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OA/ID Number: 13780
Folder ID Number: 13780-008

Folder Title:
Future Farmers of America 11/13/91 [OA 8317] [1]

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THE WHITE HOUSE

WASHINGTON

November 1, 1991

MEMORANDUM FOR BOB SIMON

FROM: KATHY SHANAHAN KS

SUBJECT: THE PRESIDENT'S SPEECH TO FUTURE FARMERS OF AMERICA

As we discussed, attached are talking points for your use when drafting the President's speech to Future Farmers of America (FFA) in Kansas City on November 13, 1991.

In addition to the attached, it would also be nice to add a line to the National Association of Farm Broadcasters, which is also holding a convention in Kansas City that week. The President was invited to speak but was unable to attend.

Please call me on x2800 if you have questions or require additional information. Thank you.

AMERICAN AGRICULTURE
FACES A FUTURE OF CHALLENGE AND OPPORTUNITY

TALKING POINTS

I. AMERICA IS BLESSED WITH ABUNDANT AGRICULTURAL RESOURCES AND PRODUCTION CAPABILITY

* The United States has an advantage in agricultural resources relative to most countries. Our nation is blessed with abundant and productive land, good climate, excellent infrastructure, and hard-working farmers.

* The labor of today's farmers provides food and fiber for millions of people around the world. Today, one American farmer produces enough food to feed 120 people. — by the time they are GB's age, e.g. 50 yrs from now - what will projections be?

II. WORLD AGRICULTURE MARKETS ARE GROWING MORE COMPETITIVE

* Through a wide diffusion of production technology, a number of countries, both in developed and developing sectors of the world, have become self-sufficient in production and in some cases exporters of agricultural commodities.

* Developments in Eastern Europe and the Soviet Union may result in additional competitors in world agriculture markets. ✓ yes but also customers for quality food vs. subsistence food

III. IDLE AGRICULTURE PRODUCTION CAPACITY ROBS RURAL AMERICA AND THE NATION OF BILLIONS OF DOLLARS OF ECONOMIC ACTIVITY

* Over the past three decades, acreage reduction/supply controls programs have idled an average of 40 million acres out of a 400 million acre cropland base in three out of four years.

* Currently, the U.S. has nearly 60 million acres of land idled (including that in conservation programs) to control supply.

* Programs to control supply and support commodity prices have cost the economy an average of $13 billion per year over the last decade.

The 1990 Farm Bill is a great step toward expanding market orientation, giving farmers greater flexibility in their production decisions.

IV. AMERICAN FARMERS CAN COMPETE IN AN OPEN WORLD MARKET

* If the U.S. GATT proposal were adopted, American farm product exports would increase by $6 to 8 billion annually, by the mid- 1990s.

V. MARKETS FOR AGRICULTURALLY - DERIVED MATERIALS AND PRODUCTS ARE GROWING

* Increasing environmental awareness and regulation worldwide is creating growing demand for materials and products made from environmentally benign renewable resources.

* Clean Air Act Amendments of 1990, concern over the nation's energy security and diminishing domestic oil production is creating a growing need for clean burning, renewable domestic motor fuels.

* Research, development, and marketing of industrial applications for new and traditional crops, forestry materials, and animal byproducts will accelerate the development of new nonfood markets for agricultural commodities.

VI. BENEFITS OF DEVELOPING NEW NONFOOD MARKETS

* Diversify agriculture, use the free market mechanism to provide opportunities and thereby reduce the need for commodity support payments.

* Bring new jobs to rural America

* Use our renewable resource base more effectively

* Reduce trade deficits and replace imports of strategic materials with domestically produced materials

* Produce environmentally-friendly products, and increase the return on investment from agricultural research to the American taxpayer.

VII. USDA INITIATIVES TO HELP DEVELOP NEW NONFOOD MARKETS

* BIOFUELS INITIATIVE -- USDA is establishing a biofuels initiative to help insure that ethanol and other biofuels will enjoy a growing share of the clean motor fuels market.

    * **Research program** -- cooperate with DOE and industry to reduce the

cost of ethanol and expand domestic production capability by expanding usable feedstocks. Accelerate research on an oilseed based replacement for diesel fuel. Cooperate with EPA, DOE and industry to develop ethanol blended fuels and engine technology that maximizes the environmental benefits and technical fuel characteristics of ethanol.

* **Economic and environmental analysis** -- study and report on the benefits and effects of an expanding biofuels market on the economy, farm policy and the environment.

* **Information and education** -- collect and disseminate facts about ethanol and other developing biofuels and facilitate the transfer of biofuels production technology.

* The domestic market for clean motor fuels could reach 50 to 60 billion gallons by 2000. Ethanol production is now running at about 1 billion gallons per year and uses about 400 million bushels of corn per year.

* As the price of producing ethanol goes down and additional feedstocks become economically viable, the ethanol market could grow to well beyond 10 to 15 billion gallons per year.

* Other countries are also looking to clean fuels to help address air pollution problems.

* BIOPRODUCTS AND BIOMATERIALS INITIATIVE -- USDA is establishing an initiative to intensify and accelerate research and development of commercially viable bioproducts and biomaterials.

* **Research** -- cooperate with industry and agriculture community to identify and focus research effort on most promising nonfood use crops, bioproducts and biomaterials market opportunities with particular emphasis on replacing imported petroleum based products and materials that have environmental liabilities. The recent explosion in research methods, such as biotechnology, has increased the scope of researchable areas, increased the probability of project success, and reduced time required to complete projects.

* **Economic and environmental analysis** -- study and report on the benefits and effects of an expanding bioproducts/biomaterials market on the economy, farm policy and the environment.

* **Information and education** -- collect and disseminate facts about new bioproducts, developing bioproducts, new nonfood use crops and promising market opportunities with particular emphasis on foreign

markets. Encourage and facilitate the transfer of bioproduct production technology.

* EXAMPLES OF NEW BIOPRODUCTS AND BIOMATERIALS

* Few Americans realize that over 60 percent of the newsprint is imported annually at a cost of about $4.5 billion. Kenaf is a new fiber crop that produces superior newsprint and less ink rub-off occurs. The American Newspaper Publishers Association has been very pleased with kenaf newsprint.

* Most inks have been made from petroleum in the recent past and the U.S. imports nearly 50 percent of its petroleum. However, today, about 2 of every 3 daily newspapers in the U.S. use colored ink containing soy oil. Colored soy ink produces crisper print, is environmentally-friendly, and makes the presses easier to clean. Recent research advances in soy inks show great promise of replacing all petroleum with soybean oil.

* Castor oil is a strategic defense material because of its value in formulating lubricating greases which keep tanks and other military equipment functioning. Yet, the United States relies solely on imports for this material. Castor was produced in the United States until 1972, but now the cost of importing this materials is about $35 million annually. Lesquerella is a new crop with fatty acids in the oil similar to castor oil. These fatty acids can be used in products such as cosmetics like lipstick, in coatings for beverage cans, in nylon, and in lubricants such as grease.

* Historically, we have imported about three-fourths of the erucic acid (derived from industrial rapeseed and crambe oils) used in producing plastic films. New uses such as environmentally-friendly lubricants (automatic transmission fluid supplements, metal cutting oils, and hydraulic fluids) are now being produced from rapeseed oil. More work is needed to expand production for industrial rapeseed and crambe and to develop additional products based on the unique functional characteristics of the oil. Rapeseed is an exceptionally good crop to protect the soil from erosion.

* About 60 billion pounds of plastics are produced annually in the United States from petroleum. Moreover, one-time packaging accounts for about one-third of the plastics. Several technologies now exist to use a high percentages of starch polymers made from corn, wheat, or potatoes as plastic substitutes. These degrade into water and carbon dioxide.

* Another industrial use of corn (not replacing an import) is as a super absorbent. Corn starch processed into a product called Super Slurper (developed by USDA) is used in products such as baby diapers because it has the capacity to absorb about 1,000 times its weight in moisture.

VIII. VALUE-ADDED EXPORTS AND REPLACING IMPORTED AGRICULTURAL-BASED PRODUCTS WILL HELP SPUR RURAL ECONOMIC DEVELOPMENT

* In 1988, the U.S. held 35.3 percent of the value of world trade in bulk agricultural commodities, but only 17.8 percent of the value in intermediate agricultural products, and less than 6 percent of the world's trade in consumer-oriented agricultural products.

* According to Foreign Agriculture Service data for 1989, over 50% of U.S. agricultural exports are bulk commodities with another 20% with only intermediate processing added. On the other hand, over 75% of the agricultural exports for the United Kingdom, France, West Germany, and Italy are consumer-oriented.

* Processing of commodities into value-added products for domestic consumption and export will be most economical if done close to the source of the commodity -- in rural farm country. In many cases this activity will require higher skills and higher pay.

* A 1990 study conducted by the USDA-Economic Research Service ("ALTERNATIVE OPPORTUNITIES IN AGRICULTURE--Expanding Output Through Diversification", AER Report No 633, May 1990) concludes that import substitution could increase U.S. farm income $15-$20 billion.

* USDA is intensifying its effort to identify and develop value-added export market opportunities.

DOUG GAMBLE

91 OCT 4 P6:23

424 - 36th Place
Manhattan Beach, CA 90266
(213) 546-6409

Nov. 1/91

TO: CHRISTINA MARTIN

FUTURE FARMERS OF AMERICA (Joe "Old McDonald" Duggan)

I KNOW ARNOLD SCHWARZENEGGER HAD TO CANCEL OUT AS YOUR KEYNOTE SPEAKER, SO I'M GLAD TO FILL IN. ARNOLD'S GOING TO STAND IN FOR ME AT THE NEXT WHITE HOUSE NEWS CONFERENCE, AND I DARE THEM TO ASK HIM [redacted] THOSE TOUGH QUESTIONS.

WHEN ARNOLD FIRST ASKED ME TO FILL IN FOR HIM AT A MAJOR EVENT, I THOUGHT HE MEANT I'D BE STARRING IN "TERMINATOR THREE."

OF COURSE, OUR PHYSIQUES ARE SO SIMILAR, WE'RE VIRTUALLY INTERCHANGEABLE ANYWAY.

LOOKING OUT AT THIS AUDIENCE, IT OCCURS TO ME, IF I EVER GET BACK INTO PRIVATE BUSINESS, REMIND ME TO TRY TO CORNER THE BLUE CORDUROY CONCESSION.

I'M SURE YOU KNOW A LOT MORE THAN I DO ABOUT GROWING THINGS, BUT I WORK IN A CITY THAT HAS DEMONSTRATED A GREAT CAPACITY FOR PRODUCING FERTILIZER.

Background Information for President George Bush's Address to the 64th National FFA Convention November 13, 1991

Speaking Points

The theme for the 64th National FFA Convention, to be used throughout the coming year, is "FFA—Leadership for a Growing Planet." It emphasizes the role of the FFA in developing leaders to care for our agricultural and natural resources.

"Leadership" would be an excellent theme for the president to incorporate in his remarks. It is timely, and parallels can be drawn to the operations of the FFA on local, state and national levels. Above all, the FFA is seen as being a premier leadership development organization, and the president certainly provides an excellent example of American leadership.

In connection with this emphasis, the following areas could be addressed or tied in:

1. **The Strategic Plan for Agricultural Education.** This plan of strategy and action was developed in 1989 to help guide agricultural education through a period of profound change and challenge (see attached reference material). The plan lays out the mission, values and goals that will guide agricultural education and FFA into the next century.

The organizations which comprise the "family" of agricultural education—including the FFA—are now charged with developing and implementing the action steps that will carry out the strategic plan.

Within the strategic plan, the National FFA Organization seeks to meet the needs of students who are preparing for leadership and careers in the science, business and technology of agriculture.

2. **America 2000.** The president's bold initiative for American education has been received with great interest by agricultural educators. It also mirrors the strategic plan for agricultural education with its emphasis on innovation and addressing the total educational needs of students and adults. The National FFA Advisor, Dr. Larry D. Case, has made a strong commitment to ensuring that agricultural educators are are aware of and committed to the thrusts contained in America 2000.

3. **Spirit of Volunteerism.** President Bush's emphasis on volunteerism is predated by the FFA's efforts through such programs as Building Our American Communities (BOAC, pronounced bow´-aak), a community development program that addresses the economic, social and cultural enhancement needs of local communities, large and small. For information, contact Carol Duval, 703-360-3600, ext. 262.

FFA's new national mentoring program, Project Pals, pairs high school-aged FFA members with elementary students who have been identified as being "at risk" to such social challenges as poverty, crime, broken homes and low self esteem. It is being piloted in Michigan and Arkansas, and will become a national program next year. For information, contact Josie Garza, director, Project Pals, 703-360-3600, ext. 223.

5. **The National FFA Foundation.** The National FFA Foundation raises funds from the private and corporate sectors in support of FFA and agricultural education. Through their efforts, awards, incentives, recognition, information and instructional programs are made possible for FFA members. The support of FFA by these sponsors is an excellent example of the kind of partnerships between business and education that are a cornerstone of the president's America 2000 strategy. Members of the Foundation, including the Sponsors' Board will be in attendance for the president's address. Refer to eh enclosed copy of the 1990 Foundation Annual Report. For information, contact Doug Butler, 608-238-4222.

6. **Embracing change.** There has been much change in agricultural education over the last three years, including the change in 1988 from "Future Farmers of America" to "National FFA Organization," the growth of agriscience and agribusiness programs, the diversification of the FFA membership to include students from suburban and urban backgrounds, the emergence of a national leadership presence for agricultural education, the awareness of a broader scope for agricultural careers, and advances in biotechnology and other sciences. President Bush can certainly identify with this theme of a changing world by drawing parallels with the international scene. The challenge is one of leadership, particularly leadership based on values, and there should be much that the president could offer to young people on this point.

7. **The need for total education: academics and personal development.** The FFA program seeks to address the total needs of it members by providing for their personal, academic and career development. Through leadership activities, career counseling and activities designed to help build and strengthen the value structures of young FFA members, FFA is taking education far beyond the classroom. FFA advisors are much more than just teacher/supervisors: they address students through social, recreational and career activities, as well as through instruction. The need for this kind of

integrated educational model is apparent in American education, and is reflected in the president's American 2000 initiatives.

8. **The new structure for the National FFA Organization.** The National FFA Organization has been reorganized into a progressive, team-based structure which is focused on the needs of the customers it serves. By fully embracing the team approach and empowering its employees by decentralizing power and decision making, the organization hopes to increase the power, scope and reach of its mission to make a positive difference in the lives of young people. The president could draw a number of parallels with this successful team approach, particularly through the teamwork evident in Desert Storm. An opportunity is certainly offered to suggest that a team approach would be appropriate for Congress. See the enclosed copy of "Reinventing the FFA." For information, contact Bernie Staller, 703-360-3600, ext. 268.

Inside Humor

There are a number of topical points on which the president could share some humorous moments with the delegates and FFA members:

1. **Arnold Schwarzenegger.** Arnold was to be the keynote speaker at the opening session of the convention this year, speaking on behalf of the President's Council on Physical Fitness and Sports. The audience will be understandably disappointed about not seeing him. The president could do much to lessen the impact of this disappointment by mentioning that he is "filling in for him." References could be made, such as "after having to cancel his appearance, now you know why they call Arnold the 'terminator,'" and that, in Arnold's absence, it was now the president's task "to (clap) pump you up!" The president could also make a reference to the muscle builders, Hans and Franz, of Saturday Night Live fame. In either case, the audience, primarily of young people aged 15-19, would love the humor. The president could also help deliver whatever essential message might be important on behalf of the President's Council on Physical Fitness and Sports. The FFA members will be very enthusiastic about the president's visit, and his references to Arnold should be well received.

2. **The Kentucky Headhunters.** At the recent CMA music awards attended by the president, the Kentucky Headhunters received an award for top vocal group. The band, normally long-haired and clad in jeans and overalls, accepted the award on stage dressed in ties and FFA advisors' jackets with FFA emblems on the back. For the Headhunters, this was about as dressed up as they get.

Many people associated with FFA and agricultural education were concerned that a negative image of the FFA was being presented through the

Headhunters' use of the jackets and the FFA emblems. Of particular concern was the impact that might have been made on the President of the United States. President Bush could do much to allay those fears by relating his understanding of the situation:

a. the president's love for country music and all its diversity of talent
b. he recognizes that the FFA jacket is symbol of achievement, whether at the FFA convention or at the CMA awards
c. recognizes that the Headhunters were honoring the FFA by using the advisor's jackets
d. The president has had more FFA members over to his house than have ever been on the stage at the CMA awards
e. "Barbara and I know what the FFA is all about"
f. "You know, I've always admired those jackets you have, and I understand you can't get one unless you are a member. And that's the way it should it be: you get that jacket because you earn it. There are no imitations or imitators."
g. "From what I know about the Headhunters, they were about as dressed up as they get, and I was impressed that they selected the FFA jacket to wear when accepted the award"

The FFA members are very enthusiastic about country music, and they should respond with great enthusiasm at the president's comments about the Headhunters. He would certainly do much to address the concerns expressed over this incident.

3. **Increased size of the delegate body.** The FFA has wrangled with the difficult issue of delegate apportionment over the last three years. As a result of constitutional changes, the size of the delegate body grew from 113 to 278 in 1990 and from 278 to 475 in 1991. The new apportionment resulted in more equitable representation of states. It has also increased the size and complexity of working with the delegate body. President Bush could make humorous remarks regarding the challenges of working with such a large delegate body, ie. Congress. In addition, he could provide a leadership challenge to the delegates, many of whom are new to state leadership roles.

Background

The president has many prior associations with the FFA, including:

1. He has been a life member of the National FFA Alumni Association since May of 1987 when he visited the North Polk FFA Chapter in Iowa.

2. The president met with the current national officers, once in December 1990 and again in June 1991 when he hosted the State Presidents' Conference for a visit to the White House.

3. The president received the Honorary American FFA Degree when he appeared at the national FFA convention in 1987. The degree is the one of the highest honors that the FFA bestows on non-members for their service to agricultural education and the FFA.

4. The president addressed the the 60th National FFA Convention in 1987 when he was vice president.

5. Fred McClure, Special Assistant to the President, is a past national FFA secretary from Texas.

Additional Background Information:

Additional information about the FFA and agricultural education can be found in the enclosed Speaker's Briefing Packet prepared for the president.

For more information, please contact:

Bill Stagg
Director/Team Leader
Communications Resources
703-360-3600, ext. 243
FAX 703-360-5524

After November 7:
Allis Plaza Hotel
Kansas City, MO
816-421-6800
FFA Convention Newsroom
816-871-3543

NATIONAL FUTURE FARMERS OF AMERICA CONVENTION
Nov. 13
Kansas City, MO
Municipal Auditorium

This is the 64th annual convention, which is always held in Kansas City, MO and always at the Municipal Auditorium.

The banner (hard banner) behind the president will say "Leadership for a Growing Planet."

The FFA visited DC this summer. See magazine for more info.

Arnold Schwarzenegger was supposed to be there but he has since had to cancel. Promotional info about his appearance has already been circulated (as you can see in the magazine). There could be a joke somewhere here: The pres could say "I understand that Arnold Schwarzenegger was supposed to be here. I'll try to pick up the slack (he flexes bicep!).

Miss America will appear later in the day after the Pres.

All the FFA members in the audience will be wearing their FFA jackets (see magazine). When the annual convention starts to approach, Kansas City press usually refer to the "invasion of the blue jackets."

The Kentucky Headhunters -- a country music band -- played at the Country Music Awards that the Pres attended. The band members all came out wearing their FFA jackets. In their video, they make references to the ceremony that FFA officers perform at the beginning of each convention meeting.

A National Band made up of 2 members from every state will play "Hail to the Chief."

National President Mark Timm will introduce the Pres. He has met POTUS three times. This last summer, the Pres. gave each of the officers a presidential tie-tac. If approved, he will present the Pres with a plaque after POTUS speaks.

On stage sitting behind the Pres. will be 100 state FFA presidents, the national officers, Tony Hoyt (maybe) and Larry Case, chairmen of the board and CEO. The six national officers are Matt Lohr, Lesa King, Danny Grellner, Mark Timm, Julie Classen, and Ben Nessmith (Knee-smith). They are trying to get Sec. Madigan to come.

MO.

In the audience, will be Betsy Brand, Asst. Sec. for Vocational and Adult Education; the mayor of Kansas City, MO and mayor of Kansas City, KS; the governors of Missouri and Kansas.

Thornburgh + Bond
+ Dole + Kassebaum?

William F. Stagg
Director of Information

Barbara Borders
913-341-3721

National FFA Organization

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National FFA Organization

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(Duggan/Simon)
NDDember 11, 1991
Draft Five
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

Thank you, Mark [Timm, FFA president]. When Mark and the other national officers came to the White House this summer, they asked me to come to Kansas City. And after a welcome like that, there's no place I'd rather be. \\\\ ((There's also no place better than sitting up here with Miss America, Carolyn Sapp.)) I'm proud to have with me my Assistant for Legislative Affairs, Fred McClure. Fred learned his leadership skills in the FFA, as Texas state president and then National FFA secretary.

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of news and views that our broadcasters provide.

((You signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. But if he didn't cancel an

engagement now and then, I guess we wouldn't call him "the terminator." \\ ))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\ ))

((Arnold couldn't be here because he's at work filming another movie. Next year, I myself might make an abbreviated sequel to Terminator 2. \\ We're going to call it "Term 2."))

You know Arnold as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers.

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow your dreams and lead others as I know you're destined to do, I

would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement.

There are success stories, of course, across the range of our communities -- even in poor inner-city neighborhoods. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards -- world-class standards. We want parents to have real financial opportunity to choose schools, including parochial or private schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible

accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

((America's master inventor Thomas Edison once said invention was 1 percent inspiration and 99 percent perspiration. I hope nobody thinks we're going to fix our schools by sitting in the sauna all day. \\ ))

The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We want you to outfox our competitors with your marketing skills. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely. We're looking to you to create attractive new products, including clean fuels. ((In Washington, we're doing our part by trying to invent a car that runs on hot air. \\ There's no shortage of that in Washington. \\ ))

Harry Broadman of CEA OK'ed with Boskin

We must keep opportunity alive in this country. Federal income tax rates are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving

and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress.

We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, but Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? \\

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and

Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

[I am pleased to announce today the extension of roughly $1.5 billion in agricultural credit guarantees and humanitarian assistance to the Soviet Union. This is in addition to the $2.5 billion in agricultural credits already allocated in 1991. This assistance will enable the Union and the Republics to purchase hundreds of thousands of tons of U.S. grain, providing a needed boost to Amerian farmers, and essential food and feed grains for the Soviet people this winter. I share the pride of all Americans that our farmers' abundance can strengthen the tide of democracy around the world.]

Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as if the "global marketplace" is off somewhere in Asia or Europe. But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

Every additional billion dollars in new trade means 20,000 new American jobs. When I fight for free and fair trade in Latin

Dallas Morning News 9-8-91 Carla Hills op-ed

America or East Asia or Europe, some will carp and claim I'm pursuing "foreign" instead of "domestic" policy. That whole line of argument is misleading. But I don't think you're misled. I'm sure you understand that what I'm working at is a real-world approach to creating more jobs and more wealth for Americans in America.

It's a life of challenge ahead for you and your generation. We're looking to you for fresh ideals and energy to renew our schools, our businesses and our government institutions. We're counting on you to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

# # #

(Duggan/Simon)
NDvember 8, 1991
Draft Four
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

[Acknowledgments, including FFA president Mark Timm, and of course former FFA national secretary Fred McClure] and Carolyn Sapp

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

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I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled and loaded hay, you know what I'm talking about. \\ ))

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow

your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools education isn't happening anymore. The system has broken down. Ties to parents and communities are gone. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

There are success stories, of course, even in poor inner-city neighborhoods. These are schools that excel in teaching reading and writing, and science and math, and history and geography. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards -- world-class standards. We want parents to have real financial opportunity to choose schools, including, parochial or private

schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely.

((America's master inventor Thomas Edison once said inventing was 1% inspiration & 99% perspiration. I hope nobody thinks we're going to fix our schools by sitting in the Rose Garden all day.))

((We're doing our part in Washington by trying to invent a car that runs on hot air. There's no shortage of that in Washington.))

We must keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress.

We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, but Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? \\ Some congressional committee chairmen think you shouldn't have an up-to-date banking system. \\ And come to think of it, some of these individuals have been in Congress almost as long as their Depression-era laws have been on the books. \\

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As

many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

I am pleased to announce today the extension of roughly $1.5 billion in agricultural credit guarantees and humanitarian assistance to the Soviet Union. This is in addition to the $2.5 billion in agricultural credits already allocated in 1991. This assistance will enable the Union and the Republics to purchase hundreds of thousands of tons of U.S. grain, providing a needed boost to Amerian farmers, and essential food and feed grains for the Soviet people this winter. I share the pride of all Americans that our farmers' abundance can strengthen the tide of democracy around the world.

Wed a.m.
We'll Know

Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as if the "global marketplace" is off somewhere in Asia or Europe. But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

Every additional billion dollars in new trade means 20,000 new American jobs. So when I fight for free and fair trade in Latin America or East Asia or Europe, some will carp and claim I'm pursuing "foreign" instead of "domestic" policy. That whole line of argument is misleading. But I don't think you're misled. I'm sure you understand that what I'm working at is a real-world approach to creating more jobs and more wealth for Americans in America.

Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

# # #

(Duggan/Simon)
November 8, 1991
Draft Four
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA president Mark Timm, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

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I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled and loaded hay, you know what I'm talking about. \\ ))

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow

your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools education isn't happening anymore. The system has broken down. Ties to parents and communities are gone. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

There are success stories, of course, even in poor inner-city neighborhoods. These are schools that excel in teaching reading and writing, and science and math, and history and geography. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards -- world-class standards. We want parents to have real financial opportunity to choose schools, including, parochial or private

schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience and grit -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more

than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to the Congress. \\

We need to take the shackles off our banks and financial services companies. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? There are some congressional committee chairmen who think you shouldn't have an up-to-date banking system. And come to think of it, some of these individuals have been in Congress almost as long as their Depression-era laws have been on the books. \\

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and

stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition. [Insert announcing USSR agriculture credits]

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Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

# # #

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

612-224-0508

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. The free and robust flow of information and opinions is absolutely vital to the great success of American agriculture. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

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In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the FFA. You're going to have to become the Schwarzeneggers of a tough global marketplace. You'll need to be trained, disciplined, creative, and constantly alert to new ideas and opportunities.

Your country is counting on you --I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at your bright young faces, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

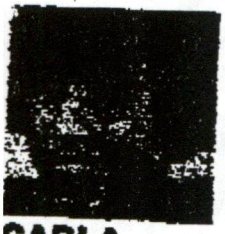
# # #

DALLAS MORNING NEWS

SEP 0 8 1991

FREE TRADE

Hispanics and U.S. will be winners



CARLA HILLS

Trade makes us stronger. It makes us smarter. It makes us better.

The 400,000 Hispanic-owned companies in the United States trade and compete every day. They put their products, services, their ideas up against the best that the world has to offer, and they win new markets, new customers, new profits and new jobs.

Together, U.S. Hispanic-owned businesses pumped nearly $25 billion into our economy in 1987 (the most recent figure available), creating half a million jobs – a 110 percent increase from 1982.

The aim of the Bush administration's trade policy is to make U.S. industry more competitive, create more jobs and achieve political, economic and social stability possible only through a truly open world trading system.

To attain these goals, this administration has launched a series of market-opening negotiations with our key trading partners. One of the most important is with Canada and Mexico.

In June, my counterparts from Canada and Mexico and I met in Toronto to begin negotiations for a North American free-trade agreement. Canada is our largest trading partner. Mexico is our third-largest trading partner. Linking our complementary economies through free trade will strengthen these economic bonds and increase regional political stability.

Ultimately, the creation of a North American free-trade area will create the largest, richest market in the world, one with 360 million consumers and $6 trillion in annual output.

Already we have seen the benefits of liberalizing trade with Mexico. Since 1986, when Mexico joined the General Agreement on Tariffs and Trade and reduced its tariff protection from 100 percent to roughly 10 percent, U.S. exports to Mexico have more than doubled, rising from $12.4 billion to an annualized rate of $28.4 billion in 1990.

The doubling of U.S. exports created 320,000 jobs. Each additional $1 billion of U.S. exports will mean more than 20,000 U.S. jobs.

All sectors of the U.S. economy have benefited from this market opening: Exports of automobiles and auto parts have quadrupled; exports of corn have tripled; and exports of telecommunications equipment have doubled. Exports of iron and steel, running a $12 million deficit four years ago, now are tallying a $300 million surplus. Just four years ago, we had a $91 million deficit in textiles and apparel trade with Mexico. Today we are running a surplus.

A free-trade agreement would not only lock in these gains, but also create openings for U.S. industry. The North American free-trade area will improve access for U.S. exports to a market that is expected to have 100 million Mexican consumers by the year 2000.

This should be of particular interest to Hispanic-owned firms. As Manuel Duran, New York chapter president of the U.S.-Mexico Chamber, told *Hispanic Business* magazine in March, the North American free-trade area "is an opportunity for smaller and middle-sized business to secure the production of products with good quality and competitive prices, enabling it to compete more with larger companies."

The benefits of a free-trade area are not limited to big companies. Anytime you "grow the pie," there is more for everybody. Mexico's dynamic growth will generate increased demand for goods and services that Hispanic American businesses can best supply. They know the Mexican people's tastes, needs and desires. They will have a natural advantage in selling to a richer Mexico.

Our goal this year is to increase opportunities for U.S. business to compete in the global marketplace and for consumers to choose from the best products at the lowest price.

The payoff from initiatives like the North American free-trade talks will be new jobs for workers, lower prices and greater choice for consumers, and a stronger, more competitive economy.

And this new and expanded trade will make us tougher. It will make us smarter. It will make us better.

Carla A. Hills is the United States trade representative. This column was written for the Hispanic Link News Service and distributed by the Los Angeles Times Syndicate.

SEP 10 '91 12:39 FROM SHEARMAN AND STERLING PAGE.002

Remarks to the American Farm Bureau Federation in Orlando, Florida

January 8, 1990

Well, my thanks to my friend Dean Kleckner, Farm Bureau president, for that warm introduction. We're grateful for his leadership on that National Economic Commission and the tremendous support of you, the members of the Farm Bureau. My thanks, too, to Bob Delano out here, former Farm Bureau president, whose leadership and counsel have been so helpful to me.

I'm happy to have our distinguished Secretary of Agriculture, Clayton Yeutter, here at my side, doing a superb job for us. And I know you'll hear tomorrow from Ambassador Carla Hills [United States Trade Representative]. You talk about two people who understand the need to open up foreign markets to U.S. agricultural products—these two are tough, and they are the tops, and we're grateful to both of them.

My friend, Bob Martinez, Governor Martinez, it's always a pleasure to see you and visit your beautiful State. And of course, I'm very proud of the next two. Great to see Senator Connie Mack here—a new Senator making a national impression, I'll tell you—and next to him, or right near him, second from the end, my close friend and a longtime supporter [Representative] Bill McCollum—two outstanding voices for Florida in our Nation's Capital. I wish we had a lot more like them, I'll tell you.

I just returned from a little fishing and hunting over the holidays in Texas and Alabama, and I heard a story about the time that Mark Twain spent 3 weeks fishing in Maine after the fishing season had closed. On the way home, aboard the train, he told the man seated next to him about all the fish he'd caught. Finally, Mark Twain asked, "By the way, who are you, sir?" "I'm the State game warden," replied the man. "Who are you?" And after a long pause, Twain said, "Well, to be perfectly truthful, I'm the biggest damn liar in the whole United States." [*Laughter*]

I won't bore you with my fishing stories because I could reminisce with you all day long on this subject. It's a pleasure to be here because for 71 years now the American Farm Bureau has helped American farmers—over 3 million member families—to become the best in the world. And farming is a proud and noble part of our history. In fact, Thomas Jefferson himself wrote that "Agriculture is the most useful of the occupations of man." Today, nearly two centuries later, I'm here to give my first major address of the new decade, and I'm proud to begin this decade by talking to you about the future of farming in this country. But as we look forward, it's also important to reflect upon the past and what farmers have gone through, both good and bad.

You, America's farmers, deserve the credit for the rebound in U.S. farming, and I salute you again. I salute the board of directors up here, all farmers, who are leading this outstanding organization. You've been through the worst droughts and national disasters of the 1980's, and you've survived tough economic times. But you've worked with your minds and your hands to beat adversity with a kind of can-do commitment that's been the hallmark of American farming for generations.

Right here in Florida, we're seeing some of that can-do attitude as you face—Florida farmers—as you face the terrible loss of the citrus and winter vegetable crop. On the way down on Air Force One, Bob Martinez gave me the details of Florida's losses. But let me tell you—I'm sure you've heard this from Clayton—you will not be facing this alone. Clayton and I have talked, and I've asked the Secretary to personally oversee our efforts to provide assistance. And I know you can count on the USDA to be in there fighting with you.

It was a little over 4 years ago—seems like just yesterday—but a little over 4 years ago that the 1985 farm bill became law. Admittedly, the cost has been high, but it has worked. Since then, the news has been good. Surpluses have declined dramatically, and most of our good land has been brought back into production. Net farm

income reached a record level last year, and the share of income that came from market sales continued to grow. The farm credit situation has greatly improved, bringing more financial stability to rural America.

As we face the future, the outlook is even better. Through sound fiscal policies and wise management of our resources, commonsense attitudes and, God willing, good weather, we can succeed. Together, we will keep rural America strong and American agriculture thriving in the 1990's.

But to do that—and Dean Kleckner alluded to this in his introductory remarks—to do that, our first priority must be to keep the American economy growing. That means fiscal and monetary policies that make sense. Today one of the best things we can do for farmers is to keep the interest rates low, and that is exactly what we intend to do.

This year, we will work with Congress on the 1990 farm bill. Getting a good farm bill through Congress is like milking a bull. [*Laughter*] But I can tell you that to be competitive we must have market-oriented farm policies that allow producers more flexibility to decide what crops to grow—and that because American farmers then can do what Americans do best, compete. At the same time, we've got to maintain a safety net to protect farmers from conditions beyond their control. But market-oriented farm policies are only a part of the agricultural picture; it is absolutely essential that we expand markets and enhance productivity.

We've got to assure the public that America's food is safest in the world, and we've got to protect our precious environment. America's farmers—I know this—America's farmers understand the importance of a clean environment. Many of you here today come from farms that have been handed down from parents and grandparents. You know that to protect the land is to protect not just your livelihood but your heritage.

We must recognize that productive agriculture and a sound environment can be compatible, especially in terms of water quality. The administration has initiated a concentrated 5-year effort to work with the Nation's farmers to protect our ground water from contamination by fertilizers and pesticides. We'll spend close to a third of a billion dollars on research and support for farmers to stop contamination of our land and water. We must keep your good land in business without unreasonable burdens, but we must also keep it good land. I am counting on your leadership as we work to expand farm productivity while safeguarding our precious environment.

We must also make sure that all Americans are confident in the safety of our food supply. My administration is working hard to develop legislation to protect the food supply without overwhelming the agricultural industry.

But in the coming decade, the American farmer must have a level playing field in the international trade arena, too. And the way to fight trade barriers is through negotiation, not reciprocal protectionism. I know that many Farm Bureau leaders serve on the Agricultural Trade Policy Advisory Committee—and how important this issue is to you. Our administration has just made a bold proposal in the Uruguay round that would phase out export subsidies in 5 years and other trade-distorting practices in 10 years. But any agreement we sign—and I can guarantee you this—any agreement that we sign will be an agreement that is also good for American agriculture. You see, our goal is simple: open markets and free trade.

And it's beginning to work—international markets are improving. The value of U.S. agricultural exports has increased for the third year in a row; and sales to developing nations, the dynamic markets of the future, were up 13 percent last year.

We also support expanding our ties with Eastern Europe and the Soviet Union to open even more markets. Earlier this winter, Secretary Clayton Yeutter led a Presidential delegation to Poland to determine how American know-how can help Poland shift from that controlled economy to a market economy. It was a wonderful mission, and we're forging new partnerships between our agricultural industries and Eastern Europe's emerging economies.

But in today's global economy, America must also become more competitive

through increased production, new uses for our products, and expanded markets at home. And so, this administration supports greater research into biotechnology for improved productivity, and we're encouraging alternative uses of farm products like ethanol and other new fuels and fuel additives. Just a few months ago, we proposed the expansion of the producer tax credit for alternative fuels to include ETBE. This will mean more markets for growers and cleaner air for all Americans.

But for us to reap the full benefits of a competitive economy we must cut the capital gains tax rate. With our capital gains tax proposal, we can help keep American agriculture dynamic and prosperous. And with continued economic growth, we can keep rural America going strong. Passage of our capital gains proposal, which would apply to the sale of farmland, will be one of my top priorities in this legislative year. Your support has been instrumental in the fight for the capital gains cut. And the fight isn't over yet. And I am sick and tired of the demagogs who call this a tax cut for the rich. It means jobs, it means savings, and it is good for all Americans.

And so, the farm bill, our international trade negotiations, and a capital gains tax cut will be high on my agenda for this great nation, because what's good for agriculture is good for America.

Let me talk just a little about some of the challenges facing all America. Like people everywhere in this great country, you work hard. You sacrifice to make good lives for yourselves and your children. Every one of us dreams of excellence in education; economic opportunity for all citizens; and a clean and healthy environment; and safe, drug-free streets, schools, and workplaces.

Together we are working to build a better America; but much remains to be done, and you're in the forefront. Rural America cares about education. You know, some say improving our schools is something for Federal money and Washington bureaucrats to handle, and I know you don't believe that. Whether it's a classroom on a rolling prairie in Nebraska or a busy New York street, improving education is a national challenge.

Last September, I met with the Nation's Governors at the education summit in Virginia to begin promoting educational restructuring in every State and determining national goals to attain excellence. The administration has sent the Educational Excellence Act to the Congress, and we want—and America needs—action on it soon.

Rural America is also battling the ravages of violence and drugs. Every citizen has the right to a safe home, the right to freedom from fear. Early in my administration, we sent the Comprehensive Violent Crime Control Act to the Congress. We proposed measures to improve enforcement and prosecution and strengthen current laws to put the drug dealers behind bars and keep them there. This critical crime legislation has been sitting on Capitol Hill for months. Brave citizens everywhere are standing up to crime, and it's a time for Congress to act quickly and responsibly because the war on drugs and crime will not wait. And I might say parenthetically, thank God we've got Bill McCollum in a key role in the House and Connie Mack, Senator. I again want to mention the support that we are getting from them and others like them for this approach I've outlined.

Let me just add a little more on our relationship with Capitol Hill. When I took office—Inaugural Address—I put out my hand to the Congress, to the Democratic majority, and reminded us all that the American people did not send us to Washington to bicker. As I've said, we sent proposals to Congress on clean air, combating crime, capital gains—responsible proposals, carefully thought out, based on principles. Now a year has passed. A new year has become. And it's time—it is past time—for Congress to tend to some of the unfinished business. Let me say to Congress as it comes back in a couple of weeks now: The hand of cooperation is once again extended. And I would only add: America wants it done right. America wants it done responsibly. And America wants it done now. We are always willing to listen to ideas and alternatives, but we are not willing to compromise on fundamental principles.

Finally, rural America does believe in liberty and democracy. Freedom-loving people everywhere are following the news

reports from behind what used to be called the Iron Curtain. In fact, I read that the first thing to sell out in West Berlin on the day the Wall came down wasn't TV's or denim jeans. It was fresh fruit. In Romania, citizens knew freedom had arrived because for the first time in many years they saw food on the grocery store shelves. We reap what we sow, says the Bible, and what a bountiful harvest we are witnessing. It is a harvest of joy and opportunity that we will continue to support and encourage every step of the way. And let me add: This harvest is not just happening in Eastern Europe. Let's help the countries to our south, so that this hemisphere will be the first totally democratic hemisphere in the entire world.

I know I don't have to tell you this, but let me just tell you from the bottom of a grateful heart that I am mighty proud of our courageous fighting men who have helped Panama. And the joy shown by the people of Panama says it all, right there in the streets of Panama City.

And so, as I conclude my comments to the Farm Bureau, I can tell you I am optimistic about the coming decade, for I believe in the wisdom of our policies; I believe in the providence of the Almighty; and most importantly, I believe in the tough resiliency and the moral strength of the American people. Throughout our history, farmers—many in this room—have weathered disaster; and each time, like steel forged in a white-hot furnace, you are stronger with each testing by fire.

In the "Dirty Thirties" swirling clouds of dust ruined hundreds of farmsteads on the Great Plains. Many of the Dust Bowl farmers stayed on the land, and today their descendants have invented conservation techniques to catch and preserve the winter snows and the spring rains to carry their crops through the hot plains summer—a triumph of human courage and ingenuity. In the 1970's, an unheard-of disease, the southern corn leaf blight, swept through the fields of the Midwest. In a few days, the tall, green, tasseled corn was devastated, as if someone had taken a blowtorch to it. Over that winter, scientists and farmers developed resistant corn varieties in time for the next spring planting. A national food disaster was stopped dead in its tracks—a triumph of faith, science, and inventiveness.

And today, at the daybreak of the new decade, I want rural America to share in the promise and prosperity of our great nation. And in the months and years to come, as we approach the horizon of the new century, may we all share in the opportunity and optimism of a world at peace.

Thank you, and God bless the United States of America. Thank you very, very much.

Note: The President spoke at 10:47 a.m. in Hall D of the Orange County Convention/Civic Center. Following his remarks, he visited the Land and the Living Seas Pavilions at EPCOT Center and then returned to Washington, DC.

Remarks Introducing the Presidential Lecture Series
January 7, 1990

Professor Donald and Mrs. Donald; Mr. Chief Justice and Mrs. Rehnquist; Chief Justice Burger, I understand, is here; Secretary Cheney and the Honorable Lynne Cheney; distinguished Members of the Congress; General Powell: Let me welcome you to the White House. And Barbara and I are very pleased to have you here. It's a privilege.

We're proud to host this lecture on the Presidency of the United States. And this is the first in a series of lectures on the men who have held this office. And it seeks to make them come alive: What were they like? How did they live? How was history, the history of America's house, molded by their dreams? To occupy this office is to ask those questions, and certainly to feel a kin-

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TALKING POINTS FOR GARY BLUMENTHAL

The farm economy and farm income outlook

- The overall U.S. farm economy has sagged a little during 1991, but generally remains very sound. Net cash farm income was a record $60 billion in 1990. However, the mid-point of USDA's current 1991 forecast of $54-$59 billion is a 5% decline from 1990.

- The income drop mainly has been caused by a drop in wheat, feed grain and milk prices. Reduced incomes for these farmers no doubt have caused some financial problems.

- Despite the income drop, the financial well-being of the Nation's farmers is stronger than it was during the crisis years of the mid-1980s. The farm economy's debt-to-asset ratio at the end of 1991 is expected to be 17%, about the same as last year and well below the 23% at the end of 1985.

1992 prospects

- Wheat prices have strengthened and will support farm income growth in 1992. The lower 1992 ARP (5 percent vs 15 percent this year) will increase the amount of wheat sold by farmers next summer and fall.

- Milk prices also have risen sharply since lows last spring. Last May, the all milk price reached a low of $11.40 per cwt but bounced back to $13.20 during October after producers trimmed production this summer and fall.

- Corn and feed grain markets have very low stocks this year, so prices in the future are likely to be very sensitive to export developments, particularly to the USSR.

- Soybean prices have dropped to their lowest level since the fall of 1987. Production in 1991 is ample, so soybean revenues won't improve aggregate farm income in the near term.

- Livestock production has been increasing and red meat and poultry production is expected to rise 4% in 1991. Most of the production increase is expected to be in pork and to a lesser extent in poultry. The production increase will reduce livestock prices somewhat during 1992.

Environmental update

- The Conservation Reserve Program (CRP) under the 1985 Act did a remarkable job in reducing erosion. 34 million acres were enrolled, including 2 million acres of trees and 410,000 acres of wetlands. The 1990 Farm Bill increased

emphasis on environmental quality goals for enrollment and a new bid acceptance system was established to rank bids by comparing the costs and benefits of their inclusion.

- There have been two signups this year, the 10th and 11th of the CRP. About 1.7 million acres were added to the program.
- The new emphasis on environmental benefits has shifted the acreage accepted to Lake States, Corn Belt, and Southeast. Sixty percent of the enrollment under the 1985 Act was in the Great Plains and West.
- The next signup for CRP is planned for June 1992.
- The Wetland Reserve Program with a stated goal of 1 million acres enrolled by 1995 has not yet been implemented. Proposed regulations will be published soon (maybe by November 14) There will be a program and signup during FY 1992. Current appropriations for the Wetland Reserve Program are $46 million for FY 1992.
- Wetlands delineation is proceeding through the regulatory process. The EPA manual is open for public comment and there is little that public officials can say on the topic. The administration has said that the old manual needed revision.

USSR Update

- Exports to the USSR have been very important for U.S. farmers. Over the last 4 years, the USSR accounted for 17% of U.S. wheat exports and 23% of U.S. corn exports.
- During FY 1991, USSR's imports of U.S. agricultural products were an estimated $1.9 billion, a sharp drop from the previous year's $3.0 billion. The drop in sales to the USSR accounts for more than 40% of the drop in the value of all U.S. farm exports during FY 1991.
- The USSR's political breakup and deep recession have caused total Soviet imports to decline by half during the first half of 1991. Soviet grain imports were 27% lower as a result of economic factors and a large grain crop in 1990.
- This year, the USSR is facing a sharp drop in grain production, from 237 million tons in 1990 to ___ million tons this year (to be released Nov. 12).
- USDA provided $1.915 billion in GSM credit guarantees during FY 1991. This credit financed the USSR's reduced imports from the U.S. and enabled them to meet minimum purchases required by their long-term trade agreement with the U.S.

- Secretary Madigan has indicated that the USSR has requested $2.5 billion in credit guarantees (in addition to the $585 million already announced for FY 1992) and $1 billion in food and humanitarian assistance. The President is now considering this request. (Note that current total U.S. humanitarian assistance, P.L. 480 and section 416, is less than $1 billion, so the food portion of the USSR request is likely to be small in relation to other needs, such as medical supplies.)

- Ability to repay loans is very important in deciding whether to offer additional loan guarantees. That ability to pay will very much depend on whether the Soviet economy will function effectively and who takes the responsibility for debt repayment, given current uncertainty about the relationship of the Republics to the Central government. For the USSR economy to begin to function better, it needs to move rapidly toward the development of markets and the necessary related institutions. The USSR has great resources to draw upon as it reforms. It is the world's largest oil producer, largest natural gas producer and second largest gold producer. It will probably be in the best interests of the republics to maintain strong economic ties to the Russian republic because Russia accounts for 80% of exports, produces 90% of Soviet oil, produces 75% of Soviet natural gas and produces a very high share of gold.

GATT Update

- Exports are critical for U.S. agriculture--17% of U.S. farm output is exported. Exports take the production from 1 of every 3 acres U.S. farmers harvest and growing export markets are the key to agricultural prosperity. Therefore, a successful GATT agreement remains the single most important policy initiative to increase the prosperity of U.S. farmers in the future.

- The U.S. wants a successful Uruguay Round agreement that will expand export opportunities for U.S. producers by lowering import barriers, reducing internal trade-distorting subsidies, and cutting export subsidies.

- GATT negotiations on agriculture have recently intensified. This increases the likelihood that the Uruguay Round will be completed within next few months.

- Coming events that may affect GATT negotiations are the forthcoming agricultural paper by GATT chairman Dunkel and the President's visit with EC leaders around November 8.

Northern Spotted Owl Situation

- Controversy over management of northern spotted owls in Oregon, Washington and northern California has been one of the most difficult issues to confront both public and private forest land managers in many decades. The controversy also goes beyond spotted owls, encompassing the management of Federal lands, preservation of old growth or ancient forests, natural resource-based economies, log exports and other species preservation.

- Since the U.S. Fish and wildlife Service listed the northern spotted owl as threatened, the responsibility for developing a long-range plan for the species and its habitat belongs to the U.S. Fish and Wildlife Service's Recovery Planning Team. This team is working to develop a plan to balance the needs of the owl species with the commodity needs of the timber-based economies of the Pacific Northwest. A draft recovery plan is expected to be available by December 31, 1991.

- Other actions and events have influenced the controversy, including the injunction imposed by District Court Judge Dwyer that prohibits award of all new timber sales in suitable owl habitat until the Forest Service completes an Environmental Impact Statement (EIS) establishing standards and guidelines to "maintain the viability of the spotted owl species". The Forest Service released a Draft EIS on September 27, 1991. The preferred alternative is the Interagency Scientific Committee (ISC) strategy for management of northern spotted owls in National Forests. The Final EIS is expected to be released on or before February 5, 1992 and a Record of Decision by the Secretary of Agriculture is expected on or before March 5, 1992. This timeline will meet the Court Order.

- Eight old growth bills have been introduced in Congress. The Administration supports in concept S. 1156, the Federal Lands and Families Protection Act of 1991, because it provides an appropriate balance between ecological and human needs. It protects old growth ecosystems, while minimizing the impact on regional economies. All the old growth bills incorporate protection for the spotted owl.

- Legislative action to resolve the crisis does not appear to be coming in the near future.

- The Bureau of Land Management has received a jeopardy opinion from the U.S. Fish and Wildlife Service on 44 timber sales in western Oregon. These sales have been submitted to the Endangered Species Committee, also known as the "God Squad". The Secretary of Interior has accepted the petition by the BLM and the Committee will be considering these sales

over the next several months. The Secretary of Agriculture is a member of the Committee.

- The timber-dependent areas of the Pacific Northwest and northern California are deeply concerned about the effects of management for northern spotted owls and other species that may be listed as threatened and endangered. It could affect their employment base, their lifestyles and their children's futures. Hundreds of people have participated in public hearings held by the Forest Service to express their views on the spotted owl draft EIS.

OFFICER FACTS

The 1990-91 national officers lead FFA members in exploring the diverse and exciting areas of agriculture through the leadership and award programs of FFA. The officers represent members to officials in government, education, business and agriculture. As they travel during the year, they meet with members on the chapter, state and national levels. With leadership and communications skills honed through FFA activities, these officers share their optimism and enthusiasm for America's two greatest resources—young people and agriculture. The national FFA officers ...

- were elected to office November 10, 1990 at the 63rd National FFA Convention in Kansas City, Missouri which was attended by over 24,000 FFA members, advisors and guests
- represent more than 387,000 FFA members in 7,634 chapters
- participate in state conventions, chapter banquets and civic meetings
- develop and deliver numerous speeches to FFA members and their parents, and political, educational and corporate leaders
- organize, prepare and present local, state and national leadership conferences and meetings for FFA members
- travel more than 200,000 miles each during the year representing FFA and serving the organization's members
- visit Japan, Hong Kong and the People's Republic of China to study international agricultural trade and meet with government and agriculture industry officials
- discuss agriculture and young people in agriculture with political, educational and corporate leaders
- receive only college scholarships and travel expenses from the National FFA Organization
- represent their peers on the National FFA Board of Directors
- generate public awareness and support of agricultural education/FFA and the industry of agriculture

ABOUT THE FFA ...

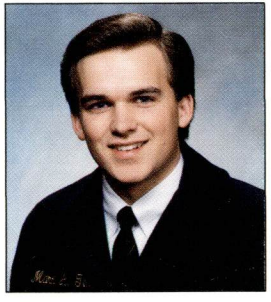
American agriculture needs strong leadership and talented young people to take up the challenges facing an industry in transition. FFA members are learning the skills that will keep American agriculture the most efficient in the world. Through FFA and agricultural education, members benefit from many award incentive programs, leadership development activities and hands-on agricultural experience training. The National FFA Foundation invests in the future of agriculture through the sponsorship of such FFA programs as:

- 29 agricultural proficiency awards
- 11 national agricultural skills contests
- Prepared and extemporaneous public speaking contests
- National Chapter awards
- National Chapter Safety awards
- Building Our American Communities award program
- Achievement in Volunteerism awards
- Scholarships
- Food For America
- International exchanges/WEA, WASS, CB
- FFA educational audiovisuals
- Computers in Agriculture awards
- Agriscience Teacher of the Year awards
- Agriscience Student Recognition program
- National FFA Week
- Public Service Announcement campaign
- Agricultural Career Recruitment program
- FFA Student Handbook

National FFA Organization
5632 Mount Vernon Memorial Highway
P.O. Box 15160
Alexandria, Virginia 22309-0160
Telephone 703/360-3600 Fax 703/360-5524

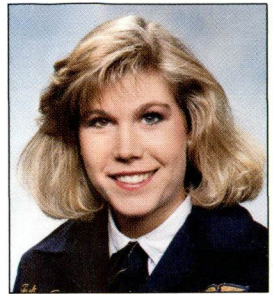


INTRODUCING THE 1990-91 NATIONAL FFA OFFICERS



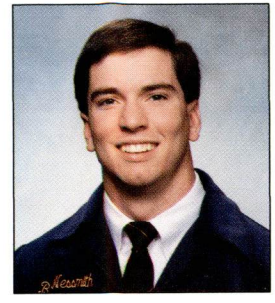
Age: 19
Enterprise: agricultural sales and service and work placement
FFA State Office: Indiana Association President
FFA Awards: agricultural sales demonstration, leadership interview and job interview contests state winner, state agricultural sales and placement proficiency award runner-up, extemporaneous public speaking, crop judging contests
High School Activities: National Honor Society president, student council president, football, golf and cheer-leading captain
College/Major: Purdue University, freshman, agricultural sales and marketing
College Activities: FarmHouse fraternity
Career Goal: agribusiness management

Mark Timm
President
R.R. 1, Box 20AA
Fillmore, IN 46128
317-246-6442



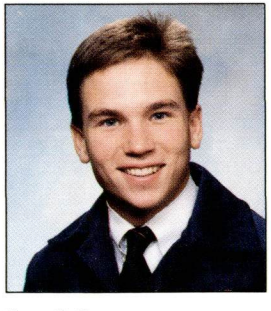
Age: 21
Enterprise: corn, alfalfa, feeder pig and quarter horse production
FFA State Office: Nebraska Association President
FFA Awards: prepared and extemporaneous public speaking, forage production proficiency state winner, state regional star farmer award, national FFA scholarship recipient
High School Activities: volleyball, track, student council, German club, choir accompanist, all-state band
College/Major: University of Nebraska, junior, agricultural honors/agribusiness
College Activities: Ag Honors member, Kappa Kappa Gamma sorority, Farmland Industries internship, Nebraska Human Resources Institute counselor, agricultural economics club
Career Goal: agricultural public relations

Julie Classen
Vice President
Central Region
RR 1, Box 56
Ayr, NE 68925
402-756-3733



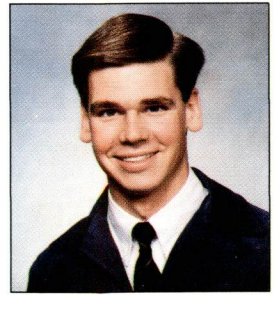
Age: 20
Enterprise: purebred swine production, veterinary aid, farm work placement
FFA State Office: Georgia Association Vice President
FFA Awards: state livestock judging, prepared public speaking, chapter star farmer, agribusinessman and greenhand awards
High School Activities: Duroc Association, Hampshire Association and Georgia Pork Producers member, 4-H
College/Major: Abraham Baldwin Agricultural College, sophomore, animal science
College Activities: Collegiate FFA, rodeo team
Career Goal: swine nutrition specialist

Ben Nessmith
Vice President
Southern Region
Route 4, Box 350
Statesboro, GA 30458
912-865-2414



Age: 21
Enterprise: beef production and farm work placement
FFA State Office: Oklahoma Association President and Secretary
FFA Awards: prepared public speaking national winner, extemporaneous public speaking state winner, Computers in Agriculture state winner, national FFA scholarship recipient, parliamentary procedure
High School Activities: National Honor Society, student council vice president, Boy's State Governor, Boy's Nation Senator
College/Major: Oklahoma State University, junior, agricultural economics/international marketing
College Activities: student senate, Ag Ambassador, top ten freshmen men, Alpha Gamma Rho fraternity
Career Goal: international trade development and law

Danny Grellner
Secretary
Route 3, Box 41
Kingfisher, OK 73750
405-375-3016



Age: 19
Enterprise: poultry, beef, corn, wheat, alfalfa, rye and pasture production
FFA State Office: Virginia Association President
FFA Awards: international experience tours to Japan and Germany, star state farmer, poultry production proficiency regional winner, extemporaneous public speaking state runner-up, agribusiness contest state winner, national FFA scholarship recipient
High School Activities: National Honor Society president, class treasurer, math academic team captain, Presidential Classroom ambassador
College/Major: Virginia Polytechnic Institute and State University, freshman, agricultural education/agricultural economics
College Activities: agricultural education society, poultry science club
Career Goal: agricultural lobbyist/beef and poultry farmer

Matt Lohr
Vice President
Eastern Region
Route 3, Box 74-A
Broadway, VA 22815
703-896-8796



Age: 21
Enterprise: beef, swine, oats, corn, and forage crop production
FFA State Office: Texas Association 1st Vice President
FFA Awards: Work Experience Abroad program-England, prepared and extemporaneous public speaking, diversified crop and beef production proficiency state winner, Texas FFA scholarship
High School Activities: National Honor Society, student council reporter, yearbook photographer, debate, Fellowsh of Christian Athletes reporter, American International Charolais Association
College/Major: Texas A & M University, junior, agribusiness and communications
College Activities: Block and Bridle club, Houston Livestock Show and Rodeo Speakers Committee, National Agricultural Marketing Association, Miss Charolais U.S.A Texas Aggie Cattlewomen vice president, Texas A & M Congressional Advisory Committee
Career Goal: agricultural policy and international livestock marketing

Lesa Ann King
Vice President
Western Region
P.O. Box 82
Howe, TX 75059
903-532-6147

The Strategic Plan for Agricultural Education



A National Mobilization Plan for Revolutionary Change in Agricultural Education.

Strategic Plan Introduction

Change is rampant in agriculture, and agricultural education must keep pace or become an obsolete remnant of the past. If the agricultural education community is to meet the challenge of change, we must answer two questions: "Who are we?" and "What is our purpose?" The agricultural education community must begin answering these questions collectively and in a way that renews, confirms and revitalizes the community's collective sense of esteem, purpose and meaning.

It is essential that bold, innovative thinking be encouraged and revitalized to prevent stagnation and rejection. More than ever, the community needs fresh ideas. Meetings and forums must be a safe and comfortable place for risk taking and innovative thinking.

The agricultural education community will lose nothing of the past by moving together to embrace the challenges and opportunities of the future so long as the essential values are upheld and not discarded.

The primary vision for the future of agricultural education as articulated through the following resolutions, mission statement, values and goals was collectively recognized by the members of the National Summit on Agricultural Education.

The vision spawned a mission. The mission triggered goals. The goals can and will be achieved via specific tactical objectives formulated by the entire agricultural education community, resulting in a cohesive, dynamic, forward looking, market-driven agricultural education program.

The community needs to move forward unified by an over-arching mission, confident in our publically recognized values and energized by mutually-agreed-upon goals and objectives.

There is no question that agricultural education will achieve together what none of its components could achieve alone. What follows is an outline of a vision and an invitation for everyone to vigorously contribute and participate in the achievement of excellence.



Mission Statement for Agricultural Education

The mission of agricultural education is to provide a total dynamic educational system.

We aspire to excellence as we recruit, prepare and support individuals in agricultural careers.

We serve the people and inform them about agriculture, its needs, opportunities and challenges.

We value:

providing instruction in and about agriculture

serving all populations

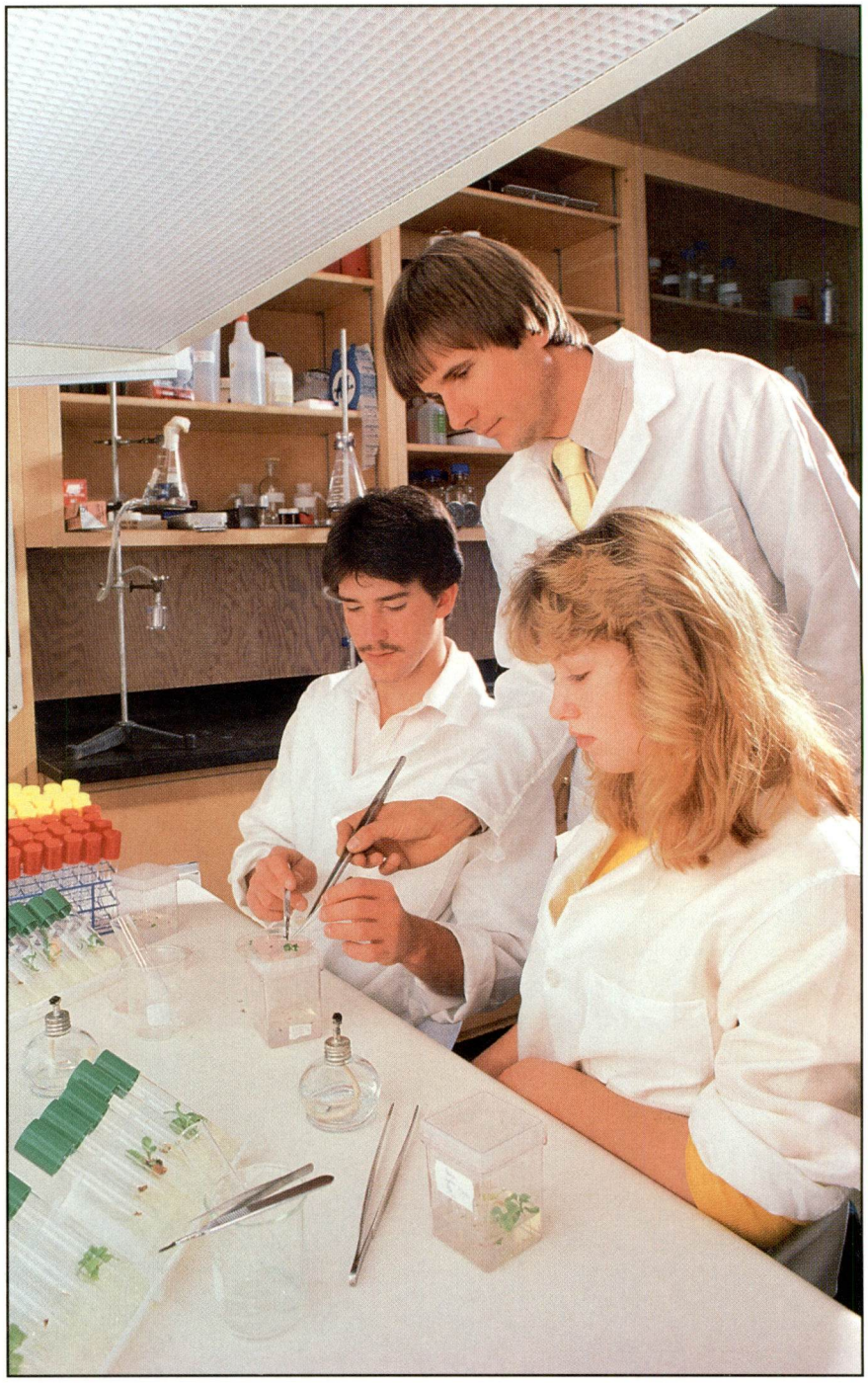
developing the whole person

responding to the needs of the marketplace

advocating free enterprise and entrepreneurship education

functioning as a part of the total educational system

utilizing a proven educational process which includes formal instruction, experiential learning, leadership and personal development.



Summit Resolutions

In February and May 1989, the National Summit on Agricultural Education was held for the purpose of developing The Strategic Plan For Agricultural Education. As a part of the valuing process, the following twenty-two stated beliefs or resolutions were formed.

We, the participants of the National Summit on Agricultural Education, do hereby resolve to,

1. Develop a united national presence and collectively move toward great achievements in education and agriculture.

2. Align personal and program agendas beneath a single overarching mission.

3. Pursue the national mission with integrity and high expectations of excellence.

4. Demonstrate by actions the confidence and faith placed in publicly stated bedrock values.

5. Move with one will and speak with one voice on crucial issues and opportunities.

6. Charge the National Council for Agricultural Education with the responsibility of being "servant leader" in the coordination and orchestration of the national presence.

7. Promote trust, teamwork and synergy through an unyielding national commitment to the Three C's: Communication, Cooperation and Coordination.

8. Encourage and recognize bold thinking, creativity and innovation.

9. Recognize the strength in diversity; move towards oneness, not sameness.

10. Expect and encourage participation, initiative, leadership and integrity in every role, at every level.

11. Expand the network of relationships between education and science, business, industry, government, the arts and the community.

12. Provide cutting edge technology, training and information, and promote life-long learning at every level throughout the profession.

13. Move proactively rather than reactively; focus on desired long-term outcomes rather than temporary short-term problems.

14. Maintain bridges between the old and the new; embrace change while honoring and preserving traditional roots.

15. Serve as role models and mentors; lead by example.

16. Seek out deeper resources and expanded financial support through effective marketing.

17. Aggressively, honestly and professionally tell our story in every school, community and nation in which we operate.

18. Honor our obligations and actively contribute to each community, state or nation in which we operate.

19. Reaffirm dedicated stewardship of the environment.

20. Challenge each individual and organization to translate the National Mission and the seven National goals into reality with specific objectives and action plans that are measurable, realistic and attainable.

21. Accept accountability for decisions and actions.

22. Regularly review our mission, values, goals, priorities and objectives, making appropriate course corrections.

These resolutions are the result of the National Summit on Agricultural Education. Each resolution stands alone and are ranked in no particular order.

Goals

Overarching national goals that are realistic and clearly understood by everyone in agricultural education will help focus our combined energy. In this context, 'goals' are not meant to be a specific target but rather focal points to set overall priorities for agricultural education and serve to focus and guide decisions throughout the community. Goals are a direct reflection and extension of our values. (Note: Specific objectives that carry out the seven goals below will be formulated by each of the various agricultural education organizations)

GOAL 1: To update instruction in agriculture and expand programs about agriculture.

As the world changes and advances, agricultural education will respond and advance with it. Immediate priority must be placed on reviewing and updating curriculums.

First, the prevailing accent on production agriculture must give way to a much broader agenda, including such topics as: agricultural commodities; agribusiness marketing and management in a global economy, public policy, environmental and resource management, nutrition and health.

Second, we must make a concerted effort to bring meaningful programs about agriculture to all people in the nation. Total agricultural literacy must be our focus as we strive to educate the public.

We seek to provide both: A comprehensive contemporary program of education for the career-bound agriculture student; and a basic program about agriculture for all students in the nation.

GOAL 2: To serve all people and groups equally and without discrimination.

We believe the greatest agricultural resource is the human resource. And we affirm our commitment to reach, attract and develop the human potential of all people—regardless of race, creed, color, sex, national origin or condition of advantage.

Historically, agricultural education has been most attractive to white male students in rural areas. More females are enrolling in the program, but minority and special intrest group enrollments remain disproportionately low.

Action is required to remove the stereotype. We must redesign our programs and activities, as well as mobilize media, government, industry, education and community support groups to help achieve an enrollment that reflects our diverse society. If there must be a stereotype, let it have nothing to do with race, creed, sex or color. Let it have everything to do with effort, energy, ideas, commitment and capabilities.

GOAL 3: To amplify and expand the "whole person" concept of education, including leadership, personal and interpersonal skills.

Over the years, agricultural education has distinguished itself through unique and highly effective programs that instill confidence, initiative, responsible citizenship, leadership and real-world know-how in its members. In particular, our student organizations continue to evolve model programs and activities that deserve to be studied and perhaps emulated by all branches of education.

Despite the excellent track record, we must expand and refine the "whole person" concept to include all students, not just those who join student organizations.

We accept the responsibility to promote and enable meaningful participation in our proven programs of leadership, personal and interpersonal skills for all students.

GOAL 4: To develop educational programs that continually and systematically respond to the trends and demands of the marketplace.

We believe that agribusiness and agricultural education are integrally connected to a dynamic, ever-changing marketplace.

In the past we could rely on books and curriculums to provide accurate information for several years. Today, however, we must develop creative ways to continually monitor the pulse of the marketplace for our students.

Like the management philosophies of successful companies, education must be able to quickly respond to market-driven stimuli. Successful agricultural education programs will impact the marketplace and the marketplace will in turn impact our programs.

GOAL 5: To provide the stimuli that will foster the spirit of free enterprise and develop creative entrepreneurship and innovation.

The greatness of American business and industry is a result of the spirit of competition. Only the spirit of free enterprise and entrepreneurship can continually rekindle that aspiration to greatness.

There was a time when people struggled to cultivate ten acres of ground and provide for their family. Today, agriculture and agricultural education have the power, knowledge and equipment to build a world beyond our imagination.

The key is to continually stimulate the free flow of fresh ideas in a healthy competitive environment. Ideas build on ideas to create progress; agricultural education must never be satisfied with "status quo."

GOAL 6: To provide leadership and cultivate strong partnerships in the total educational system.

Our all-out commitment to the Three C's—Communication, Cooperation and Coordination—begins at home in the agricultural education community. From there, however, we must strive to expand the quantity and quality of our relationships with colleagues throughout all of education.

Historically, agricultural education programs have been isolated, literally and figuratively, from other subject areas on school campuses. Isolation robs everyone. We must make it a top priority to enter the mainstream of education so that we can contribute and receive both ideas and leadership. Agricultural education must seek ways to be "a part of...not apart from" our colleagues throughout the educational system.

GOAL 7: To elevate and extend our standards of excellence in classroom and laboratory instruction, supervised experience and student organizations.

We believe that all students should participate in classroom/laboratory instruction in agriculture under the direction of a qualified teacher using modern equipment and facilities and a competency based curriculum. Further, the instruction needs to be articulated in progression from one level to the next. Supervised experience should provide practical real-world experiences in agriculture, develop a positive work ethic and realistic occupation expectations.

All students shall have the opportunity to participate in a student organization.

Currently, the shortage of qualified teachers and inadequate tools and facilities hamper the development of quality programs. In many areas the instructional programs are not competency based or articulated. At present a significant number of students do not participate in a supervised experience. Leadership development provided through agricultural education has a successful image and track record. What is needed is a concerted effort to extend our standard of excellence in agricultural education.

Strategic Plan Summary and Call to Action

Agricultural education is not alone in this strategic planning endeavor. We live in an era in which external factors are causing virtually all major companies and organizations to reevaluate themselves from top to bottom. At the end of these reviews, very few are concluding that the responsible course of action is to continue conducting business as usual.

"A company (or organization) must change faster than the world around it," summarizes a statement by General Electric. "Winners and losers are clearly more definable today: you are either the very best at what you do, or you don't do it for very long."

The Strategic Plan for Agricultural Education, then, is an affirmation and a call to action. It publicly affirms the profession's intention to do what is necessary to become and remain "the very best at what we do," whatever the future may bring. And it calls on every person in agricultural education to join and contribute to a process and plan that will enable us to endlessly generate the required and desired changes—collectively, systematically and effectively.

What shall we call our plan, our process, for meeting the challenge of change? Members of the National Summit on Agricultural Education struggled for an honest, accurate answer.

Some have referred to such a process as "retooling" the organization. Others have called it a process of "reorienting, or termed it "reinventing" the organization around a fresh and resurgent vision of the future.

Each of these terms begins with the prefix "re," and each is applicable to the positive process envisioned here for agricultural education. In the end, however, the Summit members settled on yet another "re" term—one that more accurately describes this particular vision and plan. That word is "revolution," and one of its core definitions is crystal-clear: *Sudden and progressive activity or movement designed to effect fundamental changes in the situation.*

Truly, if today's leaders are to fully embrace the responsibilities of the era, the time has come for agricultural education to plant a big, bold, positive capital R in front of the old word "evolution." Evolution may sound more comfortable and reassuring, but right now Revolution is more responsible and required.

STEP ONE in the revolution was taken with the creation of this document by representative leaders from the various national organizations. Throughout the nation, our commonly-held and publicly-stated mission, goals and values will provide the central focus for the vital interaction that will build and expand the national presence through concerted action for excellence.

The National Council for Agricultural Education (The Council) has been charged with the responsibility of coordinating and orchestrating this national interaction.

STEP TWO requests and challenges each organization in the profession to align its own mission, goals and objectives in ways that contribute significantly and measurably to the national presence.

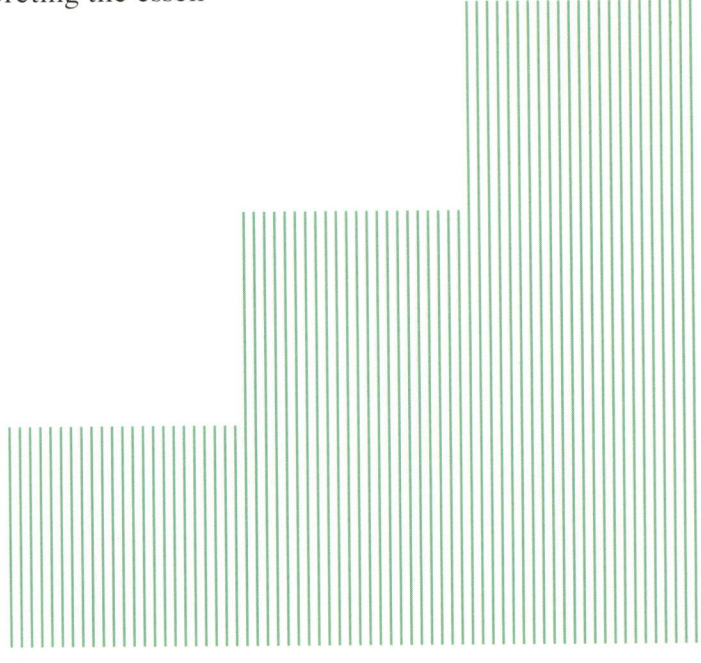
There is great strength in our diversity, but we must channel and coordinate it, eliminating cross-purposes, weeding out redundancy, and maximizing mutual support and synergy. Each organization has its own vital agenda and goals, but we must all work together toward our seven national goals, recognizing that no one person or organization has "the" answer and that it is only through allied effort that a true revolution in excellence can be fought and won.

In the weeks and months to come, it is expected that each organization in agricultural education will "flesh out" the seven national goals outlined in this document with specifIc objectives, tactics, programs and dates for achievement. There is no speed limit on the pursuit of excellence. The quickness of each organization, its willingness to push the state of the art and its efficiency in carrying through on its respective written objectives will all have a major impact on the national presence and agricultural education in general.

STEP THREE runs concurrent with Step Two and is never-ending. We must clearly and constantly communicate our mission, goals, values and objectives to every person at every level throughout the national presence. And we must do it in a way that wins support and transmits action into the very fabric of agricultural education.

Not just words, but action, tactics, strategies, implementation, measurement, recognition and celebration of personal achievement are crucial for success. Each organization, each leader, each teacher must continually take the accountability for clearly communicating and interpreting the essentials of the national plan in ways that stimulate enthusiasm and action at every level. From there, our message and our results will be communicated to the public via an aggressive national communication plan coordinated by The Council.

If we expect to attract top people to our programs, we ourselves must <u>be</u> top people and our programs must <u>be</u> top programs. The national mobilization for a revolution in agricultural education is underway. Let's move together effectively!



Acknowledgements



The Strategic Plan for Agricultural Education was developed through the National Summit on Agricultural Education held in February and May 1989 in Washington, D.C. This plan was developed by representatives of the total agricultural education community. It is important to acknowledge the following groups for their part in this historic document.

American Vocational Association (AVA), Agricultural Education Division

National Association Supervisors of Agricultural Education (NASAE)

American Association of Teacher Educators in Agriculture (AATEA)

National Vocational Agricultural Teachers Association (AATEA)

National FFA Organization (FFA)

National Postsecondary Agricultural Student Organization (PAS)

National Young Farmer Educational Association (NYFEA)

National FFA Alumni Association

National FFA Foundation

United States Department of Education (USDE), Office of Vocational and Adult Education

National Council for Agricultural Education (The Council)


think
about
it

It's a time of looking at options. Of making choices. And looking ahead. You're thinking about career opportunities. And you owe it to yourself to consider a career in agriculture.

Today's agriculture is more than 200 rewarding and challenging careers. Promising jobs that offer plenty of opportunity for financial gain, as well as personal growth and satisfaction.

Agriculture lets you be your own boss. And, it's a profession you can take pride in. Because you're working, every day, to help feed and clothe our nation's people—efficiently and economically.

With the right skills, the right training, and the right education and experience, agriculture can open a whole new world of possibilities for you. And, perhaps, you can open some new possibilities for the world.

The opportunities are wide open.

Approximately 22 million people now work in agriculture and ag-related fields. But only 10% are directly involved in traditional farming. The rest work in agribusiness, communications, science, government, education, processing and distribution, marketing and sales, as well as dozens of other occupations which serve the farmer or the total agricultural industry.

And as new technologies and new job opportunities emerge, so will the need for well-trained and educated new people. People just like you.

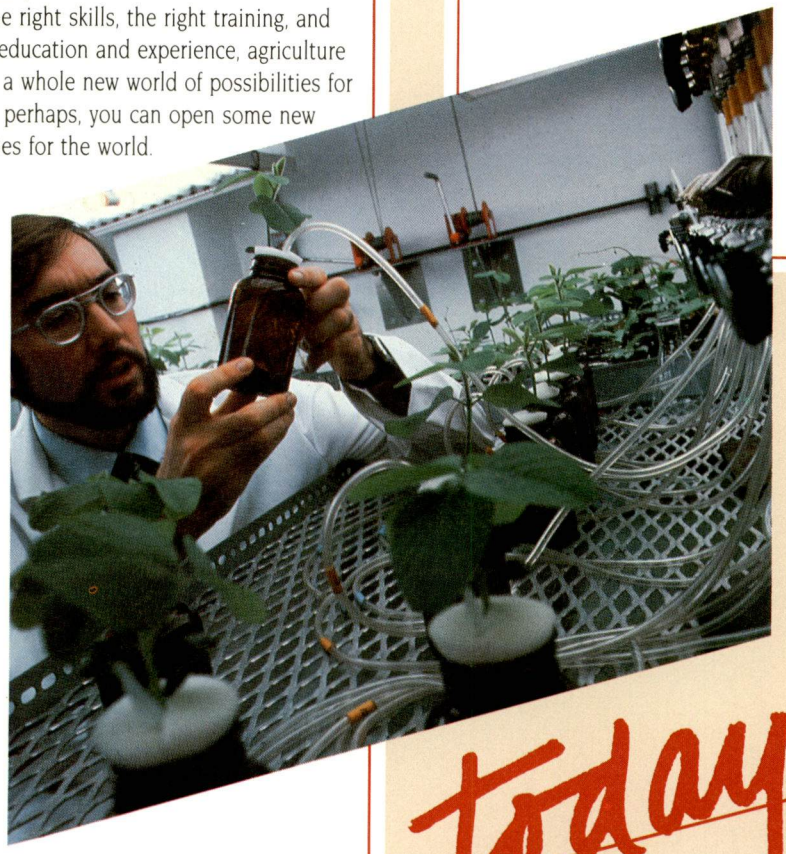
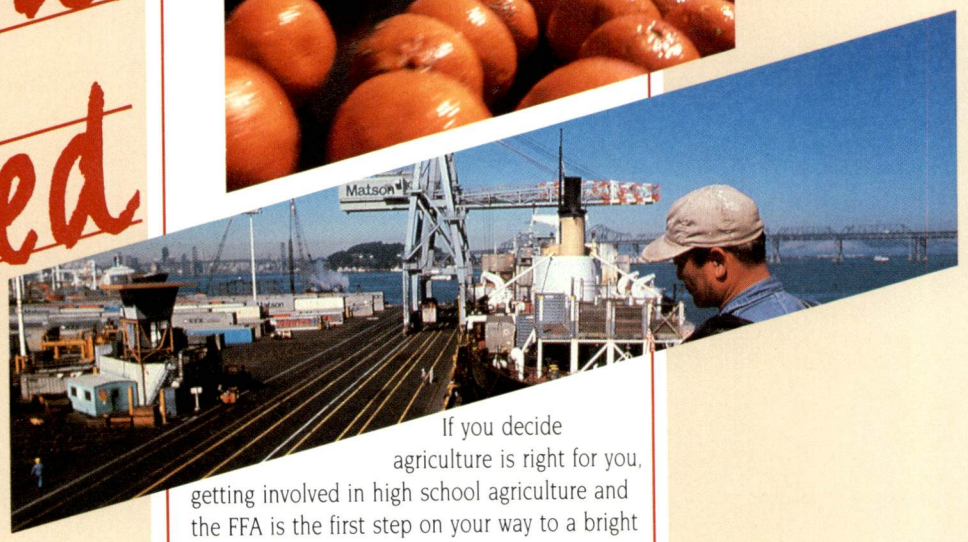


Photo courtesy of: Du Pont

today's agriculture

it's more than you ever imagined





If you decide agriculture is right for you, getting involved in high school agriculture and the FFA is the first step on your way to a bright future in agriculture.

Whatever your aspirations, enrolling in high school vocational agriculture and FFA gives you valuable hands-on experience. Such involvement helps you develop communications and leadership skills. And even helps you decide which of the many agricultural career options is best for you.

The result? You get a more well-rounded education, and you're better prepared for the real world of agriculture.

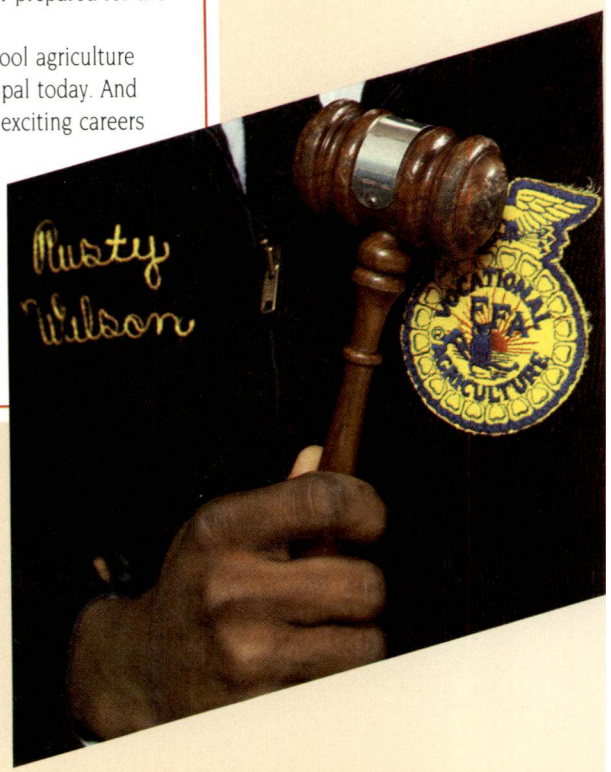
So contact your high school agriculture teacher, counselor or principal today. And explore the more than 200 exciting careers available in agriculture.

High tech is at home in agriculture.

Agriculture today is so much more than farming. It's an advanced, highly technical and highly specialized field. And it involves everything from computers and combines to research and education. Even satellites to watch the weather.

When you choose a career in agriculture, you could work in livestock production or soil conservation. Equipment repair or radio. Or anything from nursery management and genetic engineering to landscaping and law.

The opportunities are wide open in agriculture. And they're all yours to explore. Think about it. After all, there are over 200 careers to consider.

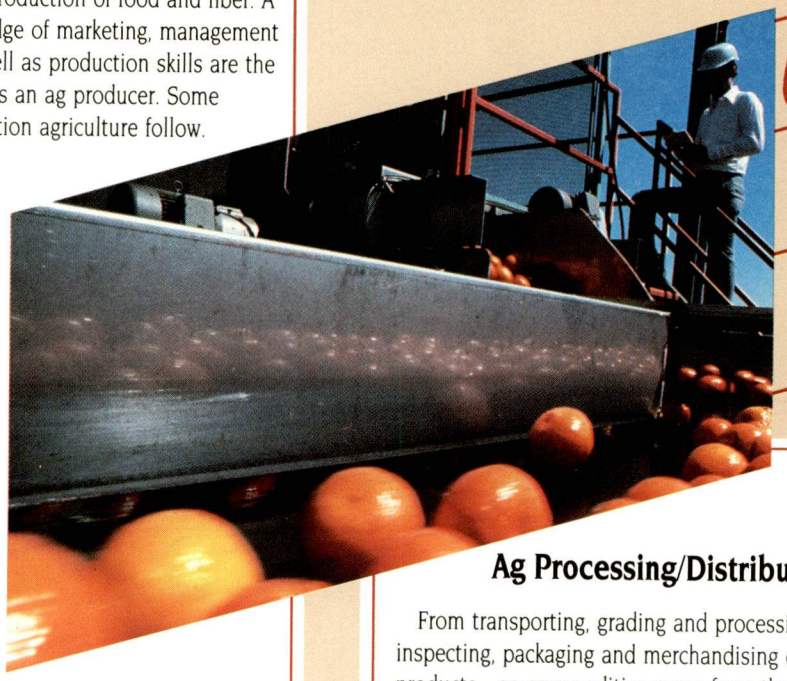


careers you can grow with

Ag Producers

Accounting for about 10% of all agricultural jobs, ag production involves the growing and marketing of plants and livestock. Vegetables, fruits, cheese, meat, cotton and wool all result from the actual production of food and fiber. A thorough knowledge of marketing, management and finance as well as production skills are the keys to a career as an ag producer. Some careers in production agriculture follow.

Agronomist
Animal Breeder
Aquaculturist
Beekeeper
Cash Grain Farmer
Cattle Rancher
Certified Seed Grower
Citrus Grower
Cotton Producer
Dairy Farmer
Dairy Herdsman
Diversified Crop Farmer
Farm Manager
Farmer
Fish Farmer
Fish Hatchery Manager
Fruit Grower
Horse Rancher
Hydroponics Grower
Livestock Producer
Milking Machine Operator
Mink Producer
Mushroom Grower
Nut Orchardist
Orchard Supervisor
Peanut Producer
Potato Grower
Rice Farmer
Shrimp Farmer
Tobacco Grower
Tree Farmer
Tree & Vine Fruit Grower
Turkey Producer
Vegetable Grower

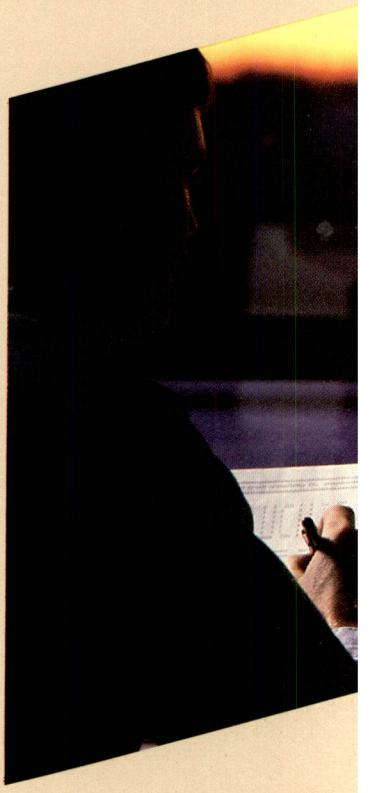


Ag Processing/Distribution

From transporting, grading and processing to inspecting, packaging and merchandising of products—ag commodities move from the source of production to the consumer. And the ag processor, distributor, and marketer are the driving force behind it all. In fact, these careers employ a large percentage of all agricultural workers! Some careers in ag processing and distribution follow.

Ag Establishment Inspector
Butcher
Cattle Buyer
Christmas Tree Grader
Cotton Grader
Farm Stand Operator
Federal Grain Inspector
Food & Drug Inspector
Food Processing Supervisor
Fruit & Vegetable Grader
Fruit Distributor
Fruit Press Operator
Flower Grader
Grain Broker
Grain Buyer
Grain Elevator Operator
Hog Buyer
Livestock Commission Agent
Livestock Yard Supervisor
Meat Inspector
Meatcutter
Milk Plant Supervisor
Produce Buyer
Produce Commission Agent
Quality Control Supervisor
Tobacco Buyer
Weights & Measures Official
Winery Supervisor
Wool Buyer

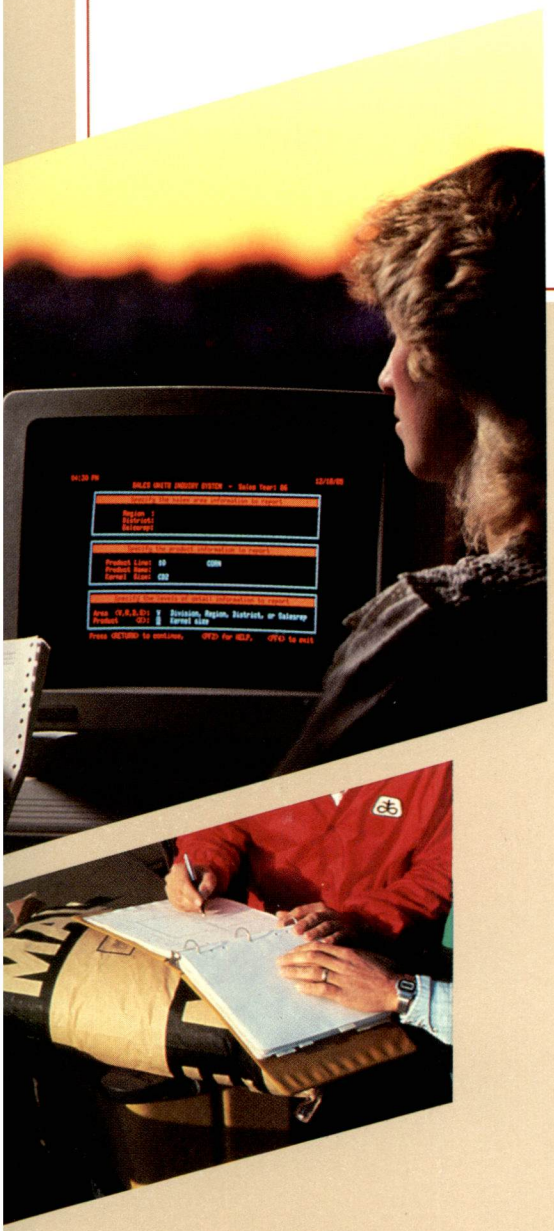




Ag Mechanics/Engineering

Modern, efficient farm machinery and systems help put our country on top in agricultural production. And ag mechanics and engineers play a key role in keeping all operations functioning smoothly and profitably. In this field, you could be involved in construction, electrical work, welding, hydraulics, soil and water management, and operation of tractors, bulldozers and other ag equipment. Some careers in this area follow.

Ag Construction Engineer
Ag Electrician
Ag Equipment Designer
Ag Plumber
Ag Safety Engineer
Diesel Mechanic
Equipment Operator
Hydraulic Engineer
Irrigation Engineer
Land Surveyor
Machinist
Parts Manager
Research Engineer
Safety Inspector
Soil Engineer
Welder



Agribusiness

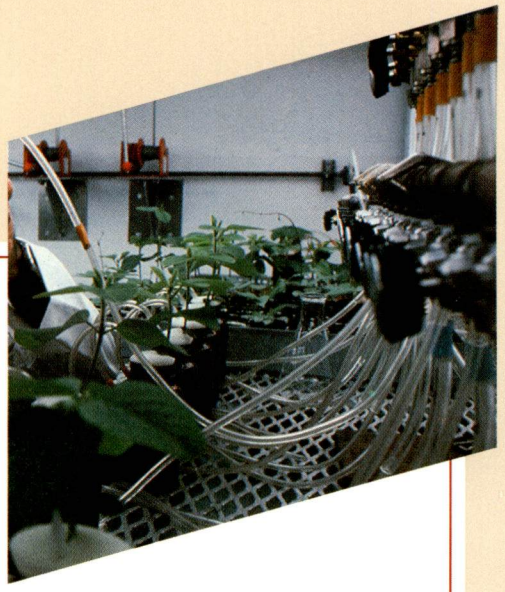
Agribusiness involves the supply and sale of products and the provision of services needed for ag production. You could sell seed, feed, fertilizer, farm machinery, lawn equipment or building supplies. In service-related fields, you could be anything from a dog groomer or feed mill operator to an ag aviator or artificial breeding technician. A sampling of agribusiness careers follows.

Aerial Crop Duster
Ag Aviator
Ag Chemical Dealer
Ag Equipment Dealer
Animal Groomer
Animal Health Products Distributor
Animal Inspector
Animal Keeper
Animal Trainer
Artificial Breeding Distributor
Artificial Breeding Technician
Artificial Inseminator
Biostatician
Chemical Applicator
Chemical Distributor
Computer Analyst
Computer Operator
Computer Programmer
Computer Salesperson
Custom Operator
Dairy Management Specialist
Dog Groomer
Farm Appraiser
Farm Auctioneer
Farrier
Feed Mill Operator
Feed Ration Developer & Analyst
Fertilizer Plant Supervisor
Fiber Technologist
Field Inspector
Field Sales Representative, Agricultural Equipment
Field Sales Representative, Animal Health Products
Field Sales Representative, Crop Chemicals, Machinery
Harness Maker
Harvest Contractor
Horse Trainer
Insect & Disease Inspector
Kennel Operator
Lab Technician
Meteorological Analyst
Pest Control Technician
Pet Shop Operator
Poultry Field Service Technician
Poultry Hatchery Manager
Poultry Inseminator
Sales Manager
Salesperson
Service Technician
Sheep Shearer

Resource Management

There will always be a need for people who can help us use our renewable natural resources more effectively and efficiently. And if you like the outdoors, a career in resource management could be right for you. You might work in a city, state, or national park, or a fish and game preserve. You could help educate the public about ecology. Or even assist individual landowners on how to best manage their resources and conserve their soil and water. A selection of careers in resource management follows.

Animal Behaviorist
Animal Ecologist
Animal Taxonomist
Environmental Conservation Officer
Environmentalist
Fire Warden
Forest Fire Fighter/Warden
Forest Ranger
Game Farm Supervisor
Game Warden
Ground Water Geologist
Park Ranger
Range Conservationist
Resource Manager
Soil Conservationist
Trapper
Water Resources Manager
Wildlife Manager



Ag Research/Health Sciences

With the world's ever-increasing population, there's a growing need for new and better ways to feed and clothe our people. And agricultural research and health sciences can point the way. Today, research is already at work creating stronger seed hybrids. New plants with built-in resistance to disease and pests. And growth hormones for more efficient production from farm animals. In addition, health sciences and veterinary specialties help keep the animal industry healthy and strong. Many of these careers require advanced education. A sampling of careers in research and science follows.

Agronomist
Animal Cytologist
Animal Geneticist
Animal Nutritionist
Animal Physiologist
Animal Scientist
Agriculturist
Avian Veterinarian
Bacteriologist
Biochemist
Bioengineer
Biophysicist
Botanist
Dairy Nutrition Specialist
Dendrologist
Embryologist
Entomologist
Equine Dentist
Food Chemist
Herpetologist
Hydrologist
Ichthyologist
Invertebrate Zoologist
Limnologist
Mammalogist
Marine Biologist
Microbiologist
Mycobiologist
Nematologist
Organic Chemist
Ornithologist
Ova Transplant Specialist
Paleobiologist
Parasitologist
Pharmaceutical Chemist
Plant Cytologist
Plant Ecologist
Plant Geneticist
Plant Nutritionist
Plant Pathologist
Plant Taxonomist
Pomologist
Poultry Scientist
Reproductive Physiologist
Silviculturist
Soil Scientist
Vertebrate Zoologist
Veterinarian
Veterinary Pathologist
Virologist
Viticulturist



for a good start get involved today

Horticulture/Forestry

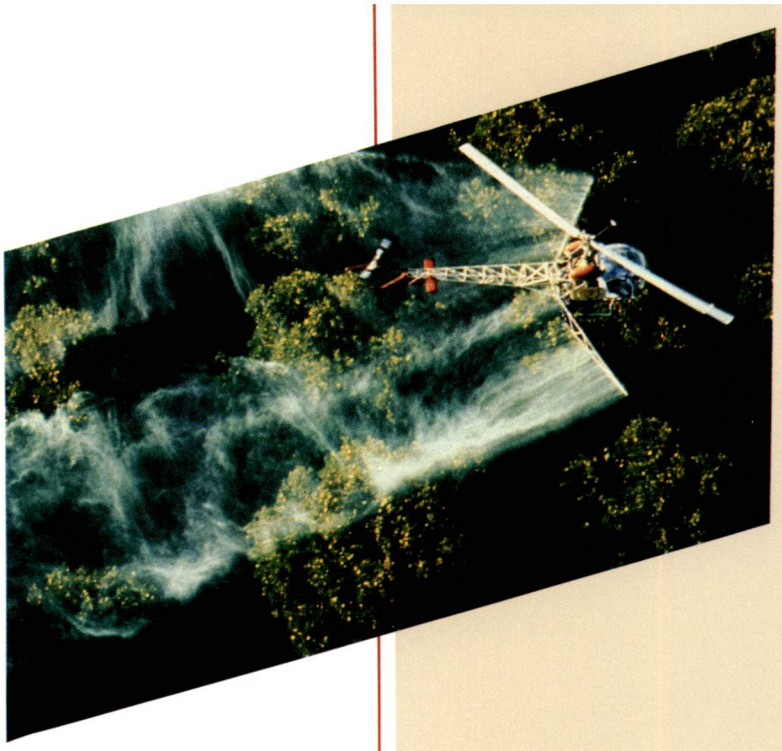
Careers in horticulture and forestry include everything from florists to landscape designers to turf managers. Horticulture, in particular, is any activity related to the production and marketing of ornamental plants. Greenhouse operations, lawn and garden services, floral shops, and nursery management are all branches of horticulture. And with the increasing need for more and more wood resources, efficient forest management becomes more important than ever. Careers in forestry range from growing tree seedlings and marketing wood products to research and teaching. Some careers in horticulture and forestry follow.

Floral Designer
Floral Shop Operator
Florist
Forester
Golf Course Superintendent
Forest Ranger
Greenhouse Manager
Greenskeeper
Heavy Equipment Operator
Horticulturist
Hydroponics Grower
Landscape Architect
Landscaper
Log Grader
Logging Operations Inspector
Lumber Mill Operator
Nursery Operator
Park Ranger
Plant Breeder
Timber Manager
Tree Surgeon
Turf Farmer
Turf Manager

Ag Specialist

There are dozens of careers available to you as an agricultural specialist. These types of positions can involve nearly any occupation. Banking. Accounting. Communications. Finance. Education. Law. Or economics. Some specific career examples follow.

Ag Accountant
Ag Advertising Executive
Ag Association Executive
Ag Consultant
Ag Corporation Executive
Ag Economist
Ag Educator
Ag Extension Agent
Ag Extension Specialist
Ag Journalist
Ag Lawyer
Ag Loan Officer
Ag Market Analyst
Ag Mechanics Teacher
Ag News Director
Agriculture Attaché
Computer Specialist
Credit Analyst
Electronic Editor
Environmental Educator
4-H Youth Assistant
Farm Appraiser
Farm Broadcaster
Farm Investment Manager
Foreign Affairs Official
Graphic Designer
Horticulture Instructor
Information Director
International Specialist
Land Bank Branch Manager
Magazine Writer
Marketing Analyst
Media Buyer
Photographer
Public Relations Manager
Publicist
Publisher
Rural Sociologist
Satellite Technician
Scientific Artist
Scientific Writer
Software Reviewer
Vocational Agriculture Instructor/FFA Advisor



"Leaders for the New Fields of Agriculture."

For specific agricultural career information, contact the agriculture department at your local community or junior college, or state land-grant university or other state university with an agriculture program.

Prepared and published as a service to the state and local vocational agriculture agencies by the National FFA Organization, a national student organization chartered by Congress as an integral part of instruction in vocational agriculture—United States Department of Education, Washington, D.C. 20202.

National FFA Organization

National FFA Center
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Alexandria, VA 22309-0160

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APRIL-MAY, 1991

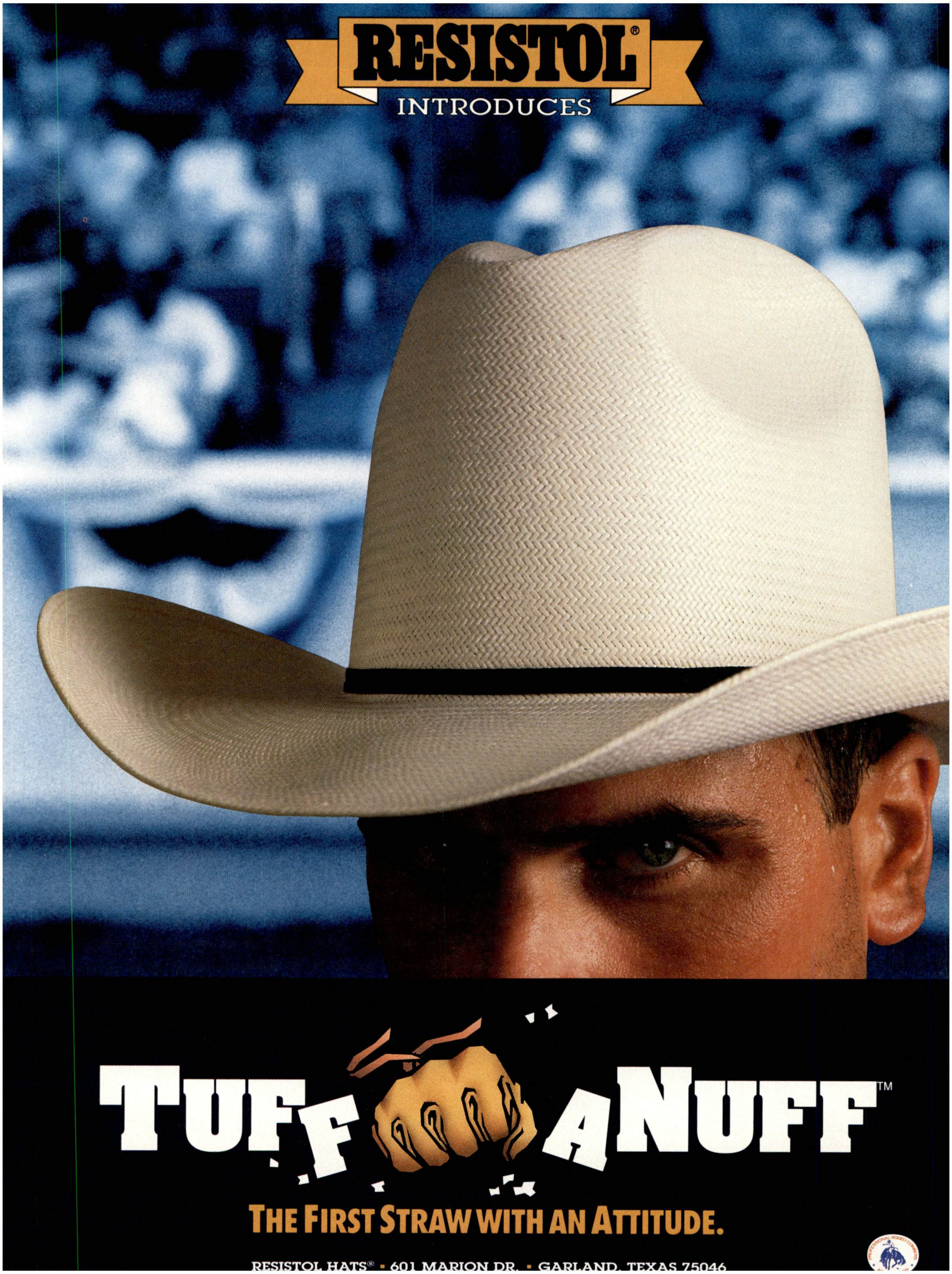
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FFA

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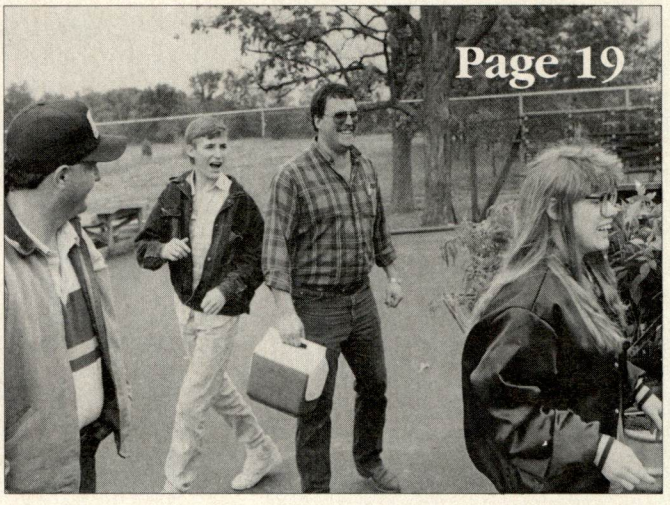
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Photo by Andrew Markwart.

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FFA New Horizons (ISSN 0027-9315), formerly *The National FUTURE FARMER*, is published bimonthly by the National FFA Organization, 5632 Mount Vernon Memorial Highway, Alexandria, Virginia 22309-0160.

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1737 Fairgreen Drive
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ADDRESS CHANGES: Send both old and new address to: Circulation Department, *FFA New Horizons,* P.O. Box 15160, Alexandria, Virginia 22309-0160.

CORRESPONDENCE: Address all correspondence to: *FFA New Horizons,* P.O. Box 15160, Alexandria, Virginia 22309-0160. Offices located at the National FFA Center, approximately eight miles south of Alexandria, Virginia.

SUBSCRIPTION: $3.50 per year in U.S. and possessions (FFA members $1.75 paid with dues). Single copy $1.50; five or more 75¢ each. Foreign subscriptions, $3.50 plus $2.00 extra for postage.

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THE BOTTOM LINE

Freedom must be won anew by each generation," someone once said. He must have been looking into the future for this certainly has proven true during my lifetime. We fight wars so our children will not have to fight them only to learn that a world constantly changing will not let that happen. World War I was fought "to end all wars," it was said. Since then we have had World War II, Korea, Vietnam , Grenada, Panama and now Desert Storm.

While no official record is kept, we do know that in any major conflict, former FFA members are involved. In this issue, there is an article by lst Lieutenant Marty Coates, once a national FFA officer, who became involved in Desert Shield and later Desert Storm when his reserve unit was called up for active duty. There are other unconfirmed reports of former members who are serving there. FFA in Action carries items about chapters that have supported our men and women in military service during this crisis.

We pledge in the opening ceremony at official FFA meetings, "To practice brotherhood..." And that is what FFA members like to do—all the way from community development projects to exchange programs with other nations. In fact, three FFA representatives have just returned from Russia where they were investigating the possibility of setting up an exchange program whereby young people from Russia would come to this country to study how a family farm operates. Those who went were Dr. Larry Case, national advisor; Bernie Staller, Foundation executive director; and Lennie Gamage, program specialist for international activities. Sharing knowledge to benefit human beings, regardless of borders, is an excellent example of FFA "practicing brotherhood."

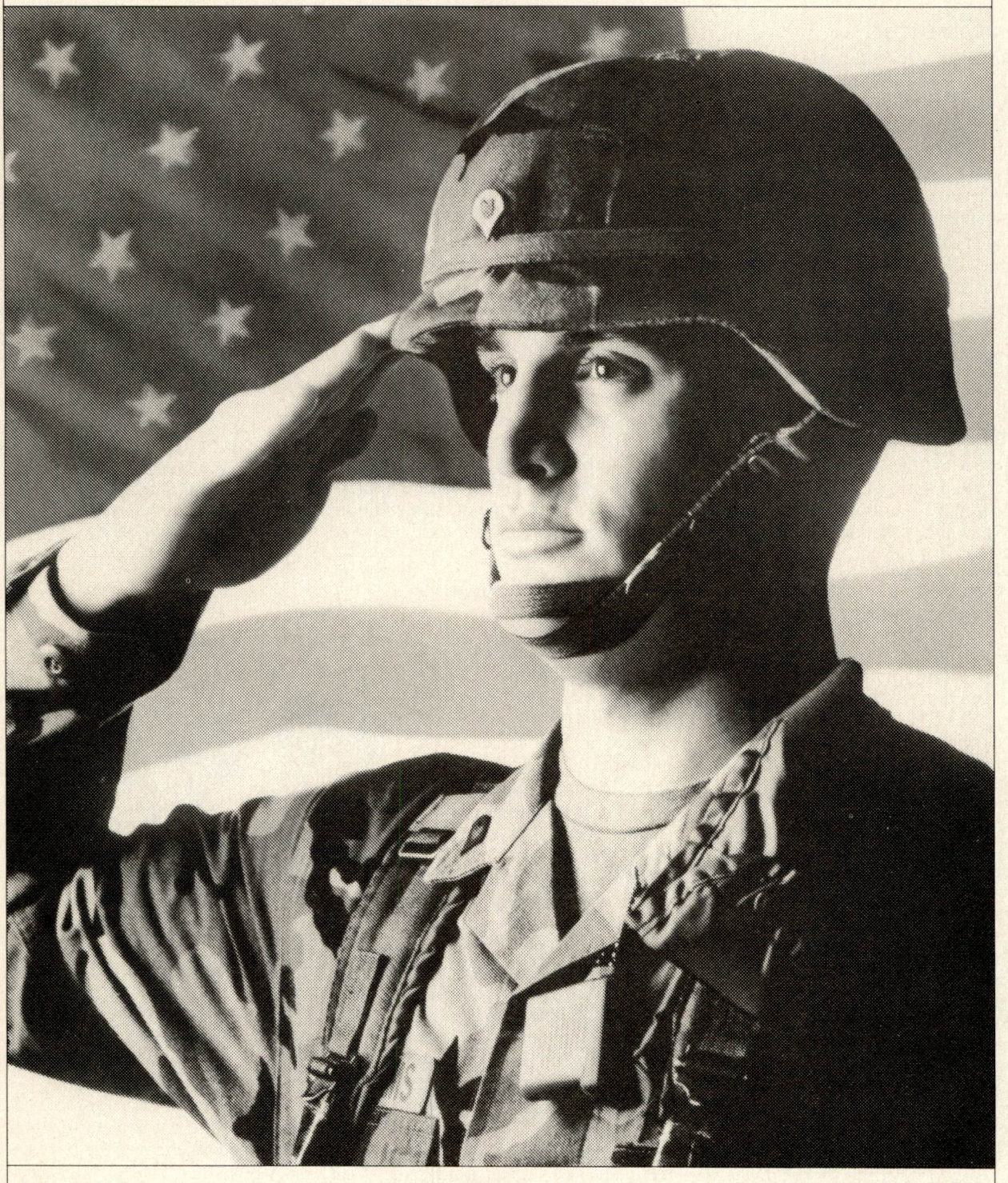
One of the purposes of FFA is to "...train for useful citizenship and foster patriotism." This is illustrated by the use of the flag which should be displayed at all official FFA meetings and functions. And of course, all official meetings of FFA close with a pledge of allegiance to the flag. FFA members illustrate their citizenship and patriotism by voting, taking part in community and civic affairs, and related activities.

Good citizens, patriotic and willing to serve their country in a time of need—that is what all of this says about FFA members—if not in service, in support of those who are.

We owe a special thanks to all of those who served in Desert Shield and Desert Storm but it is appropriate here to offer a special salute to those members and former members of FFA who answered their country's call. We can say to them that no doubt your overwhelming victory has contributed significantly to world peace and sent a message throughout the world that will last for many years. We can hope—hope once again—that your presence there will mean freedom will prevail and your children will not have to fight another war. Thanks for a job well done.

Wilson Carnes

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MAILBAG

A Future Member

Our chapter recently held a field day show 'n' tell of FFA activities at a local elementary school. I spoke on the speech and leadership advantages and told the young students about National FFA Convention in Kansas City.

Later, in a mall, a kindergarten girl came running up to me and said, "Hi, Damanda." When her mom asked who was that, she answered, "It's Damanda from FFA."

She may have gotten my name wrong but I am sure she will be a future FFA member.

Amanda Fischer
Galena, Missouri

Word From Saudi Arabia

Thanks for the letters. When you're this far from home any mail is welcome and especially mail from friends.

You wouldn't believe how much of what I learned in ag has helped me with my job. As you know, leadership in the service is endless. I only wish I would have put a little more into it — like giving speeches. It all goes back to the bottle story "No deposit, no return."

Keep up the good work in the chapter and thanks for all the support.

Spec. Derik Webster
From Saudi Arabia in a letter to his
Muskogee FFA Chapter
Oklahoma

Word From Sweden

I was very impressed with the December-January, 1990-91 edition of the magazine. It was nice to see information about programs and scholarships. Being a WASS participant in Sweden this year, I have not been able to find such information readily available and I know what a difference it can make. I was thankful to receive news of the national convention.

What other organization can bring so many young people from such a large country so close together?

Joy Anna Hagen
WASS 1990-91
Teckomatorp, Sweden

Word From Hungary

I left the United States on December 7th for good (returning to Hungary).

What to say? I had spent one and a half great years in the U.S. and I shall be grateful toward FFA forever. It was an interesting, very useful and lovely experience. I made some friends and learned some basics of English as well.

Eve Gyetvai
Budapest, Hungary

Send letters or notes with name, address and chapter to MAILBAG, FFA New Horizons, *P.O. Box 15160, Alexandria, VA 22309. All letters are subject to editing.*

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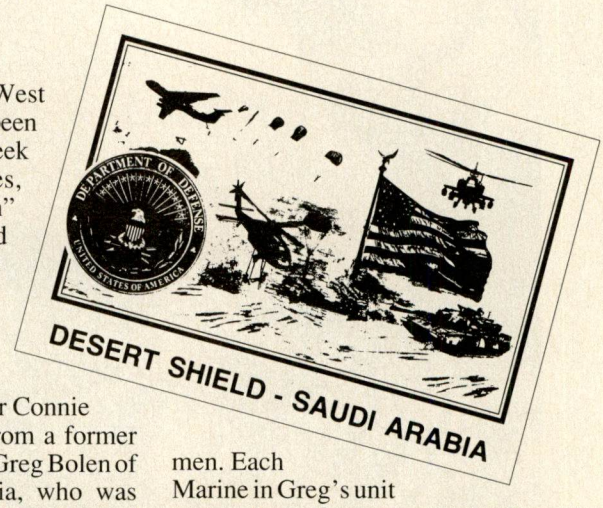
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Desert Storm Receives Flood of Mail

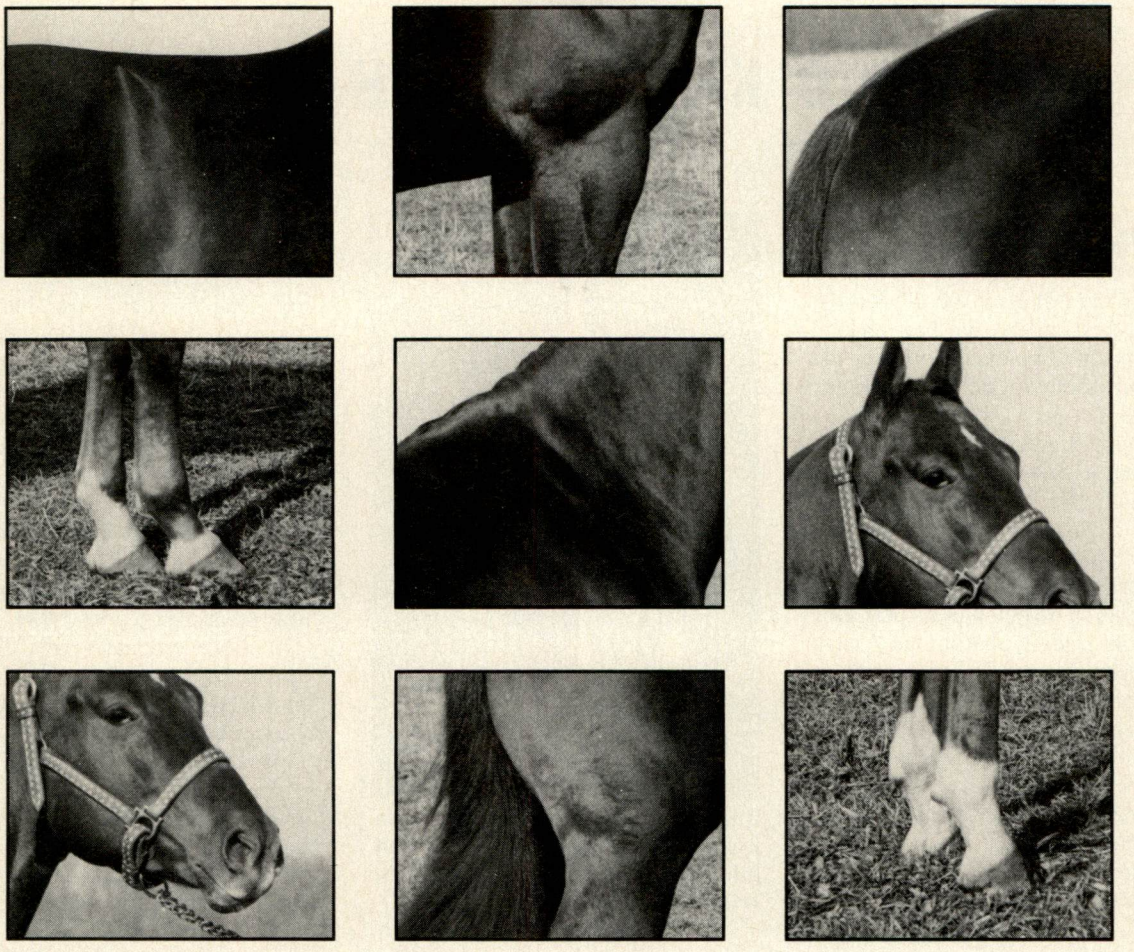


Members of the Ripley, West Virginia, FFA Chapter have been sending two letters each week to a group of 12 Marines, nicknamed "The Dirty Dozen" on the USS Tarwa, stationed in the Persian Gulf. These letters are in addition to the correspondence of chapter family members.

The pen pal exchange started when chapter advisor Connie Dewhurst received a call from a former student and chapter officer, Greg Bolen of Baboursville, West Virginia, who was shipping out to the Middle East and asked her to stay in touch. As time passed and more family members of Dewhurst's students left for the Gulf, a list of names was kept on a bulletin board in the agriculture room.

In early February, Bolen asked the Ripley chapter if they could adopt some of the men in his squad as pen pals. "Mail from home means a lot to these men, especially those who do not have family," wrote Bolen. According to Dewhurst, "after only one day, the Ripley FFA members had committed themselves to write at least two letters per week to all twelve men. Each Marine in Greg's unit was put on the computer to be printed on address labels. The horticulture class is constructing floral arrangements and some will be donated for sale to cover the cost of postage."

The students developed a questionnaire for the soldiers to get better acquainted with them and know what kinds of goodies they would like sent in personal "care packages." Dewhurst says that even though the students know that the mail takes about two weeks to reach the soldiers, "the students are happy knowing that they will, in some small way, be helping the war effort from the home front."



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LOOKING AHEAD

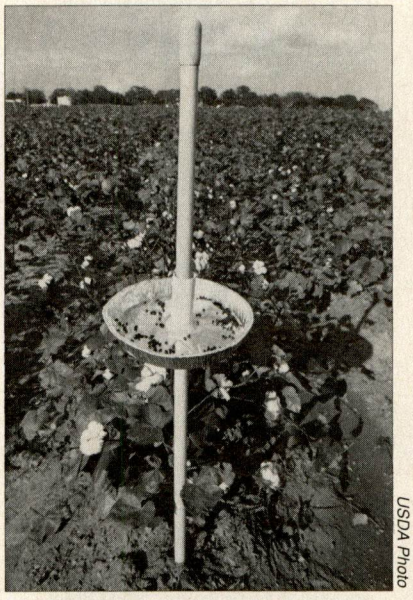
Beat With a Stick

Factory-reject broomsticks are finding a new life in the war against boll weevils, cotton's nastiest enemy. As "bait sticks," these rejects dot test plots in cotton fields and the result is a sharp decrease in the use of pesticide.

A plastic cap attached to the 4-foot-long wooden stick lures boll weevils to a surprise death. Weevils chew the insecticide-laced cap and die shortly after.

"It's a simple concept, really, but represents putting together findings from 30 years of research on boll weevil behavior and the boll weevil pheromone," says Gerald H. McKibben, a U.S. Department of Agriculture scientist.

In the second year of tests on Mississippi cotton fields, McKibben has found up to 70 percent fewer boll weevils. "It's possible that the bait stick idea could be used for other insect pests on other crops in the future," says McKibben, "but we have to test that further."



USDA Photo

It takes only 1 gram of insecticide located in the cap to make this bait stick an effective control for boll weevils in USDA test plots.

Through with Chew

Smokeless tobacco use is on the rise, especially among teenage males. Sixteen percent of all males between that ages of 12 and 17 chewed tobacco last year. Many of these teenagers believe smokeless tobacco is a "safe" alternative to cigarettes. They're wrong.

"Some experts are predicting an oral cancer epidemic in the future," says Dr. Jerome C. Goldstein, M.D., executive vice



president of the American Academy of Otolaryngology-Head and Neck Surgery. An estimated 30,000 cases of oral (mouth) cancer will be diagnosed in the U.S. this year. About 9,400 of these cancers will result in death. The primary cause for most of these cancers will be the use of tobacco products.

Early detection enhances successful treatment of oral cancer. Symptoms to look for include a sore that doesn't heal; a lump or thickening in the mouth; a persistent reddish or whitish patch; and difficulty chewing, swallowing, or moving the tongue or jaw.

Expensive Drought

The drought in California could result in a $642 million loss in revenue to farmers and a $207 million increase in food costs to consumers this year, according to a computer model devised by Richard E. Howitt, University of California - Davis professor of agricultural economics.

According to his model of the economic impacts of the drought on California's irrigated crops, a 20 percent reduction could occur in the production of alfalfa, cotton, grain sorghum and sugar beets, and the prices of fruits and vegetables could rise from 5 percent to 12 percent. He expects rice, hay and cotton prices to increase less than 10 percent.

In devising his model, Howitt considered six agricultural regions and 30 crops, and assumed that surface-water reductions will average 80 percent of normal supplies, that groundwater pumping can be increased by 70 percent and that the average water costs to farmers double due to extra pumping costs.

Exciting Career Outlook

College students looking ahead to career choices should consider preparing for scientific and technical careers in agriculture because of the steady availability of jobs, according to a report developed at Purdue University and issued by the U.S. Department of Agriculture's Cooperative State Research Service.

At least through the middle of this decade there is a projected annual shortfall of 11 percent in highly trained people to fill available agriscience and agribusiness positions.

College graduates will find the best career opportunities as marketing, merchandising and sales representatives where the demand for skilled professionals will exceed supply by 18 percent.

Excellent career opportunities are available as sales representatives for plant protection products, fertilizer, seeds, forest products, and lawn, garden, and nursery products. Industry demands also call for more commodity brokers, insurance agents, market analysts and real estate brokers.

Scientific, engineering and related specialities are expected to account for nearly 30 percent of the total projected annual openings in agriculture, natural resources and veterinary medicine. Forecasters expect demand to exceed supply by 15 percent. Career opportunities are especially good in the areas of biochemistry, environmental sciences, food process engineering, entomology and soil science.

In contrast, there are more than enough qualified graduates to fill the available positions in communications, education and agricultural production specialties.

The agriscience and agribusiness employment opportunity picture is driven by three characteristics: a stable number of professional opportunities; a shrinking supply of qualified graduates; and fewer graduates from colleges of agriculture, natural resources and veterinary medicine.

Jane Coulter, CSRS deputy administrator for higher education programs, said that the shortage of expertise is being felt now. "We aren't talking about the next 10 to 20 years. We have a shortage now and with the growing strategic importance of our food, agricultural and natural resource system, the problem is becoming critical," Coulter said.

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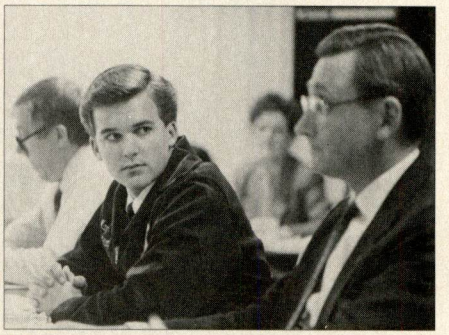
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Board Of Directors, Officers Make Important Decisions

A number of important decisions impacting the National FFA Center, a parliamentary law contest and major awards were made at the National FFA Board of Directors meeting held in January.

Acting on the recommendations of a task force that studied the organizational structure at the National FFA Center, the



Mark Timm, national FFA president, listens to Larry Case, national FFA advisor, during the January board of directors meeting. The student officer board and adult board of directors work together in making national decisions. Sitting left of Timm is Coleman Harris, national executive secretary.

board voted to consolidate the operation and administration of the Center and the National FFA Foundation through a joint FFA and Foundation Chief Operating Officer (COO). Bernie Staller, executive director of the National FFA Foundation, was reassigned to the new position of COO beginning March 15. Foundation offices will remain in Madison, Wisconsin.

The Board moved to establish a national parliamentary law contest. A task force has been formed to develop the objectives, skills, competencies and format for the contest. They will report back to the board in July.

The board sustained the action of the delegates at the recent FFA convention to change the terminology used in referring to the star awards. The approved terminology, which removes gender-specific reference (agribusiness*man*), is "American Star Farmer" and "American Star in Agribusiness." The new titles become effective following the 1991 National FFA Convention.

NEWS IN BRIEF

Extra Supply Service Hours

To help west coast chapters prepare for banquet season, the FFA Supply Service will remain open for an extra hour in the afternoon through May 17. For this period, phone orders may be placed up to 5:30 p.m., Eastern Standard Time. Since staff will be limited, orders must be placed using the direct service phone number, 703-780-5600. Orders can be placed only with credit cards or school purchase order numbers.

Officers Tour Agribusinesses

The six national officers traveled with National FFA Foundation representatives through eight states during the annual FFA business and industry tour, February 24-March 7.

The group began its tour in St. Louis by meeting with Bob Reynolds, vice president, Crop Protection Products Division, Monsanto Agricultural Company. Reynolds serves as the 1991 chairman of the National FFA Foundation Sponsors' Board.

The tour gives the officers a chance to meet with some of agriculture's top industry leaders and learn first-hand how the companies work.

Washington Conference News

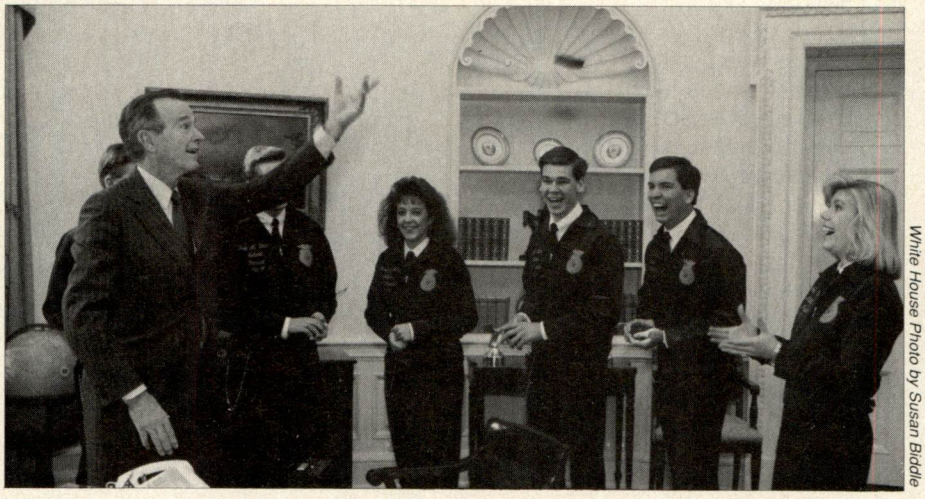
Plans are being made for this year's Washington Conference Program, a week of leadership training in the nation's capital. Seven one-week programs will begin on June 11 and end the week of July 30.

Staff members for the two hotel sites have been selected. At the Holiday Inn - Crowne Plaza, director Jaye Hamby, Tennessee, will be working with staff members Sara Braasch, Idaho; Kelly McIntire, Oklahoma; Nichole Phillips, Utah; Scott Shuman, Colorado and advisor coordinator Carl Mitchell, Virginia.

At the Rosslyn Westpark Hotel, director Terri Hames, Oklahoma, will be working with her staff of Michael Bennett, New Mexico; Chris Henning, Minnesota; Brad Lewis, Alabama and Casey Moore, Georgia.

Cost for the conference is $395. Transportation to Washington, D.C. is extra. For more information, contact WCP program manager Kip Godwin at the National FFA Center.

Presidential Pitch



White House Photo by Susan Biddle

When the national officer team visited President Bush at the White House in January, the president gave, or in this case tossed, the officers tie bars and stick pins sporting the presidential seal. White House photographer Susan Biddle caught the president's toss to Julie Classen, central region FFA vice president, in mid-air. Like the rest of her sure-handed officer team, Julie made the catch.

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JAPAN...A Look Inside

National FFA Officers tour the orient

By Marshall Stewart

The wheels of a Northwest Airlines 747 carrying the national FFA officer team touched down in Tokyo, Japan, on February 3, 1991, marking the beginning of two weeks of learning, touring and exchanging ideas with the Japanese people.

The trip provided officers Mark Timm, Danny Grellner, Lesa King, Matt Lohr, Ben Nessmith and Julie Classen with an inside look at Japan's agricultural industry, school system, culture, customs and people. The officers found many differences between Japan and the United States.

Agriculture: The average farm size in Japan is one hectare or 2.5 acres. The U.S. average farm size is 400 acres. Primary farm products include rice, vegetables and fruits. All farming practices maximize output on minimum acreage due to the small amount of productive farmland available for crops other than rice. Pork, beef, poultry and dairy products are produced, but in smaller amounts due to a lack of pasture lands. Fish and other aquaculture products are common in the Japanese diet.



Resting in the East Garden of the Imperial Palace during their tour of Tokyo are, left to right, national officers Nessmith, Lohr, Timm, Grellner, Classen and King.

Schools: Japanese students attend school from Monday to Friday and a half day on Saturday. Courses focus intensively on math, science and language skills. In addition to learning Japanese, students complete three years of English before graduating from high school.

Competition in school is extremely high. Students must pass difficult tests for acceptance into high school. This pressures the student to excel and study long hours.

Culture: Loyalty, service, courtesy, kindness and honesty are fundamental values that are ingrained in the Japanese people. The Japanese family may be quite large with several generations living in the same home. Grandparents, parents and children often live together.

Perceptions: Japanese youth are very curious about America and its people. They are fascinated by its geographic size and wide-open spaces.

The leading entertainment, sports, music and political figures in the United States are well-known in Japan. From Michael Jordan to M.C. Hammer to George Bush, these names pop up in conversations when Japanese talk about the United States.

What this all means: Communications and rapid travel have brought our world closer together. For too long Americans have not been concerned nor have we learned enough about our foreign neighbors. Today, more than ever, we have to understand different cultures and how they operate in order for America to maintain and improve its leadership role as a democratic model and economic power. The agricultural industry is and will continue to be a major player in world trade, economic and social issues.

If America is to compete in the future, we must go beyond an understanding of our nation, to an appreciation of the world of nations. •••

This international experience program is sponsored by Mitsui Grain Corporation and Mitsui & Co. Ltd. Tokyo, as a special project of the National FFA Foundation.

Photos by Author





Pictured far left, Lesa King learns origami from a student at Narita Horticultural High School.

Mark Timm, left, and Matt Lohr planted their business cards with tomato seeds in the high school's greenhouse. Pictures of the mature plants will be sent to the officers later this year.

Built With Pride In the USA

Ag mechanics projects build confidence and teamwork

By Glen Shinn

The air was filled with excitement as trailers pulled into the Astrodome for the Houston Livestock Show & Rodeo. But there wasn't a moo, grunt, baa, or whinny to be heard! It was the beginning of the 11th Texas Agricultural Mechanics Project Show. Sixty-six FFA chapters and over 525 FFA members had entered 398 projects to compete for honors and tool and equipment prizes.

Each project was the result of planning, design, cost estimating and skillful construction. Some projects were built by individual members. Other larger ones were the result of class projects in Agricultural Science and Technology courses.

As the projects were unpacked, polished and prepared for judging, the contestants were beginning three days of exhibiting. Each project was to be evaluated. Also the chapter display and showmanship was being considered. Chapter members prepared to answer questions from the judges and the public as well as keep the display in top shape.



Pride, cooperation and a lot of hard work build award-winning projects.

In cow country, everyone has a trailer. But nobody has a trailer like the one built by students at Mt. Vernon High School. Misty Worley, Jeff Hunnicutt, Chris Jordan, Kenny Swinford and David Stout were members of the construction team. The design took planning and teamwork despite all five experienced non-related injuries during the year which required a trip to the hospital. David said, "we all had a goal to finish the trailer and bring it to Houston, so we all pitched in to get the job done right." Everyone felt good when the trailer won a blue ribbon in its class; then Champion of the Division and on to win Grand Champion of the entire project show. Kenny reported, "everybody wanted to be able to say they were a part of something good, so it gave us inspiration to really do a good job. It brought us closer together, taught us to work as a team, and showed us we could depend on each other to get the job done."

Each FFA member brought projects to Houston hoping for a chance to win. Each one left on Sunday afternoon as a winner. They realized they had accomplished many of their goals and they discovered the best part was the pride of "Made in the USA." •••



Salute to Advisors



These heartfelt tributes were written by FFA members. What does your advisor mean to you?

Advisors: Mark Bracewell (left) and Tom Williams
"I live in a small town here in Florida where there's not much to do for fun. The things that do keep us out of trouble are the ones provided by FFA."

Angie Foister
Lake Butler, Florida



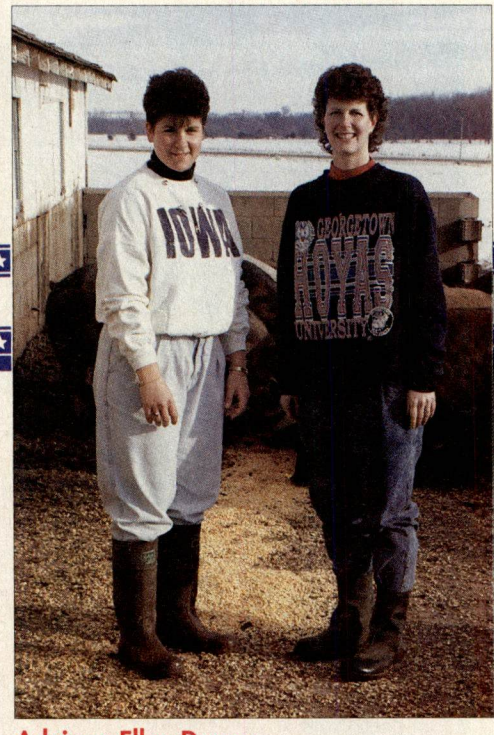
Advisor: Keith Walker
"Students get excited about Mr. Walker's classes when they dread going to others. He makes everyone have the desire to learn."

Kate Ellis, Wilmington, Delaware

These *former* students also sent in tributes to Keith Walker:

"...Caring, committed and creative." — **Alison Aubrey, Newark, Delaware**
"He continues to reach out to us whenever he is needed."— **Marilyn Paladinetti, New Castle, Delaware**
"I know I would have had a real void in my life if I never had Keith Walker touch mine." — **Patricia Saltz, New Castle, Delaware**

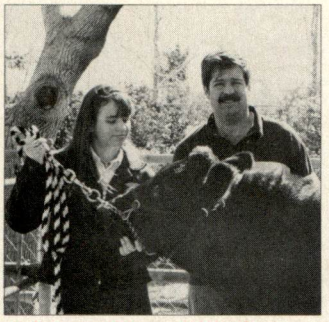
(Pictured left to right behind Mr. Walker are: Alison Aubrey, Kate Ellis, Marilyn Paladinetti, and Patricia Salter.)



Advisor: Ellen Doese
"Mrs. Doese is the easiest person to talk to right now in my life, as she understands what I'm going through and suggests ways to help me understand."

(Lori Le Kleitsch, left, with Advisor Doese.)

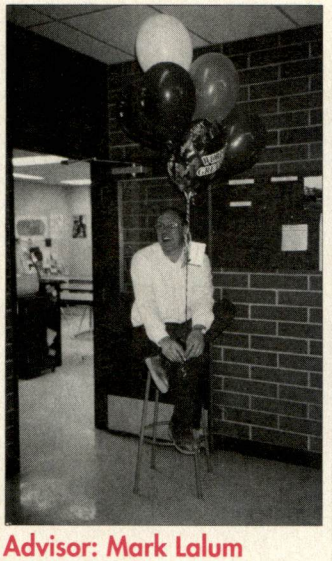
Lori Le Kleitsch
Fairbank, Iowa



Advisor: Steve Pietrolungo

"He has a speical FFA fund set aside just for kids who have financial problems or those who just don't have enough for such things as livestock."

Nicole Schindler
Canoga Park, California



Advisor: Mark Lalum

"Mr. Lalum is a teacher, helper, advisor, second father, and someone to talk to when the times are rough. He is a valued adult friend of many FFA members as well as one of the gang.."

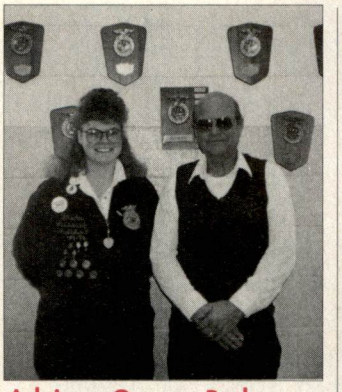
Helen Hedstrom
Bozeman, Montana



Advisor: Brian Mink

"Mr. Mink put up with a lot of our immaturity and molded us into successful young men and women."

Sandy Spurlock
Scurry, Texas



Advisor: George Butler

"Over the years Mr. Butler has gained the respect of his students. The agriculture students know what is expected of them from day one."

Freda Dawn Russell
Clinchport, Virginia



Advisor: Virgil Wilkins

"Virgil Wilkins could be marketing his knowledge and abilities with magnificent success. He is, instead, teaching. He is passing on his talents to young people, building a stable future through the minds of his students."

Twyla Star Longwell
Wileyville, West Virginia



Advisor: Nick Kiefer

"When I go home on breaks, I always make a stop at my high school to 'check in' with my advisor. Even though I am now in college, Mr. Kiefer is still interested in my life and always encourages me to do my best."

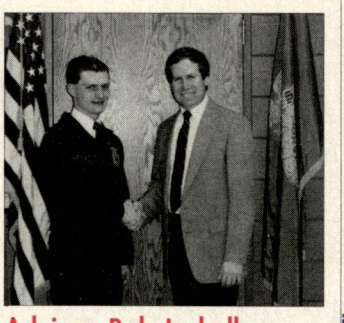
Tammy Lorch
Waverly, Iowa



Advisor: Jack Staats

"Enclosed is an essay on why I consider my FFA advisor to be one of the best. Although the next four pages can't truly express what fellow chapter members and I feel for our ag teacher, the admiration we have for him is far greater than we can ever describe. Please consider him for your article — he is a person you don't what to miss."

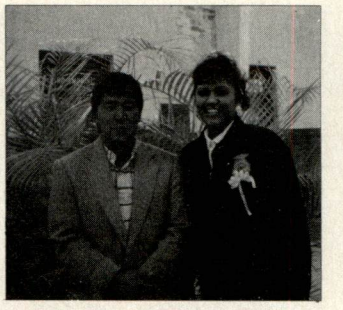
Cyndi Passwater
Cherokee, Oklahoma



Advisor: Bob Jaskulka

"The way that I am and the way I will be doing things for the rest of my life are a result of his influence."

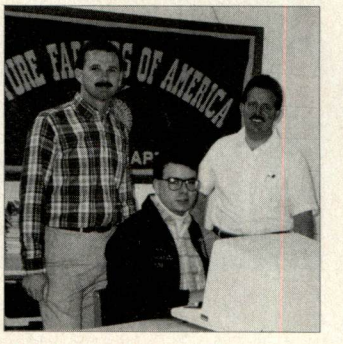
Scott Wendland
Milbank, South Dakota



Advisor: Mr. Kawamoto

"He has brought out all the special talents in each of us and made us realize you can accomplish whatever you set your heart on."

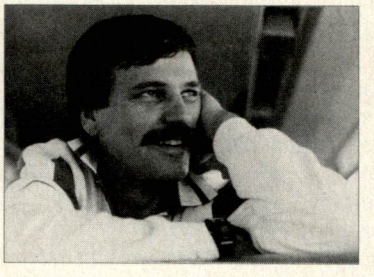
Stephanie Haleamau
Kailua-Kona, Hawaii



Advisors: Johnny Story and James Morgan

"Sometimes I think they know more about us than our parents. We are like a family working together accomplishing a lot of great things."

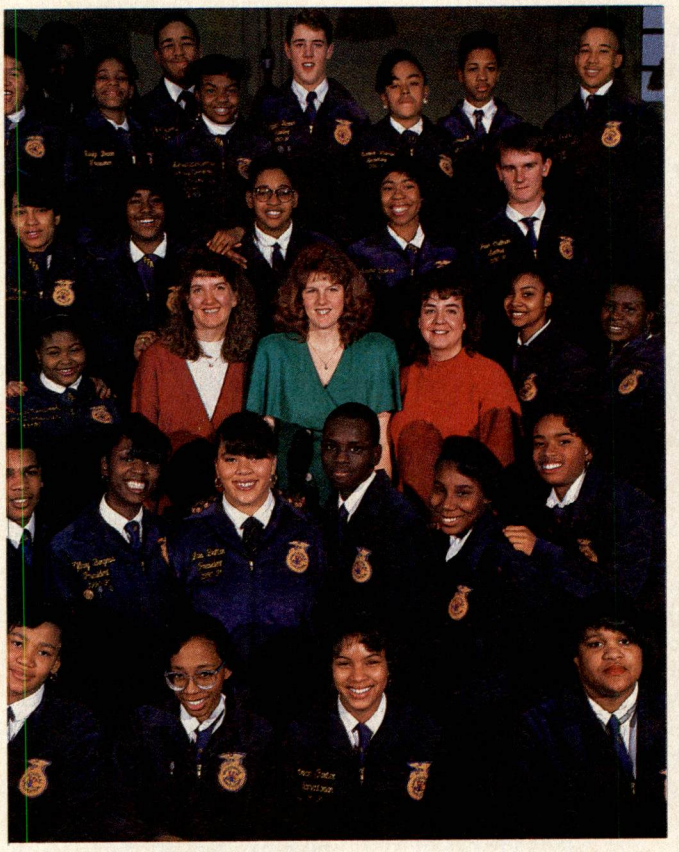
Ben Lee
Calhoun, Kentucky



In Memoriam
Advisor: Doug Wright
1947 - 1990

"He was (and is) a major inspiration to me; he developed the attitude in me to always go for what you want, no matter what it takes — to live for your dreams and never let them go. He made me want to be in school and work hard. He taught me to believe that I could do anything I wanted to do."

Tracy Percival
Verona, New York



Students from the Chicago High School for Agricultural Sciences with energetic teachers Sara Uthe, Kathy Selmarten and Lynn Hnetkovsky, left to right.

Dedicated Professionals

From first year agriculture teachers to seasoned veterans, they are all devoted to helping young people

When the bell rings at the Chicago High School for Agricultural Sciences signaling that it's time for a class change, get out of the halls. The tidal wave of students rushing to their next class moves fast and furious. It's only a safety hazard for those people who aren't with the program.

This fast pace can be found in almost every corner of this urban magnet school of over 452 students, all of which are FFA members. And it is this intensity that has drawn three dynamic new agriculture teachers to the school. Kathy Selmarten and Sara Uthe are teaching their first year at Chicago and Lynn Hnetkovsky is halfway through her second year.

As teachers just starting their careers, these young women have high expectations of what they want to accomplish. They are also getting a crash-course education in the art of teaching.

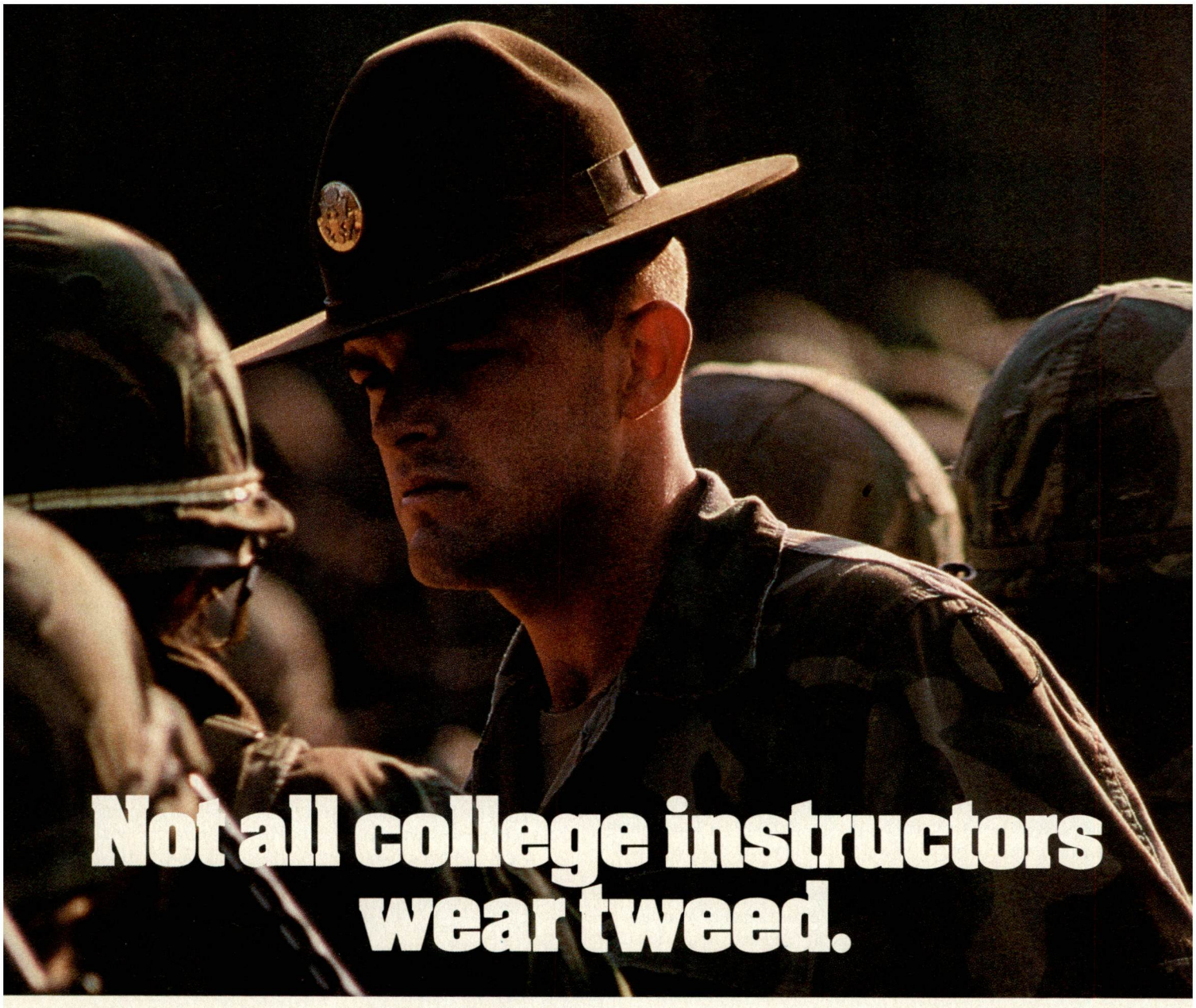
Animal science teacher Lynn Hnetkovsky is amazed at how much the content of her classes is changing from one year to the next. "The new advancements in ag technology, like aquaculture, are just exploding with possibilities," she says. "I just want to have the ability to continue to learn about new agriculture and be able to bring that technology and that knowledge to my kids. From my point of view, I can't see teaching for 30 years and not change curriculum year after year."

Every freshman student at the Chicago school takes an agricultural careers and leadership class from Kathy Selmarten. She is also the FFA advisor for the freshman class. Each class at Chicago has a separate set of officers. Her goal as a teacher and an advisor is focused not on herself, but on the students.

"I want my students to achieve and I understand that will vary from student to student," she says. "I want them to fulfill their personal goals with my help or through my guidance."

Horticulture and floral design instructor Sara Uthe also wants the very best for her students, and expects to help them get it. "I want the students to set goals of their own. I want them to go out and be successful. I want them to find their own niche in the world — find what they can do best," she explains. "I want them to be happy with themselves."

(Continued on Page 18)



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Dedicated Professionals

(Continued from Page 16)

Uthe says that ever since she was a senior in high school and president of her FFA chapter, she knew she wanted to teach high school agriculture. "I wanted to work in agriculture with people — mostly young adults. Ag education seemed like the perfect thing."

Full of energy and ideas, these teachers are all looking forward to a long career in agricultural education. With years of experience and fond memories, another group of agriculture teachers are looking back at a fruitful, distinguished career.

Ripened with Wisdom

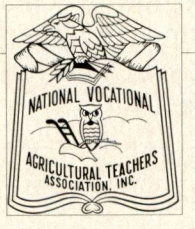
When veterans returned from WWII, many of them needed to learn the new farming techniques that had emerged during the war. After graduating as valedictorian of his class at Louisiana State University in 1950, Richard M. Welch of Oak Grove, Louisiana, joined a force of other teachers in the Veterans On-Farm Training Program. He has been teaching agriculture ever since, for 41 years. He has been teacher and advisor to two generations of FFA members in Oak Grove and is working on his third.

Welch has a list of student and chapter achievements that goes on so long, not even he can remember all of them. He has been advisor to four state FFA presidents, five star state farmers, two star state agribusinessmen, 12 regional proficiency winners, one national proficiency winner and 311 state farmer degree recipients.

Of all those achievements, perhaps what he is most proud of is his attendance record. He has missed only eight days of school because of sickness.

Welch says that his advice to anyone interested in becoming an agriculture teacher is that the person should have a deep desire to teach and not be preoccupied with financial rewards. Like the rookie Chicago teachers, Welch says that "you have to have a strong desire to help young people achieve."

And like most every other agriculture teacher you talk to, Welch says that the main reason he decided to go into the profession in the first place was the strong influence his agriculture teacher had on him as a teenager. •••



Building Better Teachers

Agriculture students become members of FFA to better themselves. Teachers also have an organization that helps them improve as professionals. It's called the National Vocational Agricultural Teachers' Association.

It's national headquarters is located just around the corner from the National FFA Center in Alexandria, Virginia. As members of this association, teachers attend professional improvement workshops, keep informed on topics of national importance and are recognized for their achievements. The NVATA also helps keep Congress informed about issues in agricultural education.

In July, NVATA's executive director, Sam Stenzel, will retire after 12 years of service to the professional association. The new executive director will be Bob Graham, a former agriculture teacher in Stonewall, Louisiana.



By the Owl

A while back I was asked who has had the greatest influence on my life. I hadn't ever given it much thought, like most folks, I guess. After considerin' for a while I came up with five people that I could say actually affected the direction of my thinkin'. My dad, Doc Brimhall, John Basabe, Red Steagall and Rupert Mansell.

Mr. Mansell was my vo-ag teacher in Las Cruces, New Mexico. "Here by the owl. The owl is the symbol of wisdom..." It's hard for a 16-year-old kid to evaluate wisdom.

I remember Rupert, as we referred to him behind his back, tryin' to teach that rag tag bunch of boys anything (it was all boys back then). Lots of us really didn't have much in the way of money. Our projects included 4 to 5 scraggly sheep, or a couple of steers, some pecan trees, rabbits or whatever. Sure, there were a few boys whose folks were good farmers and had impressive projects but most of us didn't. Rupert treated us all the same.

What we all had was a love of agriculture and the optimism of youth. That was what Rupert had to work with. He taught us that dirt was under your fingernails and soil was what you tilled. He tried, often in vain, to teach us how to weld and work on machinery. How to block sheep, fit a steer, castrate a hog, and how to tell a rib steak from a chuck. It was not until much later that I came to realize how much a vo-ag teacher has to know.

I said Rupert treated everybody the same. That's not quite true since he made me feel like I was special. But, if the truth were known he probably made each one of us feel that way.

He wasn't impressed by politics so when we decided to invite the governor to be the speaker at our local FFA banquet he said to go ahead but don't advertise it in case the "guv" didn't show. We sent out invitations to all the school board, principal and other dignitaries. Most declined; they had other things to do. The day before the banquet the governor confirmed. It came out in the paper. Suddenly the local dignitaries were calling trying to get tickets. Overnight they had developed a sincere interest in the Future Farmers. It was one of Rupert's finest hours.

For all you dedicated vo-ag teachers, I salute you, but I remind you that you are in the position to shape young people's lives. It is no small responsibility. And to Mr. Mansell, from all of us ex-reporters, vice-presidents, greenhands, secretaries, state farmers, soil judges, blacks, browns and whites; if we ever amount to anything, you had a hand in it. Yep, you. There by the owl.

Reprinted with permission of Baxter Black from *On the Edge of Common Sense.*



Students are drawn to Tom Strain's friendly, honest personality. Helping Strain, center, deliver a load of tomato plants after school are alumni supporter Kevin Cunningham, far left, and students Damon Lower and Candi Grimm, right.

Worth The Strain

High school agriculture teacher Tom Strain goes beyond the classroom and the call of duty to help his students grow. Sound familiar?

Last spring, high school agriculture teacher Tom Strain didn't have a weekend to himself for ten weeks. He spent those Saturdays and Sundays with his students. He didn't get paid for the overtime and, other than his wife, Cindy, probably few people noticed. This kind of dedication doesn't make headlines, it just makes good people.

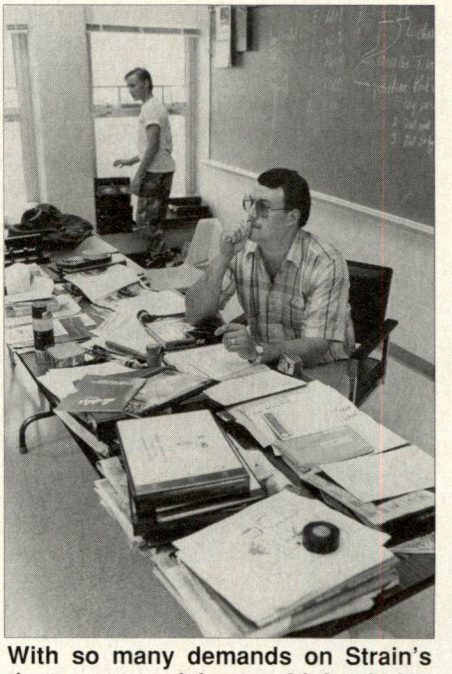
For five years, Strain has been putting in uncountable long hours as the agriculture teacher and FFA advisor at Fulton High School in Fulton, Missouri. He has built up an agriculture program and FFA chapter that had been on the verge of being cut before he arrived. It hasn't happened overnight. It has happened over a lot of late nights.

Ask Strain why he spends so much time working with his students and he counters with, "Where do you shut it off? You work hard to get the train rolling in one direction and it can't stop. You don't want it to."

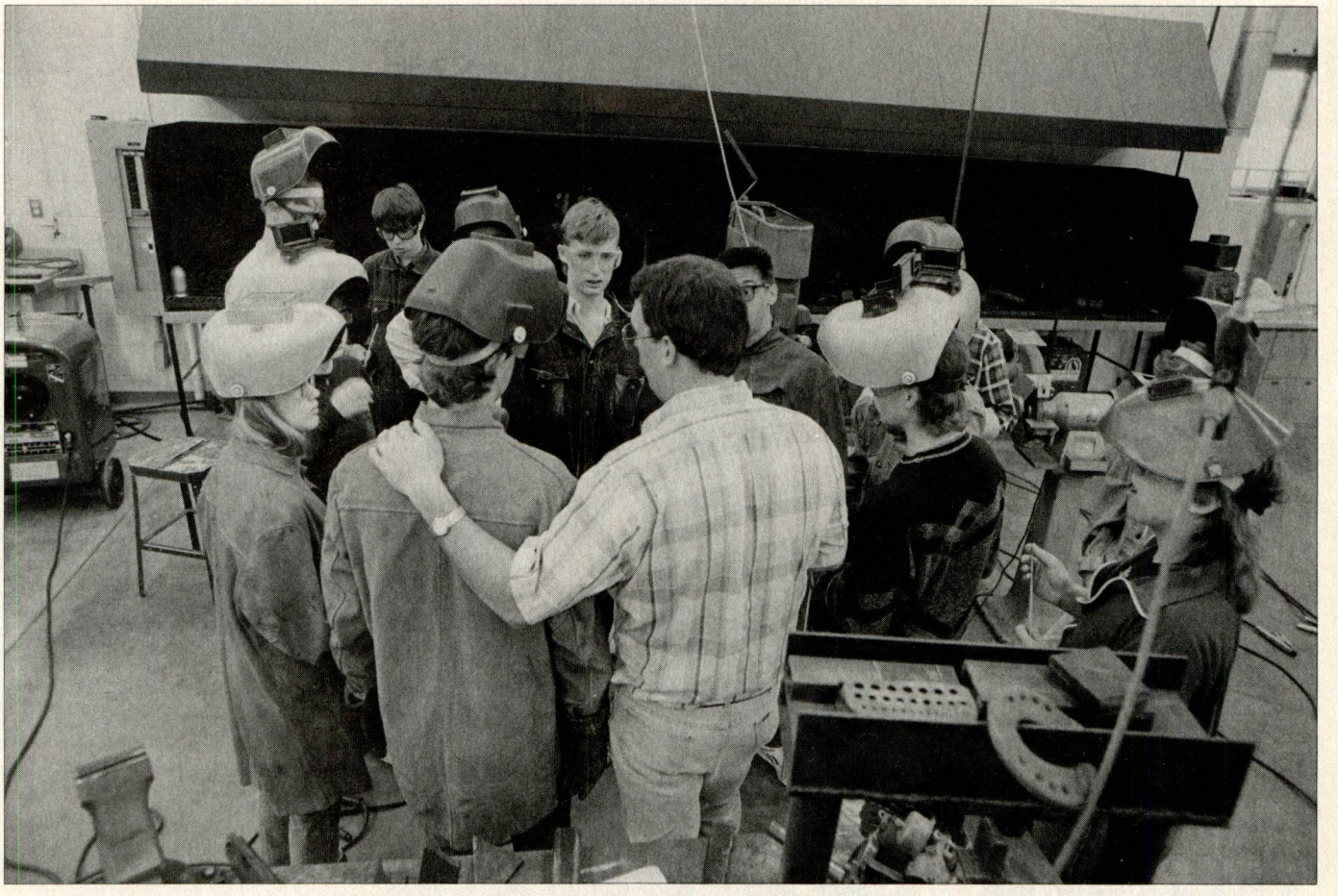
Like many successful agriculture teachers, Strain, 31, goes above and beyond the requirement of merely teaching class and "advising as the need arises." He has devoted his most productive and energetic years to help young people develop into adults at a time when they crave attention and search for direction.

"I teach technical agriculture, but I teach kids to be people. I don't know if they get that anywhere else. I'm sure they do, but they don't get enough these days," says Strain. "I think we've replaced some of the stuff that families used to supply. They need a pat on the back and a 'you look nice today.' Families used to do that."

(Continued on Page 20)



With so many demands on Strain's time, paperwork is not a high priority.



Strain is dead serious when he explains shop safety rules to a new class of would-be welders.

Strain has the gift of knowing when to be a friend to a student and when to establish who is the boss. That level of respect starts the first day they walk into class. "I try to expose them to as much of a real-world situation as possible. In shop class, I tell them, 'We're going to treat this class like a business, and I'm the boss. I can be the best boss you've ever had or I can be the biggest S.O.B. you'll ever see. That's up to you.'"

In shop, he also vividly explains the power of the tools they are using and the danger they represent. "You are working with over 220 volts of electricity," booms Strain's voice as he reviews welding safety. "It can kill you — and I mean graveyard dead." No one looks like they are ready to test the theory.

It's clear that Strain doesn't mince words with his students. He treats students like the intelligent young adults they are and the students respond. It's a simple thing that some teachers miss.

Strain says that one way he keeps that attitude is to steer clear of the teachers' lounge. "The major reason I don't go is because I don't want to hear all the negative talk. There's a bunch of negative sentiment in a teacher's lounge and I don't need that. Many of the students I teach, have negative experiences in other places in the school during the day. They don't function that way in my class."

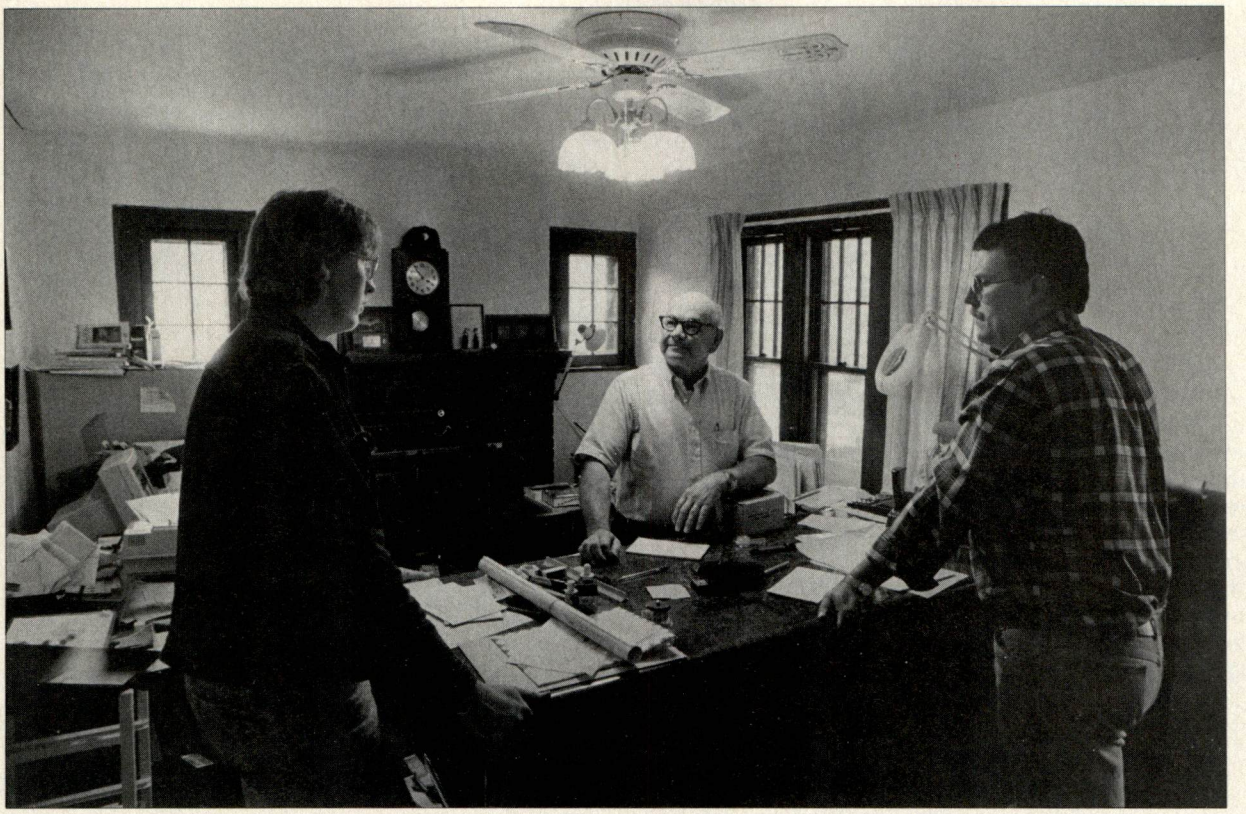
"You are working with over 200 volts of electricity. It can kill you — and I mean graveyard dead."



Constructing bleachers for the local fairgrounds challenges advanced students and makes for good public relations.

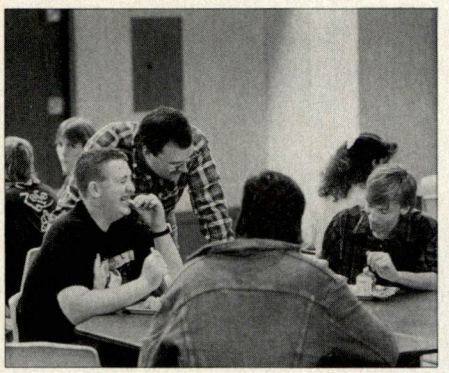
Strain says that what makes agriculture teachers different from all other teachers is the diversity of topics they must teach and what he calls "extended personal contact." "I see my students after hours and at home. I see them in Kansas City when they've been away from mom and dad and they're scared to death or happy as a lark. I see them at camp for a week when they're going wild."

Although he takes pride in his students' and chapter's achievements, Strain is not one to chase after state or national FFA awards. His philosophy is simple and rooted in making a change in as many people as possible. "I'm not so much into getting one or two or three students recognized on the state level," he explains. "I'd rather have ten students feel good about themselves, build some confidence

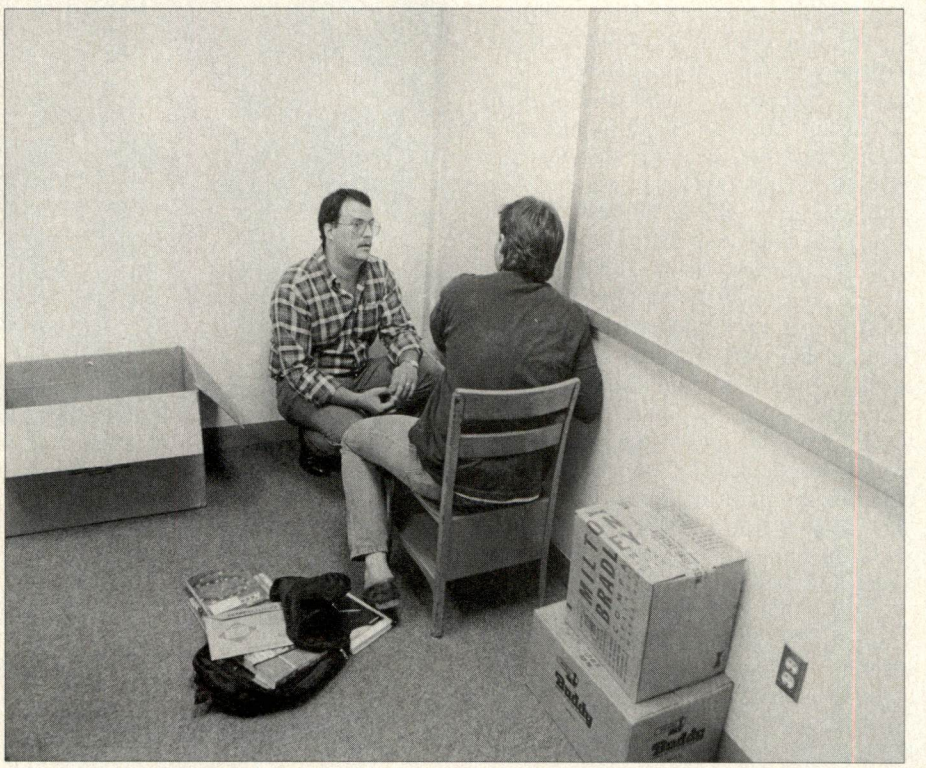


With no parents to help, Strain stands by student T.W. Davis, left, as he asks Ned Digh for money to buy parts for a trailer he is building. Digh handles Davis' financial affairs until he is 18.

Photos and Story By Andrew Markwart



Strain likes to "work the crowd" at lunchtime. As a result, Brad Murray decided to enroll in ag class this year.



When junior Mike Kirchhof was in jeopardy of being expelled from school, it was Strain who was called in to talk about the consequences.

and be recognized in their community. That's where they're going to live."

Since many of Strain's students come from non-farm backgrounds, he has set up a cooperative garden that is run like a business by the students. Each student is responsible for keeping track of the time he or she has worked. During the summer and fall, the vegetables are harvested and sold. At the end of the year, when expenses have been paid for and profits are revealed, the students find out how much money they earned per hour. It is another

(Continued on Page 22)



Many of Strain's students are business partners in the vegetable garden. Run like a cooperative, the students split profits at the end of the year based on how much time they spent working.

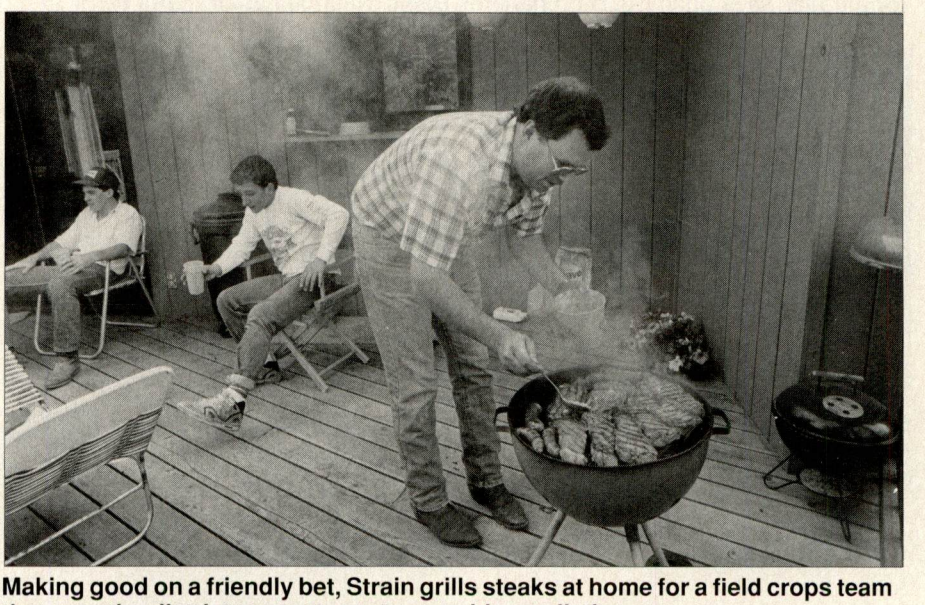
scheme employed by Strain to encourage as many students as possible to get involved.

Like many hard-driving agriculture teachers, Strain is quickly becoming a victim of his own success. His enrollment has climbed to 90 students this year and for many programs, it would be time for a second teacher to be hired to help share the teaching and advising. In a school that says it can't afford another ag teacher, Strain is, well, feeling the strain.

"I just get tired," he admits. "I don't think the students see any of the planning or the preparation. I don't think they see me as having another life. They probably think I get my mail here (at school). They're ready to schedule anything at anytime." With a master's degree already under his belt, he is beginning to entertain thoughts of pursuing a Ph.D or go into high school administration. He says he could make more money as a principal and probably work less hours. That's a strong lure after eight years of long days and lost weekends.

Despite the personal sacrifice necessary to be an effective teacher and advisor, Strain believes that what he is doing has a far-reaching impact.

While talking to a student teacher who had made some mistakes handling a student, Strain told the young man, "You have to realize that you can change people's lives in this business. You need to think about that." •••



Making good on a friendly bet, Strain grills steaks at home for a field crops team that won the district contest, contrary to his prediction.

He treats students like the intelligent young adults they are and the students respond.

Agriculture's New Professionals

Agriculture Teacher

By Lloyd Borden

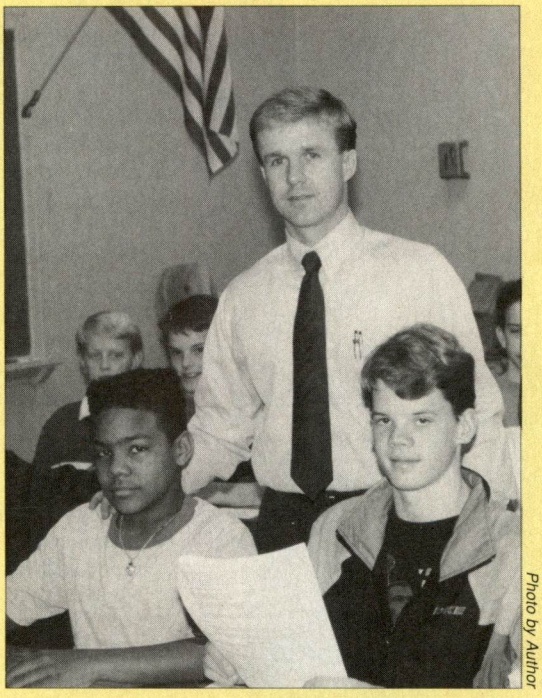


Photo by Author

Whaley mixes proven traditional activities with innovative teaching techniques in building a successful program.

Nestled among magnificent Appalachian foothills, planted on rich red clay soil, the town of Jacksonville, Alabama, is where John R. Whaley is in the business of shaping young lives. In communities all over America, 11,200 other agriculture teachers and FFA advisors are doing the same.

Whaley, 28, was named one of six Outstanding Young Member Award winners by the National Vocational Agriculture Teacher's Association last year in recognition for the energy and creativity he puts into each of his classes at Jacksonville High School.

This young professional was attracted to the teaching profession by high school teachers and caring parents. Their willingness to help him develop as a leader gave him the desire to follow a similar course in life. Whaley still admires his teachers and advisors. "I wanted to be a teacher so that I could have the same impact on others," he admits.

> ***"I wanted to be a teacher so that I could have the same impact on others."***

A former member of the Lineville, Alabama, FFA Chapter, Whaley received a bachelor of science degree from Auburn University in 1984. He is working on a master's degree at Alabama A & M University. Courses taken at these universities provide him with a solid background in the many different areas that an agriculture teacher must understand.

The courses Whaley teaches are divided between life sciences, mechanics/technology and leadership development. This broad range of topics calls for expertise in horticulture, computers, crop science, electricity, wood technology, metals technology, animal science, public speaking, community development, small engines and employment skills.

A typical work day could find Whaley teaching a class on how to preserve the environment, conducting home visits, buying seed for the vegetable garden, informing the local media about upcoming FFA activities, contacting resource persons and ordering materials from the National FFA Supply Service. He might also be planning the purchase of instructional materials, serving as a volunteer bus driver for selected school activities, maintaining tools and equipment in the school shop, arranging field trips and instructing a student in the correct use of a complex piece of equipment.

Whaley uses both tradition and innovation to build his program. The time-tested activities of home visits, a school vegetable garden, an annual parent-student banquet and patriotic activities are still very important to his program. Moving progressively, he has introduced use of video equipment for educational purposes, hydroponic farming, computer awareness, importance of safe-guarding the environment and short-term exploratory classes for younger students.

Whaley's greatest satisfaction comes when students, teachers, parents and community leaders combine efforts and complete a successful activity. He says, "This community is always ready to support the agriculture program and FFA chapters. The support ranges from a mother who types award applications to civic organizations that provide air transportation to the National FFA Convention in Kansas City."

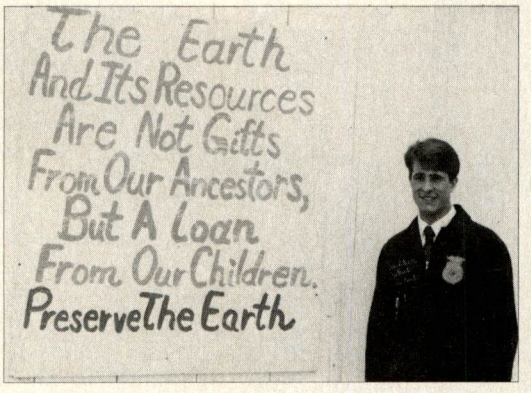
Being willing to work hard has paid off for this dynamic young teacher. Working long hours after school with students has resulted in National Gold ratings in the superior chapter, chapter safety and BOAC recognition programs, an FFA quartet with over 100 performances and three recorded albums, an annual chapter banquet with average attendance over 300 people, and a state award for submitting the most news articles for publication. Whaley has been honored individually with a yearbook dedication and teacher of the year award by the local school system.

He believes in serving as a role model and being available to counsel students when they have needs. He and his students visit three colleges and universities each year.

Whaley credits his success an an agriculture teacher to the competitive spirit fostered by 55 colleagues in the Northeast District of Alabama. He adds, "the administration, faculty and staff of Jacksonville High School have proven to be faithful friends in my development as a young teacher."

His wife, Missia, also a teacher, supports his dedication to the teaching profession and attends most Jacksonville FFA activities. •••

Writing Contest Winners



Members spoke out about our nation's environmental problems and how agriculture will play a role in finding solutions in the "Up With Agriculture" Writing Contest conducted by *FFA New Horizons* magazine.

They were limited to 100-word essays focusing on agriculture's role in preserving the environment.

National winner is Timothy Steele, 19, from Kansas. He receives $500 as national winner and an additional $50 as Kansas state winner. His local FFA advisor is Dan Palmateer.

The contest is sponsored for the magazine by Garst Seed Company as a special project of the National FFA Foundation.

National runner up is Troy Robertson, 17, from Missouri. His advisor is Craig Lehman. Third place winner is Sarah Cockle, 15, from Washington. Her advisor is Fred Cockle. Fourth place winner is David Dempster, 17, from Montana. His advisor is Tim Schaff.

They each receive $250 as national finalists and an additional $50 as state winners. Every state winner will be recognized at their state FFA conventions by the national FFA officers.

The Winner

"There are many white faded barns scattered throughout the countryside. However, one owned by my uncle is very unique. Painted on the door in red is a saying: "The earth and her resources are not a gift from our ancestors, but a loan from our children."

For years, man's goal has been to tame the environment. In the process it was unintentionally abused. It is time that the men and women in agriculture set the standards by working with nature, not against it. Yes, the earth is a gift, but it is a precious gift that must be passed on."

Timothy C. Steel
Barnes, Kansas
Valley Heights FFA

Runner-Up



Troy Robertson
Grovespring, Missouri
Hartville FFA

"It seems that everyday we hear of more news about pollution. In America, the number one cause of pollution is exhaust from the millions of automobiles that American farmers depend on for transportation. I feel that the American farmer holds the key to open the door to a cleaner environment. I feel that by utilizing America's considerable grain supplies to produce ethanol, we the people could begin to solve this problem. By using a cleaner burning mixture of ethanol and gasoline on a large scale, we the people could help preserve not only our environment, but also our nation's farming economy."

Third Place



Sarah Cockle
Everson, Washington
Nooksack Valley FFA

"I believe agriculture can take the lead role in preserving our environment. Several areas offer opportunities for environmental improvement.

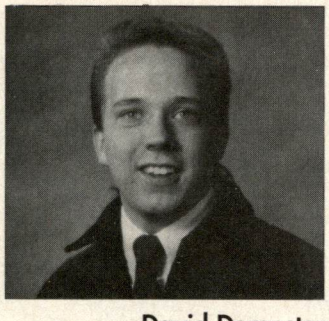
I believe the area that holds the most promise is the Low Input Sustainable Agriculture (L.I.S.A.) movement. By using L.I.S.A. principles in farming, chemical and pesticide use could be reduced, leading to a cleaner environment.

I believe through the use of biotechnology, the development of new varieties of disease and pest-resistant seed will also reduce the need for chemicals.

I believe that agriculture is in the perfect position to preserve and even enhance the environment for our future."



Fourth Place



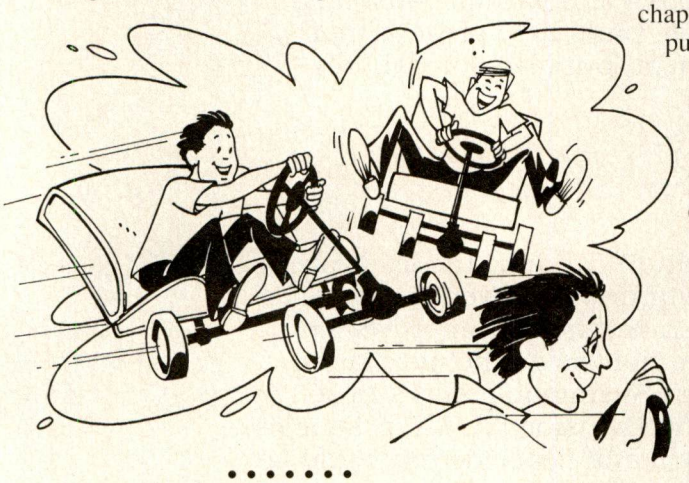
David Dempster
Laurel, Montana
Park City FFA

"Why would babies want to leave heaven to come here?" These words, from a recent *Family Circus* cartoon, reflect America's concern for one of our greatest problems: the deterioration of our environment.

As the largest user of land in our nation, agriculturalists must exert special efforts to serve not only as owners, but as stewards of the land. We must be role models, acting as ambassadors of Earth to the public. By setting an example and reaching out to our nation and world, American agriculture and the FFA Organization can make a difference in solving our globe's greatest present challenge."

CHAPTER SCOOP

At the annual fall fair in Centralia, **Missouri**, new members from the middle school competed for prizes in contests like apple bobbing, nail driving, hay tossing and backseat driving.



Members of the Unionville-Sebewaing, **Michigan**, FFA have released an average of 320 pheasants each fall in cooperation with the Department of Natural Resources.

Recruitment was the goal of Atwater, **California**, chapter officers when they visited four middle schools. They signed up 460 prospective students to follow up with about high school agriculture.

"Olympic" games were conducted by Barren County FFA in Glasgow, **Kentucky**. They charged participants 25 cents to play darts; 50 cents to play checkers, ping pong or box hockey; and $1 to play Pictionary, Uno, arm wrestling or Rook. Trophies went to the winners. Profits went to charity.

Not only does the ParkView Middle FFA in South Hill, **Virginia**, pick up the litter on their assigned 2-mile stretch of highway, they also recycle cans, glass and plastic.

FFA cowboys in Springdale, **Arkansas**, Chapter taught the drill team how to 2-step and swing for the school pep-rally.

Alva, **Oklahoma**, FFA is constructing a gazebo for the town square. Later a directory of stores and public buildings will be added.

After the chapter business meeting, the Greenville, **Ohio**, FFA showed a movie.

After the Smithville, **Ohio**, FFA meeting to induct the 11 new Greenhands, the chapter sprung for cake and punch to celebrate.

It took 14 tons of sand to fill up the 2,000 little containers sold in Christmas luminary kits sold by the Cumberland County, **Pennsylvania**, Cancer Society. FFA knows because they did the shoveling.

FFA contributed oranges to the Meals on Wheels program in St. Johnsville, **New York.** Director Carol Smith said, "The people really enjoyed the fruit and that the students took notice and helped them."

Black River FFA in Sullivan, **Ohio**, had a lamb roast along with the FHA chapter. The barbeque served 152 members, parents and guests of the two organizations.

Money maker for Des Lacs-Burlington, **North Dakota**, FFA is packing specialty gift fruit boxes - first the green "grass," then red and yellow apples, grapefruit and oranges.

In Oklahoma City, **Oklahoma**, the John Marshall FFA decided to collect homemade cookies for the Foundation for the Disabled.

Gonzales, **Texas**, FFA invited the faculty to join the members in a hot dog feed at school. The event helped build better relations and improve communications between FFA members and their teachers.

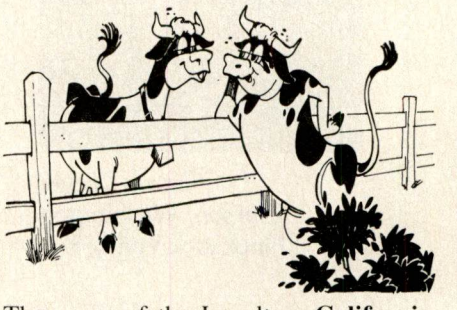
This year for the FFA-FHA dance at Waynoka, **Oklahoma**, the chapters each invited two state officers

A disaster awareness assembly for elementary school children is a project of the Gilroy, **California**, FFA. Topics include earthquake preparedness, hunter safety and safety around the school.

Idabel, **Oklahoma**, members went door-to-door in a scavenger hunt to gather canned goods for a food drive. They wore official dress and had letters explaining they were with FFA.

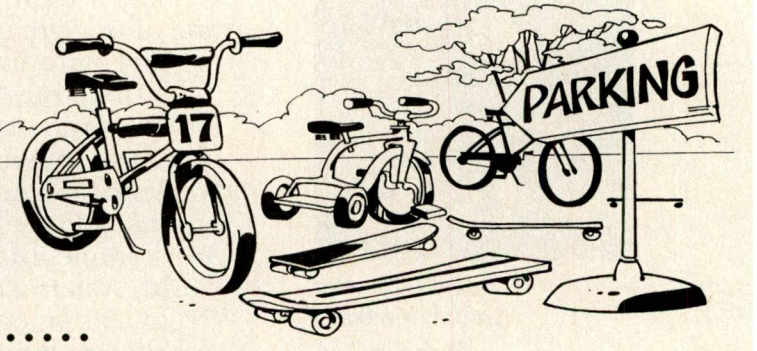
In the Antelope, **Arizona**, Chapter Newsletter, they publish a column from their school principal called "Principal's View."

The Medford, **Oklahoma**, FFA Chapter built a sign honoring the men and women from our country serving in the Persian Gulf.



The name of the Loyalton, **California**, Chapter newsletter is "FFA Mooo's."

Every chapter has a shot at getting mentioned in Chapter Scoop. All that is needed is for someone to write something on paper about the nifty or fun activities of the chapter, then mail it to the magazine editors.



Waubay, **South Dakota**, is developing a kids' park downtown.

Operation Desert Storm

...A personal account

By 1Lt Marty W. Coates



Marty Coates, right, used his FFA leadership skills to lead his men in Desert Storm.

When soldiers of the Iraqi military invaded Kuwait last August, our United States military was called upon to demonstrate the commitment of the American people to preserve freedom in this region. I received the call in late August to go to Saudi Arabia.

I have known since my commissioning as an officer in the U.S. Army Reserve that the possibility of going to war existed. Responding to the call of my country, I left behind my family, career, church and, for the most part, life as I know it. But I was not alone. Thousands of citizen soldiers had been called up to serve along side the active duty forces deployed in the Persian Gulf.

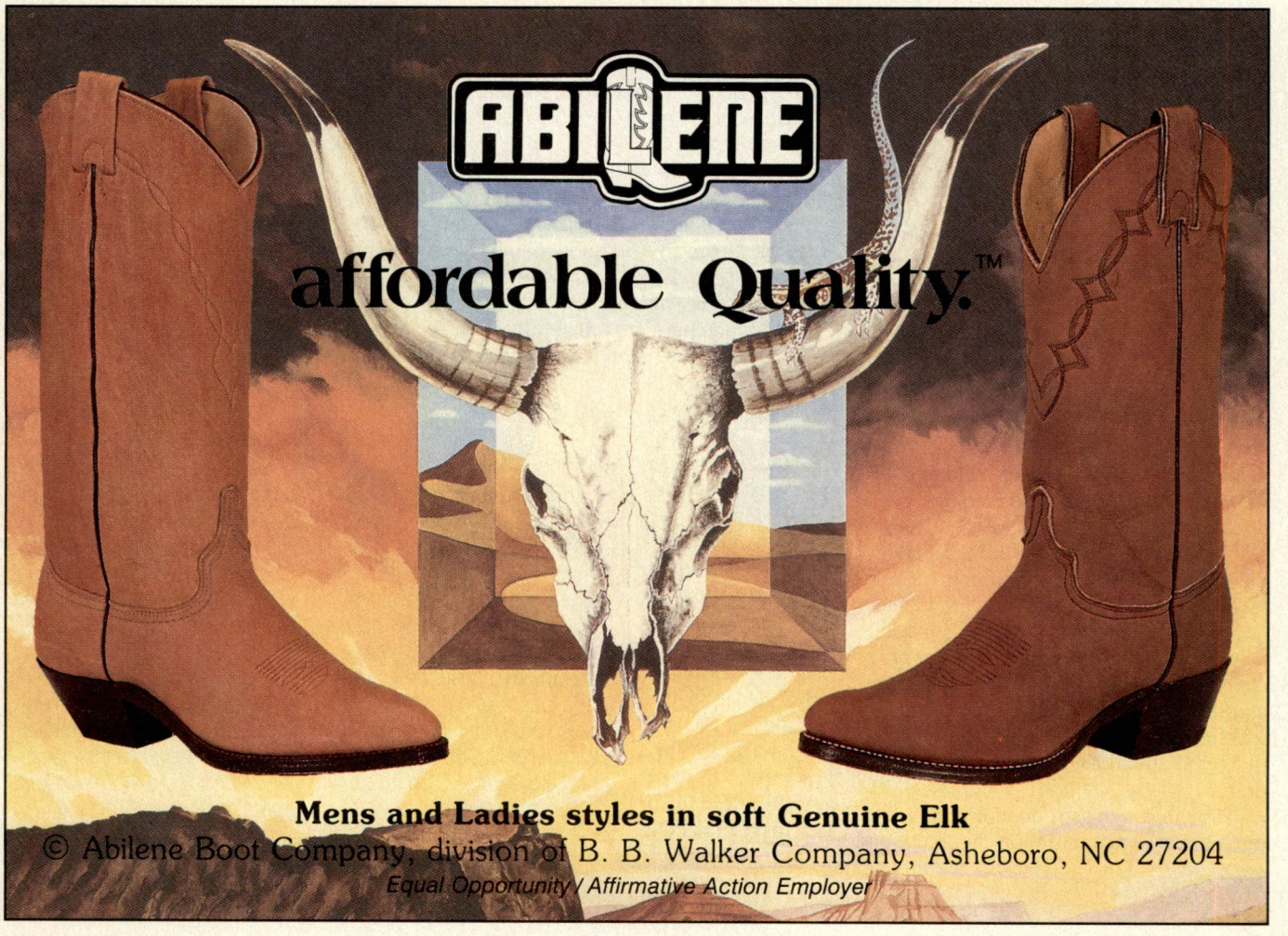
With my bags packed, my personal matters now in the hands of my wife and the necessary training behind me, I was off to Saudi Arabia to participate in Operation Desert Shield.

For the past five months I have served in a transportation battalion whose mission has been to transport troops and equipment to strategic locations. My day-to-day job entails providing plans and operational support to five trucking companies. I work closely with Saudi Arabian contractors who provide trucks for our use.

Living conditions vary. Some troops went immediately to desert locations upon their arrival and remained there. During the fall months the high temperatures reached 120 degrees.

I was among the luckier soldiers whose location has changed five times in as many months. Each time the conditions improved. Unlike many of my comrades in the desert I enjoy at least some hot meals and a daily shower.

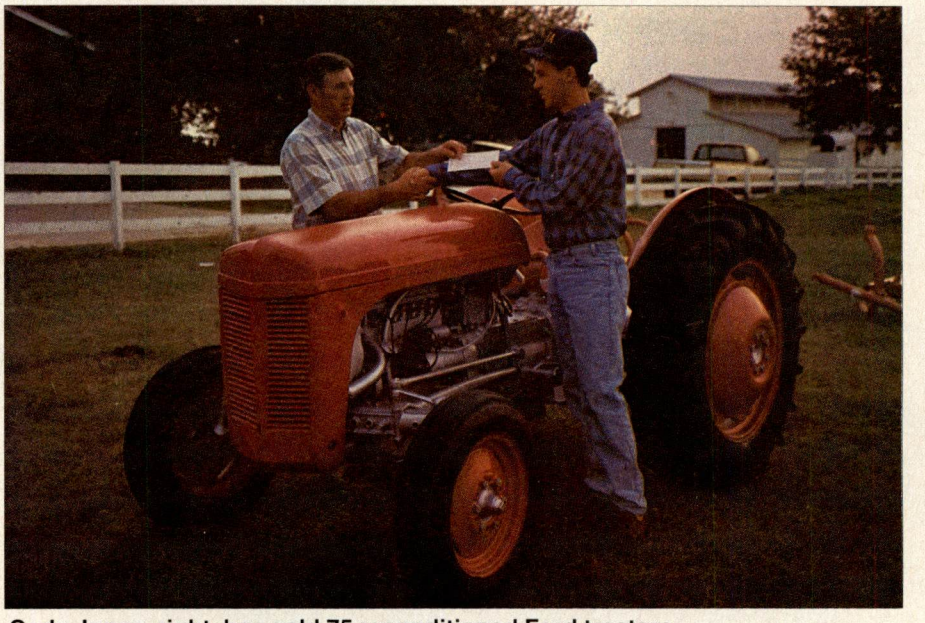
(Continued on Page 37)



Another Man's Treasure

A Texas FFA member turns old tractors into a profitable business

By Lynn Hamilton



Cody Jones, right, has sold 75 reconditioned Ford tractors.

Other people's trashed tractors are Cody Jones' treasure.

The 19-year-old from Cleburne, Texas, buys old Ford tractors from the 1940s and 50s, then rebuilds, repaints and resells them. His business is not only paying his way through college, it also earned him the 1990 National Agricultural Mechanics Proficiency Award at the national FFA convention.

Like most entrepreneurs, Cody started small. When he was a freshman in high school, he took out a $1,200 loan from his father to buy an 8N Ford tractor. He reconditioned the small, 23-horsepower tractor, repainted it to its original red and gray colors, and found a buyer. He made enough money to buy another tractor, and he was in business.

Since then, both his business and his knowledge about tractors has expanded considerably. The first few years, Cody hired a mechanic to do the engine work, while he concentrated on the body work and painting. He didn't have much shop space, so Cody did most of his work outside. "I had to hope for a real sunny day when I was painting," he says.

Gradually he added tools and equipment to his inventory, and recently constructed a steel building for a shop. Now he does all the work himself, and to date, has reconditioned and sold 75 of the Ford tractors.

Cody credits his agricultural mechanics classes at school in helping him to learn his trade. Now that he has graduated, he returned the favor last year by donating a tractor to the FFA chapter. He paid chapter members to work on the tractor and then bought the tractor back once it was finished. The members earned enough money to attend the Texas FFA convention.

Though a sluggish economy has left many businesses scrambling, the recession has actually helped Cody's sales. "I sell my tractors for about $1,950. A new tractor of that size would probably run $3,000-$4,000." He gets a lot of business from a nearby vacation area, as people going to their cabins stop by to purchase a small tractor or mower. Business has been good locally, but Cody has also received tractor orders from Corpus Christi, a city 400 miles away.

Advertising in both newspapers and radio has helped him spread the word about his business. "I'd always bought tractors through the newspaper, and thought I could sell them through the newspaper," he said. He uses a radio show called "Trade Fair," to tell about his business. He calls in several times a week, and has sold a half-dozen tractors over the air.

Tractors will be in Cody's future, even though he hopes to get a degree in accounting and attend law school. "I'll probably always work in tractors on the side," he says.

Cody's success comes as no surprise to his former agricultural education instructor Jack Swilley. "Cody is a pretty self-motivated young man," Swilley says. "Whatever he does, he gives 100 percent, there isn't anything halfway about it." Swilley also says Cody has some savvy business skills. "He can sell anybody anything." Cody was named the Star Lone Star Agribusinessman in 1990, and plans to apply for the Star Agribusinessman of America award this year.

This summer, Cody will reap even more benefits from his business as he participates in the 1991 European Travel Seminar for national proficiency winners. The Agricultural Mechanics proficiency award is sponsored by Case IH as a special project of the National FFA Foundation. •••

Be Your Own Boss

If you want to start your own business, take a few tips from Cody Jones.

His first advice is to find something you're interested in and research it. He found his niche in restoring old tractors; your interest could be computers, landscaping, raising animals, grooming dogs, or any number of Supervised Agricultural Experience programs.

Don't be afraid to take out a small loan to get started. It might seem like a big step, but it could really pay off—if you're willing to follow Cody's advice.

"A lot of time and hard work will make your SAE blossom," he says.

"After I learned a lot and talked to people and put time and energy into it, my tractors turned out to be a lucrative business I think you could do that with just about any project."

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Dream Machine

When their town lost all of it's firefighting equipment, this Arkansas chapter came to the rescue

By Jody E. Pollok

A lot of people dream of being a fireman when they grow up, but how many dream of building a fire truck? The 27 FFA members of Delaplaine, Arkansas, came to the aid of their community by building an original firefighting vehicle they affectionately call the "Dream Machine." It's a 1970 Ford F-600 pickup that was converted into a fire truck by the Delaplaine FFA members in late 1989 and early 1990.

It is the most recent of an impressive string of community service projects developed by the chapter over the past few years. Some of the chapter's BOAC (Building Our American Communities) projects have supported fire safety such as building a 2,500 gallon folding water tank, building hose drying racks, building restrooms and an office in the fire station and wiring the station.



Photo by Wendell Hogan

Scott Meredith and his classmates worked six nights a week to complete the Dream Machine on schedule.

The idea of building a fire truck had been discussed for quite some time according to Wendell Hogan, Delaplaine FFA advisor.

The project began in April 1989, when a design contest was held in the ag mechanics class. The students were given the specifics for the truck such as gallons of water it should hold, weight, width, length and other equipment that needed to be hauled on it. The students submitted their plans which were critiqued. The final design was a compilation of all the plans.

"We took the best of everybody's ideas and put them together. Then we sat down with the fire chief and ironed it out," said Hogan. The Dream Machine is not your everyday fire truck. According to Hogan, "It is a super truck. Most trucks are either a tanker or a pumper, but this is a combination of the two."

After the design was complete, the assembly work began. Some students worked over the summer, but most of the Dream Machine was built in the fall. The tank was built first and then filled with water. The students discovered that there were 42 leaks in the tank. All of the leaks were marked and fixed.

"Trying to get the leaks to stop was probably the most challenging," remembers chapter member Scott Meredith, who worked on the truck. "We worked on it quite awhile and surprisingly we didn't have as many leaks as we thought we would."

Students worked on the Dream Machine two nights per week and during class. Anyone who wanted to work on the truck was assigned a task.

Just as the project was in full swing in January, the Delaplaine fire station burned. Both trucks and the station were lost. The fire caused the deadline for the completion of the Dream Machine to be moved up to FFA Week in February, 1990. In order to meet their new goal, the FFA members changed their schedule to work six nights per week. The fire department became more involved and assisted in completing the truck. The Black River Vo-Tech auto body class pitched in by painting the truck.

The Dream Machine was finished and presented to the fire department during FFA week. "I feel good because I got to work on it. It will be something that I will always remember," said Meredith.

The Dream Machine has helped create more public support for the Delaplaine Volunteer fire department besides providing a new fire truck for the community. For this unique undertaking, the Delaplaine FFA was recognized as having the state-winning BOAC project in Arkansas last year, a distinction that has everyone in Deleplaine beaming. "The students are proud of it," said Hogan, "and the community is proud of it." •••

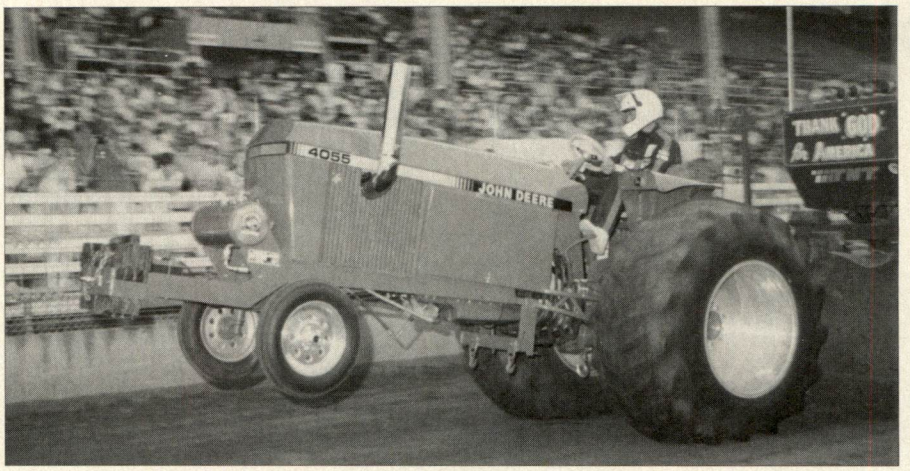
Building Our American Communities is sponsored by the RJR Nabisco Foundation Inc. as a special project of the National FFA Foundation, Inc.

Tractor Pulls Family Together

It is a family affair when Jason Newell loads up his John Deere 4055 Super Stock tractor and heads down the road for another tractor pull.

Newell, 19, of Belle Rive, Illinois, started competing in tractor pulls when he was 16. Ever since then, Jason's parents and sister help Jason prepare for the pull and go to cheer him on. "It's a family outing we do for recreation," says Jason. "My father and I do all the work on the tractor. My mother and sister help clean and polish the tractor and help with anything else they can."

The Mt. Vernon FFA Chapter member competes in 40 to 50 pulls a year, most of which are at county fairs. He placed fourth in his 5500 lb. Super Stock class at the Illinois State Fair in 1989 and fifth in 1990. The Super Stock class requires contestants to retain the tractor's original block and rear-end, but anything else can be modified. Since Jason and his father bought the tractor, they have completely reconditioned everything on the tractor, crafting it just the way they want it.



Jason Newell pulls his turbocharged, methanol-burning Super Stock tractor at over 40 events each year.

The engine has a 6-cylinder, 466 cubic inch engine that is fueled by methanol and produces about 800 horsepower. The methanol burns at such a cool temperature that a cooling system and radiator is not necessary. Jason says that each trip down the track burns 4 to 5 gallons of fuel.

Jason is a member of the Illinois Tractor Pulling Association (ITPA) and the National Tractor Pulling Association (NPTA). Among other responsibilities, these associations enforce safety regulations. Starting this year, the ITPA will require all pullers to wear a complete fire suit in addition to a safety helmet, which has been required for several years.

Jason says that he has been able to pay for upkeep of the tractor and cover travel expenses with the prize money he wins.

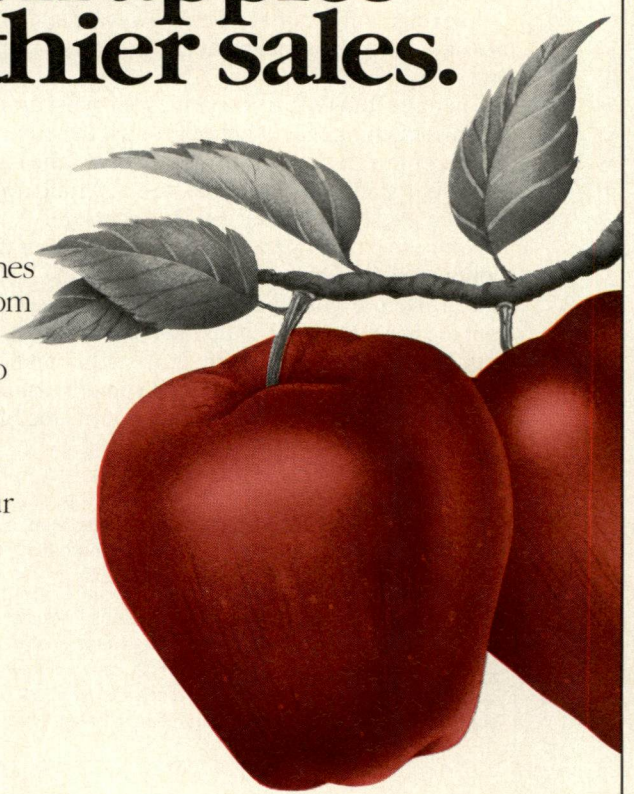
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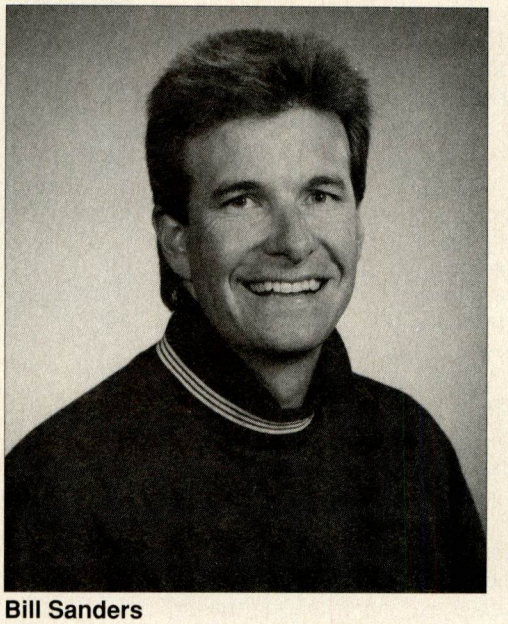
#2

You Make It Happen

A series of articles to help FFA members get the most out of life

Taking the Pressure Out of Peer-Pressure

By Bill Sanders



Bill Sanders

We blame our problems on peer-pressure a lot like the world is blaming its problems on Saddam Hussein. The big difference is that Mr. Hussein is guilty of most of his accusations...but peer-pressure is not.

Ask many of your friends in your school or FFA chapter why they started drinking, stealing, lying, smoking, snorting or having sex. Most of them will say, "peer-pressure made me do it." Almost every week some teen in some school tells how they made a decision to do something and it will have a devastating effect on the rest of their life. (Catching AIDS from a first-time safe-sex experience for instance...Sure was "safe" wasn't it?)

I devoted a third of my book, *Tough Turf,* to peer-pressure. Let's dig some meat and potatoes from those pages:

There are four types of negative peer-pressure (when we do something that is harmful to us, our future, our family, or our friends). They are: "Follow the Crowd" pressure; "Can't be Me" pressure; "Afraid to Try" pressure; and "Me Pressuring Me" pressure.

Notice that only one type has to do with your friends (Follow the Crowd)and in all four cases YOU are in control. Before you "Follow the Crowd," ask if you want to: 1) act like; 2) end up like; or 3) be treated like them or have their reputation. Partiers turned boozers turned burn-outs should be a good enough example.

I have a t-shirt that says "Don't Follow the Sheep - Follow the Shepherd." We need to follow the right kind of people.

"Can't Be Me" means we wear our mask that covers up the real me. I'm smiling on the outside...but dying on the inside. I have questions, but I'm too afraid or shy. I know a friend who has been selling drugs or is being abused, but I never open up or offer them help. Be yourself!

Remember what Michael Jorden says, "Don't envy my talents... Use the ones God has already given you."

"Afraid to Try" means just that. You don't run for an FFA office because you can't speak as good as someone or because two of your peers said you will never make it. Remember...if you do what's on your heart you may not be in the majority, but you will be in demand!

"Me Pressuring Me" is whey lying, cheating on a test, most alcohol and other drug abuse, and pre-marital sex come from. You have convinced yourself that you must engage in this activity to save face — be cool — be popular, etc.

Now that we've identified the major areas in your life for this so-called "peer-pressure," you can decide to "Get Real" and be yourself. God made you like you are for a reason. Identify your abilities and dreams and put them into action.

If you are not affected by peer-pressure you will surely be proud to brag about FFA to your friends, as well as be seen with your mom at the mall! •••

FFA New Horizons is asking some of the country's top experts in motivation and personal development to share their ideas of how FFA members can achieve their dreams.

Bill Sanders is a writer, speaker and seminar instructor who specializes in helping people understand and control peer pressure. He has spoken at national FFA convention events, addressed state FFA conventions and has served as a training consultant working with FFA's Made For Excellence staff.

Cut this page out and start collecting the series in your notebook!

FFA IN ACTION



Chapter members pose with old Saint Nick during the FFA Christmas Outreach for the families of Operation Desert Shield soldiers stationed at Fort Bliss.

Texas

Holiday Helpers For Operation Desert Shield Families

Ysleta FFA Chapter in El Paso, Texas, included families effected by Operation Desert Shield in a Christmas event.

Because El Paso is the site of the Army Air Defense Unit at Fort Bliss, the community has certainly been impacted by world events. Chapter members helped sponsor a breakfast for the families of soldiers sent to Saudi Arabia. Members secured a Christmas dinner for over 400 families with the assistance of the Sargent-Major's Academy and local food-chain stores.

Children got to have their picture taken with Santa Claus and toys were also distributed. Additionally, members sent over 500 letters of greeting and established a pen pal chain. •••

California

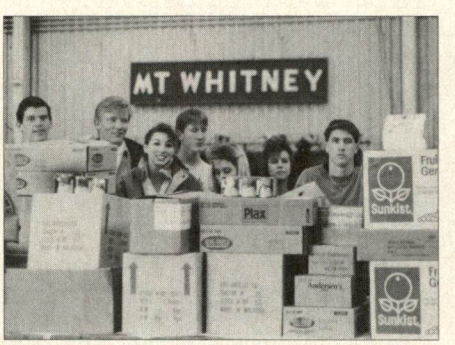
Gifts To the Desert

The Mt. Whitney, California, FFA Chapter in Visalia wanted to express in some way that they are in full support of our service personnel in Saudi Arabia.

They organized a community service project to collect and send gift boxes to persons originally from Mt. Whitney or the Visalia area. They asked for donations of items that could be packaged and sent easily with emphasis on food items locally produced like raisins, nuts, dried fruits, canned fruits and fruit juices.

Also they collected personal items like baby powder, shampoo, sunscreen and toothpaste.

The chapter made an effort to locate any "hometown" persons in order to add their addresses to the list.



Members set up an assembly line to pack the gifts contributed to their "Operation Home Front."

The FFA collected the items and organized work days to put all the items together into care packs. Then they put the packs together for shipping.

Holiday cards, letters from home, newspapers and lists of all those who donated goods were included with the supplies according to FFA chairman Dan Foster.

FFA solicited additional cash to buy shipping supplies and to get boxes delivered to the military. •••

Michigan

Cards Carriers To the Desert

The Bronson, Michigan, FFA organized a Christmas card drive for the soldiers serving in Operation Desert Shield. We used the activity as an opportunity to explain the war to elementary students by opening the drive to all grades K-12. We received and forwarded over 150 cards to servicemen from our town and the surrounding area. We received a letter back from the commander on the U.S.S. Guam thanking us for the thoughts. Also, many individuals received personal thank you letters. (Beth Carpenter, President) •••

Montana

Rap Messages For Kids

The Missoula, Montana, FFA chapter has been working extremely hard on a new community service project. Entitled "FFA Against Drugs" or FAD, the group travels city and statewide performing a rap written by group member Jesse Andres. The rap not only provides entertainment for its listeners, but also presents an anti-drug message from a peer perspective.

Group members include Jesse Andres, Julie Andres, Meta Loftsgaarden, Nate Andres and Dan Muir from the Missoula Chapter and two former Missoula Chapter members who are now state officers, Jerry Andres and Duke Gilman.

The group performed at a Dan Seals concert given in Livingston, Montana, and also at the Montana Red Ribbon Rally. The rally was held at the state capitol.

Efforts are now turning towards the grade schools. FAD members are setting up workshops on the fifth grade level around the city of Missoula. With the help of counselors, FAD hopes to present the problems of drug abuse from a teenage perspective. Each workshop begins with the rap followed by group discussions.

FAD feels that the project is proceeding extremely well and has received much positive feedback. (Meta Loftsgaarden, President) ••• *(Continued on Page 34)*

(Continued from Page 33)

Ohio

Campground Comment

For their December meeting, the Danville, Ohio, invited 1989-90 state president, Dena Wyler, to speak to the chapter about FFA Camp Muskingum in their state. She is currently a spokesperson for the camp.

In her discussion, she explained the seven major benefits of the facility for FFA members - education, nature, good food, fellowship, leadership, personal development and recreation. She also talked about many fun activities the camp provides, such as basketball, volleyball, tennis, football, softball, swimming, fishing and canoeing. There is also a rifle range, a shotgun range, archery, crafts and a nature center.

During camp FFA member are on teams to compete in the agriculture olympics. There are also FFA Quiz and public speaking contests.

The students were very interested in her discussion and some members are planning to attend. (Jamie Kauffman, Reporter) •••

Kansas

Ag Hall of Fame To Honor Farm Cooks and Their Families

The National Agricultural Center and Hall of Fame announces a 1991 fundraiser cookbook. The sale of the 300-plus page hardbound cookbook will fund a new Food and Nutrition Building at the Center.

During the national FFA convention, over 3,000 members visit the Hall of Fame in Bonner Springs, Kansas, just outside Kansas City.

The new building will include an exhibit honoring the nation's best cooks and their recipes. The Center is calling for recipes at this time.

A $10.00 entry fee for each recipe is requested to offset the cost of printing the cookbook. Each entrant has a chance to be chosen for a place of honor in the new building. All entrants will receive a $5.00 coupon good towards the purchase of the cookbook (a $30.00 value). Not only will recipes be featured but a history of each cook's family and community will be emphasized.

Mail check or money order for $10.00 for each recipe submitted to The National Hall of Fame Cookbook, Marketing Services, 1000 Broadway, Suite 300, Kansas City, MO 64105. •••

(Continued on Page 36)

Sports Champions

By Chris Feaver

The year was 1979. The Los Angeles Lakers had just won the first game of the new National Basketball Association season, and 20-year-old rookie guard Earvin "Magic" Johnson was jumping up and down at midcourt, celebrating and hugging everybody in sight.

When it came time to hug all-star teammate Kareem Abdul-Jabbar, the 7-foot-2 center grabbed hold of Johnson. "Take it easy," the veteran Jabbar said, "we've still got 81 more games to play."

Magic Johnson played those 81 games in the 1979-80 season, leading the Lakers to a world title, and nearly 1,000 other games since; yet he still displays the same enthusiasm for the game, and for winning, that he displayed in his first NBA game more than 11 years ago.

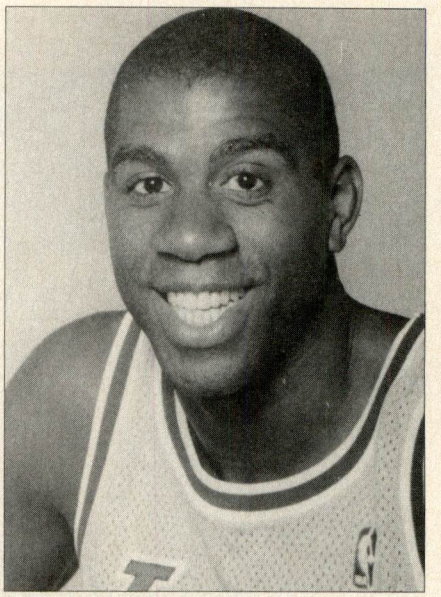
At age 31, he now saves his mid-court celebrating for more important moments, like winning NBA championships. Even so, he still has had a number of occasions over the years, such as five NBA titles and three Most Valuable Player trophies, to spin and twirl at mid-court.

"I play for the love of the game and to win championships," Johnson said. Johnson began tuning up for his NBA titles as a senior in high school, when he led Everett High, located in his home town of Lansing, Michigan, to the state title. The following year, as a freshman at Michigan State University in East Lansing, he was instrumental in leading the Spartans to the Big 10 title. Johnson produced an NCAA title his sophomore year as his Spartans defeated the Larry Bird-led Indiana State Sycamores in the NCAA finals.

Johnson has enjoyed the same type of success off the court as well. One of the highest-paid athletes in history, he lives in a luxurious house in the hills of Los Angeles. He has also become active in the business world, owning a Pepsi distributorship, among other interests.

But while he earns a great deal of money, he has also given a great deal back to society. For the past five years, he has conducted an annual all-star game benefiting the United Negro College Fund. Last year's game generated more than $1.5 million, bringing the five-year total to more than $5 million.

Also, he is constantly on the move in the off-season, conducting basketball camps, speaking and working with a number of benefits for charities such as Muscular Dystrophy, City of Hope, the Starlight Foundation and the American Heart Association. In 1987, he was named the NBA Man of the Year for his involvement with charity and community service work.



Magic Johnson

But Johnson is most famous for what he has done on the basketball court. While he was busy winning titles, he was also revolutionizing the game. Magic Johnson is no ordinary guard. He is a point guard who stands 6-foot 9-inches tall.

The point guard is the leader of a basketball team. He runs the offense and is required to be an excellent passer and ball-handler. The point guard is usually the smallest player on the court. Johnson changed that tradition.

Despite his height, Johnson displays superior ball-handling skills, giving him an advantage over his shorter opponents. His knowledge of the game, and the seeming ease and grace in which he can distribute the ball to wide open teammates, has made him one of the greatest guards of all time. In fact, he should pass Oscar Robertson's all-time career assist record of 9,887 sometime next season.

Johnson is having another spectacular season, averaging nearly 19 points and 13 assists per game. The Lakers are once again contending for the NBA championship. Some things never change when you have the skill and the will to win of a Magic Johnson. •••

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FFA IN ACTION

(Continued from Page 34)

Illinois

Mrs. USA Visits Hometown FFA

On January 25, 1991, Mrs. USA, Dr. Deborah Williams, PhD., visited the Chicago Ag Science Chapter during her visit to Chicago. Mrs. USA spoke to approximately 450 FFA members during their chapter meeting. Her topic of discussion was "Climb your Mr. Everest and don't let anyone or anything stand in the way of your dreams." She emphasized the importance of overcoming any obstacles that arise and try to keep you from obtaining your goals.



During her talk, Mrs. USA complimented the chapter for their enthusiasm and for conducting well organized meetings.

After her reign as Mrs. USA, Dr. Williams is planning to establish her own private practice. She is a mother of one and the wife of the NBA Dallas Mavericks power forward, Herb Williams. (Latecia Williams, Reporter) •••

Connecticut

Tree Tidings of Joy

The Woodbury, Connecticut, FFA took part in a community decorating event for the Ronald McDonald House in their area. This activity was a fun event for the whole chapter and served as a large charity event. The chapter was one of several groups



The decorating crew from FFA added a festive touch to the front porch of Ronald's House.

who decorated a Christmas tree. At the end of the day the decorated trees were auctioned off to raise money . (Laurene J. Kern, Reporter) •••

Iowa

Pancake Pushers

For the past 17 years, the *Des Moines Register* has sponsored the *Register's* Annual Great Bicycle Ride Across Iowa (RAGBRAI). RAGBRAI is a week-long ride from the west border of Iowa to the east. Around 15,000 riders from all over the world participate in this activity.

Each of the seven days brings riders to a different host town. Algona hosted RAGBRAI on July 23, 1990, and saw its population go from 6,000 to over 20,000 for twenty-four hours.

The Algona FFA Chapter was part of RAGBRAI by hosting a pancake breakfast. FFA members selected a location at a farm that all 15,000 RAGBRAI riders would travel by when leaving Algona. Early Tuesday morning, starting at 2:30 a.m., FFA members, advisor Greiman and parents organized for the breakfast.

The first rider appeared at 5:00 a.m. and serving continued until 9:30 a.m. A total of 1,100 riders stopped. (Darin Metzger and Chad Smith, Reporters) •••

California

Leadership Room For FFA

At Fullerton, California, High School in the agriculture department there is an FFA leadership room. It is designed for officers and committee chairs to study or work on related projects.

The room also has pictures of chapter and state officers since 1941. Plaques for American FFA Degree recipients, Star Greenhands, State FFA Degree recipients and Star Chapter Farmers are also located in the room. •••

Ohio

Hats Off For Dollars

The Montgomery County Joint Vocational School FFA in Ohio recently concluded it's ninth annual Charity Hat Auction for the Ronald McDonald House in Dayton, Ohio.

This year FFA collected nearly 300 items to sell for the auction from national, state and area agribusinesses and equipment dealers. They received hats, coats, toy tractors and many other items.

The sale netted $1,970.00 which the chapter donated to the Ronald McDonald House. Over 300 students and FFA Alumni attended the sale and purchased the items.•••

Virginia

Tour Talk For School Credit

An "Explore Virginia's World" fourth-grade agricultural education tour was held at the 1990 State Fair of Virginia with more than 10,000 students and 1,000 volunteers participating.

Each bus load of fourth graders was greeted to the fairgrounds by a state officer of the Virginia FFA Association. The state FFA officers not only provided vital



Joey Reinhardt, state vice president, met a busload of fourth graders and told them what agriculture sights to look for on the fairground.

state fair information, but also answered questions about Virginia agriculture, and explained about FFA.

The tour was designed to meet Virginia's social studies program standards of learning, utilizing various commodity groups' educational materials.

"Explore Virginia's World" is part of the Agriculture in the Classroom program, coordinated by the Virginia Farm Bureau Federation. (Will Waidelich, State Executive Secretary) •••

Ohio

Put Wheels On It

The Bowling Green, Ohio, FFA has for 12 years been making Christmas toys for needy children in their area.

Lumber is donated by local yards and members build 12 different trucks, cars, cats, dogs and farm animals. The toys are cut out on a band saw or sabre saw. Then they are sanded and holes drilled for axles. Wheels are made from a hole saw and they too are sanded.

After sanding is complete dowel rods are cut to the proper length for axles and the wheels are put on with wood glue. FFA built about 250 toys this year. (Jim Shertzer, Reporter) •••

FFA

MY TURN



Lesa Ann King

"Our nation advances only by the extra achievements of individuals. You are that individual." — Charles Towne

I looked out the window at the strange writing, the beautiful mountains on the horizon, and the other trains passing by. I had just finished my home stay in Japan, and I was traveling back to Kyoto, to meet my fellow officers. As I sat on the train, I reflected back on my past week in Japan and what had happened in my life that had brought me to this point and place in my FFA career.

My experiences in Japan had been fantastic. The Japanese students, teachers, and industry people I had met were very friendly. However, I realized that something about Japan was very different.

I remembered how as a sophomore in high school, I had given up on agricultural education classes. All I wanted to do was show cattle, and I felt no need to waste my time in an ag ed class. Fortunately for me, my school got two new agriscience teachers that year who encouraged me back into the program. Mr. Riggins was excellent with record books, scholarship and proficiency award applications, and FFA degree applications. Mr. Wetsel was involved with leadership development activities and livestock programs. These two men saw potential in me that I did not see in myself. My agriscience teachers cared about my classmates and me as "individuals." My junior year, I got back into the program. With their guidance, I worked to develop my individual talents.

As I completed my travels through Japan and China, I realized what was so different — freedom to be an individual. In all of the Japanese schools, the students wore uniforms. The students were separated and sent to different schools at a very young age based on their grades, with little chance of changing. The people of Japan were kind, but many of them seemed to hold their thoughts inside.

In China, students have to pay to go to school. The classrooms are crowded with up to 60 students or more in a class, and the classroom facilities are inadequate. Only 10 percent of their students go to college, compared to over 50 percent in the United States. If you go to college in China, the government places you in a job when you graduate. You have no choice in your occupation; the decision is made for you. As I left China, I noticed check stations along the side of the road. These stations are not to keep foreigners out, but to keep their people in.

After National Convention a friend of mine sent me a quote by Charles Towne that reads "Our nation advances only by the extra achievements of individuals. You are that individual."

Our national FFA officer team is made up of six unique and talented individuals. However, just as your chapter needs each individual member, we rely on the individual strengths of each other and our advisors as we "strive for excellence." We would like to thank our past advisors for serving as positive role models, for believing in us and helping us to develop as individuals, for caring about each individual member in our chapters and for being the outstanding individuals that they are.

My officer team and I urge you to thank those individuals who have made a difference in your life. We also challenge you to make a difference in the lives of others. •••

Desert Storm *(Continued from Page 27)*

Probably the most difficult situation for any of us has been the separation from our loved ones. Thankfully, the mail has been busy with boxes, cards, and letters to the troops. Many of us literally live for the mail each day, hoping to receive a word from back home.

Among the daily concerns we all face during wartime is dealing with the possibility of being killed. During the past few weeks many of my soldiers have found it difficult to sleep, eat or continue their routine duties. In part, this is where the role of an officer is felt.

Providing positive leadership is vital to the success of our mission here in Saudi Arabia, just as it is in your FFA chapters back home. Though the situations are different, the basic requirements for leading are very similar. As a former FFA officer I developed many of the leadership traits which are required of me today on the modern battlefield. Without those early years of training in public speaking, officer duties, contest teams, laboratory assignments and on-farm supervised projects, my ability as a military officer to perform here would be greatly reduced.

Serving here continues to be a challenging experience. Each day grants me new opportunities to grow emotionally, spiritually and intellectually.

It is in situations like these that our society experiences a renewed commitment to our great nation and all it represents. As the war continues, people here and back home should unite in a prayer for peace. It should be offered by all people who believe in the principles that the FFA and America are built upon.

These are, as Thomas Paine wrote, "the times that try men's souls." From my viewpoint, the hardships we encounter during the crisis in the Persian Gulf, as difficult as they may be, are a small price to pay for the liberties we enjoy as citizens of America.

Service in Desert Shield/Storm has helped me to appreciate more my commitment to three priorities in my life. They are God, family and my country. No sacrifice is too great for any of these. •••

1st Lieutenant Marty W. Coates, Florence, South Carolina, was national FFA secretary from North Carolina in 1983. In his civilian career, Coates is senior vice president, marketing, at Pee Dee Farm Credit Service in Florence.

Coates filed this article on February 20, three days before the Allied Forces began their campaign.

JOKE PAGE

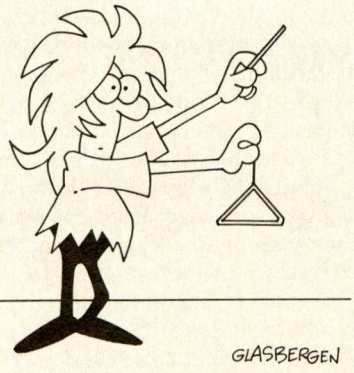
Little Johnny was in his Sunday School Class one Sunday morning and they were studying about Lot's wife.

The teacher stated, *"You know what happened to Lot's wife? She looked back and turned into a pillar of salt."*

Little Johnny raised his hand and the teacher recognized him, *"Yes, Johnny."*

"Teacher, that's nothing. My Mom was driving down the street the other day and looked back and turned into a telephone pole."

Maxie Davis
Camden, Arkansas



Lance compensated for his lack of musical talent by becoming the first heavy metal triangle player.

One day at a hometown baseball game the official umpire got sick. A man in the crowd stood up and yelled, *"I can umpire, I've seen it done before."*

They said, "*OK.*"

The man stood behind the plate and said, *"Play ball!"*

The pitcher threw the ball and the man yelled, *"Ball one. Ball two. Ball three. Ball four. You're out!"*

The batter turned and looked at the umpire yelling and screaming, *"Why am I out?"*

The umpire said, *"The bases are full. There isn't any place to put you. You're out."*

Rob Gaffin
Hazel Green, Alabama

Fred: Name two things leather is good for.

Frank: Well, for baseball mitts...and for holding cows together.

Billy Cooley
Mountain Home, Arkansas

Bill just got back to the city after being at his uncle's dairy farm for a week and invited his friend Tom over.

When offered the fresh milk Bill brought back, Tom asked, *"Does your uncle keep his cows on pasture?"*

Bill replied, *"Yes, of course. Why do you ask?"*

"Because I only drink pasteurized milk."

Roc Rutledge
Yuma, Colorado
Congress-Bundestag Exchange Student

There were two men driving down the road while bear hunting. They saw a bear jump over the highway.

They stopped the truck and looked for the bear but they couldn't find it.

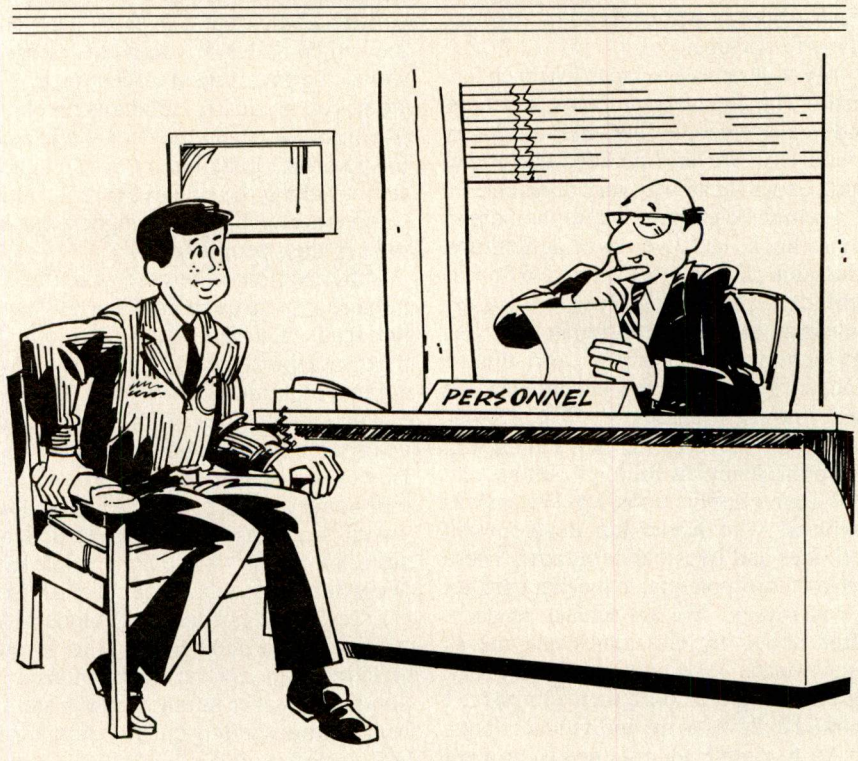
They continued driving and finally came to a Y in the road. The sign on the left said "bear left." So they went home.

Andrew Morris III
Green County, Pennsylvania

An old farmer from back in the hills told his lawyer, who was making out his will, that he wanted his pickup truck buried with him. When the attorney asked why, the farmer said, *"Because I never have gotten in a hole yet but what my pickup couldn't pull me out.*

Carolyn Stewart
Collinsville, Oklahoma

Charlie, the Greenhand



"I notice that under parents you've written...yes."

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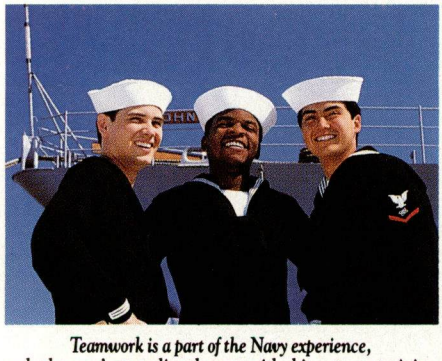
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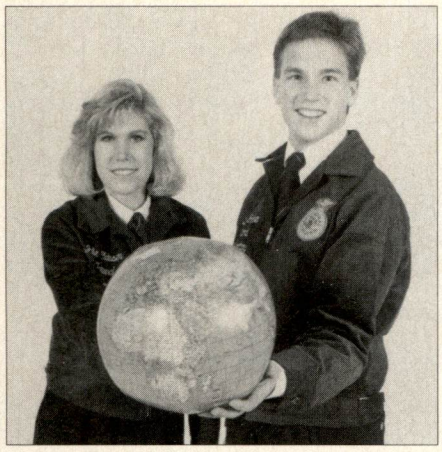
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New Horizons
OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

February-March, 1991 Volume 39 Number 3



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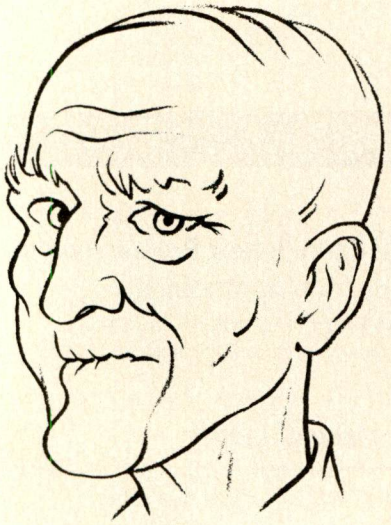
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NEWS IN BRIEF



President Bush met the officers in the Oval Office of the White House. Pictured left to right are Danny Grellner, Mark Timm, Lesa King, President George Bush, Matt Lohr, Ben Nessmith and Julie Classen.

Photo by Susan Biddle

Officers Meet President Bush

The six newly elected national FFA officers visited President Bush in the Oval Office of the White House on December 10, 1990. President Bush met with FFA president Mark Timm, Indiana; secretary Danny Grellner, Oklahoma and regional vice presidents Matthew Lohr, Virginia; Julie Classen, Nebraska; Lesa King, Texas and Ben Nessmith, Georgia.

The officers posed for official photographs with the president for the Washington press corps, and then spent a few minutes discussing youth, agriculture, and the 60th national FFA convention, where Bush spoke as vice president. Timm told the president, "you symbolize the American Dream and serve as a shining example and role model for our membership to follow." He also invited Bush to the 64th convention in November. The president gave the officers tie-tacks as momentos of the visit.

Changes in FFA Creed

Delegates at the 63rd National FFA Convention voted to change the word "equipment" back to "paraphernalia" in the sentinel's part in the opening ceremonies. They also voted to change three words in the FFA Creed instead of adopting an entirely new creed. It now begins, "I believe in the future of agriculture..." In the second paragraph, the word "pursuit" was made plural, so that it is now "pursuits" and "rural America" in the final paragraph has been changed to "American agriculture." The governing committee of the FFA Board of Directors recently approved the delegates' action.

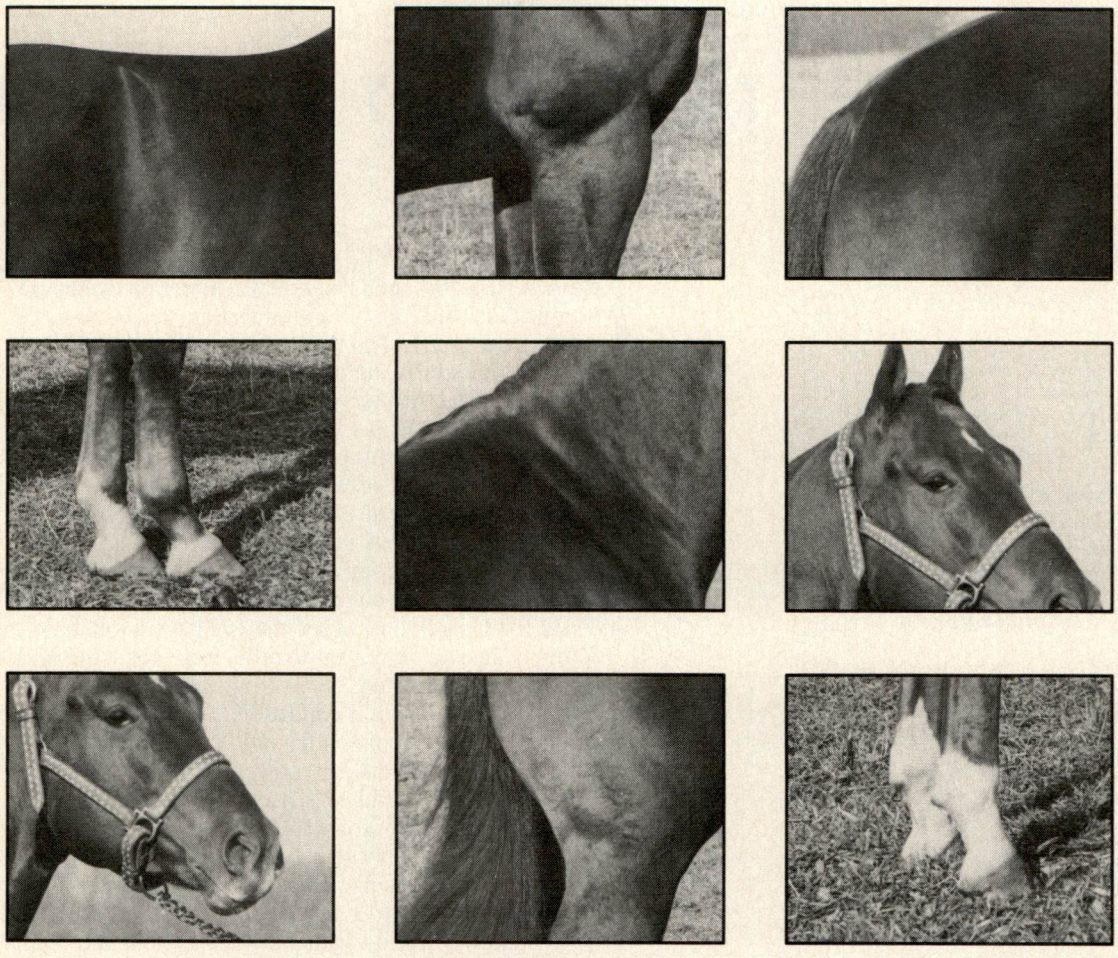
Another change recommended by the delegates is to change the titles of "Star Farmer" and "Star Agribusinessman" to "American Star Farmer" and "American Star in Agribusiness." The change was recommended by the delegates in order to make the agribusiness title accurate for male and female winners. The Board of Directors is considering the recommendation, but has not approved a change.

Jacket Guarantee

The FFA Supply Service has received reports that some official FFA jackets purchased by members have had flawed stitching or oddly colored corduroy. Supply Service director Dennis Shafer says that like all Supply Service products, the jacket is fully guaranteed. If any members are unhappy with their new jacket, it should be sent back to the Supply Service with a detailed description of what is wrong with it and it will be corrected or replaced by a new jacket.

Shafer says that any sub-standard jackets were the result of the new manufacturer, DVB Enterprises of Blue Springs, Missouri, having to gear up too quickly to produce the jacket after the former supplier, Universal Uniform of Van Wert, Ohio, ceased production in May, 1990, before their contract with FFA was to be completed in August, 1990.

Prior to the national FFA convention last November, the national officers, national board of directors, state leaders and FFA members toured the DVB facilities located just outside Kansas City. After fielding specific questions regarding the quality of the jackets, DVB president Pat Bachofer assured the FFA representatives that every effort would be made to produce each jacket to comply with the rigid Supply Service standards.



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1737 Fairgreen Drive
Fullerton, CA 90036 — 714-523-2776

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ADDRESS CHANGES: Send both old and new address to: Circulation Department, *FFA New Horizons,* P.O. Box 15160, Alexandria, Virginia 22309-0160.

CORRESPONDENCE: Address all correspondence to: *FFA New Horizons,* P.O. Box 15160, Alexandria, Virginia 22309-0160. Offices located at the National FFA Center, approximately eight miles south of Alexandria, Virginia.

SUBSCRIPTION: $3.50 per year in U.S. and possessions (FFA members $1.75 paid with dues). Single copy $1.50; five or more 75¢ each. Foreign subscriptions, $3.50 plus $2.00 extra for postage.

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The Audit Bureau

FFA

THE BOTTOM LINE

FFA WEEK, the annual national celebration in recognition of FFA and agricultural education, will be observed February 11-23. The theme for this year is, "FFA — Leadership for a growing planet."

How will your chapter observe this important event?

FFA Week is probably more important today than ever due to the increasing complexity of American agriculture. Likewise, the program of FFA and agriculture education is harder to explain because of the wide variety of courses and activities being offered in schools. Some people even question the need to continue agricultural studies in high school. Add to this the concerns regarding the environment and safe foods and you can see that we have a job to do.

What is the story we want to tell? Here are some ideas that have been suggested.

• FFA and agricultural education develop leaders who understand the earth's potential and its limitations. These are citizens who will make responsible choices.

• Today's agricultural education combines agriscience and marketing with environmental responsibiliy. The FFA awards programs encourage students to apply classroom training to the wise management of soil, water, animals and natural resources.

• Around the world, walls between nations are crumbling, accelerating the exhange of ideas and technologies. FFA international experience programs help members learn about other cultures first-hand, reaching a new, global understanding.

• As the world becomes increasingly interdependent, leadership is more important that ever. FFA members will be at the forefront of agriculture, providing leadership for a growing planet.

To help you translate these ideas into action, two resources will be helpful. One is the Idea Booklet which was recently mailed to your chapter to assist with planning and organizaing FFA Week. The other is the National FFA Supply Service catalog which includes a section of FFA Week items.

The items featured in the catalog have been designed to support your promotional efforts throughout the year, and especially during FFA Week. Promotional give-away items such as pens, bumper stickers and pocket notebooks are an effective way to thank supporters. Billboards, posters, and T-shirts can help you achieve greater visibility and establish an identity for your program. All items serve as a constant reinforcement to students, potential students, parents and school administrators that your FFA chapter is an active and vital part of the community.

Have a good year!

Wilson Carnes



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LOOKING AHEAD



USDA Photo

Plant physiologist Sui-Sheng Hua removes a tiny portion of hairy carrot roots.

Roots, But No Plants

Nearly every schoolchild has at one time plopped a carrot top in a jar of water and watched shoots and roots emerge. But at a U.S. Department of Agriculture laboratory, carrot roots are thriving in beakers despite being separated from the carrot.

It's part of research to unlock the secrets of natural soil fungi that help many kinds of plants grow, according to Sui-Sheng Hua of USDA's Agricultural Research Service. The payoff, 5 to 10 years away, would be a cheaper way to mass-produce fungi as farmers' and nursery operators' underground allies.

Hua painstakingly extracted the experimental roots from carrot slices that she had earlier exposed to a bacterium to stimulate root formation. The free-floating roots flourish in a bath of nutrients.

She hopes her experiments will help her solve the puzzle of how to coax the fungi to multiply in test tubes — without roots. That would be a big step toward faster commercial production of the fungi. The fungi help crop plants develop filaments like miniature pipelines that deliver nutrients and water to roots, reducing farmers' fertilizer costs and helping the crop withstand drought.

Farmers and nursery operators can buy the microorganisms — called endomycorrhizal fungi — to supplement the soil's natural populations. But fungi marketed by industrial labs are grown on plant roots in the soil, adding to costs.

Hua estimates it may take 5 to 10 years before hardy, healthy, affordable fungi can be produced without the help of roots.

Catfish Sonar

A new scanning sonar developed by University of Mississippi scientists is able to detect catfish swimming in the murky depths of commercial ponds. "With its scanning sonar, we can look horizontally in the water and — if the water is a uniform temperature — scan all the way around a 16-acre pond and tell where the fish are," said the system's primary developer Dr. Ken Gilbert, a senior scientist in The Jamie Whitten National Center for Physical Acoustics at the university.

Gilbert believes the sonar could have a big impact on aquaculture research, which he now likens to "doing livestock research on invisible cows. All you know is that you put the feed out, and it disappears."

The scanning sonar enables researchers to "see" exactly what the fish are doing in the pond, where they go and how they react to such things as food, seine nets and aerators. This knowledge, in turn, could determine where food and aerators are placed and how best to harvest the fish.

Consumer Trends

Here are some revealing tidbits about Americans and their buying habits, as reported by the Money Management Institute of Household International.

Forty-five percent of adults eat out at least once on a typical day and that Americans spend over 40 cents out of every food dollar away from home, according to the National Restaurant Association.

Two-thirds of the population aged 18-24 live with their parents or another relative, according to *American Demographics*.

It cost an average of $4,954 to own and operate a new car in 1990, according to the American Automobile Association.

Worldwatch Institute also reports that Americans now drink more soda pop — in throwaway containers — than water from the kitchen sink. They also throw away enough aluminum cans to make about 6,000 DC-10 jet airplanes.



Ethanol Nickel Promotion

The South Dakota Corn Growers Association (SDCGA) has been conducting "yellow nickel" programs in the state to promote the use of ethanol. During the promotion, ethanol customers receive a painted yellow nickel back for every gallon they buy when filling their tank.

Skinny Burger

McDonald's has begun market testing a new low-fat hamburger called "Lean Deluxe." The sandwich is made with a 91 percent fat-free beef patty for the nutrition-concious consumer.

The new low-fat ground beef technology was researched and developed at Auburn University and funded by the Beef Board, the Beef Industry Council of the Meat Board and Auburn. The sandwich contains 310 calories and 10 grams of fat.

1990 NATIONAL HOME & FARMSTEAD IMPROVEMENT AWARD

Oklahoma FFA member builds stock in his future.



1990 National Home and/or Farmstead Proficiency winner Brian Johnson (left) of Gotebo, Okla., is quick to credit his parents, Bradley and Sue Johnson, and his sister, Kristin, for contributing to his accomplishments.

It was a November to remember for Brian Johnson.

The 17-year-old high school senior from Gotebo, Okla., was named national winner of the Home and/or Farmstead Improvement Proficiency award at the 63rd Annual National FFA Convention in Kansas City, Mo.

The following week, Brian showed the grand champion market lamb at the North American International Livestock Exposition in Louisville, Ky., his second consecutive claim to that title.

Brian makes success look easy. But years of education in agriculture, planning and hard work typified his achievements long before the plaques and trophies were awarded.

He worked thousands of hours during his FFA career landscaping his family's farmstead; making environmental improvements; and building, wiring and plumbing the family home, livestock buildings and equipment. In the meantime, Brian expanded his livestock and crop production operations to their current size of 70 Suffolk sheep, half interest in 350 beef stocker calves and 510 acres of wheat, cotton and pasture.

One-hundred-sixty of these acres make up the farm he purchased last year. "Buying my own farm was like starting all over again," he claims. "The carpentry, plumbing, wiring and landscaping skills that I acquired in my Agricultural Education classes and experiences in establishing my family's farmstead will be invaluable when I improve my own property in the future."

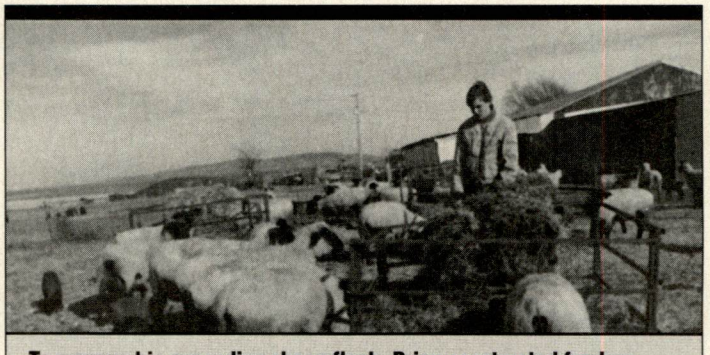
Brian's high school agriculture instructor and advisor of the Mountain View-Gotebo FFA chapter, Ray Dean Sites, comments, "I would like to have a whole classroom full of Brians. He knows what he wants and is willing to invest the time and effort necessary to achieve his goals."

The conviction, skill and dedication of FFA members like Brian Johnson make The Upjohn Company proud to sponsor the National FFA Home and/or Farmstead Improvement Award for the 15th consecutive year.

ASGROW
Upjohn ANIMAL HEALTH
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Kalamazoo, Michigan 49001



Brian put the technical and goal-setting skills he acquired in the Agricultural Education/FFA program to use on improvement projects, such as constructing, wiring and plumbing this livestock barn.



To manage his expanding sheep flock, Brian constructed feeders, mangers, handling equipment, and buildings, saving up to seventy percent of the cost of new items with used materials and his own labor.

MAILBAG

Well Water

As a life-time alumni member, I read "Most Well Water Okay" ("Looking Ahead," October-November, 1990, p. 10).

It is interesting to note that the U.S. Department of Agriculture has a different perspective on well water. Agricultural Economic Report 576, October, 1987* points out that "The drinking water of an estimated 50 million people in the United States comes from groundwater that is potentially contaminated from agricultural chemicals."

In Dane County, Wisconsin, one of the most productive agricultural counties in Wisconsin, over 50 percent of the wells have been tested and found to contain levels of atrazine and other agricultural chemicals. The Wisconsin Department of Agriculture, Trade and Consumer Protection recently concluded rule-making hearings to regulate the use of atrazine in Wisconsin in response to the problem. Some of the funds for the well testing program came from Ciba-Geigy.

Although your article may be correct, it isn't the whole story.

John A. Bobbe
Brussels, Wisconsin

* "The Magnitude and Costs of Groundwater Contamination From Agricultural Chemicals, A National Perspective"

Slow Moving Vehicle Emblem

Our 'hats off' to *FFA New Horizons* for the excellent coverage of the Seneca, Illinois, FFA - Slow Moving Vehicle Emblem Awareness/Renewal Program, ("Don't Let Safety Fade Away," pg. 20, June-July, 1990). I applaud the originality and enthusiasm of the Seneca leaders and membership in their two-part road safety project.

Since the early '60s, FFA chapters across the country have played a vital role in the adoption of the SMV emblem as the symbol of farm/roadway safety. Today, emblem use needs a 'boost' and again FFA groups are including the SMV emblem in their program of activities.

Ken Harkness
Inventor-Slow Moving Vehicle Emblem
Columbus, Ohio

Two Corrections — The photos accompanying "All In the Family" (October-November, 1990, page 26) were taken by Cynthia Wessel, not Jim Rose.

In the photo story "The Road To Convention" (December-January, 1990-91, page 10) photographers Tim Brewington and Shayna Steffler are from Firth, Idaho. The name of their town was spelled incorrectly. — Ed.

Send letters or notes with name, address and chapter to MAILBAG, FFA New Horizons, *P.O. Box 15160, Alexandria, VA 22309. All letters are subject to editing.*

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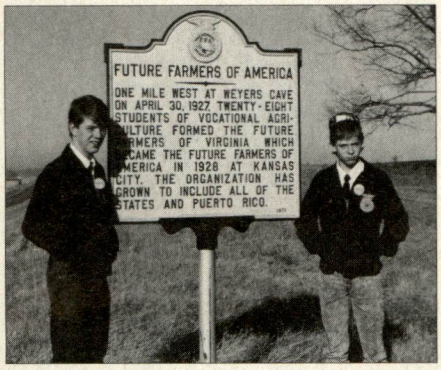
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The Original Health Food.



The Ohio members visited the historical highway marker where the first Future Farmers of Virginia chapter was started.

Farm, Factory, Fellowship

The Amanda-Clearcreek, Ohio, FFA Chapter recently conducted an educational exchange weekend with Virginia chapters and visited the farm of Matt Lohr, eastern region vice president, to see his Supervised Agricultural Experience Project.

The weekend included a tour of various agricultural programs including the site where the McCormick Reaper was developed by Cyrus McCormick.

An extensive tour of the Shenandoah Pride dairy farm gave a first-hand look at developments in the dairy industry in embryo transplanting and the possible use of BST. Mr. Nelson Gardner, president of the Shenandoah Pride Milk Processing plant, told the students how the milk cooperative operated and allowed students to tour the facility in the Bridgewater, Virginia, area.

The poultry industry story was presented with a tour of the Arey Turkey farm in Mt. Solon, Virginia, where they saw turkey production on a large scale. Over 22,500 turkeys were raised in the one turkey house. At the Lohr farm the observed the large poultry operation.

Students also were treated by the Turner Ashby FFA chapter of Dayton, Virginia, to a pizza party. The two groups of members exchanged ideas about FFA activities and the various agricultural operations in their own areas.

Eight FFA members along with advisor Miller and Mr. and Mrs. James Snider, local FFA Alumni members, made the trip. The chapter's goal this year is to expand the students knowledge of agriculture on the national level as they prepare to enter careers in agriculture. (Sean Rittinger, Amanda- Clearcreek Reporter)

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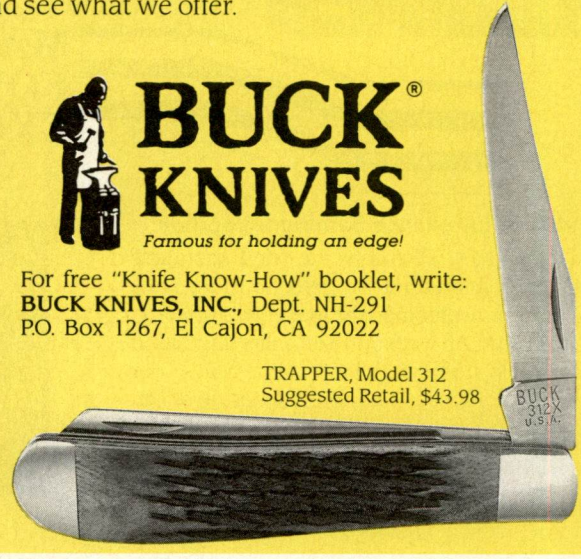


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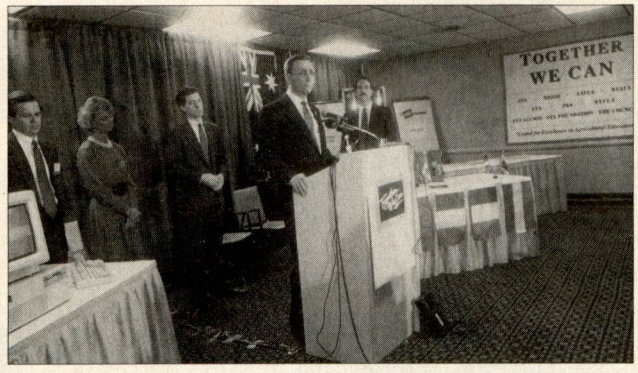
Highlights of 1990

Last year's biggest events in FFA

FFA Creed Receives Minor Changes

Delegates at the 63rd National Convention voted not to accept a new FFA Creed, but rather make slight changes in the current creed. It now begins, "I believe in the future of agriculture." In the second paragraph, the word "pursuits" replaces "pursuit," and in the last paragraph, the phrase "rural America" is changed to "American agriculture."





Strategic Plan

FFA joined with the larger family of agricultural education organizations in mapping out agricultural education's future. As a result, the National FFA Organization and state associations have begun setting goals that contribute to the overall goals of the Strategic Plan. The plan's authors hope to make agricultural education attractive and up-to-date while preserving the successful format of classroom instruction, experience programs and student organizations.

$4.2 million

Foundation Tops $4 Million

For the first time, the National FFA Foundation topped the $4 million mark by raising a record-setting $4.2 million in 1990. The money is used to support the programs and activities of FFA and other agricultural education organizations.

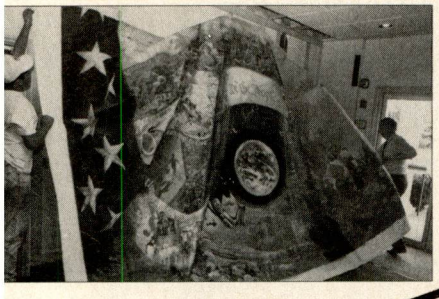


Fixed 475 Plan Passes

After many years of debate over fair state representation, a new convention delegate system, "Fixed 475," was passed in 1990 that should put the issue to rest. This year's delegate body will be fixed at 475 representatives. States with growing memberships will receive more delegates in the future. The new system will nearly double the number of delegates compared to last year's convention.

FFA Center Mural

The National FFA Organization commissioned artist Karen Kleinschuster to create a mural for the lobby of the National FFA Center in Alexandria, Virginia, that would depict FFA's past, present and future. The result is a work of art that communicates leadership, patriotism, science, agriculture and much more. It was dedicated in July during State Presidents' Conference.



MADE FOR EXCELLENCE

Made For Excellence Seminars Popular

Demand for FFA's Made for Excellence workshops increased in 1990 as more state associations welcomed the leadership activity. The number of weekend seminars increased from 24 in 1989 to 33 in 1990. Made For Excellence focuses on the personal development of FFA members.



Mentoring Program Announced

A mentoring program matching elementary students with agriculture students was announced in November at the national convention. The program will be funded by a $1 million grant from the W.K. Kellogg Foundation of Battle Creek, Michigan. The program will target "at-risk" elementary students who, by working with FFA members, will build trust, develop self-esteem and explore new interests in plants and animals.

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There's one thing you notice about this man the minute your eyes meet his. He's not just any kind of man, he's one of a kind. From the determined look in his eye to the perfect cut of that dress blue uniform, he possesses an unusual quality that says he is something special. That quality is pride and you'll find it in every Marine.

If you think you see yourself in this man, and are looking for more information, send in the attached card or call 1-800-MARINES. You may have what it takes to wear that dress blue uniform.

Marines

The Few. The Proud. The Marines.



Each morning the flag is raised as campers observe quietly, out of respect, and because everyone is only half-awake.

Happy Campers

Some believe there is magic in the forests of upstate New York

Every summer, something magical happens to people at Camp Oswegatchie. Any FFA member from New York state who has spent a week in those woods will tell you it's true.

The magic happens when, in the course of one week, 80-100 total strangers, who have been thrown together in a strange place, become close, trusting friends. Moonlit nights and the cool mountain air may have a hand in forging the bonds, but the real magic happens one friendship at a time.

There is a rich history that surrounds this place. The camp's 1,200 acres of lakes, hardwoods and pine trees, located northeast of Croghan, New York, was bought just after World War II through contributions by local FFA chapters. Many of the buildings at Camp Oswegatchie (pronounced Os-wa-gah-chee) were built by agriculture teachers and paid for by the chapters.

The main building, Widrick Lodge, sits at the edge of Long Pond, the largest of four ponds on the property. Campsites with names like Bullfrog, Deer Point and Hemlocks are sprinkled

(Continued on Page 39)

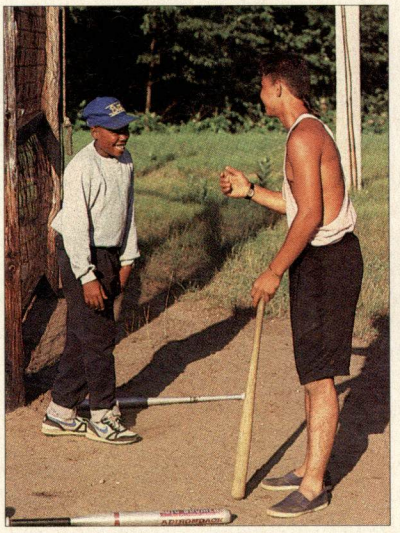


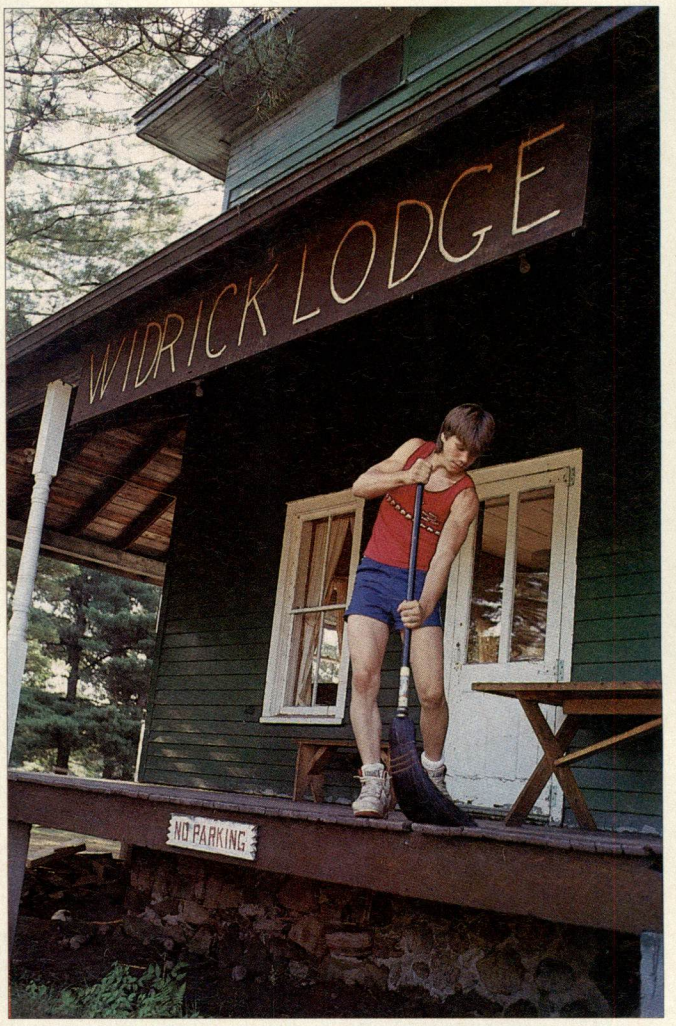
Camp Oswegatchie is nestled around four large ponds that invite leisurely canoe rides — and water skiing for those with an appetite for speed.



Discovering nature and sharing experiences are at the heart of the camping experience.

Friendly competition is the name of the game when the campers take on the counselors in softball.





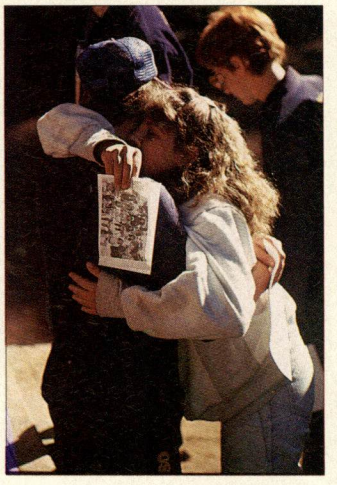
After breakfast, everyone is dispatched for clean-up detail, an activity that teaches responsibility and keeps the camp looking sharp.

Story and photos by Andrew Markwart



As campfires blaze late into the evening, chants of "we got spirit, how 'bout you?" echo across the lake.

"You cry when you leave," says one camper, "it's like leaving your family."



A Driving Force for Camp Courage

FFA chapters in Minnesota raise money to help send physically disabled people to camp



Each fall, Minnesota FFA members turn contributions of grain into financial support for Camp Courage.

By Andrew Markwart



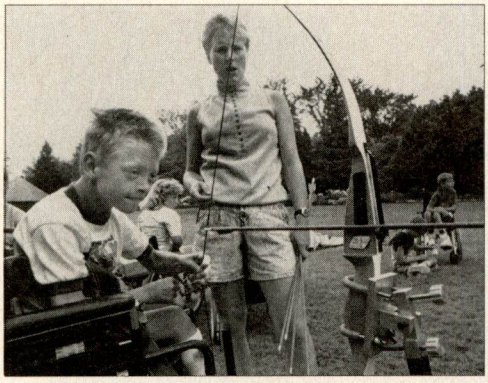
Photos by Courage Center

Camp Courage offers physically disabled people the chance to build self-confidence.

Since 1953, Minnesota FFA members have been collecting corn and other grains from farmers, turning that grain into cash, and giving the money to Camp Courage so physically disabled children and adults can enjoy the pleasures of the outdoors.

The two campuses of Camp Courage, located in central Minnesota, "offer people with physical disabilities and communication disorders an opportunity to discover abilities they never knew they had or they thought they had lost," according to Courage Center, the organization that operates the camps. They are often introduced to hobbies or sports they develop further at home or school. The goal is to improve self-confidence in the campers.

In 1990, chapters across the state raised $88,758 for the camp, nudging the all-time total FFA contribution figure over $2 million. According to Dean Harder, regional director for Courage Center, the goal for 1990-91 is $105,000. Harder is a former national FFA officer from Minnesota.



Much of the money raised by Minnesota FFA chapters helps sponsor individual campers.

The Corn Drives began in 1953 when Freeborn FFA advisor Lee Asche suggested that since wind had knocked more corn onto the ground than usual that year, students should glean the unharvested corn from farmers' fields and contribute the cash sales to a worthy cause. They also built a make-shift corn crib near the town's elevator, asking farmers to "Donate a Bushel." With the $90 collected from that first Corn Drive, the chapter sent a neighbor, disabled by polio, to Camp Courage.

The idea spread to other chapters and since 1955, Corn Drives have been a major state activity. Over 90 percent of all Minnesota chapters have participated in Corn Drives. The original corn drives have expanded to include most other grains. Chapters also raise money by selling fruit, pine cones and scrap metal and by sponsoring pancake suppers.

The drives have also spilled over the state lines into Wisconsin, South Dakota, North Dakota and Iowa.

Most of the money raised by the chapters goes toward sponsoring campers, but other large sums have helped build some of the camps' major facilities, including the FFA Leadership Activities/Dining Hall at Courage North, and the Speech Therapy building and a greenhouse at Camp Courage.

Some chapters visit the camps to see the results of their fundraising efforts. The FFA also sponsors amateur radio training session at the camp and has underwritten the cost of a movie about Courage Center called "Faces of Courage."

In a time when many traditions have been cast aside in the name of progress, the tradition of giving by Minnesota FFA chapters to those less fortunate continues to flourish. These members are proving that "Living to Serve" is not just a phrase to recite in the FFA motto, but words to live by. •••

People-To-People Marketing

Should You Go the Direct Route?

Ideas to consider when selling fresh produce

By Eric Gibson



Good communication skills and a desire to meet new people are vital to a successful direct marketing enterprise.

According to Marin County, California, Certified Farmers Market Manager Lynn Bagley, cities owe their origin to the original farmers markets, as travellers would stop long enough to replenish their provisions from the produce hawkers. For many small farmers, direct marketing is an idea whose time has come — again.

Direct Marketing Advantages

• Profits. By eliminating or taking over some middle-level marketing activities, direct marketers can gain a greater share of the retail dollar.

• Cash Flow. The direct marketer gets paid cash—in-hand and on-the-spot instead of waiting to find out when, how much — and sometimes if — he'll get paid. Immediate payment is especially helpful for small or start-up growers whose capital is limited.

• Small Farmer. Exemptions from wholesale grading requirements and container requirements allow the small grower to market his crops "field run." Going to the farmers market, for instance, eliminates the need to repack crops harvested in field boxes, something the small farmer can't afford to do.

• The Farm Family. Direct marketing maximizes the use of family labor. Besides being economically sound, family farming is fun and healthy — the family that farms together stays together.

• Customer Contact. Face-to-face direct marketing gives farmers an opportunity to try new crops and receive valuable feedback from customers. Through sampling and talking to people, direct sales outlets provide an opportunity to increase demand for unusual items.

Challenges of Direct Marketing

It might pay to take a close look at just what the middleman does — and the time and resources required to do this — before deciding if it's a job you want to take on.

Marketing direct really means more than just deciding to take produce to the farmers' market instead of to the broker. The grower has to adjust his whole system, including extending the season by staggering plantings; diversifying crops; and — perhaps hardest for many farmers — dealing with customers.

As the manager of one California farmers' market said, "Farmers often decide to go into direct marketing without a plan. They immediately hit six farmers' markets a week. Very soon, they're tired from being on the road all the time; and no one is taking care of the farm."

Dealing with the end-consumer is the essence of direct marketing. Time spent making up seasonal availability lists of products to give to customers, or talking to customers and answering their questions, is just as essential in direct marketing as time on the tractor.

Producing crops is also different for direct marketing: the grower needs a steady supply; unique, high-quality varieties that customers don't find in supermarkets; or standard varieties of just-picked freshness. Where direct marketing may prove successful is with such seasonal items as berries or asparagus, or with exceptionally high-value items like strawberries, dried fruit, mushrooms, or gift packs. As one farmer expressed it, "direct marketing is for something that grows on a small space and sells for a lot of money." Don't head for the farmers' market with a truckload of watermelons and expect to make a lot of money.

Roadside Stands: Facilities can begin very simply and expand as success and volume warrant. Transportation costs are reduced or eliminated if the stand is located on or near the site of production. If the stand is on the farm, you can also sell your products at your farm without special packaging, container, or grading requirements. If the stand is on the farm, the operator can keep the stand open for business on slow days without having to spend all his time watching it.

The main factors to consider in roadside marketing are location, location parking, type of structure, signs, what to grow and customer service. Depending on how big you get, roadside marketing may require considerable capital investment and sales force, advertising and promotion costs.

(Continued on Page 39)

This article is reprinted by permission from the forthcoming book by Eric Gibson, *The Small Grower's Marketing Guide.*



Biotechnology, computers, engineering and business will be some of the "hot" career areas in agriculture in coming years, predict several experts from industry and universities. Environmental studies, animal science, agronomy, integrated pest management and food science — graduates in these fields shouldn't have any trouble finding jobs, either. In coming years, the emphasis in agriculture will most likely shift even more toward science and business, with an international flavor.

Hot Careers of the 90s

Agriculture will demand highly skilled people in the 1990's. Which area fits your interests?

By Michelle Domangue

Biotechnology

Scientists who create test-tube cotton or breed new, insect-resistant crop varieties — these are the images of the biotechnologist. Put simply, biotechnology means using science and engineering to improve our lives and solve problems.

"Biotechnology is in demand in many different ways," says Dr. Don Holt, director of the Illinois Agricultural Experiment Station. "Many industries are going global, like the seed industry, so there's a demand for knowledge of genetics and plant breeding."

As a career field, "I see biotechnology as a big growth area," says professor Roger Bruene, College of Agriculture placement officer at Iowa State University. "I heard the rate of growth is 25 percent a year in terms of human resource needs in science. Ultimately, these positions require graduate degrees (master's and doctorate). But behind every Ph.D. are support staff with bachelor's and master's degrees to serve as technicians. Biotechnology is creating employment opportunities for young people."

Dr. Dwayne Suter, an associate dean at Texas A&M University, agrees that knowledge of science will bring job opportunities. "For those with graduate degrees in genetics, plant and animal breeding and biotechnology, the field is wide open," he says.

Some experts are not so optimistic. According to Warren Wessels, placement officer at the University of Illinois at Urbana-Champagne, "There is a demand, but not large numbers," he says. "And you must have a Ph.D.," which involves at least three or four years of study — after college graduation.

Food Science

Another science-based cluster of careers, food science also ranks high for future career opportunities, the experts say. Dr. Shu Geng, an associate dean at the University of California-Davis, foresees expansion in this area, which calls upon experts in biochemistry, microbiology and fermentation science.

Challenges within the food-processing industry include processing techniques that require fewer chemicals and development of new products—tasty, new dishes that offer consumers the most nutrition for their money.

Environmental Studies

Environmental scientists will tackle tough issues like water quality and quantity, soil conservation and effects of agricultural chemicals on people and other living organisms.

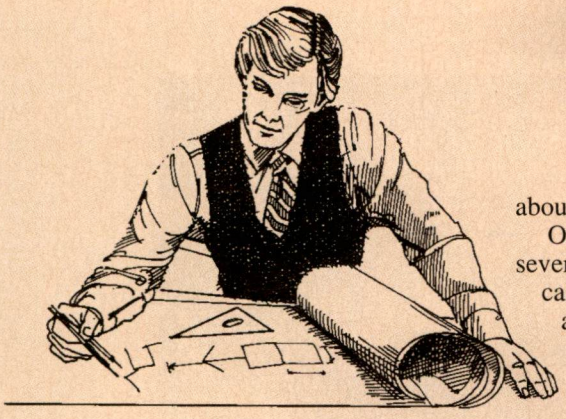
"We'll see more regulations, perhaps, and more concern," says Bruene at Iowa State. "I can't say what specific jobs, but I know we'll see more. Concern about the environment will produce employment opportunities for young people, and we'll see new programs (in colleges of agriculture)."

Suter, at Texas A&M, notes he's already seeing a "large emphasis on areas relating to ecology and environmental sciences. This is probably going to continue," he says. But if you're serious about such a career, caring about the environment is not enough. "Bone up on science," he advises. "If you want a quality career, you need a solid, balanced high school education."

Agribusiness

Opportunities in agribusiness — manufacturing, marketing and selling agricultural products — will grow, the experts agree. Even now, the jobs available exceed the number of graduates. But in coming years, more knowledge and skills will be required of agribusiness professionals, along with increased understanding of other languages and cultures.

But why the growth? "Within the next 10 years, we'll have another billion mouths to feed on planet Earth; within the next 30 years, another 3 billion," says Chuck Bearden of Moorman Manufacturing Co.,



a livestock feed and equipment firm based in Quincy, Ilinois. "A 75 percent increase in production of agricultural products in 30 years offers great opportunity to anyone involved in agriculture.

"But farming and ranching operations are getting bigger and more sophisticated," Bearden continues. "The people who run these operations require smarter, better informed, better educated, more sophisticated, more professional suppliers to help them. They don't want someone to just come and deliver products. It will be difficult for people with less than college degrees to provide the services and information demanded."

Another challenge — agribusiness is growing more international by the minute.

"International awareness is important," says Jean Underwood, director of Career Services in the University of Minnesota College of Agriculture. "Products are traded on an international basis. So students need global awareness and knowledge of other languages and cultures." Her university — along with many others across the nation — now requires students to study foreign language, which "graduates praise later."

"You need to be proficient in at least one major world language other than English," says Suter at Texas A&M. "We have to know more about how to communicate with people of other cultures if we're going to be effective in marketing." His university, too, requires at least a year of college foreign language study for graduation.

Suter stresses, as well, the importance of knowing how to type, how to use a computer and an understanding of business principles. Agribusiness "doesn't mean lots of ag and a little business," he stresses.

In addition to knowledge of business, science and foreign language, the agribusiness professionals of tomorrow still need technical knowledge, too. " We look for people who understand farming," says Dale Brommerich, personnel supervisor for the John Deere Co.'s Kansas City, Missouri, regional marketing office. "Our marketing representatives have to know about how products will be used."

Of special interest to FFA members, several industry representatives specifically mentioned leadership training as a characteristic they look for in potential employees.

Computers and Engineering

Already, computer scientists are designing on-board computer systems for tractors and combines to help producers make decisions on the go, says Dr. Harold Reetz, director of the Potash and Phosphate Institute in Monticello, Illinois. Reetz classifies computers and electronics as "hot career areas for the near future."

Jobs in agricultural and mechanical engineering are also plentiful. Brommerich notes that John Deere recently sought 45 engineering graduates in one semester alone, one-third of these in agricultural engineering.

Other Fields

Among the traditional "ag" subjects, entomology (the study of insects), continues to offer great career prospects. "We can never graduate entomology students to meet demand," Suter from Texas A&M says. Graduates could expect to work as consultants (advising farmers, for example, on how to protect crops from insect damage), in government positions, in urban entomology programs or for chemical companies.

Underwood, from the University of Minnesota, says she continues to see positions offered in a broad range of these traditional fields; plant science, agronomy, soil science and integrated pest management. Specialists in animal science are finding positions, as well.

Lani Jordan of Cenex-Land O' Lakes, a food processor based in St. Paul, Minnesota, confirms that "crop and livestock production specialists are 'hot' career areas for us."

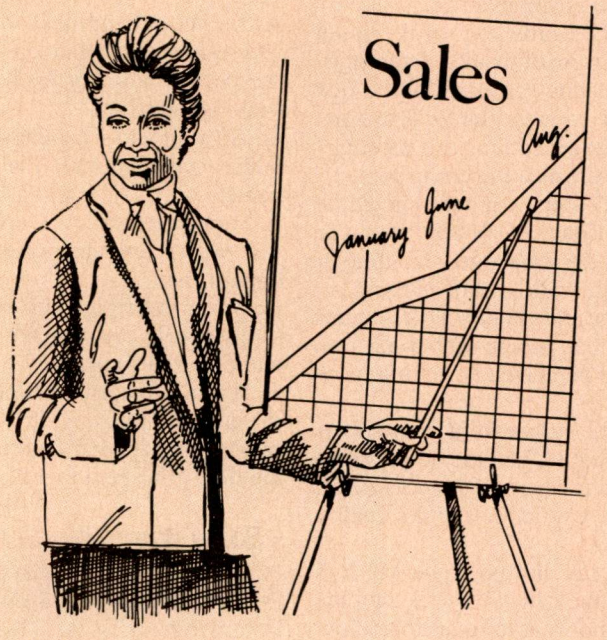
Only Predictions

None of these experts knows the future, of course, and they're the first to say that the crystal ball grows fuzzy when looking beyond tomorrow. But their experience in teaching, placing and hiring the next generation of agricultural professionals makes their predictions worth considering.

Prepare Now

Whichever career path you choose, strong preparation in high school will play a big role in whether you land a challenging, well-paid job after college.

"Prepare well," says Underwood. "Take math and sciences, communications, English, public speaking, and learn to write." She urges students to get related work experience in production agriculture, if they can. "A farming background is very helpful later in making sales calls or when working as an agricultural consultant."...



The Confident Edge

Knowing business etiquette will help you relax for those important occasions

By Ann Marie Sabath



Actions that most people take for granted, or never think about, affect business and social relationships. You may have a very marketable skill or a product that is in great demand, but if there is sand in your social gears, it will affect your interaction with others.

Business relationships at all levels should be simple and effortless or at least seem that way. Knowing what to do and when to do it projects the confidence essential to success.

So whether your goal is to prepare for an agricultural job or a non-agricultural one, you can be certain of one thing: your key to success will be based on how well you interact with others.

First Things First

Did you know that it takes 15 seconds to make a first impression and the rest of your life to undo it if it was a negative one? Observing the "Rule of Twelve" is the key to projecting a positive image.

The first 12 words you speak should include some form of thanks, if appropriate. When meeting someone for the first time, express your gratitude. Example: "Thank you for scheduling this meeting" or "It's a pleasure meeting you in person."

The first 12 steps you take should be those of confidence. Whether you're walking from the street into a building or down the hall, walk with a purpose — with vim, vigor and vitality. Note: studies have shown that people who walk at a brisk pace are perceived as getting more done.

The first 12 inches from your shoulders down should include impeccable grooming. Your hair, collar, accessories, etc. should be a reflection of the quality person you are.

What you say and how you say it is "the name of the game." That's why the six most commonly asked questions about greetings and introductions are listed below:

Q. When is it appropriate to call an adult by his/her first name?

A. When he/she makes that recommendation.

Q. When a man is introduced to a woman in a business setting, who should initiate the handshake?

A. It doesn't matter.

Q. What is the best way to remember someone's name to whom I've just been introduced?

A. Repeat the person's name when first meeting him/her. Also, try to use the name at least once during your conversation with the person.

Q. What is the best way to handle forgetting someone's name who approaches you?

A. Initiate a handshake with the person and re-introduce yourself. In most cases, the person will say his/her name when shaking hands.

Q. How should I handle the situation in which someone calls me by the wrong name?

A. Simple restate your name. By doing so, you will spare the person from added embarrassment.

Q. When meeting with others whom I rarely see, is a handshake in order at the end of our get-together?

A. While a handshake is not necessary at the end of a meeting, it is a professional way to solidify what was discussed during the time you spent together.

Some Words Worth Filing Away

When managing others, motivation is essential to assist them in completing tasks. Following are some "Key Words For Making People Feel Important" as cited in *Communicating Effectively II* by *communication briefings*:

The most important six words: "I appreciate you and your efforts."

The most important five words: "I am proud of you."

The most important four words: "What is your opinion?"

The most important three words: " If you please."

The most important two words: "Thank you."

The least important one word: "I."

Key Rules For Business Dining

•When escorted to a table by a host/hostess, your guests should precede you. When seating yourself, take the lead.

•Be sure to offer the "best" seat to your guest. Seat yourself with your back to the door or main part of the room.

•Once everyone is seated, place your napkin on your lap. This serves as a cue that you are ready for menus to be brought to you.

•When making a food recommendation, realize that most guests will also take your suggestion as a guideline to suitable price ranges.

•When the server asks for your order, before your guests', say, "I'd like my guests to order first." Besides being appropriate, it's a cue that you will take care of the check at the end of the meal.

•When reaching for the bread basket, salad dressing, etc. offer them to your guests before helping yourself.

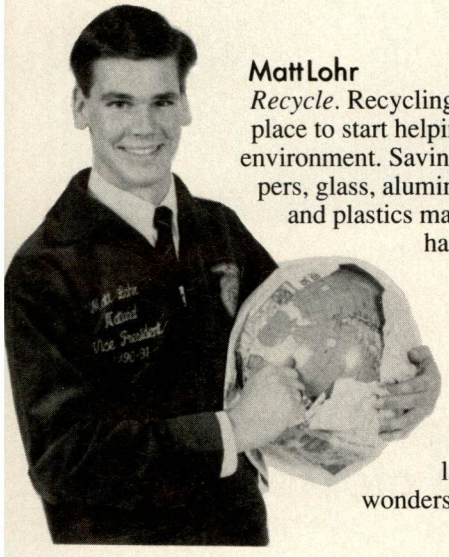
•Tip adequately. Treat your server with the same consideration that you would like to receive. A generous tip (15 - 20 percent) is a small price to pay for good service and personal attention. •••

FFA's national officers challenge their fellow members to take an active role in helping the environment

Make a Difference



Mark Timm
Take a leadership role. As the young leaders in agriculture and America, you have the world at your fingertips, and it is up to all to accept this environmental responsibility, spread the word and pass on your knowledge and commitment. President Kennedy summed it up best when he said, "One person can make a difference; everyone should try!"

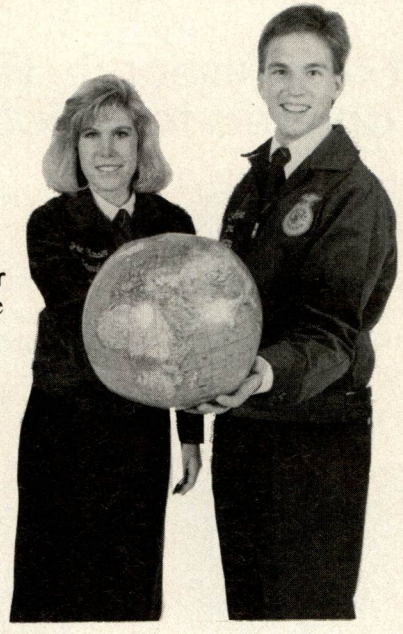


Matt Lohr
Recycle. Recycling is a great place to start helping the environment. Saving newspapers, glass, aluminum cans and plastics may seem to have a small impact at first, but a group effort can work large wonders!

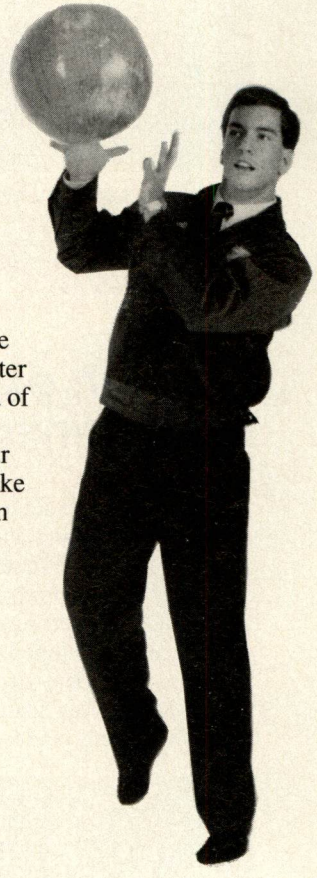
Leadership for a Growing Planet

National FFA Week

February 16-23



Julie Classen and Danny Grellner
Do the little things. Like a huge wall made from small bricks, it's the little things that add up that make a difference. So many times we search for some "larger than life" answer to life's simple questions. Each of us doing the "little things" can have a huge impact. Shut the water off while brushing your teeth, turn off the lights when you leave a room, carpool!!!



Ben Nessmith
Plant trees. My friends, our future depends on acting now. Use your FFA chapter to help the idea of planting trees catch on in your community. Take an active role in participating and promoting Arbor Day.

What's your idea?

The national officers have shared their ideas about helping the environment. Now it's your turn to share your idea with other FFA members. In three sentences or less, tell us what an FFA member can do to help the environment. *FFA New Horizons* will publish the six best ideas in a future issue of the magazine. Send the idea and a school picture of yourself to:

Environmental Idea
FFA New Horizons
P.O. Box 15160
Alexandria, VA 22309-0160.

Lesa Ann King
Educate others. The greatest gift you can give the Earth is to share your knowledge about agriculture and the environment. Being involved in agricultural education, we work close to the Earth and understand its needs. The Earth is the gift that keeps giving — if we prepare the future to receive it.





Photos by Nicholson Communications

Lisa Hefty experimented to see if excess nutrients were getting into the local water supply.

ENVIRONMENTAL IMPACT

Through experiment and research, FFA's top agriscientists found answers to critical farm problems

Some people complain about life's problems, while others do something about them. Put Tracie Daniels and Lisa Hefty in the latter category.

The two FFA members were concerned about groundwater quality and crop pests that hurt yields. But instead of doing nothing they developed science projects to find answers to those problems. National agriscience student winner Daniels conducted a five-year search for natural ways to stop nematodes from destroying peanut crops. Runner-up Hefty studied how fertilizers leach into groundwater.



Tracie Daniels researched natural pest controls.

Daniels, a 17-year-old senior at Branford, Florida, high school, grew up on a crop and livestock farm in nearby O'Brien. When she was 12, she heard her father talk about nematodes hurting his peanut crop. "They were doing really nasty damage to dad's crops," she recalls. "I saw my father in pain and our crop damaged."

Still in sixth grade, Tracie decided to learn about nematodes. She found that they are eel-like microscopic parasites resembling earthworms – and that they kill plants by burrowing into roots, releasing enzymes that make plant cells swell and ruin nutrient uptake, leaving ugly bumps (nodules) on roots.

She wondered if such creatures could be controlled without agrichemicals. "I wanted to find alternatives to chemical nematicides because many were being banned," Tracie recalls. In a book she had sent for from the University of Florida (U. of F.), she had read that marigolds could possibly be used to control nematodes naturally. At a local junior college she learned to make extractions from the marigold plant. "I determined that one of the extractions was fairly effective in controlling nematodes," she says.

In the next two years Tracie became serious about lab work and collecting data. She experimented with other plants to see how effective they were against nematodes. She started working with some local scientists from the Institute for Food and Agricultural Sciences (ISAS), a U. of F. research station.

Tracie's science data showed that marigolds could cut nematode damage by half. Other plant extracts like crotalaria and hairy indigo – both considered weeds to farmers – showed successful control.

In Tracie's fifth year she entered phase two of her project. "Up until this time I hadn't done what I call scientific process" she says. "At this point we did things by the book: measured the data, and proved results statistically."

Working with the ISAS, Tracie made wet solutions out of crotalaria, hairy indigo, wheat, and caster bean plant material. Each solution was placed in a vial with specific amounts of nematodes and tomato plants with all roots pruned except taproots. "The purpose of this phase was to see if these solutions would stop nematodes from entering roots immediately," she says. "And in each case each one of these solutions succeeded in keeping nematodes from getting into the plants."

Her results are startling. It means farmers may not need expensive and dangerous pesticides if they can get rid of nematodes with a natural control, like a solution made from wheat.

"The way environmental issues are being pushed today, farmers may not have the option of using chemicals someday" Tracie says. "If one of those restrictions comes about I want them to have some option for nematode control.

"I found out since I've been doing this project that a lot of different states had the same problem," she adds. "So that made my problem a lot more valuable to other people. I did it for the farmers."

Grandpa's Fault?

Lisa Hefty, a Purdue University freshman from Auburn, Indiana, also had farmers in mind when she planned her agriscience project. Lisa, 18, lives on a two-acre tree and livestock operation on her grandfather's 200-acre crop and swine farm. She thought farmers were getting a bad rap for groundwater pollution.

"I was just a freshman in high school when I kept hearing farmers were to blame for groundwater and for polluting our streams" she says. "I wanted to find out if it was true. Was Grandpa at fault?"

The opportunity to find out came when Hefty's agriculture advisor at DeKalb High School told students about the FFA Agriscience Student Recognition Program. "I saw this as an opportunity to start a project and see if farmers were polluting streams with fertilizer leaching," Hefty says. Leaching is the process of fertilizer, not used by plants, filtering down through the soil.

Hefty built three models depicting common soil profiles found in her county. She applied three different levels of fertilizer. "I constructed a tubing system and planted wandering jews for plant tissue tests. I poured water into each profile, representing rainfall. The water would leach through and reach the different plants."

Hefty found no leaching of nutrients in average and high fertilizer levels. She discovered that fertilizer did leach in the one soil profile given excessive fertilizer levels.

Now Hefty wanted to see what would happen in the real world. She used the school land lab, where the soil is mostly a heavy clay, typical of the county's farmland. She hypothesized that leaching would not occur in heavy clay soils.

Lisa selected a field where water from underground tile could be tested. It was planted with soybeans and fertilizer was applied to the field. Hefty tested the soil, water and tissue of plants several times during the growing season.

> ***"I had to buckle down and ask questions if my project was going to get end results."***
>
> *– Lisa Hefty*

Results showed that as the growing season continued, soybean plants absorbed fertilizer from the soil. Her data from field tests proved leaching does occur but in very small amounts. "This probably occurred through other soil types further up in the tile system that do not have as high a clay or organic matter content," she says.

Results from Hefty's project inspired the local health officials to test well water. They found only one percent contaminated by nitrates.

For all of the payback to farmers and community members, Tracie and Lisa both agree that the projects really follow the FFA motto, "Learning by Doing." "When people ask me what's important about this project, I tell them 'You learn more by doing the project than by the results you get,'" says Tracie, a straight-A student and future veterinarian. "You learn how to solve tomorrow's problems scientifically in the lab."

Lisa, who is studying agricultural communications in college, couldn't agree more. "I've gained the ability to ask questions and that skill will help me with my career," she says. "This project was my own initiative. I had to buckle down and ask questions if my project was going to get end results." •••

How to Get Started in Agriscience

Agriscience? Are you kidding? Just the word can send some high school students fleeing to the safety of their comic books.

But you don t have to be a bookworm or a rocket scientist to get involved. Tracie Daniels points out that the many facets of agriculture offer plenty of project ideas.

Identify some agricultural problem that you feel may be solved by scientific techniques, she suggests. Once you identify that problem, think about ways to resolve it. Form a hypothesis—that s your idea about the possible solution. The project itself then involves experiments, analyzing your data, and forming conclusions based on that data. You can get help in these areas from your agriculture instructor or science teacher.

Here are some additional tips:

1. Use your curiosity. When I first started in grade school, all I wanted to do was find out what these nematodes were, Tracie says. Likewise, pick a project that you genuinely like and are interested in. It won t be a hassle because it s something you like to do, she says.

2. Consider all ideas. No idea is too small, Tracie says. Look at your community, and the industry of agriculture, and use that as a guide. Any kid who has any idea, no matter how small, needs to start with that idea. It will grow.

3. Takes advantage of the facilities and resources near you. For example, Tracie Daniels lives in the boonies, as she says, but there happens to be a University of Florida research branch within driving distance. Find people who can help you. That includes your school s science teacher or local professionals. And don t be afraid to call upon university and government scientists or professors, as Daniels did frequently for her nematode research.

4. Finally, try not to get discouraged. As in any endeavor, success often takes trial and error. Find an idea and go after it, Tracie concludes. Believe you can do it.

The Agriscience Student Recognition Program is sponsored by Monsanto Agricultural Company as a special project of the National FFA Foundation.

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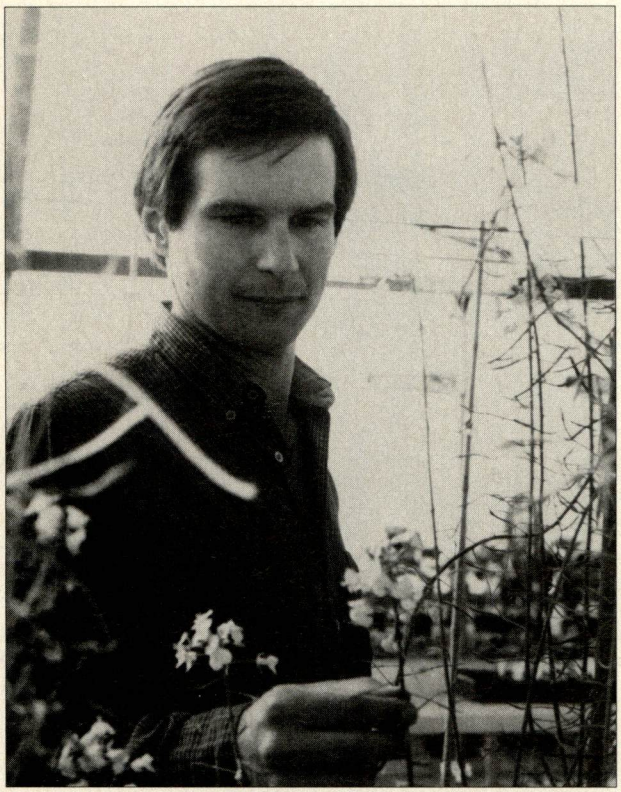
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Agriculture's New Professionals

Production Agronomist



Production Agronomist Leslie Lloyd helps growers understand how to produce and market canola.

Every year since 1985, a blanket of yellow flowers has been slowing spreading across the fields of the South, the Midwest and the Great Plains. The flowers belong to canola and industrial rapeseed plants and production agronomist Leslie Lloyd is working with farmers and researchers to establish the crop in America.

Canola is a new crop to American farmers but it is a major vegetable oil crop in Canada and Europe. The vegetable oil made from canola is one of the healthiest available on the market. According to the U.S. Department of Agriculture, Canola oil contains 6 percent saturated fat compared to 15 percent in soybean oil and 92 percent in coconut oil. In today's health-conscious consumer market, those are impressive numbers for canola.

For the past three years, Lloyd has been working for Calgene, one of the major agricultural biotechnology firms in the country. His job responsibilities range from helping crop farmers understand how to grow the new crop to persuading grain elevators to handle the small canola seeds. He also works with seed dealers and arranges rail and truck transportation for the crop. He is involved, literally, from research to delivering the crop to the processing plant in Chattanooga, Tennessee.

Though Lloyd works for Calgene, the canola branch of the company is called Ameri-Can Pedigreed Seed Company. Residing in Union City, Tennessee, Lloyd explains, "I'm one of the few Calgene employees outside of California."

Lloyd is working with farmers and researchers to establish canola in America.

He says that even though he studied agronomy and specialized in weed science in college, his current job is far from that of a specialist. "The job a lot more than an agronomist and it's a lot more complicated than just sales," he explains. "The transportation end of it was totally new to me." Much of his time is spent patiently working with people who are not familiar with canola and are often skeptical about considering it as a viable crop. "Usually, the crop is something that the farmer has never grown. The elevators have never handled it. The dealers have never handled the seed, so much of my job is introducing a whole new crop to them."

He first became interested in science through a high school biochemistry class in his hometown of Dyersburg, Tennessee. Pursuing that interest, he went on to get a bachelor of science degree in plant pathology from Mississippi State University and a masters degree in agronomy from the University of Illinois. During summer vacations, he worked as a pest scout at the University of Tennessee where he found a great satisfaction in working with farmers. "That's where I learned about big-time row-crop farming," says Lloyd.

His first job out of college was with the agrichemical division of BASF. Then Calgene asked him to help introduce canola to farmers in the Midwest and South.

Lloyd says that the new Farm Bill signed by President Bush last fall will help open the door for expansion in canola production. Farmers have been given permission to plant minor oilseed crops — including canola and rapeseed — on government set-aside acres that in the past went uncultivated. That way, farmers will receive their deficiency payment plus the profit from the oilseed crop. "It basically puts us on even footing with other crops," he says.

Lloyd says that he is optimistic about the future of canola and it's cousin, industrial rapeseed. With the turmoil in the Arab nations, there is even more potential for the use of agricultural commodities for industrial purposes here in the United States. With environmental concerns growing, working with a natural source of oil instead of a petroleum-based oil may become more and more attractive.

With all of his varied responsibilities, Lloyd says that his favorite part of the job is working with farmers. "I want to see them be successful and it's exciting giving them a new crop to grow," he said. •••

FFA Leadership for a growing planet

During FFA Week, chapters around the country will help farmers make sure they aren't spraying more crop protection chemicals than necessary



During FFA week, chapters will visit growers and professional applicators making sure they take time to properly calibrate their spraying equipment.

The Sprayer Tune-Up Team

Anyone who has spent time around farmers in the spring knows that things move pretty fast. There is limited, precious time to get the crops planted between rain showers and before summer starts.

Because of the rush to get in the fields, details like sprayer maintenance and calibration are sometimes overlooked. This lack of maintenance results in unnecessary costs for the producer and excessive pesticides sprayed on the land.

That is why a number of FFA chapters around the country are planning to work with local farmers and custom applicators during FFA Week, February 16-23, to help them calibrate their spraying equipment well before the planting season starts.

The effort is a part of Sprayer Tune-up Week, developed by Spraying Systems Co., a manufacturer of spraying equipment and replacement parts, in cooperation with the National FFA Organization. The theme for FFA Week, "Leadership for a Growing Planet," will focus chapter activities on environmentally related activities in their communities, including sprayer calibration.

Kits of information have been sent to high school agriculture departments interested in conducting a sprayer tune-up activity in their community. The kits contain lesson plans, brochures and videos for teaching sprayer safety and maintenance to agriculture students and applicators of crop protection chemicals.

Agriculture instructor William Peale, Pendleton, Oregon, says that the information is filling a need for teachers. "We've looked at the material and it's well done. Many teachers haven't had a lot of training in this area, and probably haven't been doing a complete job of covering the topic." Peale says he teaches a unit on sprayer technology and safety every spring. "I see using this activity as an extension into the community of what we've been teaching in class."

Besides helping applicators ready their equipment, chapters are being encouraged to publicize the need for sprayer calibration by running news articles in their local papers, constructing displays for businesses where farmers gather and organizing meetings for applicators featuring local spraying professionals.

Coleman Harris, national FFA executive secretary, says that because of FFA and agricultural education's national scope, this type of environmental safety activity could make a real difference. "This sprayer tune-up activity is a unique opportunity for FFA members to have a substantial, nationwide impact on the reduction of pesticides sprayed on our farmland," he said. "Both the environment and American farmers are sure to benefit greatly as a result."

According to a study conducted at the University of Nebraska, as many as 25 percent of Nebraska applicators were not accurately applying the amount of spray desired. The same study showed proper calibration can save applicators about $1.25 per acre per chemical applied.

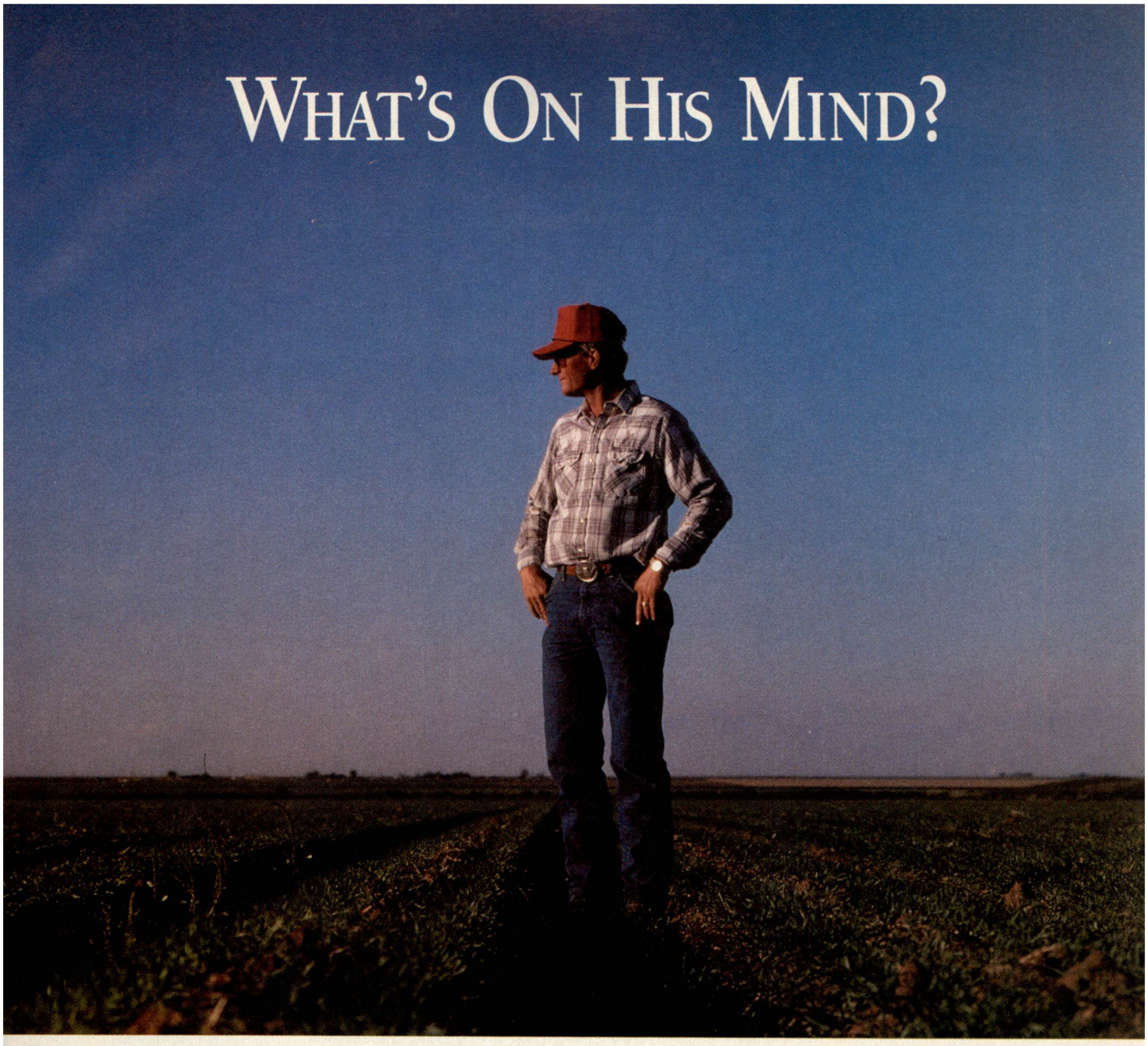
In addition to the National FFA Organization, Sprayer Tune-up Week is endorsed by the Alliance for a Clean Rural Environment (ACRE), the National Agricultural Chemicals Association, (NACA) and the National AgriChemical Retailers Association (NARA). •••

Sprayer Tune-Up Information

Chapters interested in a Sprayer Tune-up Week kit of information should contact: Spraying Systems Co., Agriculture Division, ATTN: Sprayer Tune-Up Week, North Avenue, Wheaton, IL 60188-9908. Supplies are limited.

Another good source of information is the Sprayer Calibrator Corporation. They market a simple, easy-to-use spray tip tester that measures the flow of sprayer nozzles in gallons per minute. For more information, write to them at: P.O. Box B, Fort Collins, CO 80526.

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He's thinking about the best way to produce his next crop. And our next meal.

He knows his work helps feed most of the world.

He also knows that a farmer has important environmental responsibilities. Starting with the quality of his family's drinking water. And extending to the water we all drink.

And he knows he must work even harder to keep our water safe.

That's why farmers and ranchers are turning to ACRE, the Alliance for a Clean Rural Environment. ACRE provides free information about the safe use of crop protection chemicals and tips on safeguarding water quality.

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ACRE is a non-profit, non-political information source fostering stewardship of water quality and the environment, supported by makers of the crop protection chemicals used by America's farmers.

Ag Chemicals Technology and the Environment

Here is how chemical companies are working to protect the environment

By Sylvia A. Walters and Christina M. Wilson, Agricultural Image Makers, Inc.

We hear about environmental protection on the radio, television and through popular music. We read about the environment in virtually every newspaper and magazine. Environmental protection is a major concern for all of us. It affects many aspects of our lives...from food to clothing, from vehicles to cleaning products, from children's toys to garbage disposal. Nowhere is concern for our environment more of a driving force than in the crop protection chemicals industry.

For several years, crop protection chemicals manufacturers have been developing new products and packaging with a clean environment in mind. Their challenge: to provide chemicals safe for the environment and consumer, yet effective in protecting plants from destructive pests, weeds and diseases. Revolutionary new technologies already are meeting the challenge in the development, packaging and use of crop protection chemicals.

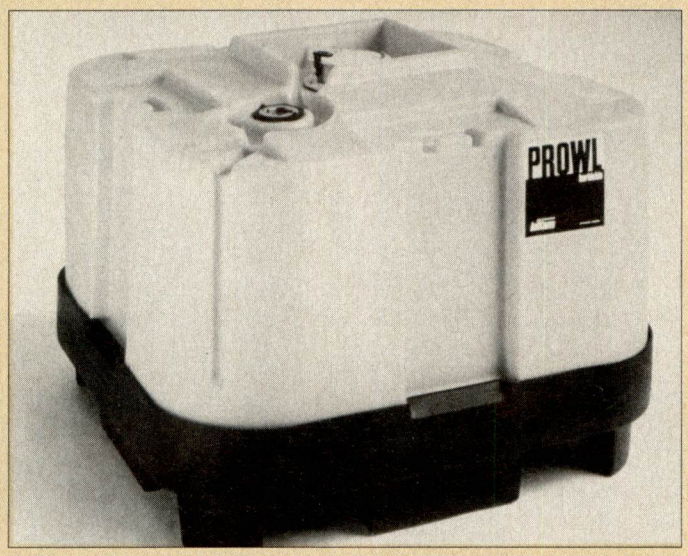
Agricultural chemicals manufacturers are committed to the task. Leo Bontempo, president of Ciba-Geigy's

(Continued on Page 30)



Closed system equipment limits applicator exposure to chemicals. Insecticide goes from the "factory to the furrow" without direct human contact, eliminating dust, odor, and risk of spills.


From one generation to the next, farmers have taken care of the land to preserve their unique way of life. And for more than 30 years, CIBA-Geigy has been there with them, providing products that farmers need to produce the best crops possible.
Farmers can't control many things that affect their crops. Like weather or the economy. But they can use crop protection chemicals to help control their crops' natural enemies. We make Dual®, AAtrex®, Tilt®, Ridomil®, Bicep® and other chemicals to do just that. And we've pioneered package designs like the FARM-PAK® CS bulk handling system, that reduce exposure in the storage, handling and application of our products.
CIBA-Geigy also was the first ag chemical company to require dealers to use diked storage sites to contain potential leaks and spills. And we continue to look for other ways to make chemicals more effective while encouraging farmers to use them with care and concern for the environment.
So that future generations can lead the kind of life American farmers enjoy today.
CIBA–GEIGY
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Bulk packaging, such as in 110 gallon shuttles replaces the use of many small containers, leaving the farmer with no product store or dispose. Bulk packaging eliminates waste and potential pollution.

Agricultural Division, echoes the sentiment of industry companies. "We have long recognized that our products and actions, as well as those of others involved in agricultural production, impact the environment and future generations. We have been a responsible environmental steward and continue to intensify our efforts to protect and preserve the environment."

Let's look at a few of these pro-environmental technologies — the way of the future — already in use today.

Crop Protection Chemicals Taking New Forms

Chemistry. Tough subject. Right? But you must admit, it's fascinating. Scientists are becoming more and more sophisticated all the time in developing products that do what we want them to do, when and where we want them to do it, the way that we desire.

Crop protection chemicals manufacturers have developed a variety of new formulations. Formulations are the different forms an agricultural pesticide can take as an end product, such as a liquid, powder or granule.

Some new chemicals are applied at very low rates; they are effective, yet virtually non-toxic to man and animals. Small tablets that bubble when dropped in water like cold medicine and other easy-to-use products reduce the grower's exposure to the chemical; there is no mixing and no dust. Products developed through the science of biotechnology and microbiology are proving to be effective and safe in the environment.

Manufacturers have developed products that are applied at very low rates, such as grams per acre, compared to older products applied at pounds per acre. (Imagine being able to store ag chemicals on a shelf instead of in an entire warehouse!)

Also, these new low-dose chemicals do not leach, or move, to groundwater, but cling to the soil until they are broken down by naturally- occuring bacteria.

One challenge of low-dose chemicals is to find formulations that can be accurately measured and applied by the applicator. The increased concentration allows growers to cover more acres with less chemical, leaving fewer packages to dispose of and less chance for the applicator to be exposed to the chemical.

Ciba-Geigy is studying formulations that include time- released capsules, briquettes, tablets and gels that could be sold in a water-soluble bag, and granular clay (to reduce dust and improve worker and environmental safety).

Formulations are being constantly modified to reduce potential hazard to users and/or the environment. An example is Rhone- Poulenc's Sevin XLR insecticide for vegetable and fruit crops; the formulation has been modified to reduce toxicity to bees. Other product formulations have been altered to increase the safety margin for workers applying them.

Biological controls are sometimes appropriate for pest control. Ciba-Geigy has worked with bacillus thuringiensis (Bt), which has been used to control leaf-eating caterpillars on various crops for nearly 30 years.

Bt has not been popular because it was generally less effective and more difficult to make, ship and store than traditional pesticides. On the positive side, Bt is: highly selective (controlling only certain insects); regarded by the Enivronmental Protection Agency as safe; and low in toxicity.

With environmental concerns increasing over the last decade, the company began to look seriously at new strains of Bt as a supplement to chemical products. One new Ciba-Geigy Bt product will be formulated as a wettable powder and is expected to be on the market within the next one or two years.

Building the Better Package

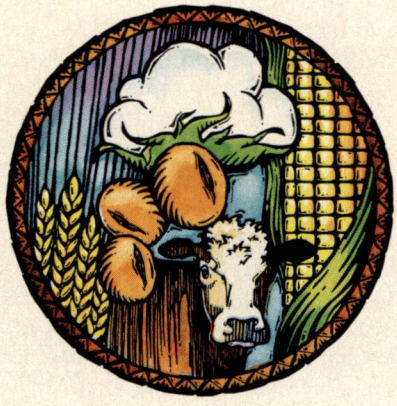
Packaging? Who should care about packaging? The answer is, we all should. The handling of chemicals, and the containers they are sold in, is changing rapidly and dramatically.

First, bulk packaging, such as in 110-gallon shuttles, replaces the use of many small containers. Second, reusable, returnable containers are now available. Both bulk and reusable packaging reduce the need for container disposal.

Third, closed system equipment limits applicator exposure to chemicals. Fourth, water soluble bags dissolve in water, leaving no container to dispose of. Fifth, where plastic containers are still used, pressure rinsing of containers allows thorough rinsing of recyclable containers. Plastics from recycled containers are used to make new containers and other plastic materials, with no chemical residue.

In 1987, Ciba-Geigy introduced its first refillable package, Farm Pak CS. It eliminates package disposal problems and reduces personal and environmental exposure to the chemical inside. Ciba-Geigy introduced new products in water-soluble packaging in 1989. This packaging features an outer container which does not come in contact with the chemical, so it can be disposed of easily. The inner bag, contain

(Continued on Page 32)



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▶ A few examples: new herbicides based on unique chemistry that offer both superior performance *and* a whole new level of environmental compatibility; the first closed-handling system for granular insecticides that offers unparalleled user safety; and new products now in development for America's beef, swine and poultry producers.

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▶ Together, we're building a legacy we can all be proud of.

CYANAMID

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Wayne, NJ 07470

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ing the product, dissolves in the applicator's spray tank, releasing the chemical. This virtually eliminates the possibility of spills and direct worker contact during mixing operations.

A closed handling system, Counter Lock & Load, developed by John Deere and American Cyanamid, has virtually no human exposure. "For the first time, corn soil insecticide can go from the 'factory to the furrow' without direct human contact," says Pat McDonnell, Marketing Manager, Insecticides, American Cyanamid. "There are no bags to rip open, no dust, no odor and no risk of accidental spills."

Development of the system was, in part, a response to growing concerns regarding the burning of empty pesticide containers and other related environmental issues. Counter Lock & Load containers come on a special pallet, which makes it easy for growers to return them to local dealers, who in turn send them back to Cyanamid for refilling. Growers who used the system last spring liked it because it minimized contact with the chemical, provides a safer method for storing pesticides, and has less dust and smell and no bags to dispose of.

Formulations are being constantly modified to reduce potential hazard to users and/or the environment

The System 110 mini-bulk system also is being marketed by American Cyanamid. This features 110-gallon containers, which eliminate the problem of container disposal. Mini-bulk saves the applicator time in rinsing and disposing of containers and the mini-bulk containers can be refilled.

"Mini-bulk is the best technology available today for handling liquid pesticides. A farmer or applicator can work with this dealer to get the quantity when he needs it," says Ken Root, executive director of the National Agrichemical Retailers Association. "He has none of the product left to store or dispose and there is no waste, no pollution."

Rhone-Poulenc Ag Company is working to produce safer packaging, including: steady flow containers to eliminate splashing; solid handles on packages, instead of hollow handles which trap product and make rinse-out difficult; water dissolvable bags that can be dropped directly into the applicator tank; and bags with pouring spouts for filling application equipment without coming into contact with the product. Because it is difficult to control the use of empty packaging, internal coatings of the various packaging systems have been modified to prevent absorption of product residue.

Safer Use by Growers

Ag chemicals manufacturers are working to assure chemicals are safe and safely packaged for safe handling and application.

There are many practices and technologies which are helping ensure that crop protection chemicals are applied safely, both for the applicator and the environment. They include: precise sprayer calibration; new mapping equipment for precise application; systems which make sure that the exact right amount of chemical is applied and that the application is even throughout the field; and containment systems at storage facilities to contain chemicals in case of a leak or spill.

Chemical manufacturers, the Cooperative Extension Service, and agricultural organizations are all involved in continuing education efforts to inform farmers and other users of chemicals about the latest technologies available for wise, safe use of the chemicals.

Much emphasis has been placed on sprayer calibration so that no more chemical is applied than is needed and using chemicals in conjunction with other growing practices to control weeds and other pests. Many growers now carefully scout for insects before they decide to spray.

Manufacturers have initiated joint efforts to address environmental concerns, such as ACRE, the Alliance for a Clean Rural Environment, which provides ag chemical users with information on safeguarding ground and surface water supplies.

ACRE has distributed information on a variety of practices that help to protect the environment. Topics include: establishing grass waterways and buffer strips; protecting surface water by managing crop residues, calibration and maintenance of spray equipment; selecting a site and constructing a well; sealing abandoned wells; and other common sense practices to prevent runoff from fields. To receive further information, contact: ACRE, P.O. Box 413708, Kansas City, MO 64179-0386, (800)545-5410.

Working Together to Protect the Environment

Crop protection chemicals have become an important part of modern agricultural production in this country. Likewise, urban dwellers have come to depend upon pest management chemicals for control of insects, diseases and other pests. Even though these chemicals are beneficial, it is vital that their use does not harm the environment.

The manufacturers, distributors, retailers and end users of these chemicals are drawing together as partners to ensure that agricultural pesticides are developed and used with the protection of the environment in mind. •••

An open letter to FFA members . . .

Time For A New Commitment

by Thomas M. Dille

As I look back on my early years, I remember that one of the things I enjoyed most was talking to people of an older generation about what it was like "in the good old days." There's a universal appeal that comes from comparing our lives today to those of a generation or two previous. You have to marvel at the changes time has wrought.

That sense of change is even more dramatic for those who have grown up on a farm. In the last three generations, agriculture has undergone changes that are breathtaking in their breadth and scope. We've gone from a rural society to an urban one. Farmers made up 35 percent of our population just 60 years ago, but less than two percent today.

Technology has evolved from an age of horse and hoe to one of tractor and computer. Today, farm produce prices are often determined more by events halfway around the world than by demand at the local elevator.

Change in our industry continues to arrive faster, and from more directions, than ever. Increasing concern about the way modern agriculture goes about its business is resulting in forces of change brought on from outside the agricultural community.

An example is the furor over Alar and apples. As a result of an influential television program and a media-smart environmental group, an entire segment of agriculture found itself unable to sell its products.

While a book could be written on the Alar episode, the important point to remember is that if the American public had even a basic knowledge of where its food and fiber come from, and shared a vision of the promise agriculture holds for the future, the crisis might never have developed.

Yesterday's attitudes and ways of doing business simply aren't up to the task of addressing this ignorance and our own concern for the environment. It's time to build on our strong base of traditional values, particularly our enduring love of the land, that have made our agricultural system so successful.

We need to develop a new vision, a new commitment, and even a new code of ethics on which to base all of our decisions. Equally important, we must encourage all members of our society to share in that vision, to take a stake in it, and to help us find solutions to present and future problems.

This task will require each of us to develop a personal commitment to make sure our own small piece of the agricultural system is one that ensures safe food, a sound environment, and preservation of our precious groundwater.

A good way to get started on that commitment is with a blank sheet of paper. Reflect on what you do in your daily life. How do you affect people's understanding and appreciation of agriculture? How do your activities affect the environment? List those things that need improvement.

Next, commit to learning everything you can about how to change or improve those practices that fall into the negative category. A great deal of practical information is available in trade journals, on pesticide labels and manufacturer manuals, through university and private research. Attend meetings and discuss ideas with your peers.

Start putting into practice some of the things you learn. Set a few goals and work toward them. As you integrate what you've learned into everyday routine, look for ways to tell others, especially those outside your circle of friends, family and colleagues.

Build On Enduring Love of Land

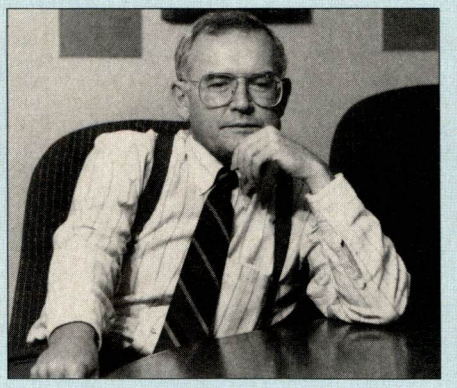
There are a number of ways you can take your message to others. Speaking to a church group, at a career day in a local school, or to a service organization are obvious ways of reaching people you want to inform.

Use every opportunity you can to tell your audience what's happening at the farm level to meet the three objectives of safe food, clean groundwater, and a sound environment. Talk about the promise biotechnology holds, the development of highly-specific, low-dose pesticides, and the many contributions farmers make to preserving the environment.

Remember, too, that half of communicating is listening. When you're telling your story, don't neglect to listen to what your audience may be telling you. They won't always agree with you, but maintain an open mind and you may learn something valuable.

It won't be easy for us agriculturalists to make all the changes outlined here, but it is vital. And although it may be more comfortable to keep doing things "the way Dad did," remember that if Dad had that attitude and had never changed, his stories of "the good old days" wouldn't be so good after all.







Thomas M. Dille is President and Chief Executive Officer of Rhone-Poulenc Ag Company. During high school he was an active FFA member. In 1988, he was awarded the Honorary American Farmer Degree by the FFA.

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Where Do Pesticides Come From?

A state FFA officer shares what she learned by working at a major agrichemical research facility

By Liz Jost, New Jersey FFA President



Liz Jost and scientist Rich Farley observe armyworms.

Modern science applied to today's agriculture is the primary reason for the top quality food supply that we all enjoy. As a food industry major at Delaware Valley College, our food supply is especially interesting to me.

Last summer I was an intern at American Cyanamid's Agricultural Research Division in Princeton, New Jersey, and had the opportunity to meet and work with some of the people who develop agricultural pesticides.

It is estimated that by the year 2050, the Earth's population will reach 11 billion people. That's a 250 percent increase since 1980. With the shortage of agricultural land, increased agricultural production is the only viable solution to the problem of world hunger.

Although agricultural pesticides are field tested around the world, it all begins in the laboratory with the discovery of a chemical compound that shows "interesting activity." Scientists don't always find exactly what they're looking for. They will admit that there is sometimes as much good luck as science in discovering products.

Discovery

Discovery can be accomplished several ways. The "random screening" method is one of trial and error. In this method, a chemical compound is chosen for testing because it has never been experimented with before. If a new product is discovered, it could be unique from anything else available to farmers and offer great sales potential.

Mixing the solutions in preparation for testing is a time-consuming task. It is estimated that 15-20 thousand samples are screened before one shows interesting activity. But there is some help. A robot does much of the weighing, measuring and mixing of compounds and solutions, saving scientists a great deal of time.

A second method is "direct synthesis." This uses a product that has already been registered and proven to be effective, as a beginning point. That product is then altered slightly, in search of a more desirable product.

A third method, "bio-rational synthesis," has been successfully applied in medical research, but has not yet led to any new agricultural products.

Testing

After the chemical compound is discovered and determined to be active, a patent is obtained, and then the product moves into Phase II. This stage includes greenhouse and/or laboratory testing. The more interesting the compound seems, the more people will get involved with the project.

Testing is divided into three departments. Metabolism and Residue studies review the impact of a potential product on plants, animals, soil, air and water. Many of the safety tests required for registration are conducted.

In Formulations and Process Development, scientists work to develop a method by which farmers or ranchers can use the product. Among other considerations, the pesticide must be formulated to ensure that it won't gum up the bottom of the sprayer. Product stability, effectiveness and cost efficiency are their main goals.

The final area is the analytical, physical and biochemical research group. Their job is to gather information about the compound and solve many of the problems that the other groups may encounter.

Getting Close

As the compound enters Phase III, one specific purpose is chosen for the product, such as killing a particular weed. Scientists need to find a convenient, environmentally sound, and affordable way for the consumer to use the product.

When the testing for Phase III is completed, the product is ready for the registration procedure. Even if a compound is effective, if it fails to meet the strict environmental standards at any time during the developmental process, experimentation ceases.

Registration involves compiling all the information that was gathered in the first three phases of testing. Every plant product must be registered by the Environmental Protection Agency and the states in which it will be used before it can be sold. These agencies have very strict guidelines for agricultural products.

Other Uses

Finally, after registration, Phase IV begins. New alternate uses for the product are investigated and possible new mixtures or formulations are explored. •••

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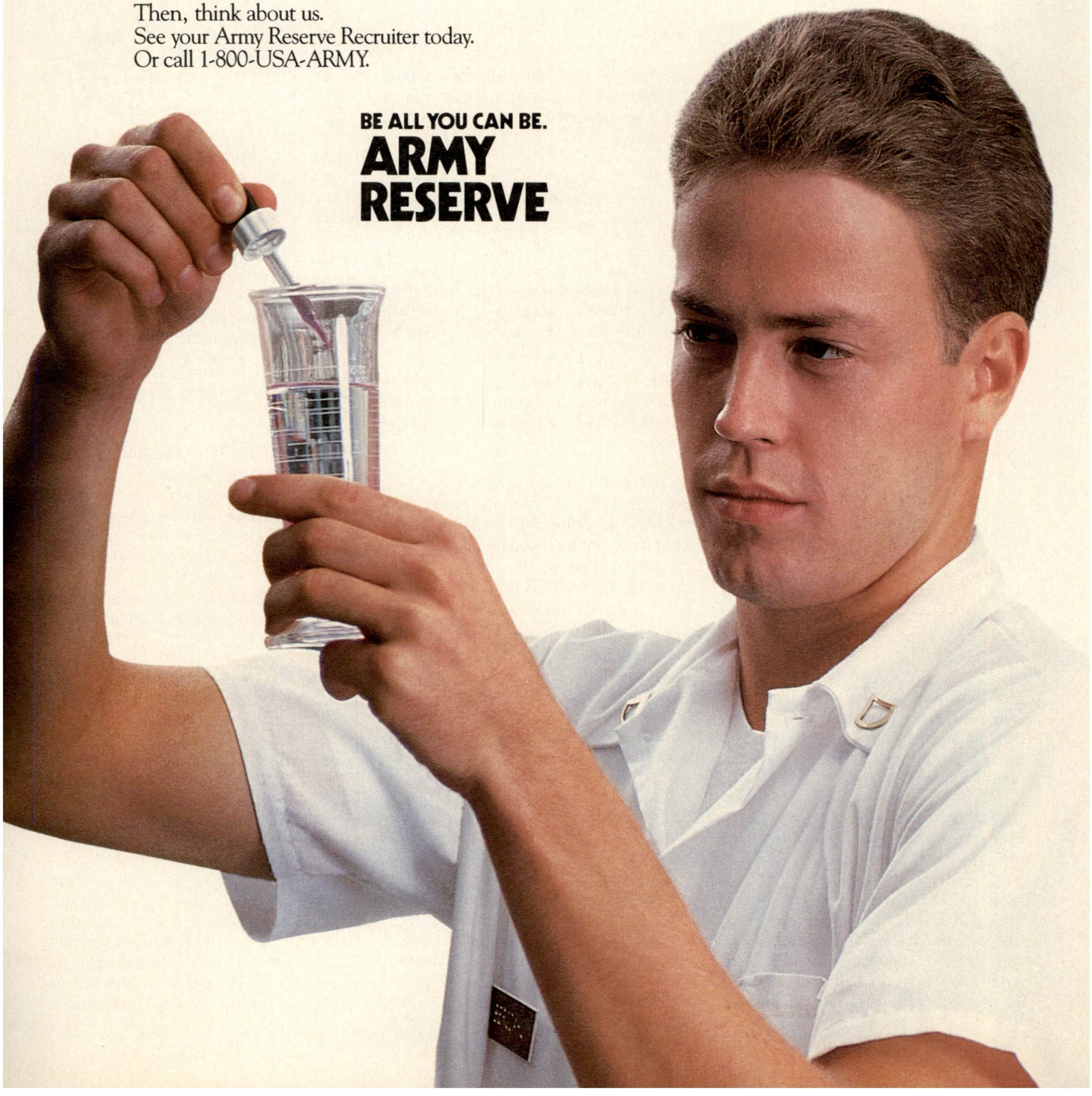
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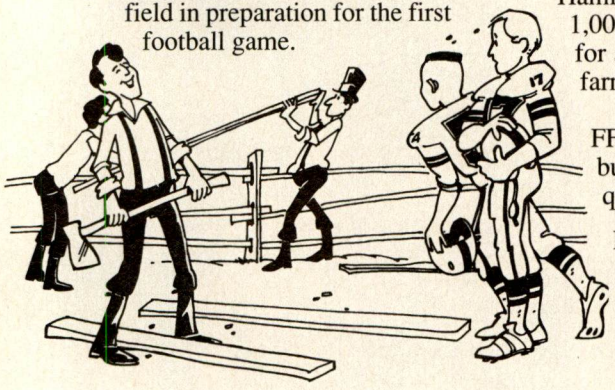


CHAPTER SCOOP

News, Notes and Nonsense from Chapters Around the Nation. Send yours to the Editors.

Found two good ideas in the Mansfield, **Texas**, Chapter newsletter. Every member signed a greeting card "from the advisors and members of the chapter," then reproduced it in their newsletter. Also the next issue will be published during FFA Week and mailed to all eighth graders.

Members in Mt. Carroll, **Illinois**, FFA Chapter put up 200 yards of fence around the football field and also raked the field in preparation for the first football game.



Advisor Granberry makes the chili for the chapter's annual supper for members. The recipe is a secret and all he will confess is that he used 100 pounds of ground beef.

Guest speaker for Cameron, **West Virginia**, Chapter showed slides and told about adventures in Australia.

At a fall Bon Homme, **South Dakota**, Chapter meeting, Greg McCann showed slides from a moose and caribou hunt in Alaska.

Mohawk, Carey and Upper Sandusky, **Ohio**, Chapters combined their degree ceremonies this year. A slide show about the trip to national convention rounded out the dinner meeting.

Alumni members helped Land O' Lakes, **Florida**, members haul livestock for a exhibit for the kindergarten.

Bainville, **Montana**, held its annual Turkey Party for the community. They run games such as miniature golf, bingo, darts, roping, basketball shoot. Winners got turkeys. Near the end of the evening, the member work day auction was held.

Officers of the Fleming County, **Kentucky**, FFA had a 3.4 cumulative grade point for the first grading period. And 12 of the 20 seniors made the honor roll.

Kristy Yarbrough won first place in the Lincoln, **Arkansas**, Creed speaking contest and was presented a new FFA jacket.

Hamilton City, **California**, FFA parked 1,000 cars at a craft fair to earn money for a new stereo system at the school farm.

FFA in Wayne County, **Tennessee**, built the float for the homecoming queen.

For this year's Greenhand Work Day in Fullerton, **California**, 28 members cleaned and painted the livestock area. A barbecue then was served by the chapter officers.

Wall, **South Dakota**, members participated in the community tree fair and created a tree with ornaments made of wood.

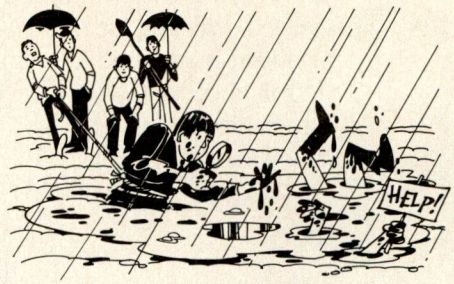
An annual Christmas lunch for 600 children is served by the Rubidoux FFA in Riverside, **California**. FFA donates the meat from two market hogs raised by the chapter to support the lunch and gift exchange for needy children.

The Gilbert, **Arizona**, FFA Chapter sponsored a back-to-school luncheon for all the administration, teachers and staff, welcoming them back from vacation and thanking them for their support.



An assembly line of FFA pizza makers was set up by Columbus, **Kansas**, Chapter. They sold the homemade pizzas and customers bought them as carry out.

The Crestview, **Ohio**, FFA went to soil judging on a rainy day in October. Even though it was muddy the members tried their best.



Marysville, **Ohio**, Alumni sponsored an FFA work day at Camp Muskingum and 40 members, parents and Alumni worked all day at projects such as cutting hedge from the fences and adding borders to flower beds. Members also got some playtime in to use the camp facilities.

Fresh corn was a popular seller and good fund raiser for Manteca, **California**, FFA.

A new catfish farm for the Rayne, **Louisiana**, FFA will be completed in the summer.

Members of LeFlore, **Oklahoma**, FFA toured a center for sustainable agriculture.

Educational farm tours for pre-school to third grade children was organized by Heritage FFA in Monroeville, **Indiana**.

Essex, **Massachusetts**, FFA was hired to stuff a 4,000 envelope mailing as a fund raising project.

Del Ray Fox, reporter for Sentinel, **Ohio**, FFA has published a chapter newsletter - the first ever for his chapter.

A golf hole is being added to the school grounds by Silver Lake FFA at Kingston, **Massachusetts**. It's the only par 3 hole in the state located at a school. It will be used by the golf team.

Two good ideas sent in by *Aram Donigian,* reporter for Elgin, **Orgeon**, FFA. The chapter held a banana split party to welcome old and new members back to school. Plus they picked up rocks in farmers' fields and sold firewood to finance their trip to national convention.

A Honey of a Project

Bryan Ashurst continues a family tradition of beekeeping

By Kermit and Evelyn Kliewer



Photos by Authors

Ashurst's bees produce 400,000 pounds of honey during the summer as a by-product of pollinating alfalfa.

It's summertime on the Southern California desert and temperatures are expected to climb to 115 degrees today. Bryan Ashurst's alarm buzzes at 6 a.m. He yawns, climbs out of bed, and prepares for a long day of work at RJA Pollinating Co. where he and his crew build and move shades for 10,000 colonies of bees.

The tent-like shades, a necessity in the desert, cover the bees as they are moved from field to field, pollinating melons and alfalfa.

The shades are only one phase of a family business begun in the early 1900's by Bryan's great-great grandfather. Bees, pollinating, honey production, queens and stings have been a part of Bryan's life since he bought his first colony seven years ago.

That colony was purchased from his dad, Richard Ashurst, who bought his first bees from his father, who bought his first bees from his father... and so on, back five generations.

The Ashursts live in Westmorland, an Imperial Valley community of 1,000. Bryan, a senior at Brawley Union High School, has the same agriculture instructor, Kermit Kliewer, as his Dad did.

Busy As a Bee

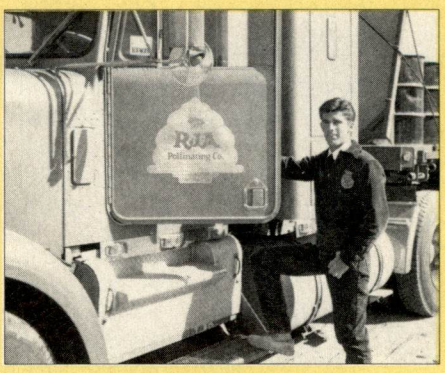
During his first year in FFA, Bryan bought 200 colonies of bees, bringing his total owned to 236 colonies. For his supervised agricultural experience program, he worked extracting honey for RJA Pollination Company, the firm owned by his father. During his second year, Bryan drove a truck, moved bees, operated a forklift and became head of the shade crew. His expertise as a budding apiarist (beekeeper) earned him top place in Imperial Valley's Project Competition, which involves several hundred FFA students.

"I earn most of my income renting my hives to farmers for pollination," Bryan explained. "We move the bees from Imperial Valley to central California in January and February to pollinate almonds. Then we move them to San Diego county in early spring, where they pollinate avocados and also multiply. They come back to Imperial Valley in late spring to pollinate melons and alfalfa during the summer months."

Bryan explained, "Bee pollination increases production dramatically. Under the right conditions, you can get 700 pounds of alfalfa seed per acre on a pollinated field, only 100 pounds per acre without pollination. Likewise, melons become odd shaped when they are not pollinated. So farmers need beekeepers and apiarists need farmers."

Income varies, as with all farming, but in 1990 Bryan's gross income was $82 per colony on both rentals and honey production. The net income per colony was $17.

Expenses include hauling, equipment, shades and bee replacement. "We lose up to 30 percent of our bees each year moving them," Bryan's father stated. "I buy bulk bees from northern California to replenish my colonies, as well as traveling to North Dakota every fall to buy bees."



Bryan has to keep the bee hives shaded from the California sun.

Bryan's bees travel with his father's and his major profit is from sub-pollinating. He pays his share of the travel and replacement expenses, but isn't involved in the labor. All of his out-of-school work time is spent building and moving shades.

Bryan re-invests all profit from pollinating back into his bees. However, he is on a salaried income when he works building shades. "Most of this money goes into my pickup," Bryan says with a grin.

Fatherly Advice

Bryan's father advises that when managing a business, "There will be good years and bad ones. Don't spend all your money when you have a good year, but save for the lean ones." He speaks as owner of 10,000 colonies of bees and one whose company is among the largest single bee owner operations in California.

Mr. Ashurst is one of five advisors on the State Apiary Board, giving advice to California's Director of Agriculture.

Richard Ashurst employs nine workers year-round and fifteen in summer, including several FFA students. The FFA students work with Bryan constructing and moving shades.

It is during summer months that alfalfa honey, 400,000 pounds of it, is produced as a by-product of alfalfa seed pollination. Pollination earns approximately three times the income that honey does. Mr. Ashurst says, "Pollination covers the expenses. Honey is the profit."

Bryan will graduate in June and hopes to earn his State FFA Degree this year. He will spend the summer working his bees, then begin college in the fall. He plans to major in marketing. After graduation from college, he will be a full-time apiarist, like his father, grandfather, great grandfather and great-great grandfather. •••

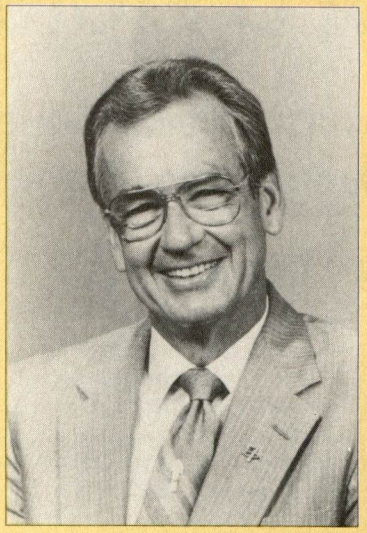
#1

You Make It Happen

A series of articles to help FFA members get the most out of life

You Gotta Have Goals

By Zig Ziglar



The dictionary says a goal is an aim or purpose. It's a plan. something you expect to do. I want to convince you, as a member of FFA, wherever you are and whatever you do, you should have goals. J.C. Penney expressed it beautifully when he said, "Give me a stock clerk with a goal, and I will give you a man who will make history. Give me a man without a goal, and I will give you a stock clerk." Everyone should have goals. Mothers should have goals. Salespeople should have goals. Students, laborers, doctors and athletes should have goals.

To stress the necessity of goals, imagine Sir Edmund Hillary, the first man to climb Mount Everest, explaining how he was able to accomplish that feat. Suppose he explained he was just out walking around and one day he just happened to find himself at the top of the tallest mountain in the world! Of course you'd think that was ridiculous — but is it any more ridiculous than you thinking you can accomplish anything significant without specific goals?

Do most people have goals? Well, most people do expect to "make it" in life, but tragically most of these people have never taken the steps to properly set goals for themselves. Statistics show that if you take 100 young men at random and follow them until they are 65 years old, only five of them will have achieved financial security. Only one will be wealthy. A 1953 Yale University study of their graduating seniors discovered that only 3 percent of them had taken all the steps to setting goals. Twenty years later the 3 percent who had taken all the steps had accomplished more than the 97 percent who had not. Do you need goals? I think you can see the answer to that question is absolutely yes!

When you have definite goals you release your own power, and things start happening. Goals, however, are not reached by merely thinking about them. There must be a clear cut plan of action. Jean Nidetch wasn't a doctor or nutritionist, she was just a lady who wanted to be thin. She successfully lost the weight that she wanted to lose, so she set a goal to help others lose weight. Her obstacle was that she was not a recognized authority in the field of weight control. Jean decided to design a package that conveyed to others that she was just like them, only thinner. She turned her goal into a multi-million dollar business — Weight Watchers — despite the obstacles she faced. Jean Nidetch reached her goal because she had a plan and followed a procedure.

A part of successfully achieving your goals is not only working hard, but also working accurately toward your goal. People who reach great heights of success are those who carefully lay out a definite plan to do so. They not only set a goal, but also establish a course of action to reach that goal.

As a member of FFA, what are your goals? Why are you a member? One of the greatest mistakes you can make now or later in life is to get busy without accomplishing anything through these efforts. Don't be a member, just to be a member. Have specific objectives that you are working toward and put actions to these objectives.

Jean succeeded because she applied a formula to her dream. You can do the same. Here are seven steps you need to take in order to make your dreams realities.

First, identify what you want. Second, clearly spell out why you want to reach that particular goal. Third, list the obstacles that stand between you and your goal. Fourth, identify the growth process — the things you need to now — in order to get to your goal. Fifth, identify the people you need to work with to reach your goal. Sixth, develop a detailed plan of action to reach success. Seventh, set the date that you expect to reach that goal. These seven specific steps will move you from the dreaming stage to the accomplishing stage of your path to success.

A salesman can know all the techniques involved, a halfback can be a fast runner, a mother can have all the answers, but without a goal each one will not climb as high as his or her ability actually allows. What about you? Are you pursuing that deep-down desire of your life? Are you taking the steps necessary to reach the goal of your choice? If you will, then I truly will SEE YOU AT THE TOP! •••

FFA New Horizons is asking some of the country s top experts in motivation and personal development to share their ideas of how FFA members can achieve their dreams. This new series will cover topics such as handling peer pressure, strengthening your self-esteem and with this article, setting personal goals.

Premiering this series is motivational speaker and author Zig Ziglar, who has spoken at the national FFA convention three times, including the 1990 convention last November.

Happy Campers

(Continued from Page 14)

between Widrick and the three other ponds. The scenery is breathtaking, but the campers soon find that nature can have a rough edge to it.

The camp's leaders admit the sleeping cabins and other facilities are rustic, but their focus is on the people, not the accommodations. "We're not the Hilton," says assistant director Todd Lighthall, "but we're not here to *be* the Hilton."

The main goal of the camp is to build confidence, pride, self-esteem, responsibility and an appreciation for nature. It is also a chance for FFA members to interact with state officers who conduct leadership workshops.

The campers' days are filled with leadership classes, sporting events, nature workshops, swimming, and many other activities. The schedule can be challenging, especially when talk around the campfire lingers late into the evening. "You're too tired to go on," explains counselor Mary Alden, "but there's too much going on to sleep. There is a chance you would miss something."

Alden is one of the 20 dedicated college-aged counselors, mostly past state officers, who run the entire operation. She has been coming to camp for 11 years, first as a camper, now a counselor. Alden says that that camp plays a larger role than just being a place to meet friends and run around the woods. "For many kids with a troubled home life, camp is an emotional retreat where they feel loved." She says that about 80 percent of the campers return the next year.

Camping can be a foreign experience for many of the FFA members, especially those from New York City. Advisors say that a common question asked by students when they arrive is "where are all the sidewalks?" One group of campers from the city asked to be taken far away from camp to see the stars, in total darkness — something they had never witnessed before. It was to be one of many new experiences.

The other experience that is even harder to explain is what happens inside themselves. Counselor Alden says, "To survive in the city, you have to protect yourself — be on guard. You wind up building walls that don't come down easily. Camp restores your faith in human beings. It confirms your natural instincts."

Alden says that the success of camp is limited only by the camper's desire to get involved. "Camp is a lot like life. If you invest little, you get little. If you grab every opportunity with gusto, the rewards are endless. It is all in the individual's attitude." That is the real secret to the legendary "Oswegatchie Magic."

At camp, these FFA members are cut off from their safe, normal circle of friends and comfortable surroundings of home. It's like moving to a new town, only in this town, everybody is new — and that is what brings them together. They have all shared a common, frightful experience and have come out friends. In the end, they come to find out that the magic isn't in the lake or stars or the pines, but in themselves and in the people around them.

So You Want to Go to Camp?

Many state FFA associations operate summer camps for their members. Any FFA member interested in attending summer camp should ask their advisor for information. If there is no summer camp in your state, consider yourself invited to Camp Oswegatchie. Starting in July, the camp runs four to six one-week sessions, depending on demand. Cost for the camp is $100. For more information, write to: Camp Oswegatchie, c/o FFA New Horizons, P.O. Box 5632, Alexandria, VA, 22309-0160.

People-To-People Marketing

(Continued from Page 17)

You'll need to have regular hours of operation; allocate your time between labor and marketing; diversify your crops to meet the need for a year-round inventory; comply with building codes and local ordinances; and develop merchandising, advertising, promotional and customer-related skills.

In U-Pick, or Pick-Your-Own operations, the customer comes to the farm, does the harvesting, pays cash for the produce harvested, and transports it home. U-Pick operations are a natural to add to a roadside stand or other types of small-scale farming. By letting your customers do the picking, you lower harvest-labor, shipping, packaging and storage costs. The customer buys peak-of-freshness produce at low-cost, while enjoying a country outing.

Special challenges include a large parking area, potential damage to crops by inexperienced pickers, getting enough pickers to harvest the entire crop, and the need for increased accident and liability insurance.

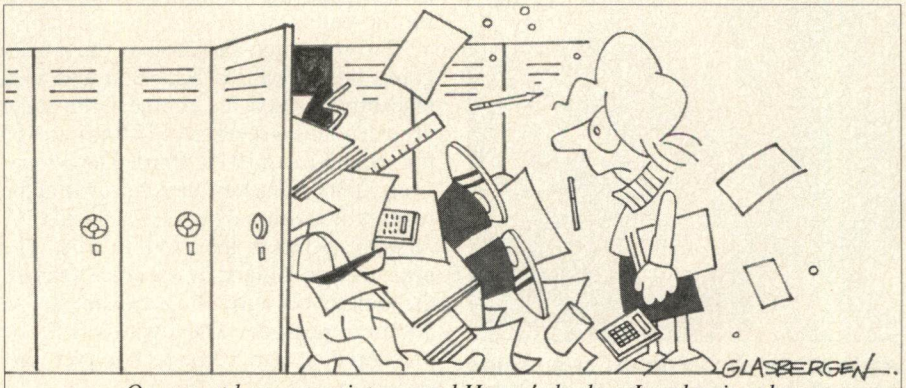
U-Pick requires top level field management, including customer check-in and check-out. Another challenge is matching volume of produce available for sale with the number of pickers.

Restaurants which feature regional specialties, vegetarian dishes or unique cuisine are good prospects for direct farm sales. Restaurants are willing to pay top dollar to get high-quality, specialty items to add to their menu.

Most restaurants have limited cooler space, however, and require daily delivery. Consider going in with your neighbors so you can offer a wide variety of produce, and set up a small delivery route with several restaurants in one trip.

Retail Outlets: Direct sales to grocery stores can succeed if the farmer has enough production on a regular basis to provide for the retailers' needs. Farmers must convince the retailer that they will be reliable in supplying quality produce over the harvest season.

If you only like to grow crops, indirect marketing is the way to go. If you like merchandising and dealing with people, however, such as with customers at a farmers market or chefs at a restaurant, or if you have family labor available to help with a farm stand or farmers market, you may prefer a more direct sales route. •••



One must be very quiet around Henry's locker. Loud noises have been known to start an avalanche.

FFA IN ACTION



Four agriscience students examine a project showing the path of water traveling through a community which emphasizes the importance of water quality.

Virginia

Agriscience Fair Attracts Fun Projects

What happens to a fern when watered with Pepsi? What happens when you *don't* eat junk food? These and other fun questions were answered by seventh and eighth grade agriscience students at Frederick County Middle School in Winchester, Virginia, during their second annual Agriscience Fair, December 7.



Agriscience teacher John Gryder helps seventh and eighth grade students understand how plants are affected when "watered" with different liquids.

The projects are the result of work and planning that started the second week of school when students were asked to come up with an idea for their agriscience project. A list of possible ideas compiled by instructors Tonja Cupp and John Gryder helped the budding agriscientists find an area of interest. Their next step for the students was to outline their idea, write up a report and then construct their project for the fair.

The top three projects in the eighth grade were awarded $25, $20 and $15, respectively, and the top seventh grade project winners received $20 for first, $15 for second and $10 for third. The winner from each grade goes on to compete at the federation (regional) level. The local FFA Alumni sponsors the cash awards. The projects were judged by a science teacher, the high school agriculture teacher and an Alumni member. The awards will be presented at the chapter banquet this spring.

The fair is the high point in an agriscience course that instructor Cupp says is designed to introduce agriscience to all middle school students. "Through this program, students become aware of, explore and apply science to agriculture, which helps them understand the nature of science and its application in the food and fiber system." Many of the projects are used as the students' first effort at a supervised agricultural experience program. Frederick County Middle School is one of the leaders in Virginia in developing a junior high agriscience program.

Other agriscience fair projects included; how plants grow (or don't grow) in the dark, what happens to plants when connected to batteries, water pollution, a model of water use in a community, overfertilization of plants, bees and beekeeping and various media (soils) of germination.

Texas

Barn Builders

The Columbus, Texas, FFA is in the planning stages of building a new show arena and remodeling the existing show barns at the FFA fairgrounds. Members have met with county fair officials, four 4-H clubs, FFA Alumni, school board members and several local businesses to get suggestions, labor and financial support.

Plans include expanding the existing show arena by adding a 40' x 60' barn, rebuilding all sheep and hog pens to include room for increased participation and to remodel existing restrooms and storage facilities.

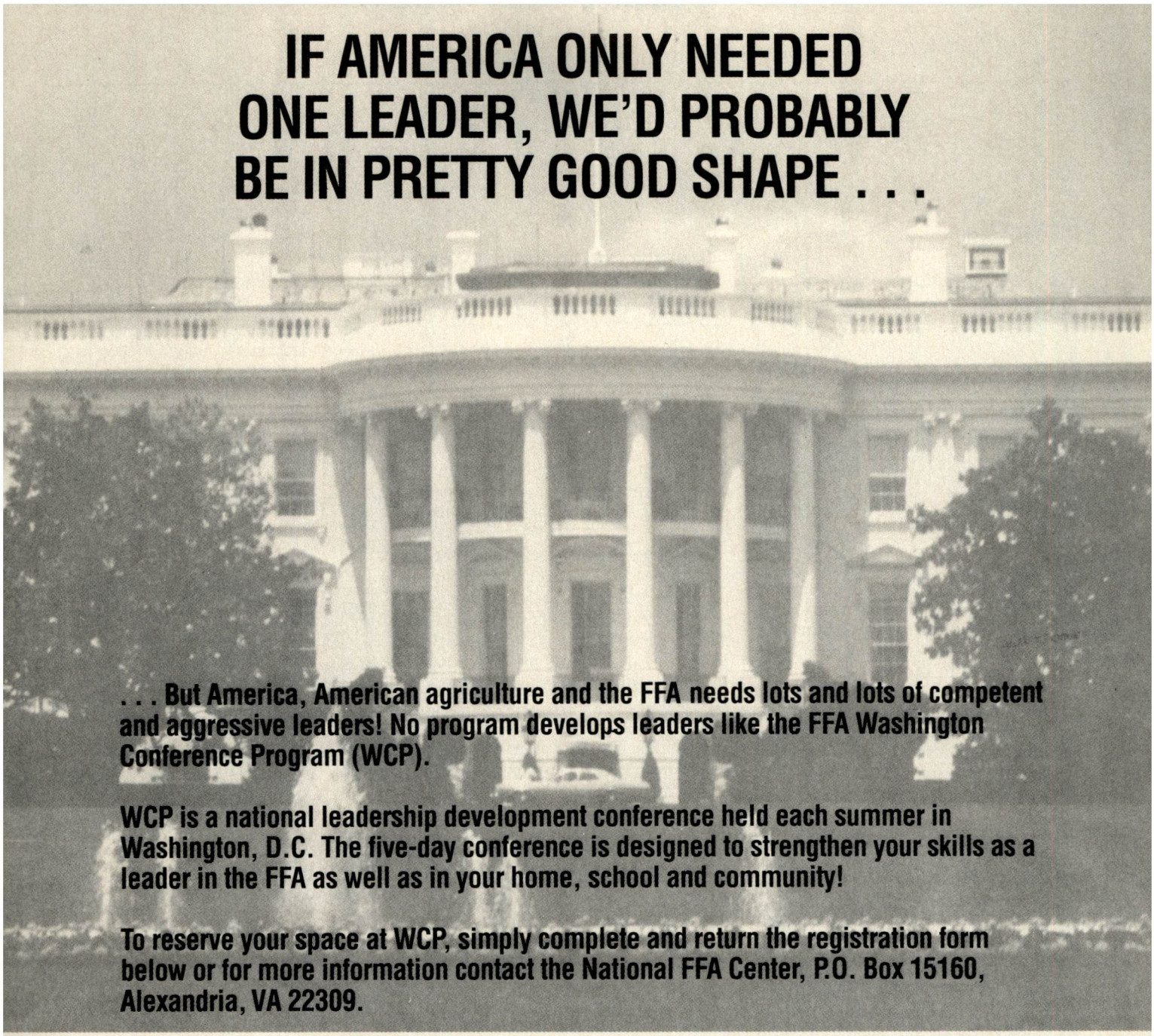
Ohio

Alumni Alliances

The Oak Harbor, Ohio, Chapter has a successful alumni relations program.

The alumni relations committee selects a number of activities which past Oak Harbor FFA members are invited to assist with or participate in with current members. These include helping with chapter activities, providing shop work for students, participating in chapter recreation, selecting seed varieties for the school farm, helping with the chapter award selection process, assisting with sales programs, helping train judging teams, attending the local banquet, attending FFA meetings and providing specialty guest lectures and/or field trips.

(Continued on Page 42)



IF AMERICA ONLY NEEDED ONE LEADER, WE'D PROBABLY BE IN PRETTY GOOD SHAPE . . .

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To reserve your space at WCP, simply complete and return the registration form below or for more information contact the National FFA Center, P.O. Box 15160, Alexandria, VA 22309.

1991 Washington Conference Program Registration Form

Please complete a separate form for each individual attending. Duplicate if necessary.

☐ Male
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Please indicate 1st, 2nd, and 3rd choices

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Exp. Date _____

Signature _____

☐ Check Enclosed — Made payable to National FFA Organization

FFA IN ACTION

(Continued from Page 40)

Virginia

Fair Demonstrators



Jason Pappas won the FFA horticulture demonstration contest at the Virginia State Fair. His topic was "How to Repot, Propagate and Braid an Ornamental Ficas." Contestants gave their presentations in the new horticulture pavilion. Contestants were from chapters throughout the state. Winners in various categories were eligible to go on to the National Junior Horticulture Association competition in Green Bay, Wisconsin, in October.



Joey Reinhardt, Virginia FFA state vice president, congratulated Jason who won first and Robbie Hazelwood who was second. Both are from Lee Davis FFA in Mechanicsville. Their advisor, Carl Mitchell, is in back.

Oklahoma

Rambo Regulars

Rambo is the Owasso, Oklahoma, High School mascot. He is actually an 11-year-old Ramboullett ram belonging to Mr. Robert Linder. Four Owasso FFA girls attended to Rambo during the football season and are known as Owasso Ram Rousters.

About six years ago a tradition was started at Owasso when FFA brought the mascot to all home football games, plus to the Homecoming parade, Christmas parade, and the new Drug Free Rally parade.

The Ram Rousters spend a couple of hours getting Rambo ready for the games and parades—wash, blow dry, card, shear and clip. (Keri La Borde)

New Jersey

Pace Setters For Fun

The New Jersey Chapter Officer Leadership Training conference prepares teams for their responsibilities as leaders of chapters as well as encourages them to have fun.

The state theme "New Jersey FFA - Setting the Pace" was a part of each action packed session. Emphasis was placed on positive attitudes, proper image, confidence, teamwork and leadership. Officer teams could compete in mini contests such as opening ceremonies contest during each session. Officers could practice their public speaking by giving pitches or invocations. Chapter officers also served on committees where teamwork and leadership came into play.

Weekend fun included a Halloween dance as well as Halloween Treasure Hunt. The weekend ended on a high note with the Camp Bernie Chapter Banquet. Members were given participation certificates and much deserved awards. Overall the conference was a great learning experience for members from 16 chapters. The conference was planned and conducted by the state officer team. (Sharon Duckworth, State Reporter)

Texas

Prize Winning Pets

Elementary school students were invited to enter their pets in the third annual FFA Pet Show organized and sponsored by the wildlife management class members in the Axtell, Texas, FFA Chapter.

Grand champion of the show was "Skittles" owned and shown by Russell Butler and the reserve grand champion was "Binky" owned and shown by Leonard Graham.

Show superintendent was Bobby Bardin. Mike Voss was the clown and Kris Hollingsworth was announcer. Robert Mathis did the classifying and Melissa Montie was secretary. A concession stand was organized by Danny Skains, Frankie Farley and Lanning Hysaw.

Kentucky

House On Wheels

The Logan County, Kentucky, FFA Chapter helped promote FFA as part of the annual Logan County Tobacco Festival. The officers each drove a tractor in the parade sponsored by local tractor dealerships; and committee chairman and junior officers road in the back of one of the members' pickups.

After the parade Dan Costellow, Eddie Givens, Brent Hallman, Gary Jenkins and Brian Sitz participated in the outhouse race. Not only did they have to push the outhouse down the 50-yard straight stretch of pavement, but halfway through the race the rider had to get out of the outhouse to find a specific page from a Sears catalog and take it with him to the finish line. (Dan Costellow, President)



"Home Movers" were, left to right, Brent Hallman, Brian Sitz, Gary Jenkins, Dan Costellow and Eddie Givens.

Illinois

Chicago White Sox Get Crabapples

In July, 110 FFA members from the Chicago Ag Science Chapter planted over 100 flowering crabapples alongside the old and new Comiskey Park, home of the Chicago White Sox baseball team.

Mayor Richard M. Daley spoke to the students, planted trees and even had time to take pictures and speak with them.

The event appeared on Chicago's four major television news broadcasts. This is one of the many projects that the Chicago Ag Science Chapter participates in to help make America green. (Latecia Williams, Reporter)

(Continued on Page 44)

MARKETPLACE

1991 CLOSING DATES FOR MAIL ORDER ADVERTISING

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April/May
February 20

June/July
April 20

August/September
June 20

October/November
August 20

December/January
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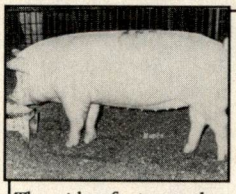
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FFA IN ACTION

(Continued from Page 42)

New Hampshire

Life For the Cemetaries

Members of the Coe-Brown Northwood Academy FFA in New Hampshire are helping clean up and restore area cemeteries that have been abandoned.

The project came to light when local residents expressed concern for the disrepair or neglect in a number of small, out-of-the-way burial grounds.

The FFA identified this as a project to help members use skills learned in agriculture classes. It also ties in the curriculum of other departments because members are planning projects for use in their English, computer and history classes.

For its initial on-site project the chapter chose a small, pre-Civil War cemetery located behind Nottingham's New North Cemetery. The first team of chapter members who conducted a site evaluation identified the location of five tombs surrounded by a fence of granite posts and iron rod rails. Brush and trees were badly overgrown and leaves and debris on the surface were over a foot thick.

After meeting Nottingham Cemetery Superintendent Webb White at the graveyard, the evaluation team decided to remove the brush and debris, repair the fence and to search for indications of other graves. Because of the delicate nature of old headstones and their markings, the FFA opted not to do any cleaning or repair of actual stones until they can receive training and advice from an expert.

On November 2, seven members in the landscape management class equipped with trucks, chain saws and a variety of hand tools began work at the Nottingham site. The trees and brush removed from the site accounted for five truck loads that were hauled to the town dump. Approximately four truck loads of leaves were also removed and placed in refuse piles at the cemetery side. Several containers of old cans, bottles, discarded plastic floral displays and plant pots were also removed.

After the leaves and debris were gone they found evidence of as many as seven other possible grave sites including two apparent children's graves marked by plain field stones placed at the head and foot of the graves. Members used probes they made to gently search for evidence of markers buried further down beneath the accumulated humus of the cemetery's surface. Two markers were discovered in this manner.

Current plans call for FFA to return in the spring to attend to the actual stones and to replace or repair the iron fence rails. Research will also be carried out to find out any information possible about who was buried at the site.

Washington

Green Production Crew



In recent years the wreath making project of the Walla Walla, Washington, FFA has grown into quite a production. Members gather the greens and set up an assembly line to produce holiday wreaths members sell in their community. This year they made 148 wreaths. (Mike Martin, Advisor)

Arizona

Team Training

While most high school students were out of school on Saturday, October 27, Antelope, Cibola, Kofa and Yuma, Arizona, Chapters began a day of leadership training. The session lasted from 1:00 p.m. to 10:30 p.m. and consisted of six leadership training sessions, dinner and a dance for the 120 members.

The first workshop was presented by state FFA president Clint McCall, state FFA secretary Cheryl Faulkner and state FFA vice president Shanna Hammock. They spoke on the importance of communicating and trusting one another. Members were asked to trust another member to hammer a nail into a board while they held it.

Communication was demonstrated when one member had to give directions on making a peanut butter and jelly sandwich while Cheryl did exactly what she was told to do.

Developing self-esteem was the message in the skit conducted by the Antelope chapter officers.

Stress and how to handle it is a concern of every high school student today. This was the topic for the workshop put on by Kofa members. The Kofa officers offered a stress rock to squeeze at any time when confronting stress. They also provided telephone numbers to contact.

Dressing to impress and using proper etiquette were discussed by the district officers in their workshop. The workshop opened with the "FFA Love Connection." Shanna Hammock was the hostess for the show, while Holly Sharp was the participant. They video taped dinners with each of Holly's dates. The first "date" took her to a pancake restaurant while he was nervous and scared to speak with Holly. Her second date consisted of a fast food restaurant followed by a football game. He was crude, rude and obnoxious as well as drinking. The guy made a smashing hit with Holly on her third date by having a quiet evening at the Hungry Hunter. As the "show" came to an end, Holly reported on how she got first impressions from each contestant.

Learning to converse with a stranger in hopes of becoming better friends was the theme for the Cibola Chapter workshop.

The final workshop by the Yuma Chapter was about trust and cooperating with others. One activity they used was falling backwards and having a friend catch you, then falling backwards and having a stranger catch you. Cooperation took on a whole new meaning as members were given group projects to preform.

Dinner and dance that night was a great success. There was also a pumpkin carving contest. Everyone walked away with a new friend and a fresh look on life.

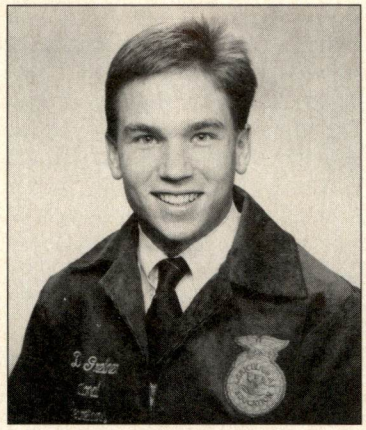


"Illegal parking."

FFA

MY TURN

Danny Grellner



Danny Grellner

Over Christmas break I was sitting in front of the television and came across a fascinating program. (No, it wasn't my traditional Frosty the Snowman or my absolute favorite starring Rudolph the Rednose Reindeer in search for a home for misfit toys!) It was a documentary special which showed how far we had come in our space program. One of the primary focuses of the program dealt with the Apollo missions to the moon. I have always been fascinated with space and space travel, but this documentary suddenly became very real and important to me. It wasn't because it reminded me of Total Recall of The Return of the Jedi. It made me think about our organization and what had taken place during the "meeting of the minds" at national convention in November.

During one Apollo voyage, an astronaut looked down from the moon to the Earth. As he gazed in awe of the Earth's brilliance he began speaking of its magnificence and beauty. He talked of the purity and wholeness that the Earth possessed, how its waters blended with the land. The clouds shared the sky with the clear blue and there were no signs of division — no signs of sectionalism. No signs of war or strife or aggression. Just a simple peace and tranquility. At that time, he proclaimed, "My, wouldn't it be wonderful if the world was as peaceful and perfect as it appears."

I am excited to say that we FFA members have torn down the walls of sectionalism. We have broken the chains of selfishness.

I was never more impressed with any group as I was with our convention delegates from every state as they tackled the issue of equity in the Fixed 475 amendment. ("All Together Now," December-January, 1990-91). You have set the example for all to follow with your maturity and professional approach in dealing with the most emotional issue of our organization's history!

We have truly become a united organization.

Now, because of our sacrifice and open-mindedness, we have truly become a united organization. We have positioned ourselves to move forward and make progress as an organization. I applaud each of you for your commitment to excellence for you realized that in unity there is strength.

What a lesson for the world to learn! In the midst of operation Desert Shield and the crisis in the Middle East, wouldn't it be wonderful if Saddam Hussein and the rest of the world's leaders together could follow the example that we have made and give a little to save a lot?

As we celebrate National FFA Week, let us remember the example of Washington and Lincoln. Both had a vision for a better, united nation. May we also intensely pursue that dream with bold visions of our own built solidly on loyalty, integrity, and a commitment to excellence! As John F. Kennedy said, "One person can make a difference. Every person should try." You can make it happen!

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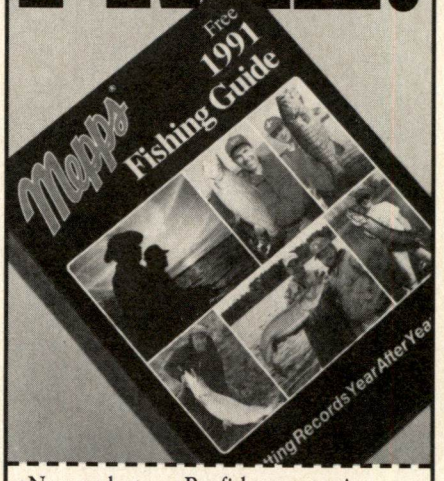
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JOKE PAGE

Teacher: "*Students, if I lay two eggs here and three over there, how many will there be all together?*"
Voice from the back of the room: "*Personally, I don't think you can lay any eggs.*"

Tony Hotfil
Milton, Kentucky



"Now, will the mighty king of the jungle get his eyes examined?"

Chris: "*Did you hear about the guy who went to college and made a million dollars off a box of Cherrios?*"
Bryan: "*No, how did he do it?*"
Chris: "*He sold them for donut seeds.*"

Richard Mitchell
Corsicana, Texas

Patient: "*Dentist, do you do gum work?*"
Dentist: "*Sure.*"
Patient: "*Good. Can you get this gum off my shoe?*"

Sarah Gray
Stanley, Virginia

Teacher: "*Where did King John sign the Magna Carta?*"
Student: "*At the bottom.*"

Janet Thomas
Stonewall, Mississippi

Q. Why was the skeleton so lonely at the dance?
A. He had no body to dance with!

Dan Andrews
Wauneta, Nebraska

A man joined the monastary where he took a vow of silence. Every ten years he was permitted to speak two words.

The first ten years went by and when asked if he had anything to say he nodded. He was told to speak his piece. "*Bed hard*"

Another ten years went by and he was asked if he had anything to say. He nodded and said,"*Food cold.*"

The next ten years went by and he was asked again. He answered, "*I quit.*"

He was told, "*I don't blame you, you've been complaining the whole time.*"

Chris Irons
Jamesville, Virginia

Q: Why did the Greenhands run out of ice cubes?
A: The one with the recipe left early.

Sheri Hayes
Newark, Ohio

This summer my five-year-old cousin, Myra, and her six-year-old best friend, Crystal, staged a wedding ceremony in our living room. Myra, playing the priest, was marrying Crystal to an invisible groom.

"*Crystal,*" Myra said solemnly, "*Do you take this man for your awfully wedded husband?*"

Crystal replied, "*I do.*"

Myra then informed her, "*I now unite you in holy macaroni.*"

Kristy Pitts
Guage, Kentucky

Ricky: "*Did you hear about the ship that carried a cargo of yo-yos?*"
Joey: "*No. What happened?*"
Ricky: "*It sank 1,001 times.*"

Nancy J. Mendoza
Brackettville, Texas

Charlie, the Greenhand



"I'd like to order a king-sized pepperoni pizza."

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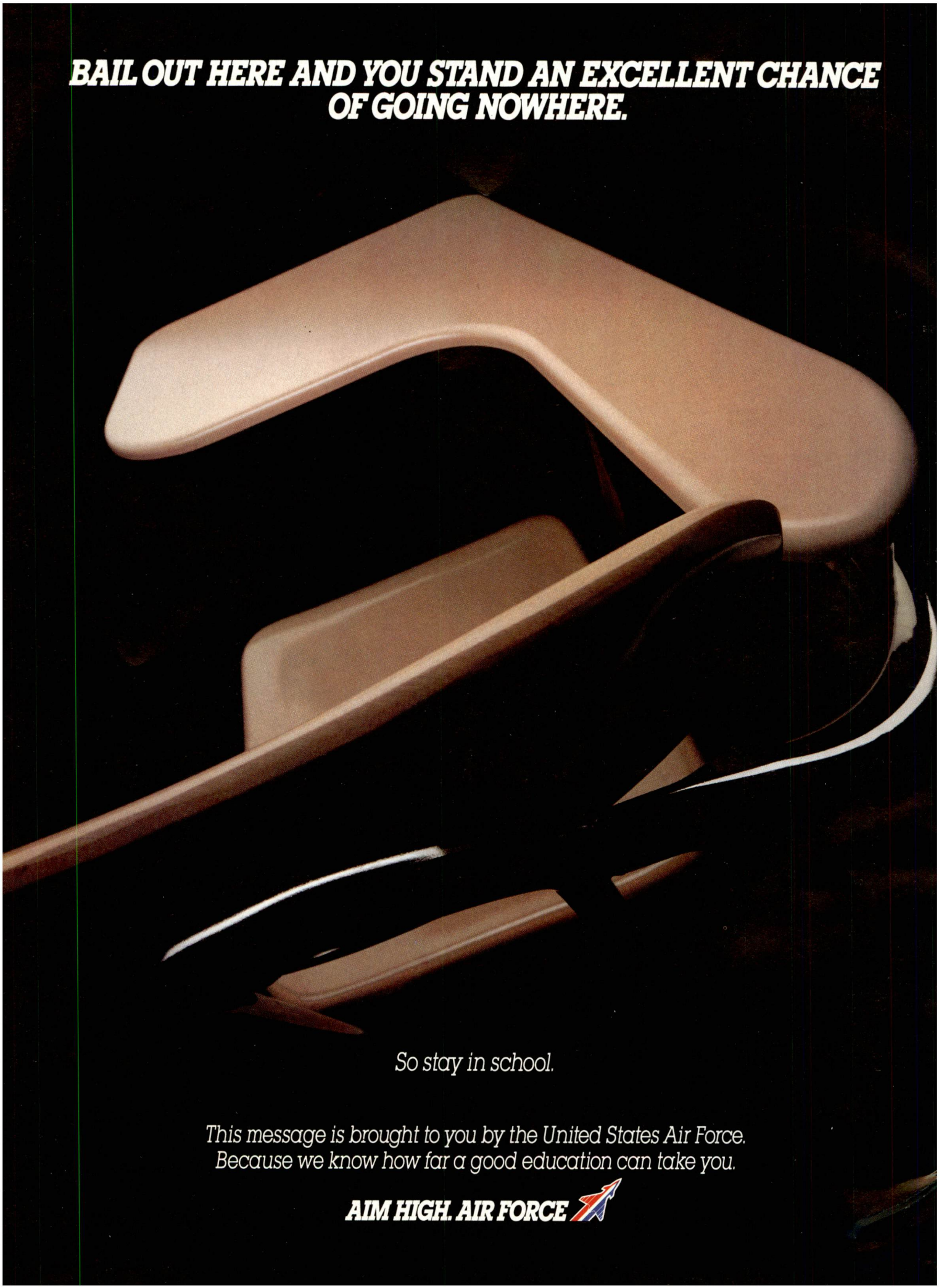
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