different FFA proficiency award applications for 48 different areas.

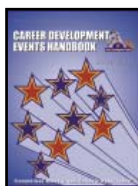
PAH-01 \$5.00 each



American FFA Degree Handbook

It's the American FFA Degree made easy! Get guidance on how to prepare an award-winning application for the American FFA Degree with this convenient handbook.

AFDH-01 \$5.00 each



Career Development Events Handbook

All the essentials for CDEs together in one easy-to-use and understand format. Use the handbook to reference the rules, regulations and descriptions of National FFA CDEs.

CDEH-01 \$10.00 each

Secretary, Treasurer & Program of Activities Record Keeping Software

Remove the guesswork of completing committee reports, minutes, correspondence, budgets, inventory and auditing by combining your secretary's book, treasurer's book and POA into one easy-to-use document! Includes a complete program of activities template and sample pages. Program requires Claris Filemaker 3.0 or greater.

To purchase Claris Filemaker 5.0 as a package with the Secretary, Treasurer & Program of Activities Software:

STPOA-MAC-S \$190.00 each
(MAC version)

STPOA-PC-S \$190.00 each
(PC version)

To purchase the Secretary, Treasurer & Program of Activities Software only:

STPOA-MAC-U \$32.00 each
(MAC version)

STPOA-PC-U \$32.00 each
(PC version)

To purchase Claris Filemaker 5.0 only:

FILEMAK-MAC \$175.00 each (MAC version)
FILEMAK-PC \$175.00 each (PC version)



Secretary, Treasurer & Program of Activities Workbook

A must-have for all chapters! This workbook assists in chapter management by walking you through the Secretary, Treasurer and Program of Activities (POA) software with sample forms, records and POA planning sheets.

STPOA-WB \$15.00 each



PALS CD-ROM

Want to start a new PALS program or improve your current one? This CD-ROM is the resource your chapter will need. Designed to aid advisors and members in developing support and plans of action for their PALS program, the disk includes PowerPoints, activities and documents that can be used to train mentors and tell supporters about the program.

CD-ROM contains:

- Getting Started: An Advisor's Guide to PALS
- PALS Advisory Committee Training Manual
- PALS Advisory Committee Handbook
- PALS Mentor Training Activities Booklet
- Various ready-made forms, handouts and letterhead
- PALS Activity Handbook Vols. I, II, III

PALS-CD \$10.00 each

Reporter's Solution Software

Attention all chapter reporters! Make note of this product! We've made your life easier with the Reporter's Solution. This software includes a complete list of reporter's duties along with templates for news releases, cover stories, newsletters and more. Program requires Claris Filemaker 3.0 or greater.

To purchase Claris Filemaker 5.0 as a package with the Reporter's Solution:

REP-MAC-S \$185.00 each

(MAC version)

REP-PC-S \$185.00 each (PC version)

To purchase the Reporter's Solution only:

REPORT-MAC \$25.00 each

(MAC version)

REPORT-PC \$25.00 each

(PC version)

To purchase Claris Filemaker 5.0 only:

FILEMAK-MAC \$175.00 each

(MAC version)

FILEMAK-PC \$175.00 each

(PC version)

**System Requirements (Claris Filemaker 5.0)
Macintosh: 8 MB RAM, CD-ROM drive (for Filemaker), System 7.1 or higher, Claris Filemaker 3.0 or higher.

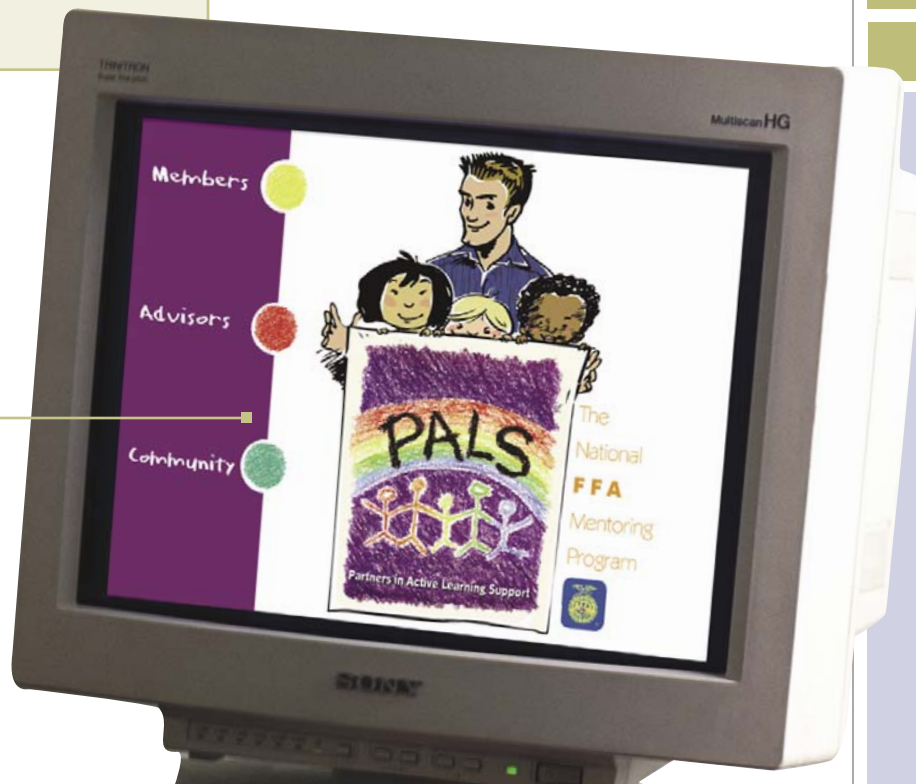
IBM compatible computers: 8 MB RAM (16 MB recommended), 486 or Pentium processor, CD-ROM drive (for Filemaker), Windows '95 or Windows NT 3.5.1, Claris Filemaker 3.0 or higher

Claris Filemaker prices and version subject to change at manufacturer's discretion.

core advice

"I have integrated the Student Handbook into PowerPoint presentations that supplement my Introduction to Agriculture course."

J.D. Cant, Agriculture Education Instructor, Imbler High School, OR



FFA: CDE Materials



Career Development Events Handbook

All the essentials for CDEs together in one easy to use and understand format. Use the handbook to reference the rules, regulations and descriptions of National FFA CDEs.

CDEH-01 \$10.00 each

Career Development Event Questions and Answers

Finally, the answers you are looking for! There's no better way to prepare your team for their upcoming CDE. Order the national CDEs questions and answers for your program's event and get outstanding results! These guides will provide practicums, tests and answer keys for most National FFA CDEs.

NCQ-03 \$29.00 full set

2003 Individual Events \$5.00 each

Agricultural Communications - NCQ-AC-03
Agricultural Issues Forum - NCQ-AI-03
Agricultural Mechanics - NCQ-AM-03
Agricultural Sales - NCQ-AS-03
Agronomy - NCQ-AG-03
Dairy Cattle Evaluation - NCQ-DC-03
Dairy Foods - NCQ-DF-03
Environmental & Natural
Resources - NCQ-ENR-03
Extemporaneous Public Speaking -
NCQ-ES-03
Farm Business Management - NCQ-FB-03
Floriculture - NCQ-FL-03
Food Science and Technology - NCQ-FS-03
Forestry - NCQ-F-03
Horse Evaluation - NCQ-H-03
Job Interview - NCQ-JI-03
Livestock Evaluation - NCQ-L-03
Marketing Plan - NCQ-MP-03
Meats Evaluation & Technology - NCQ-M-03
Nursery/Landscape Management -
NCQ-NL-03
Parliamentary Procedure - NCQ-PP-03
Poultry Evaluation - NCQ-P-03
Prepared Public Speaking - NCQ-PS-03

Previous Years:

2002 - NCQ-02 \$29.00 full set
2001 - NCQ-01 \$29.00 full set

Career Development Event Scan Forms

Prepare your CDE team for their event by practicing with the NCS scan forms used to score the National FFA CDEs. \$35/100

Agricultural Communications - 228574
Agricultural Mechanics - 228574
Agricultural Sales - 228574
Agronomy - 228576
Dairy Cattle Evaluation - 239560
Dairy Foods - 239561
Environmental/Natural Resources - 228576
Farm Business Management - 228574
Floriculture - 228576
Food Science - 228576
Forestry - 205945
Horse Evaluation - 239559
Job Interview - 228574
Livestock Evaluation - 239559
Meats Evaluation - 239562
Nursery/Landscape - 228576
Parliamentary Procedure - 228574
Poultry Evaluation - 239563

Multipurpose Scan Form 205948

Multipurpose forms are used to score reasons and individual practicums for the following National FFA CDEs:
Agricultural Issues
Dairy Cattle Evaluation
Floriculture
Forestry
Horse Evaluation
Livestock Evaluation
Marketing Plan
Nursery/Landscape
Parliamentary Procedure
Poultry Examination

Career Development Events - Experience 23 CDEs Video

Explore the 23 CDEs offered at the national level! This video takes a motivational approach toward the competitive events and their connection to local curriculum and careers. It's a fun, upbeat and educational video that your members will enjoy.

(Time: 4 min. 07 sec.)
CDEV \$10.00 each





Career Development Events - Career Success for the Future Video

Competition makes it fun, careers make it real! Help students, parents and key partners discover the rewards of CDEs by showing how CDEs prepare students for a future career in agriculture. The video explains how CDEs promote learning through a hands-on and experiential approach.

(Time: 16 min. 42 sec.)
CDESUCCESS \$10.00 each

Environmental and Natural Resources Video

An introduction to the environmental and natural resources CDE containing information to help you and your students understand the event. This video will also inspire your students to turn the skills gained through preparing for the event into a lucrative career.

(Time: 7 min. 48 sec.)
ENRV \$10.00 each

Floriculture: It's About Growth Video

Developed for the chapter that is ready to "bloom", this video introduces students to the floriculture CDE and the rewarding careers in the floral industry.

(Time: 8 min. 35 sec.)
FLVD \$10.00 each

Horse Selection CDE Training Video

Provide your students with some "reality TV" featuring the Horse Evaluation CDE. Developed using actual footage from the National FFA Horse Evaluation CDE, this video depicts students performing evaluations, and determining placing and reasons.

(Time: 17 min.)
HSCTV \$10.00 each

Livestock CDE, Fundamentals for Success Video

If you and your students are interested in the Livestock CDE, this video will help get you started. Watch and learn about livestock evaluation, placing and reasons.

(Time: 10 min. 31 sec.)
LIVESTOCK \$10.00 each

Parliamentary Procedure Resources

For Parliamentary Procedure resources, visit the link below. This link will direct you to a supplier from whom you can purchase items directly.

<http://parliopro.northwest.net/catalog>

Hormel Computing Slide for Scoring CDEs

It's not about winning, but it is about keeping score! Use this instrument in the classroom to teach the basics of how to score classes of livestock and at local, state or national events.

HCSS \$15.00 each



MicroEvaluator CD-ROM

Want to know how the judges will score? Then use the same software they use to calculate points. With this innovative software program, you can view results on-screen or as a printed copy. It also features a built in keep-cull calculator.

Minimum System Requirements: Windows 95, CD-ROM.

ME-CD \$20.00 each

core advice

"My students use the previous year's CDE tests to study for the upcoming events. Even when I'm not familiar with the content, those tests provide a framework for preparing. I find that increases their confidence tremendously!"

*Leigh Loughead,
Agriculture Education
Instructor, Yuma High
School, AZ*

instructional materials: leadership



NEW!! What Would a Leader Do?

Challenge students to make wise choices with this compilation of 30 decision-making scenarios. Each card contains one scenario, questions for facilitation, key points and suggested resources for further study. The cards can be used to facilitate a short class discussion, train chapter officers, or to captivate and engage students when teaching concepts of leadership in class.

Available: August 2004
CARDS-LEADER \$20.00/set

Reaching New Heights CD-ROM - An Advisor's Guide

Enhance your student's personal growth and leadership skills with this CD-ROM that is filled with more than 200 pages of background material, lesson plans and activities. The materials support numerous FFA leadership programs including BLAST Off and MFE.

AGPGCD \$15.00 each

Alumni Mentoring Guide

This FREE guide features three units on developing the student's "whole person" with emphasis on personal and interpersonal skills and leadership development. Accompanied by the Together We Can video.

Both are available upon request for FREE.
Contact the alumni office at
317-802-6060.

Impact Leadership Video Series

Train, motivate, and mold FFA members into confident leaders. Use these videos as a training tool for your classroom, chapter meetings and officer retreats. These 45-minute videos include a presenter's guide and worksheet masters. Pause the video as your trainers conduct action-packed activities. The fun and dynamic format will keep your students' interest and build strong leaders for your chapter's success! Sponsored by ZENECA Ag. Products.

\$20.00 each

Communication Video

(Time: 24 min. 18 sec.)
CMV

Conflict Resolution Video

(Time: 18 min. 21 sec.)
*CRV

Goal Setting Leadership Video

*GSV

Interpersonal Communication Leadership Video

(Time: 23 min. 19 sec.)
ICV

Leadership Video

(Time: 31 min. 50 sec.)
LDV

Self-Esteem Video

(Time: 32 min. 55 sec.)
SEV

Self-Motivation Video

(Time: 27 min. 30 sec.)
*SMV

Teamwork Video

(Time: 24 min. 28 sec.)
*TMV

*Includes educational brochure to assist facilitators in teaching the material and information presented in video.

Student Leadership Development Video Series

Provide growth opportunities for FFA members with these video-assisted workshops. With the video's help, you can facilitate development and implementation of action plans for chapter success. Each program can be facilitated by students and is a part of the Chapter Success Series.

\$20.00 each

Award-Winning Chapter Banquets Video

(Time: 23 min. 48 sec.)

*AWCBV

Getting Involved Video

(Time: 14 min. 57 sec.)

*GIV

Premier Chapter Planning Video

(Time: 24 min. 33 sec.)

*PCHP

Game Plan for Chapter Officer Success Video

(Time: 25 min. 57 sec.)

*GPCOS

Get Connected Partners Video

(Time: 20 min. 28 sec.)

*GCV \$20.00 each

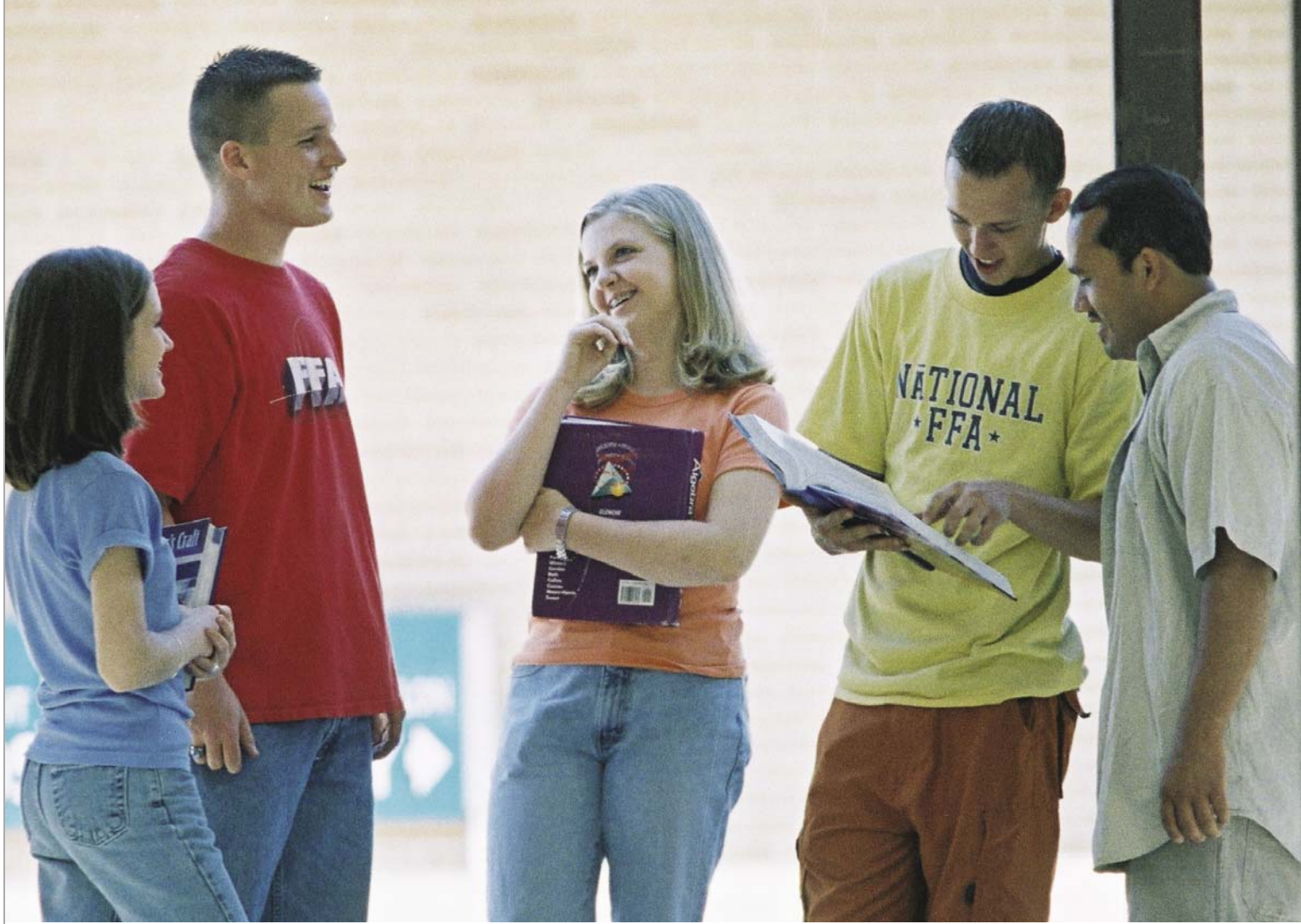
Using Group Activities Video

(Time: 25 min. 13 sec.)

*UGAV

*Includes educational brochure to assist facilitators in teaching the material and information presented in video.





instructional materials: leadership



*Take time to deliberate;
but when the time for
action arrives, stop
thinking and go in.*

*Andrew Jackson, 7th U.S. President
— from Classroom Quote Series*

FFA Mission Quote Series

Inspire your students with quotes from some of the world's finest role models. Each of the forty posters in this series features a quote relating to one of the FFA mission components. On the back of each poster you will find a brief biography of the person to whom the quote is attributed, the applicable component and related activity suggestions. Size is 11"X14". Wall display/storage case is sold separately.

Available: June 2004
QUOTES-LIFEKNOW \$40.00 each



FFA Mission Poster Series

Build a classroom environment that is based on FFA's mission. Each of the 16 posters in this series, features one of the concepts of premier leadership, personal growth or career success, a related series of photos and a clarifying statement. The posters make terrific bulletin board accessories or door decorations. Poster size is 17"X 22".

Available: June 2004
POSTER-LIFEKNOW \$32.00 per set
(laminated)



LifeKnowledge™ PowerPoint Slides

A presentation of electronic slide designed to supplement the LifeKnowledge instructional materials distributed at state trainings. These innovative slides allow instructors to reveal one piece of content at a time, which will help inspire curiosity and facilitate discussion. Both Mac and IBM compatible, and will work on any computer with a Microsoft Office package of 1997 or newer.

Available: June 2004
LK-PP \$35.00

Compatible with Windows and Mac. Must have PowerPoint 97, PowerPoint 2000, PowerPoint XP or PowerPoint 2003.



"Strategies for Great Teaching"

This valuable resource book contains a compilation of 30 ideas for outstanding student engagement activities in your classroom. Each idea is fully explained with action steps. To be used as a "workbook" for teachers as new, engaging strategies are incorporated. Serves as a terrific compliment to many of the same strategies found in the LifeKnowledge™ lessons, but will give you great ideas for building engaging strategies into all your agriculture classes.

Available: June 2004
ISBN: 1-569676-178-7
BOOK-TEACHING \$24.95 each



*A people that values
its privileges above its
principles soon loses both.*

*Dwight D. Eisenhower, 34th U.S. President
- from Classroom Quote Series*



FFA Mission Quote Series – Wall Display and Storage Unit

This wall display and storage unit was designed specifically for the Mission Quote Series listed to the left. At a size of 14.25" (w) x 13.25" (h) x 1.50" (depth), this unit is the perfect way to display your quote series in the classroom and store the cards you're not using. It is a durable, acrylic box with a LifeKnowledge logo prominently displayed on the front. The unit comes with pre-drilled holes and is easy to install.

Available: June 2004
QUOTEBOX-LIFEKNOW \$30.00 each

core advice

"Essentially, these products take premier leadership, personal growth and career success and make them come alive in classrooms."

*Dr. Jack Elliot,
Professor of
Agricultural Education,
University of Arizona*

instructional materials: CDE Materials



Agricultural Encyclopedia and Diagnostic CD-ROM - Ag Explorer

A great aid for preparing students for the agronomy CDE and the CCA exam. This CD-ROM allows users to easily navigate through discovery sections and includes high-quality photos, diagnostic keys, Internet links and much more. Site licenses available for school-labs.

Order online at
www.hamiltonlocke.com



Meat Evaluation Handbook

For years, this manual has served as the primary text for training thousands of meat science professionals. This completely revised and expanded edition is the industry's standard guide for fresh meat grading and selection. Topics addressed in the book include grading, evaluation, quality standards, composition and conformation evaluation of beef, pork and lamb.

MEH \$71.00 each



Food Safety Poster

Learn how to eliminate possible food hazards and increase food safety. This poster combines graphics and easy-to-understand advice for food handlers. Laminated to last and for easy cleaning.

Measures 17" x 22".
FSP \$5.00 each



NAMP Meat Charts and Posters

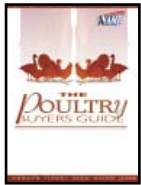
These posters and notebook charts highlight the most commonly used cuts with a carcass map. Available for beef, lamb, veal and pork.

Posters measure 24" x 36".

- BCP \$5.00 each (beef)
- LCP \$5.00 each (lamb)
- VCP \$5.00 each (veal)
- PCP \$5.00 each (pork)

Notebook charts measure 8-1/2" x 11".
(pkg. of 20)

- BCC \$12.00 each (beef)
- LCC \$12.00 each (lamb)
- VCC \$12.00 each (veal)
- PCC \$12.00 each (pork)



Poultry Buyers Guide

A detailed publication that describes poultry cuts and includes storage and bacterial guidelines, purchaser specified options, safe handling information and nutrition facts.

PBG \$26.00 each



Poultry Science Manual

Learn how to evaluate live birds, ready-to-cook poultry, shell eggs and further-processed poultry and about management of poultry enterprises. Find out how to cooperate with others to solve common problems. Information complies with the rules and regulations of the poultry CDE.

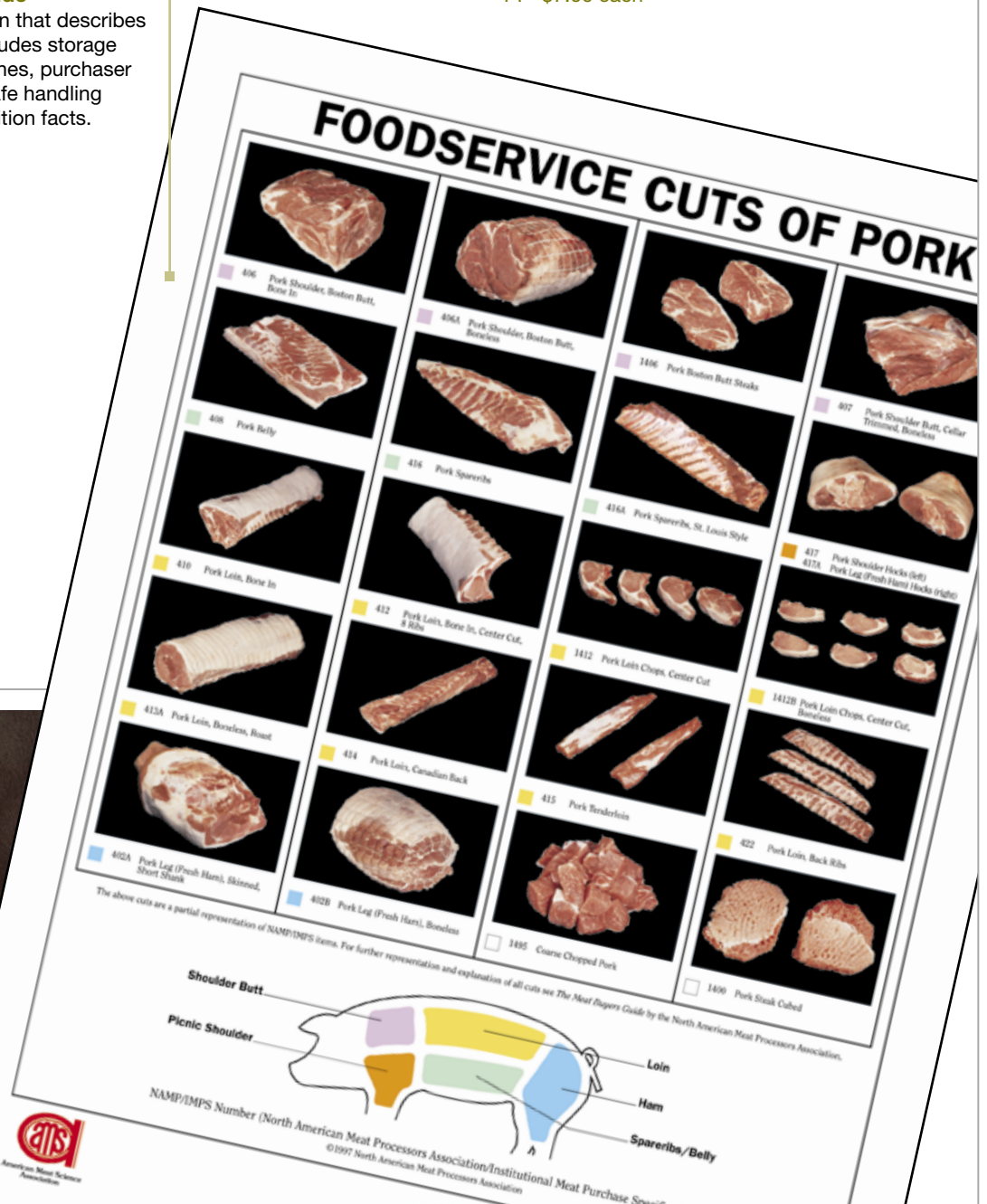
PSM \$17.50 each



NAMP Foodservice Cuts of Poultry Poster

This poster displays the most common cuts of all major poultry species and includes a poultry bacterial/temperature thermometer.

PP \$7.00 each



instructional materials

NEW!! Charlie Greenhand's Ag Trivia Challenge

Teaching young people about agriculture can be a daunting task. Charlie Greenhand's Ag Trivia Challenge game helps students achieve agricultural literacy in a fun and interactive way. Trivia questions cover everything from global agriculture to agribusiness. The game can be played by up to 12 people, and is great for all ages of FFA members.

Available: August 2004
GAME-AGTRIVIA \$49.00 each

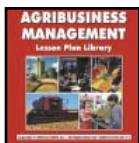
NEW!! Guide for Developing Great Speeches and Presentations

Help students create exceptional speeches and presentations. These materials will help you guide students not only in preparing to speak at FFA events, but also in preparing for class presentations and projects. Includes a teacher's instructional guide, examples of great speeches and presentations, a set of index-sized student planning cards, and a poster.

Available: August 2004
GUIDE-SPEECH \$29.00 each

Hey, let's play
Charlie Greenhand's
Ag Trivia Challenge!





Agribusiness Management Lesson Plan Library CD-ROM

Features nearly 100 lesson plans written by practicing agricultural educators on all aspects of agribusiness, including sales and marketing, business structure and agricultural law among others.

CAERT-ABM \$129.00 each

Agricultural Biotechnology: A World of Opportunity Video and Educator's Guide

Stimulate student's interest in the world of agricultural biotechnology. Use it during presentations and educate students and FFA stakeholders about career opportunities in this fast-moving field.

(Time: 13 min. 42 sec.)

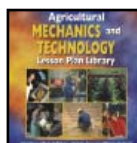
EDUGDE-VHS \$10.00 each



Agricultural Issues (Updated 2003) CD-ROM

Increase awareness of agricultural issues. These materials support the agricultural issues CDE and explain the process of issue identification, investigation and analysis. Sponsored by Elanco Animal Health and Dow AgroSciences.

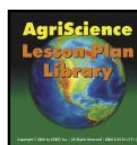
AGISSUESCD \$45.00 each



Agricultural Mechanics and Technology Lesson Plan Library CD-ROM

Follow environmental, construction, electrical, metal fabrication, agricultural power & equipment and technology systems from beginning to end. Includes detailed, colorful transparency masters for each of the nearly 100 lessons.

CAERT-AMT \$159.00 each



AgriScience Lesson Plan Library CD-ROM

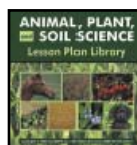
A valuable resource containing 145 ready-to-use lessons covering major topic areas across agricultural education. Adobe Acrobat format allows for cross-platform compatibility.

CAERT-AGSCI \$159.00 each

AgriScience Careers Video

This modern, upbeat video answers common questions and provides additional information on agriscience and the rewarding career opportunities the field provides. Sponsored by Monsanto.

ASRP \$10.00 each



Animal, Plant and Soil Science Lesson Plan Library CD-ROM

Over 125 lessons available to direct the study of advanced agriscience. Includes lessons about traditional and non-traditional animals and their growth and development. Plant and soil science lessons cover specific agronomic crops as well as plant propagation, germination, soil conservation and moisture management.

CAERT-APSS \$159.00 each



instructional materials



Biotechnology for Plants, Animals and the Environment - CD-ROM

These materials include lessons and lab activities covering a wide variety of topics ranging from cells and DNA to gene transfer to bio-technology careers and more. Sponsored by Monsanto and a coalition of interested companies and organizations through the National FFA Foundation.

BPAECD \$25.00 each

Biotechnology for Plants, Animals and The Environment - Student Manual

Designed as a supplement to Biotechnology for Plants, Animals and the Environment CD-ROM. This stand-alone reference contains laboratory activities, student worksheets, background reading materials and a glossary of terms.

BPAESM \$5.00 each

Food Safety Video

This video covers food safety issues and conveys a positive message about agriculture. It's a great tool to use with public presentations to potential FFA supporters and with agricultural literacy efforts.

(Time: 12 min. 01 sec.)
AIFS FREE
(Shipping not included.)



Food Science and New & Emerging Technologies Manual

This manual includes 85 lessons that focus on food microbiology and chemistry, safe food handling, packaging and labeling, food economics, and issues in food science.

Available June, 2004.
CAERT-FSET \$99.00 each

Ground Water Safety Video

This video explains of ground water safety and conveys a positive message about agriculture. It's a great tool to use with public presentations to potential FFA supporters and with agricultural literacy efforts.

(Time: 15 min. 29 sec.)
AIGWS FREE (Shipping not included.)



Horticulture Science Manual CD-ROM

This CD-ROM contains 140 lesson plans covering all aspects of the horticultural industry including plant science, floriculture, nursery production, landscaping, gardening, horticulture business management and careers. Also includes information about horticulture-based SAEs.

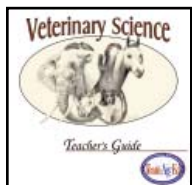
CAERT-HSM \$159.00 each



Handling and Restraining Manual

This Cornell University product illustrates accepted practices in handling and restraining small animals. The handbook is designed to allow the students to view diagrams and pictures while handling small animals.

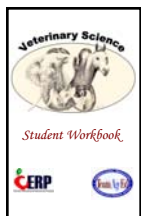
HRH \$25.00 each



Veterinary Science Student Manual CD-ROM

This Cornell University product compliments the Veterinary Science Instructional Materials. This 327-page manual on a CD-ROM gives teachers the option of selecting and printing student activities as needed.

VSSM \$40.00 each



Veterinary Science Instructional Manual

Use these materials as a full year high school course or to supplement current instructional units. The units are sequential with concepts and activities that build on previous units and are designed to prepare students for post-secondary education and/or a career in the veterinary science field. Due to content, it is recommended that students have basic math/science skills and knowledge of small animal care prior to participating in this course.

VSIM \$45.00 each

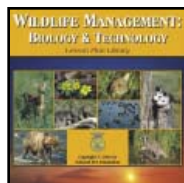
Infovets CD-ROM Series

The Infovets Series is a landmark series of manuals covering both large and small animal medicine and production management. This series is available in Web, CD-ROM, and print formats and is specially developed for FFA and ver-tech certification.

Individual manuals: \$150*
All six manuals: \$600* – you save \$300

* All prices include Web access (for students), and CD-ROM and print formats and consult-a-vet service (for instructor) For more information visit www.hamiltonlocke/ffaorder.htm

Order online at www.hamiltonlocke.com

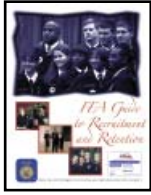


Wildlife Science Manual CD-ROM

This manual contains 100 lesson plans that cover subjects such as hunter safety, bio-diversity and waterfowl.

Available May, 2004
CAERT-WSM \$129.00 each

strategies for success: marketing



Recruitment and Retention Guide

This guide helps teachers and students learn to successfully recruit and retain members. Includes great tools and sample brochures, bulletin board lay-outs, letters, Public Service Announcements, and more.

GRR \$15.00 each



Public Relations - Advisor's Guide

Learn how to publicize chapter events, work with media, protect your chapter's image and teach students about public relations. Includes great tips and ideas.

AGPR \$2.00 each



Agriculture: An Industry Too Big to Ignore Brochure

This brochure highlights career opportunities in the agricultural industry and includes testimonials from national leaders encouraging students to consider a career in agriculture.

AATB \$10.00 (pkg. of 20)

Bridging Horizons - Advisor's Guide to Involving Members with Disabilities Brochure

Learn how to assimilate all youth into FFA. This guide contains recruitment ideas, SAE program modifications and case examples involving youth with disabilities.

BHAG \$2.00 each

Circle of Life - Biotechnology Careers Brochure

This brochure explains biotechnology and highlights career opportunities.

COL \$3.50 each

The Colors of Leadership Brochure

Learn about how FFA and 4-H complement each other. This brochure outlines the mission, motto, origins, federal status and national, state and local affiliations of each organization.

FFA/4-H-10 \$10.00 (pkg. of 20)

Discover World Class Opportunities in FFA Brochure

With opportunities in leadership, travel, career preparation, service and more, FFA membership and agricultural education provides students with a "world class" experience.

DWCOFFA \$10.00 (pkg. of 20)

Discovering An Agricultural Biotechnology Career Brochure

This brochure is a reprint from American Careers magazine. It highlights the biotech skill standards criteria and includes quotes about this exciting field from industry professionals and students. Sponsored by USDE.

DABC \$10.00 (pkg. of 20)

**Agricultural Education:
“Investing in Our Future” Video**

This video points out the value of agriculture programs and includes outstanding testimonials from agricultural industry spokespeople. Use it along with the “Think About It” brochure.

(Time: 7 min. 24 sec.)
V-AE \$10.00 each

FFA: Building Tomorrow Video

Show how FFA prepares students to build their lives, communities and the nation. This video tells the FFA success story with testimonials from prospective members, parents and community partners. Includes shots of national convention, SAEs, teamwork activities and much more.

(Time: 3 min. 55 sec.)
BUILDING \$10.00 each

Faces of FFA Video

This inspiring video celebrates the history of FFA in three short segments: yesterday, today and tomorrow. Includes perspectives from current FFA members, alumni and past NFA members.

(Time: 12 min. 16 sec.)
FACES \$10.00 each

**Open a Promising Future for Students
Brochure with Chapter Insert**

Help encourage growth in FFA membership across the country with this eye-catching brochure. Includes an insert that outlines specific steps on how to charter a new FFA chapter.

OPFS-CC-A \$20.00 (pkg. of 10)

Opening Doors Brochure

Open the door of opportunity for your students by telling the story of FFA and agricultural education. This brochure can be customized to fit your marketing needs. Use the pocket folder in the back and matching letterhead to promote your program and activities. Perfect for recruitment events, sponsor visits and open houses.

OD-02 \$20.00 (pkg. of 20)
OD-PAPER \$5.00 (pkg. of 100)

**Open Door Brochure - Agricultural
Careers**

Open the door to an exciting career in agriculture. This brochure takes a creative approach to agricultural careers and speaks to students who want to be everything from people feeders to environment protectors.

ODB \$20.00 (pkg. of 20)

Make It Happen... Join FFA Video

Introduce youth to FFA and show students how their dues investment can pay off with big dividends with this fast-paced video. Sponsored by Monsanto.

(Time: 7 min. 28 sec.)
MIH-FFA \$10.00 each

Make It Happen Student Video

Find out what it takes to engage students and increase chapter recruitment. This video is aimed at students and trains chapter officers and other FFA members in chapter recruitment efforts.

(Time: 7 min. 19 sec.)
MIH-FFA-STU \$10.00 each

Make It Happen Teacher Video

See what other teachers have done to make their membership recruitment efforts a success.

(Time: 13 min. 14 sec.)
MIH-FFA-TEA \$10.00 each

Today's FFA.... It's You Video

This video is a must-have for each chapter. Show testimonials and exciting stories to motivate students and encourage them to join FFA.

(Time: 7 min. 27 sec.)
V-FFA-YOU \$10.00 each

Think About It Brochure

This brochure highlights more than 300 challenging and exciting agricultural careers and is an excellent recruitment tool and agricultural literacy piece. Sponsored by Monsanto.

CB \$10.00 (pkg. of 20)

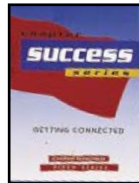


strategies for success: partners

Get Connected Partners Guide

This resource provides direction and assistance to agriculture teachers as they build long-term partnerships with school, community and state leaders. Includes sample surveys, facts about agricultural education and careers and other information. Sponsored by National Corn Growers Association.

GCH \$15.00 each



Get Connected Partners Video

Demonstrate how to develop an organizational plan for chapter activities and gain support of key partners. Includes examples of how to write business correspondence, follow-up letters and much more.

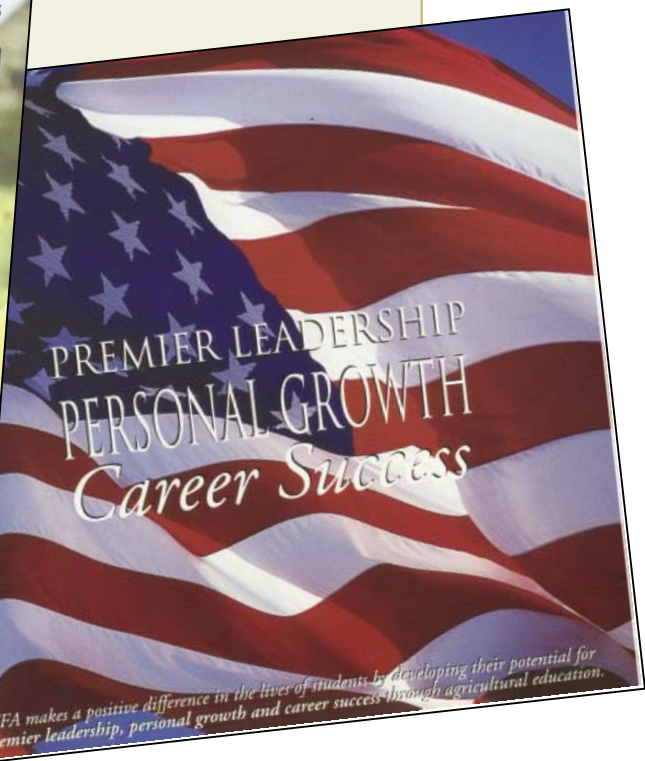
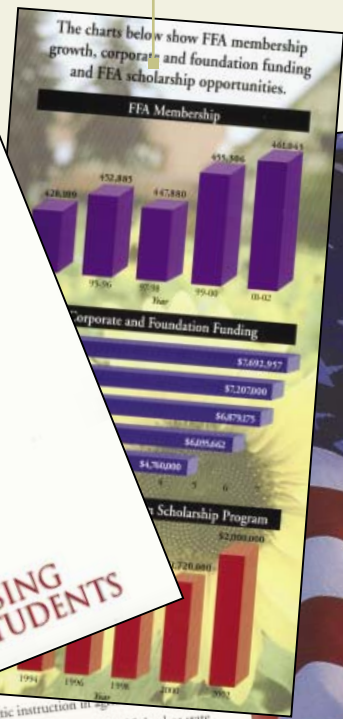
(Time: 20 min. 28 sec.)

GCV \$20.00 each

Open a Promising Future for Students Brochure with School Counselor Insert

This is the perfect item to hand school officials, counselors, parents and state and industry leaders. It summarizes the components and benefits of FFA and agricultural education.

OPFS-SCN-A \$20.00 (pkg. of 10)





Mail Orders To:
National FFA Organization
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6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268-0960

Phone or Fax Orders To:
Phone Orders (Toll Free) 1-888-332-2668
For 20 items or less
Fax Orders (Toll Free) 1-800-366-6556

Credit card or school purchase order
required for phone or fax orders.

the core 2004-2005 order form

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 City: _____ State: _____ Zip: _____ (+4 digit)
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(for order and shipping confirmation)
 Purchase Order No.: _____ Chapter No.: _____
If using a purchase order, it must be signed by chapter advisor. (As assigned on National Chapter Roster) Required

No C.O.D. orders. Please include check, school purchase order or credit card information.

Do not use this form to order official jackets or personalized items.

Item No.	Qty.	Description	Price Each	Total Price

Credit Card Information
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Item No.	Qty.	Description	Price Each	Total Price

Total This Page (Transfer to front page) _____

Core Advice. It comes from you. Send in yours today!

If you have tips or advice you would like to share with your peers through the Core Advice sections of this catalog, please send it to us. Additionally, you probably noticed some new products in the catalog. Each of these was developed thanks to suggestions from teachers. Now, you have the chance to be heard. We'll select one idea to be developed and the teacher that submits it will receive a \$50 gift certificate that can be used toward any product in The Core. Submit your advice today via email to coreadvice@ffa.org.

ordering instructions

- Internet:** Order online at www.ffaunlimited.org, or link from www.ffa.org. A credit card is required to place an order.
- Phone:** Call toll free 1-888-332-2668 between 8:00 a.m. and 5:30 p.m. Eastern Standard Time (please note, Indiana does not observe Daylight Savings Time). A credit card or school purchase order is required. For orders of 20 items or more please use the Internet, fax or mail.
- Fax:** Dial toll free 1-800-366-6556. (24 hours a day, 7 days a week.) A credit card or school purchase order and appropriate signature are required.
- E-mail:** An electronic Excel spreadsheet can be found at www.ffaunlimited.org for use by advisors. Send orders to orders@ffa.org. A school purchase order number is required. Do not submit credit card information.
- Mail:** Use attached form. Mail to:
National FFA Organization
Attn: Customer Service Department
P.O. Box 68960
Indianapolis, IN 46268-0960
A credit card, school purchase order or check and appropriate signature are required.
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Credit Cards - Must be accompanied by credit card number, expiration date, name as it appears on card, shipping and billing addresses and daytime telephone number.
Checks - Must include daytime telephone number. DO NOT SEND CASH.
- Order Confirmation:** Please contact the call center within 24 hours if you note an error on the order confirmation.
- Shipping Confirmation:** If you would like confirmation of your order and UPS tracking information, please provide your e-mail address with your order.
- Returns/Exchanges:** FFA will replace, exchange or credit any non-personalized FFA merchandise. Personalized items, including official jackets, CANNOT be returned or credited. If items are damaged in shipment, please call 1-888-332-2668 to file a claim.
- Avoid Duplicate Orders:** Use a unique Purchase Order number for each order. Confirmation copies of orders sent to the National FFA Center should clearly note in the header section with the words "DO NOT DUPLICATE - CONFIRMING COPY" that the order was previously phoned or faxed in. This also applies to copies of orders mailed with account payment checks. Call the toll-free number 888-332-2668 for inquiries regarding receipt or status of a faxed or mailed order. Orders are logged into the National FFA Center's fax log by chapter number, city and state to ensure order confirmation or delivery within one day. If you need to add items to an existing order, please do not resend the original order form with additional items listed. This often results in unintentional order duplication, and delivery delays. Fax a new form, with only the additional items needed. Be sure to reference the purchase order number or credit card number used for the original order.

Delivery

Number of Business	Delivery Days Including Shipping	Regular Delivery Off-Peak	Regular Delivery Peak Season (March 15 - May 31)	Rush Delivery Service	Rush Fees
Inventory Items		7 days or less	10 days or less	5 days or less	NA

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Shipping Charges Based on Merchandise Order Total	Regular Shipping/ Handling Charge	Total Expedited Shipping/ Handling Charge
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\$25.01-\$50.00	\$7.50	\$15.00
\$50.01-\$100.00	\$10.00	\$20.00
\$101.01-\$200.00	\$15.00	\$30.00
\$200.01-\$500.00	\$25.00	\$50.00
\$500.01-\$1000.00	\$50.00	\$100.00
\$1000.01-\$2000.00	\$75.00	\$150.00
\$2000.01+	\$150.00	\$300.00

To Order Toll Free 1-888-332-2668 or www.ffaunlimited.org

core resources

If you like the products in this catalog, you may also enjoy some of the resources listed on this page. These are just a few of the resources we look to when developing new products contained in "The Core."

Leadership/ Teamwork Resources

Developing the Leader Within You by John Maxwell
The 17 Indisputable Laws of Teamwork by John Maxwell
Developing Leaders Around You by John Maxwell
The 21 Irrefutable Laws of Leadership by John Maxwell
The 17 Essential Qualities of a Team Player by John Maxwell
The Leadership Challenge by Posner and Kouzes
The Art of Leadership by Max Dupree

Teaching Methodology Resources

Quantum Teaching by DePorter, Reardon and Singer-Nourie
Quantum Learning by DePorter
Hot Tips for Teachers by Reardon/Abernathy
Hot Tips for Facilitators by Reardon/Abernathy
Hot Tips for Speakers by Reardon/Abernathy
Tools for Engagement by Eric Jensen
Super Teaching by Eric Jensen
Brain-Based Learning by Eric Jensen
Introduction to Brain Compatibility Learning by Eric Jensen

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.

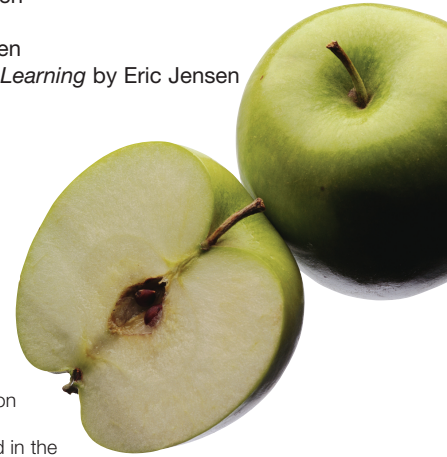
The Agricultural Education Mission

Agricultural Education prepares students for successful careers and a life-time of informed choices in global agriculture, food, fiber and natural resource 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 in the National FFA Organization Constitution and Bylaws.

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