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FFA and Agricultural Education

an overview
for

President George Bush

November 1, 1991
National FFA Organization
5632 Mount Vernon Memorial Highway
Alexandria, VA 22309

The National FFA Organization

FFA is a national organization of students preparing for more than 200 careers in agriscience, agrimarketing, agribusiness and production agriculture through the development of occupational and interpersonal skills taught in agricultural education. The U. S. Department of Agriculture projected an 11% shortage of qualified workers in agricultural occupations for 1991, making agriculture a wise career choice.

FFA chapters are established in public schools where they are an integral part of the agricultural education program. The FFA was organized nationally in 1928 by students of vocational agriculture. In 1950, Congress granted the FFA a federal charter, making the FFA unique among vocational student organizations. Today, there are 382,748 active members in 7,744 chapters in the 50 states, the District of Columbia, Puerto Rico, Guam, the Marshall Islands, Micronesia, Marinara Islands and the Virgin Islands. There are 11,200 agriculture instructors.

The official FFA motto briefly defines the agricultural education program:

Learning to do,
Doing to learn;
Earning to live,
Living to serve.

In *Learning to do,* FFA members study scientific and practical agricultural methods to prepare themselves for careers in agriculture.
In *Doing to learn,* members gain practical, hands-on experience through participation in award programs, contests and supervised experience programs.
In *Earning to live,* students manage their own agricultural enterprises and are responsible for the programs's financial gains and/or losses.
In *Living to serve,* members develop qualities of competent leadership and responsible citizenship and use those qualities to improve their school and community.

The Agricultural Education/FFA Program

The agricultural education/FFA program has three principal components: 1) agricultural education is a two to six year course of study for students preparing for careers in agriculture; 2) the Supervised Agricultural Experience (SAE) program is an enterprise or employment activity conducted over several years by each student that allows for the application of skills and competencies acquired in the classroom; and 3) FFA provides recognition and awards to encourage further career growth, as well as incentive for the instructor to teach leadership, personal development and human relations skills.

Agriculture students may study subjects related to agricultural production, processing, supply and service, mechanics, horticulture, forestry and natural resources. In addition, they receive training and exposure in such areas as marketing, communications, international trade, bio-technology, engineering, computer applications, safety, economics, legislative process, commodity trading and community development.

The SAE incorporates lessons taught in the classroom with the student's occupational objective. Members usually start with small programs during their first year and then increase the scope of their program as they continue to advance in their agriculture classes. The FFA advisor visits the site of each student's SAE program several times annually to supervise and assist with the program. Ideally, members should develop a program over the years that will serve as their career foundation upon graduation.

SAE programs are as diverse as the agricultural career field. While many members are involved in traditional production agriculture areas, such as beef, dairy, crop, or swine production, a large percentage of members are involved in a wide variety of activities, including forestry; mechanics; agricultural sales and service; aquaculture; and horticulture.

The FFA Program

The primary aim of FFA is the development of agricultural leadership, cooperation and citizenship. Through participation in a broad range of FFA activities, young men and women ranging in age from 12-21, pursue their career interests in agriculture, learn how to speak in public, conduct and take part in meetings, handle personal and group finances, develop pride and self-confidence, find solutions to their individual problems and assume civic responsibility.

The FFA emblem consists of five symbolic elements. The owl represents wisdom and knowledge. The plow symbolizes labor and tillage of the soil. The rising sun indicates the new day that is continually dawning over American agriculture and the ever-changing face of the industry. As corn is grown in all 50 states, the cross-section of the ear of corn symbolizes the members' common agricultural interest. An American bald eagle rides the crest of the emblem and represents the national scope of the organization.

FFA Contests and Award Incentives

Among the most successful instructional tools for agricultural education are the contest and award programs offered through the FFA. There are fourteen national contests operated by FFA in areas ranging from agricultural mechanics to farm business management and extemporaneous public speaking. These contests encourage students to refine their skills beyond what they learn in the classroom. Twenty-nine agricultural proficiency awards provide recognition to students who

develop superior agricultural experience programs. Entrepreneurism, sound financial management, strong leadership activities and a proven ability to translate classroom theory into real-life applications characterize the thousands of FFA members who compete for proficiency awards.

In addition, FFA provides award and recognition programs that are responding to the impact of modern technology. The Computers in Agriculture award program gives students incentives to study computer technology and its application to agriculture. The Agriscience award program recognizes teachers and students who incorporate innovative scientific instruction or achievements in their agriculture programs and studies.

Personal Development

FFA is among the premier leadership development organizations for young people in public schools today. Many students enroll in agriculture and join FFA specifically for the leadership experience. The combining of classroom instruction, leadership opportunities in FFA, the unique closeness of the relationship between student and advisor, and real-world outlets for testing skills and abilities allow FFA members to grow in ways that are unique to the organization.

The agricultural education/FFA program emphasizes such fundamentals as problem-solving, analytical thinking, cooperative effort, self-reliance, goal setting and a strong work ethic. Through activities including public speaking, parliamentary procedure and community development, FFA members incorporate these fundamentals into their personal and civic lives.

FFA members study career opportunities in agriculture. The agricultural education curriculum touches on a large variety of career choices over the broad spectrum of agriscience, agribusiness, and production agriculture. Members study agricultural economics, marketing, soil conservation and improvement, and learn how to keep accurate, complete financial records.

By participating in chapter meetings, FFA members learn to follow parliamentary procedure, speak in public, and cooperate with their fellow students in programs to improve themselves and their communities. The organization recommends chapters meet at least once a month.

Degrees

FFA members are awarded a series of degrees for their achievements in agricultural projects, community service, cooperation, leadership, and scholarship. When students join the FFA their first year, they work toward the *Greenhand FFA Degree.* Once attained, the member is awarded a small bronze pin bearing the FFA emblem.

During the second year, members work toward the *Chapter FFA Degree.* One must demonstrate an ability to use parliamentary procedure effectively, progress toward achieving an agricultural proficiency award on the local level, and have earned and productively reinvested at least $50 in his/her SAE program before qualifying for the silver pin representing the Chapter FFA degree.

The third degree, *State FFA,* is much harder to attain and is awarded to no more than three percent of the membership annually. State associations award this degree and set up a list of specific qualifications. Among that list must be the following items which are contained within the national constitution: earn and productively reinvest at least $500 from the SAE program, demonstrate leadership ability through holding chapter offices, participate in public speaking activities and demonstrate proficiency in using parliamentary procedure.

The coveted *American FFA Degree* is the organization's highest rank. In order to attain this degree, members must be nominated by their state association and meet the qualifications set forth in the national constitution. States may nominate all candidates who meet the constitutional qualifications to receive the gold key of the American FFA Degree. The degree is awarded annually at the national FFA convention.

FFA also presents honorary degrees to individuals who perform exceptional services for the organization. These individuals receive *Honorary Chapter FFA Degree, Honorary State FFA* or *Honorary American FFA Degrees* and pins.

Organization

Local FFA Chapters - Local chapters are an integral part of agriculture departments in public schools. Chapters elect their own officers, choose committees and hold regular business meetings. Chapter officers usually serve as delegates to the state convention. The agriculture teacher serves as the FFA advisor.

State Associations - Individual state associations aid local chapters. Since FFA is an integral part of agricultural education, the state agricultural education supervisor serves as the state FFA advisor. State associations elect officers at the annual state convention. The state officers usually serve as delegates to the annual national convention held in Kansas City, Missouri. State officers are generally high school graduates and, depending on the state, may spend a sizable portion of their year in office on the road representing FFA.

National Organization - Delegates to the national convention elect a slate of national officers each year. The slate, made up of a president, a secretary, and four regional vice presidents, is selected by a nominating committee and voted on by the delegate body. The FFA also has a nine-member adult board of directors made up of five members from the Office of Vocational and Adult Education, U. S. Department of Education and four state supervisors of agricultural education. State supervisors

hold regional conferences and choose their four board members, one of which must be a teacher.

The board of directors and the national officers meet three times annually to conduct business. The board of directors has final authority, but in most cases accepts the national officer team's recommendations. The two groups may refer policy questions to the national convention delegates.

The national FFA advisor is the Coordinator of Agricultural and Rural Education in the U. S. Department of Education. A member of the advisor's staff serves as national FFA executive secretary. The state boards for vocational education and the local agriculture departments work together to deliver FFA programs. Part of the funding for the National FFA Organization comes from annual dues paid by each member. Members pay $3.50 annually in national dues. The organization is headquartered at the National FFA Center, P.O. Box 15160, Alexandria, VA 22309-0160.

Foundation - FFA is able to offer a wide variety of awards and programs due to the active support of the National FFA Foundation, Inc. The Foundation, a non-profit organization formed in 1944, raises funds to support FFA projects by soliciting donations from individuals and organizations. The Foundation sponsors 29 proficiency awards in such areas as agricultural mechanics, processing, sales and service, horticulture, home improvement, forestry and production agriculture. The Foundation also provides funding for all degree programs, scholarships, agriscience, public speaking, parliamentary procedure and judging contests, as well as the safety, BOAC and chapter award programs. In addition, the Foundation sponsors Project Pals, a mentoring program in the FFA. Last year, the Foundation provided more than $4.2 million for the FFA.

History

In 1917, Congress passed the Smith-Hughes Act, which empowered the government to establish a national program of vocational education. At first, the Federal Board for Vocational Education administered the Smith-Hughes Act. Later, the Department of Health, Education and Welfare took over management of the program. In 1980, it was transferred to the newly created Department of Education.

In the early 1920's, vocational agriculture students formed clubs in many communities throughout the country. In some states the local clubs joined together in state-wide associations. One of these state associations, the Future Farmers of Virginia, formed in 1926, became the model for the Future Farmers of America. In 1928, thirty-three vocational agriculture students, their advisors, state leaders in agricultural education and representatives of the Agricultural Education Service of the Federal Board for Vocational Education met for a historic session at the Baltimore Hotel in Kansas City, Missouri. During that meeting, the FFA

organization was launched. Congress granted FFA a federal charter in 1950, making it an integral part of public education in agriculture.

In 1948, the FFA began its first international program with a student exchange to the United Kingdom. Today, the FFA operates several international exchange programs, the largest of which is Work Experience Abroad (WEA). Members can gain work experience on farms and in agribusinesses in Australia, New Zealand, Europe, Asia, South America and Africa. Members can also host students from other countries. Two new programs were formed in 1987 in cooperation with the U.S. Information Agency. World Agri-Science Studies (WASS) provides high school students a chance to study for a year overseas, and Congress-Bundestag provides a full year's scholarship to 15 FFA members to travel to Germany to attend school and work with host farm families.

In 1988, convention delegates passed 18 constitutional amendments. The amendments included changing the name of the organization from "Future Farmers of America" to "The National FFA Organization," and replacing the term "vocational agriculture" with "agricultural education" within the constitution and all corresponding program terminology. The constitutional amendments reflect changes which have been made in the organization's programs in response to the evolving needs of the members over the past decade.

FFA maintains a service that sells FFA jackets, plaques, jewelry and other items bearing the emblem. The organization publishes an *Official FFA Calendar* and *FFA New Horizons* magazine. The magazine is sent to members every other month as part of their annual dues.

Current Issues and Trends

1. Public Misconceptions

There are several public misconceptions affecting FFA and agricultural education:

a. *Agricultural education is only for students who can't or don't go on to college.* In fact, a large number of FFA members continue their agricultural education in colleges, universities and technical schools. Evidence suggests that FFA members are better prepared for university studies because they tend to have more clearly defined goals and they have established good work and study habits. FFA members are likely to be very active in university life because of their leadership experiences and their achievement orientation.

b. *Agriculture is synonymous with farming.* Because many people still think of agriculture only as a production activity related to plants and animals, they don't see the career opportunities in the broader industry which depends on production agriculture. One out of five Americans works in

some activity related to agriculture in such areas as distribution, marketing, communications, research, food technology, sales and service, management, and natural resources. Just as the agricultural industry is diverse, the FFA and agricultural education programs are equally broad and representative of the career opportunities that exist today.

c. *Agriculture (farming) is a declining career field.* As long as the media focus attention on the troubled sectors of the agricultural economy, many students and parents will discount the FFA and agricultural education programs as representing a declining career field. Actually, studies indicate that among the myriad of career fields represented in agriculture, many will be in critical need of trained workers now and in the coming years. Excellent opportunities exist today for young people in agriculture.

2. Enrollment and Membership

Enrollment in agricultural education and membership in FFA have declined since 1977. Factors which are affecting enrollment include declining high numbers of high school students, increased graduation requirements for high school, thus allowing less time for non-core curriculum; declining rural/farm population; and negative public perceptions of the farm economy.

3. Program Orientation

The FFA/agricultural education program has undergone considerable change in the last 20 years. Just as the traditional perceptions of agriculture have been expanded to include the broad range of agribusiness and agriscience components, so, too, has the FFA program evolved to reflect the contemporary industry. Young people in FFA today are excited about the prospects for all agricultural careers and are looking for opportunities in marketing, management, production, engineering, research, communications, law, government, and a host of other areas. *It is a mistake to address the organization as a collection of "farmers."*

4. Image

FFA currently faces an image problem. The previous name of the organization, "Future Farmers of America," lends itself to immediate stereotyping by the public. Much of what is visible of the organization may tend to support that view. As a result, FFA faces a continuing battle to redefine itself against narrow perceptions of "agriculture," "vocational," and "farmers." The name "FFA" is now used instead of "Future Farmers of America." We refer to "FFA members," or "members of the National FFA Organization" rather than "future farmers." The national organization is currently undergoing a structure change in operations to meet the needs of the different FFA customers, such as students, teachers and partners who are sponsors, guidance counselors, parents, etc. *The mission of the national organization is to make a positive difference in the lives of young people.*

5. Growth

Even in the midst of narrow public perceptions of agriculture and FFA, much growth has been experienced by those agricultural education programs serving an increasingly urban and suburban student base. Those programs are providing instruction in agribusiness, agriscience, horticulture, landscaping, computer management, and agricultural technologies. Fewer FFA members are coming from the farm. FFA members also tend to have higher personal incomes than most students as a result of their agricultural experience programs, and therefore make substantial investments in their future at an earlier age.

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Buzz Words

Agriscience—a broad term encompassing the various science disciplines that are applied in today's agriculture.

Agribusiness—a broad term covering the management of business enterprises in agriculture. Grain elevator management, agricultural consulting firms, equipment dealerships and other agricultural service areas are included under this umbrella.

Agrimarketing—a term used when referring to the marketing of agricultural products. Grain dealerships, livestock brokerages, futures market consulting businesses and market information exchange networks all play a part in agrimarketing.

Aquaculture—refers to the production of plant and animal materials in an underwater environment.

Biotechnology—a broad term covering technology that is applied to the biological sciences. Includes bioengineering and biotechnology.

Bioengineering—the use of scientific methods to design specific plants and animals according to traits desired.

Biogenetics—the use of scientific methods to create plants and animals according to traits desired. Biogenetics is applied bioengineering. The most common biogenetic practices in use today are artificial insemination and embryo transplanting in animals and hybrid varieties of plants.

Acronyms

FFA—formerly Future Farmers of America, changed in 1988 to National FFA Organization
NPASO—National Postsecondary Agricultural Student Organization
NYFEA—National Young Farmer Educational Association
NVATA—National Vocational Agricultural Teachers' Association
AVA—American Vocational Association
ATA—Alpha Tau Alpha, agricultural education teachers honorary association
NCAE—The Council, National Council for Agricultural Education
USDA—United States Department of Agriculture
USDE—United States Department of Education
MFE—Made for Excellence
WCP—Washington Conference Program
WEA—Work Experience Abroad
WASS—World AgriScience Studies

National FFA Organization

National FFA Center
5632 Mt. Vernon Memorial Highway
P.O. Box 15160
Alexandria, VA 22309-0160

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FAX: 703/360-5524
Telex: 89 9121 / StarGram: FF100A

A National Student Organization
Chartered by Congress as an
Integral Part of Instruction in
Agricultural Education

November 1, 1991

Mr. Robert Simon
Office of Research
Room 111 1/2
Old Executive Office Building
17th & Pennsylvania Avenue
Washington, DC 20500

Dear Bob:

Enclosed are some items to assist in the preparation of the president's remarks to the 64th National FFA Convention, November 13, 1991, in Kansas City, Missouri. I would point out the following items:

- Background Information - a list of specific speaking points which could be considered for the address
- Speaker's Briefing Packet - information about the FFA
- 4 issues of *FFA New Horizons* magazine with marked articles relating to the president
- *Convention Proceedings* for the 63rd National FFA Convention - gives an overview of the FFA convention and its activities

Contact numbers for me are:

At FFA:
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
FAX 816-871-3530

Other items are included for further reference. Please let me know if we may assist in any other way.

Sincerely,

William F. Stagg
Director/Team Leader
Communications Resources

CC: Bernie Staller
Kip Godwin

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FACTS FFA & AGRICULTURAL EDUCATION

FFA FOR AGRICULTURE STUDENTS

The FFA is a national organization of agriculture students preparing for careers in agricultural marketing, processing, communications, education, horticulture, production, natural resources, forestry and agribusiness. FFA chapters are established in public schools where they are an integral, intracurricular part of instruction in agriculture under provisions of the National Vocational Education Acts.

ORGANIZED IN 1928

The FFA was organized nationally in 1928 in Kansas City by vocational agriculture students who had formed local and state organizations, some dating back to 1917. In 1950, Congress granted the FFA a Federal Charter. Today, there are 7,744 chapters in 50 states as well as Puerto Rico, the District of Columbia, the Virgin Islands, Kosrae, Yap, Guam, Majuro and Rota. Active membership is 382,748.

THREE COMPONENT PROGRAM

The agricultural education/FFA program has three components that provide a well-rounded, practical approach to learning. First, all FFA members are enrolled in agriculture courses in which they study topics such as plant and animal sciences, horticulture, forestry and agrimarketing. Students then apply the knowledge and skills learned in the classroom to a Supervised Agricultural Experience (SAE) program at home or a part-time workplace. FFA, the third component, provides opportunities on the local, state and national levels for students to improve their leadership abilities and test their agricultural skills. Scholarships, travel and awards provide incentives for students to excel.

FFA DEVELOPS AGRICULTURAL LEADERS

The FFA's primary purposes are the development of agricultural leadership, cooperation and citizenship. Through participation in FFA activities, young men and women, ages 12-21, interested in all aspects of the agricultural industry, learn how to speak in public, conduct and take part in meetings, handle financial matters, solve their own problems and assume civic responsibility.

INCENTIVES TO EXCEL

FFA members elect their own officers and plan and carry out activities with supervision from their agriculture instructors who serve as chapter advisors. FFA judging contests, public speaking contests and incentive awards programs for chapters and individual members complement the classroom instruction and challenge students to excel.

ELECTRONIC CLASSROOM

The FFA developed the Ag Ed Network for use in agriculture departments. The network, an electronic information database, is accessible by any classroom computer and provides instructors with up-to-date agricultural education news, lesson enhancement modules and a variety of other up-to-the-minute information to make learning exciting and current for each student. FFA news and information are included on the system.

DEGREES OF MEMBERSHIP

Degrees of membership are awarded on the basis of individual achievement in the organization. Each member begins as a Greenhand and progresses to the Chapter FFA Degree in the local chapter. The State FFA Degree is presented by the state FFA association and the American FFA Degree is awarded by the National FFA Organization.

HEADQUARTERS

The National FFA Organization has its offices near Alexandria, Virginia. The organization is comprised of nine teams dedicated to serving FFA's customers—students, teachers, sponsors and partners, which includes parents, principals, and guidance counselors. The national organization publishes *FFA New Horizons* magazine for members. Other organizations related to agricultural education are also housed at the National FFA Center—the National FFA Alumni Association, the National Council for Agricultural Education, the National Postsecondary Agricultural Student Organization (PAS), and the National Young Farmer Educational Association (NYFEA).

FFA FOUNDATION IN WISCONSIN

The National FFA Foundation, Inc., supports the agricultural education/FFA program by providing incentive awards to FFA members and chapters. Foundation funds are donated by business, industry, organizations and individuals to recognize FFA achievements and support activities at local, state and national levels. The Foundation's address is: Box 5117, 310 North Midvale Boulevard, Madison, WI 53705-0117. Telephone: 608-238-4222, FAX: 608-238-6350.

FFA ALUMNI ASSOCIATION

The National FFA Alumni Association was founded in 1971 to give the more than 3 million former FFA members an opportunity to continue their support of the FFA organization. FFA alumni organizations at the local, state and national levels are making substantial contributions to assist in the continued growth and development of active FFA programs for youth preparing for careers in agriculture. The National FFA Alumni Association has approximately 1,200 affiliates and 26,000 alumni members nationwide.

FFA MOTTO

Learning to Do; Doing to Learn; Earning to Live; Living to Serve.

FFA
Leadership for a growing planet

NEWS RELEASE

64th National FFA Convention
November 14-16, 1991
Kansas City, MO

1991 National FFA Convention Highlights

Wednesday, November 13

8:00 a.m.-5:00 p.m.	FFA Supply Booth—H. Roe Bartle
9:00 a.m.-Noon	Agriscience Teacher of the Year Judging—Allis Plaza
10:00 a.m.-1:00 p.m.	Delegate Business Session I
10:30 a.m. -12:30 p.m.	Computers In Agriculture Award Program Judging—Allis Plaza
10:45 a.m.-4:15 p.m.	FFA Alumni Convention—H. Roe Bartle
11:30 a.m.-12:30 p.m.	Career Show Exhibitors' Luncheon—H. Roe Bartle
1:00 p.m.-5:00 p.m.	National Agricultural Career Show—H. Roe Bartle
2:00 p.m.-3:30 p.m.	Special Session One—Municipal Auditorium —Keynote Speaker, President George Bush —Special Guest Appearance, Miss America 1992, Carolyn Suzanne Sapp
2:00 p.m.-5:00 p.m.	Agriscience Student Recognition Program Judging—H. Roe Bartle-Agricultural Career Show
4:45 p.m.	FFA Alumni Banquet—H. Roe Bartle
6:00 p.m.	FFA Alumni Auction—H. Roe Bartle (open to public)
8:00 p.m.-9:00 p.m.	Reflections—Municipal Auditorium

Thursday, November 14

7:00 a.m.	Livestock Contest—American Royal/KC Stockyards
7:30 a.m.	Agricultural Sales Contest—East High School
8:00 a.m.	Floriculture Contest (Part I)—Swope Park
8:00 a.m.	Farm Business Management Contest—Hyatt Regency
8:00 a.m.	Nursery/Landscape Contest (Part I)—H. Roe Bartle
8:00 a.m.-5:00 p.m.	National Agricultural Career Show—H. Roe Bartle
8:00 a.m.-5:00 p.m.	FFA Supply Booth—H. Roe Bartle
8:30 a.m.	Dairy Foods Contest—Hyatt Regency
9:00 a.m.	Forestry Contest—Burr Oak Woods State Forest
9:00 a.m.	First General Session—Municipal Auditorium —Guest Speaker, Captain Gerald Coffee —National Computers In Agriculture Awards —National Chapter Safety Awards
10:30 a.m.	Meats Contest (Part I)—H. Roe Bartle
11:00 a.m.	Agricultural Mechanics Contest—Fort Osage Vo-Tech School
11:00 a.m.	Leadership Workshop—H. Roe Bartle
11:00 a.m.	Dairy Contest—American Royal Arena
Noon	Proficiency Awards Luncheon—Allis Plaza
Noon	Chapter Recognition Luncheon—H. Roe Bartle
Noon	Agriscience Luncheon—H. Roe Bartle
Noon	Star Luncheon—Kansas City Club
1:00 p.m.	Leadership Workshop—H. Roe Bartle
1:00 p.m.	Nursery/Landscape Contest (Part II)—Swope Park
1:00 p.m.-3:00 p.m.	Computers In Agriculture demonstrations—Bartle
1:30 p.m.	Meats Contest (Part II)—Food Barn Storage, Inc.
1:30 p.m.	Floriculture Contest (Part II)—H. Roe Bartle
1:30 p.m.-2:30 p.m.	National Extemporaneous Public Speaking Contest—Municipal Auditorium
1:30 p.m.-4:00 p.m.	Star Judging—Kansas City Club
1:30 p.m.-4:30 p.m.	Proficiency Judging—Allis Plaza
2:30 p.m.	Second General Session—Municipal Auditorium —Agriscience Student Recognition —Agriscience Teacher Recognition —Special Greetings, Dave Roever —Distinguished Service Citations —National Chapter Awards —National Extemporaneous Speaking Awards

Thursday, November 14 (cont.)

3:00 p.m.	Leadership Workshop—H. Roe Bartle
5:30 p.m.	National FFA Talent Show—Municipal Auditorium
7:30 p.m.	Third General Session—Municipal Auditorium —National FFA Foundation Sponsors' Recognition —Stars Over America Pageant

Friday, November 15

7:00 a.m.-8:30 a.m.	Project Pals Breakfast—Allis Plaza, Count Basie
8:00 a.m.-4:00 p.m.	National Agricultural Career Show—H. Roe Bartle
8:00 a.m.-5:00 p.m.	FFA Supply Booth—H. Roe Bartle
8:30 a.m.	Poultry Contest—Hyatt Regency
9:00 a.m.	Fourth General Session—Municipal Auditorium —Recognition of Project Pals Mentoring Program —VIP Citations —Guest Speaker, Jerry Clower —Honorary American FFA Degree Ceremony —BOAC Awards
9:00 a.m.	Marketing Plan Project Workshop—H. Roe Bartle
11:00 a.m.	Leadership Workshop—H. Roe Bartle
Noon	American FFA Degree Recipients' Luncheon—H. Roe Bartle
1:00 p.m.	Leadership Workshop—H. Roe Bartle
2:00 p.m.	Fifth General Session—Municipal Auditorium —Alumni Recognition —Guest Speaker, Jack C. Parnell, Former Deputy Secretary of Agriculture —Delegate Business Session III —Installation of new state associations and affiliated chapters —American FFA Degree Ceremony
3:00 p.m.	Leadership Workshop—H. Roe Bartle
5:00 p.m.	National Leadership Dinner—H. Roe Bartle —Guest Speaker, Dave Roever
6:45 p.m.	National FFA Band and Chorus Concert—Municipal Auditorium
8:00 p.m.	Sixth General Session—Municipal Auditorium —National Proficiency Awards Pageant —National Prepared Public Speaking Contest

Saturday, November 16

7:00 a.m.	National Contests Award Breakfasts
8:00 a.m.-Noon	FFA Supply Booth—H. Roe Bartle
9:00 a.m.	Seventh General Session—Municipal Auditorium —American Royal Student Ambassadors —Announcement of Judging Contest Winners —Guest Speaker, Scott McKain —International Activities Report
2:00 p.m.	Closing Convention Session—Municipal Auditorium —Retiring Address, National FFA President —Delegate Business Session —Election and Installation of the 1991-92 National FFA Officers

A wide variety of news leads are available! For more information, call or write Bill Stagg, Director of Communications, or contact the FFA News Room. Something great is going on—with young people, with agriculture and with education!

SUPPORT AGRICULTURAL EDUCATION

The FFA Newsroom is located in the Municipal Auditorium Little Theatre, 816-871-3543, FAX 816-871-3530, November 11-16. Before November 11, contact Bill Stagg, Director of Information, National FFA Center, P.O. Box 15160, Alexandria, VA 22309-0160, 703-360-3600, FAX 703-360-5524, Star Gram FF100A.

Leadership for a growing planet

NEWS RELEASE

64th National FFA Convention
November 14-16, 1991
Kansas City, MO

1991 National FFA Convention Facts

World's Largest Student Convention

The National FFA Convention is the world's largest annual student gathering. Each year, an estimated 24,000 "blue jackets" and guests fill Kansas City, Missouri, to participate in the national FFA convention.

Expected Attendance

24,000 total attendance
475 Official Delegates
17,000 Chapter Representatives
2,200 Agriculture Instructors
600 FFA Alumni

also

VIP's, Honorary American FFA Degree Recipients
Distinguished Service Citation Recipients
Contest and Award Judges
National FFA Foundation Sponsors
Career Show Exhibitors
Media Representatives
Business, Industry and Government Leaders
International Guests

Award and Participation Areas

National FFA Band, Chorus and Talent
Educational Tours of Kansas City
National Agricultural Career Show
Agriscience Teacher of the Year Award
Agriscience Student Recognition Awards
Leadership and Special Interest Workshops
Vespers Program
Speakers and Entertainers
National Chapter Awards
Chapter Safety Awards
Computers in Agriculture Winners
American Royal Rodeo and Entertainers
American FFA Degree Ceremony
Honorary American FFA Degree Ceremony
15-, 25-, 35- and 50-Year Sponsors
Stars Over America Pageant
Building Our American Communities Awards
Distinguished Service and VIP Citations
Recognition of 100% States
Election of National Officers
Work Experience Abroad Program
Alumni Outstanding Affiliate Awards
Alumni Outstanding Achievement Awards
Alumni Legion of Merit Awards
Alumni Benefit Auction

Proficiency Award Pageant

Agricultural Electrification
Agricultural Mechanics
Agricultural Processing
Agricultural Sales and/or Service
Beef Production
Cereal Grain Production
Dairy Production
Diversified Crop Production
Diversified Livestock Production
Feed Grain Production
Fiber Crop Production
Floriculture
Forage Production
Forest Management
Fruit and/or Vegetable Production
Home and/or Farmstead Improvement
Horse Proficiency
Nursery Operations
Oil Crop Production
Outdoor Recreation
Placement in Agricultural Production
Poultry Production
Sheep Production
Soil and Water Management
Specialty Animal Production
Specialty Crop Production
Swine Production
Turf and Landscape Management
Wildlife Management

National Contests

Agricultural Mechanics
Agricultural Sales
Dairy Cattle
Dairy Foods
Farm Business Management
Floriculture
Forestry
Livestock
Meats Technology and Evaluation
Nursery/Landscape
Poultry
Extemporaneous Public Speaking
Prepared Public Speaking

Selection of Award Winners

Award winners are those who have developed the most outstanding programs in their chosen fields. Winners are selected at the chapter, district, state and regional levels with the top individuals and teams competing for national honors at the FFA convention.

History of the Convention

1991 will mark the 64th year for the national FFA convention. The FFA was founded in Kansas City, Missouri, on November 20, 1928, and each convention has been held in that city. The FFA Alumni will host its 20th national convention November 13 in conjunction with the FFA convention.

Convention Theme

The theme for the 64th National FFA Convention is "FFA—Leadership for a Growing Planet"

Date and Location

November 14-16, 1991
Municipal Auditorium, Kansas City, Missouri

SUPPORT AGRICULTURAL EDUCATION

The FFA Newsroom is located in the Municipal Auditorium Little Theatre, 816-871-3543, FAX 816-871-3530, November 11-16. Before November 11, contact Bill Stagg, Director of Information, National FFA Center, P.O. Box 15160, Alexandria, VA 22309-0160, 703-360-3600, FAX 703-360-5524, Star Gram FF100A.



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

Blue Hill FFA Chapter
Duane Lienemann, Advisor

(glossy photo available)

Julie Classen, 21, is the 1990-91 national FFA central region vice president. Classen and five other officers will serve more than 387,000 members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. She is the daughter of Keith and Joan Classen.

In Nebraska, Classen served as state president. She has participated in various public speaking and skills contests and was named the state winner in the Forage Crop Proficiency award. Classen was also a national FFA scholarship recipient.

Classen's Supervised Agricultural Experience Program includes corn and alfalfa production and a feeder pig operation. She also owns two quarter horses and plans to continue raising colts to train and sell.

Classen attends the University of Nebraska-Lincoln and will take a one-year leave of absence to serve as a national officer. She is enrolled in the agricultural honors and agribusiness program, and plans to work in agricultural public relations upon graduation.

During her year of service, Classen will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

FFA is a national organization of 387,042 members in 7,634 local chapters preparing for careers in the science, business and technology of agriculture. Local, state and national activities and award programs provide opportunities for students to apply knowledge and skills acquired through agricultural education. FFA members strive to develop agricultural leadership, cooperation and citizenship.

For more information contact:

National FFA Organization
5632 Mount Vernon Memorial Highway
P.O. Box 15160
Alexandria, VA 22309-0160

703-360-3600

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

Broadway FFA Chapter
James Hively and
Dennis Smith, Advisors



(glossy photo available)

Matthew Lohr, 19, is the 1990-91 national FFA eastern region vice president. Lohr and five other national officers will serve more than 387,000 members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. He is the son of Gary and Ellen Lohr.

In Virginia, Lohr served as state president and participated in speaking and skills contests and traveled to Germany on the FFA Work Experience Abroad program. Lohr was also named the eastern region winner in the poultry proficiency award.

Lohr's Supervised Agricultural Experience Program includes a large beef cattle operation and a poultry operation which annually produces one-half million broilers. He also raises corn, wheat, alfalfa and rye.

Lohr, a freshman at Virginia Polytechnic Institute and State University, will take a one-year leave of absence to fulfill his national officer duties. He is studying agricultural education and agriculture economics and plans to return to the family farming operation upon graduation while lobbying for agricultural interests.

During his year of service, Lohr will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

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703-360-3600



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

Howe FFA Chapter
G.R. Riggins, Advisor

(glossy photo available)

Lesa Ann King, 21, is the 1990-91 national FFA western region vice president. King and five other national officers will serve more than 387,000 FFA members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. She is the daughter of Joe and Katie King.

In Texas, King served as state first vice president and area vice president. She also participated in parliamentary procedure and prepared public speaking contests, and traveled to Europe as part of the FFA Work Experience Abroad program.

King's Supervised Agricultural Experience Program includes registered Charolais beef cattle, swine, oats, corn and forage crops. She recently incorporated embryo transplant technology into her beef cattle enterprise.

King will take a one-year leave of absence from Texas A & M University where she is a junior majoring in agribusiness and communications. After graduation she plans to obtain a master's degree in international agricultural marketing and pursue a career in agricultural policy and international livestock marketing.

During her year of service, King will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

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703-360-3600

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

Statesboro High FFA Chapter
Walter Gibson, Advisor



(glossy photo available)

Ben Nessmith, 20, is the 1990-91 national FFA southern region vice president. Nessmith and five other national officers will serve more than 387,000 members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. He is the son of Billy and Carol Nessmith.

In Georgia, Nessmith served as state vice president and participated in livestock judging and public speaking contests. He was elected president of his local chapter three consecutive years.

Nessmith's Supervised Agricultural Experience Program includes a purebred swine operation and farm placement. He has won many awards for his top-quality swine herd.

Nessmith will take a one-year leave of absence from Abraham Baldwin Agricultural College where he is a sophomore majoring in animal science.

During his year of service, Nessmith will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

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703-360-3600



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

Kingfisher FFA Chapter
Kenny Beams, Advisor

(glossy photo available)

Danny Grellner, 21, is the 1990-91 national FFA secretary. Grellner and five other national officers will serve more than 387,000 members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. He is the son of Jim and Judy Grellner.

In Oklahoma, Grellner served as state president and secretary. He won the national prepared public speaking contest in 1988 and was the state winner in the extemporaneous public speaking contest and the Computers in Agriculture award program. Grellner was also a national FFA scholarship recipient.

Grellner's Supervised Agricultural Experience Program includes raising stocker steers and commercial cows, as well as farm work placement.

Grellner will take a one-year leave of absence from Oklahoma State University where he is a junior majoring in agricultural economics. After graduation he plans to attend law school and work in international trade and law.

During his year of service, Grellner will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

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703-360-3600

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

South Putnam FFA Chapter
Larry Bottorff, Advisor



(glossy photo available)

Mark Timm, 19, is the 1990-91 national FFA president. Timm and five other national officers will serve more than 387,000 members in the United States, the District of Columbia, Puerto Rico and the Virgin Islands. He is the son of Larry and Ruth Timm.

In Indiana, Timm served as state FFA president in 1989-90. He was the state winner in the job interview, leadership and sales demonstration contests and was a national FFA scholarship recipient.

Timm's Supervised Agricultural Experience Program includes a custom crop planting and cultivating business, and work placement for Pioneer Seed Corn and Nichols and Hoffman Farms.

Timm will take a one-year leave of absence from Purdue University where he is a freshman studying agricultural sales and marketing. Timm plans to continue his education after graduation to pursue a master's degree in business administration and then work for an agricultural company.

During his year of service, Timm will travel more than 200,000 miles making hundreds of appearances on behalf of the FFA. The national 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.

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George Bush for President

FOR IMMEDIATE RELEASE
Thursday, November 12, 1987

CONTACT: Barbara Pardue
202/842-1988

EXCERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
FUTURE FARMERS OF AMERICA
KANSAS CITY, MISSOURI
THURSDAY, NOVEMBER 12, 1987

Riding out here today with me on Air Force II was Congressman Tom Coleman, who represents the northwest part of Missouri. He's one of the bright young stars of the Republican Party, particularly in agriculture and education, and I'm proud to have him advising me on both those subjects -- subjects which are so crucial to America's future.

I have been talking a lot lately about the importance of the arms control treaty that we are negotiating with the Soviets, and one phrase that I have been using is this: "As we look to the future, nothing could be more important than the steps we take to preserve the future itself."

It occurs to me now that the phrase applies equally well to you: What are we going to do to preserve your future -- your future as farmers in America?

There are some in the Democratic Party who would tell you that the game is up, that American farmers can't compete with the rest of the world any more. Their solution is to pull back inside Fortress America, put up the protectionist walls of tariffs and trade barriers, and restrict your future to one of acreage reductions and subsidies and agricultural welfare.

I reject that view categorically. I believe you can compete and should compete with the rest of the world. I believe that we in government should not be putting up trade barriers, but tearing them down. I want your future to be one of free enterprise and competition and success in world markets. And I believe you have the ability to make it happen!

The theme of this convention is "Agriculture's New Spirit." That's not a spirit of gloom and doom and failure! It's the can-do spirit of heartland America!

Here are three things we can do for the future of rural America -- three things that are upbeat and growth-oriented.

can open up markets abroad. We can develop the rural economy. And we can find new uses for our agricultural products.

Open markets benefit American agriculture. We can take our beef, grain, and citrus products and increase our world market share -- as long as we don't have to contend with protectionist agricultural policies abroad.

I'm not worried about the ability of American farmers to compete in a country like Japan, where steak costs $25 a pound and a watermelon costs $70 -- if we can overcome its import restrictions.

The way to fight those trade barriers is through hard-nosed negotiation, not mandatory retaliation and protectionism. Protectionism is an admission of defeat -- a declaration that we can't compete with the rest of the world -- and I don't buy that.

Every year, the President meets with the leaders of the free world at an economic summit. In 1989, that summit will be in France, and as President, I intend to urge that it focus on agriculture. I've dealt with our trading partners in Europe and Asia, and I believe I could improve our access to their markets.

I support the attempt to phase out, over a reasonable period of time, those government subsidies that distort the agricultural market and restrict trade -- if, and only if, our trading partners do the same.

These goals will not be achieved overnight, but they represent the direction in which we must go -- freer markets, reduced governmental involvement, and expanded world trade.

Let me also say that I am opposed to agricultural embargoes -- food should not be used as a foreign policy weapon.

Today we are at a crossroads in trade policy. We can accept the challenge of increased competition or we can take a one-way short cut to a worldwide recession.

Restrictive tariff legislation -- the notorious Smoot-Hawley Act -- helped bring on and worsen the Great Depression. We must not make the same mistake twice.

I will enforce our trade laws vigorously against those who refuse to let American products compete on an equal basis in a free market. But a restrictive trade policy here will lead to retaliation abroad, and the first people who will be hurt are farmers.

The Democrats are pushing a 1,200-page monstrosity of a trade bill that could be as harmful as Smoot-Hawley. It is the worst possible medicine at a time of economic turbulence -- for

which it is partly to blame. We need to strengthen the president's hand to open up foreign markets -- as we did in the recent free trade agreement with Canada -- not tie his hands with congressional micromanagement.

Yes, we need legislation to give the President the power to hammer out a new trade agreement with our partners. But the trade bills as passed by the House and Senate go far, far beyond that. To restore confidence in American markets, their other, protectionist provisions should be dropped from consideration. If not dropped, they should be defeated; and if not defeated, they should be vetoed.

The second thing we can do for your future as farmers is develop the rural economy, so that your children can grow up where you have grown up, get a good education, and make a decent living.

Rural America has been severely tested in recent years. In some of our small towns, there is more plywood than plate glass downtown. But the people who remain are survivors -- self-reliant, optimistic, hard-working, and full of faith and generosity.

I believe that we have seen the bottom now and are headed back up. There is strong evidence that the farm bill is working. Net cash farm income this year will be the highest in history. The continued strength of the U.S. economy is beginning to be felt, and it is bringing new opportunities and new hope to some of the areas that were hit the hardest.

I believe the seeds have been sown for a new competitiveness in agriculture and a new vitality in America's heartland as we move into the '90s and the 21st century. But more can be done -- education programs like Tom Coleman's Project ACCESS, which aims to expand college and vocational opportunities; enterprise zones in rural areas; and improved rural health care.

My last point has to do with the development of new uses and new markets for what we grow. The Democrats want to restrict production and tell each farmer how many acres to plant. That would boost prices artificially high. Our crops would be less competitive overseas, and our export markets would evaporate.

Rural America would be devastated. Everyone from the farm implement maker to the local fertilizer salesman would lose business. According to one estimate, more than two million jobs would be wiped out in industries related to farming.

My approach is 180 degrees different. If we're so good at growing things, let's find new things to do with them.

For example, researchers are trying to make biodegradable plastics from corn starch. If they succeed, we could substitute corn for petroleum and improve our environment at the same time.

That's pretty exciting, but it's still way off on the horizon. A practical step we can take today is to increase our use of alternative fuels.

Detroit is ready now to make cars that would run on any combination of gasoline and alcohol -- either ethanol, made from corn, or methanol, made from natural gas or coal or even wood. That's right -- grain alcohol and wood alcohol. Gasohol -- 10 percent ethanol -- already is widely available in the Midwest and can be used in any car on the road.

Cars produce less pollution on alcohol fuels, and they perform better, too. The cars at the Indy 500 use straight methanol. Most of the gasoline in Germany and Austria contains methanol. And all of the cars in Brazil run on either ethanol or an ethanol-gasoline blend.

And the same arguments that made sense in Brazil make sense here, too: Use a surplus domestic resource -- in their case, sugar cane; in our case, corn -- to replace imported oil.

What would that get us?
-- Cleaner air.
-- Less dependence on OPEC.
-- Improvement in our trade deficit.
-- Reduced corn surpluses. And --
-- Higher prices for farmers.

We've never had a true energy crisis in this country -- we have an almost unlimited ability to produce electricity from domestic resources like coal. What we had was an oil crisis -- a shortage of fuels for transportation.

OPEC held America hostage in the 1970s, and it threatens to do so again. Alternative fuels can set us free.

In the short term, we should establish a "clean fuel standard" and require that fuel sold in areas that exceed federal standards for carbon monoxide contain at least three percent oxygen by weight. Ordinary gasohol, for example, would qualify.

Colorado recently established an oxygen standard for some of its communities, including Denver, and both Phoenix and Albuquerque are considering similar action.

Extended more widely, such a requirement would create a demand for more than one billion bushels of corn, wheat, and potatoes. The market price of such crops would rise, and the government's storage and subsidy costs would fall.

I might add that the State of California has been a natio[illegible] leader in going beyond that to encourage the use of straight methanol -- again, for environmental reasons.

You know, what sickens the American people about our farm program is not so much its enormous cost as the seeming wastefulness and pointlessness of it all -- the way we pay farmers to produce crops that sit unwanted and unused, depressing prices in and of themselves.

Greater use of ethanol offers us the chance to eliminate those surpluses and reduce our need for imported oil, while cutting costs to the federal government.

The use of alternative fuels could also mean the development of a whole new generation of American cars. Automakers have spent the last 15 years trying to make cars lighter and more fuel-efficient. But fuel economy standards were enacted to reduce our dependence on oil. They should not constrain our use of alternative fuels such as methanol or ethanol. Cars could be made bigger, more powerful, and safer.

We are just 12 years away from the year 2000. You young people here today will be leading our nation in the 21st century.

Let us have the imagination to dream a great dream, in which we turn away from our dependence on imported oil; in which domestic feedstocks -- corn, natural gas, and coal -- contribute to our fuel supply and help clean up our air; in which we look for energy not just from the Middle East, but also from the Middle West.

And let us have the courage and the boldness to make the dream reality. The farmer in the Midwest, the miner in Appalachia, and the driller in the oil patch all have a stake in such a dream.

I've been talking in recent weeks about what I call "the American solution" to the challenges of the 1990s. The American solution means facing up to foreign competition, not shrinking from it in fear. The American solution means competing through innovation -- with alternative fuels. The American solution means looking to the future with the confidence that we can overcome the obstacles before us and the determination to succeed.

When you in FFA talk about "Agriculture's New Spirit," you, too, are talking about the American solution. So let's go forward together, with faith in the future, with faith in each other, and keep America what it is today -- the freest, fairest, most prosperous nation that has ever existed on the face of the earth.

Thank you very much.

# # # #

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

91 OCT 1 P1:59

TELECOPIER TRANSMITTAL COVER SHEET

PLEASE DELIVER THE FOLLOWING PAGES TO:

NAME: Mr. Bob Simon

CITY: The White House

TELECOPIER TELEPHONE # (202) 456-6218

FROM: Ruth Ann Hackett

TOTAL NUMBER OF PAGES 4 INCLUDING COVER SHEET.

If you do not receive all of the pages, please call back as soon as possible: (202) 272-3421. PCPFS FAX # (202) 504-2064.

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS
WASHINGTON, D.C. 20001

November 1, 1991

MEMORANDUM FOR: Bob Simon
Speechwriting Office
The White House

SUBJECT: PCPFS Chairman Schwarzenegger's Fitness Points for Children

In response to your inquiry about Arnold's points on youth fitness, he generally covers the following areas on his state tours. He has been to 36 states so far with plans to visit all 50 by next spring.

* "Every child has the right to be fit, and every child should have the opportunity to get fit."

* Physical education classes have been cut or eliminated in our nation's schools. When Arnold visits with the governors and state educators, he tells them "to keep phys ed K-12 in the schools and to keep the gymnasiums open."

* Arnold says that physical education and sports programs are important because youngsters learn about discipline, sportsmanship, goal setting, and how to deal with failure while gaining self-confidence and improving self-esteem.

* Our current ads say "Let's Be Sure Our Children Grow Up Smart and Fit." This means having a strong mind and a strong body.

* Arnold tells kids "to exercise daily and stay away from junk food." He tells his audiences that everyone must work towards achieving the goals set by Secretary Sullivan for the year 2000 (referring to Healthy People 2000) for Americans to be heathier and fitter. Arnold says, "This means "exercising regularly, saying 'no' to drugs and alcohol, eating a balanced diet, and living a healthy lifestyle."

* Arnold encourages making fitness "a family affair." "While you're getting fit, why don't you include your parents? ... Take a walk together after dinner, ride bikes together, kick the soccer ball around." Arnold says that the kids will find getting fit a lot of fun, and that physical activity provides a sense of satisfaction, exhilaration and well being.

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* Arnold makes three MAIN points on his state tours re improving youth fitness via:

  (a) daily, quality P.E. in the nation's schools K-12;

  (b) greater parental involvement;

  (c) innovative community programs.

* The following points were emphasized at the National Youth Fitness Summit in May 1991 (by Secretary Sullivan) re the three basic goals for physical education:

  -- to produce physically fit youth;

  -- to teach the relationship between physical activity and physical fitness and health;

  -- to provide the skills, knowledge and motivation to help youth lead active, healthy and productive lifestyles throughout adulthood.

* The President's Challenge Youth Physical Fitness Award Program packets for 1991-92 have been sent to the nation's schools. This year's theme is "Everybody Who Strives for Fitness is a Winner". The Participant Award has been added to the Challenge program this year, meaning that kids who take the fitness test will receive an award for effort. The Presidential and National Physical Fitness Awards will continue to recognize achievement at the 85th or 50th percentiles.

* Many times, Arnold will close his remarks by saying, (just remember) "I'll be back."

Arnold refers to President Bush as a terrific role model for fitness -- "The President runs every day; he exercises every day" and we want to make the 1990's "the Fitness Decade."

I am faxing copies of letters from the President and Arnold appearing in the PCPFS President's Challenge school mailing.

If you need anything else, call me on 272-3431.

RUTH ANN HOCKETT
Deputy Director of Information



THE WHITE HOUSE

WASHINGTON

July 3, 1991

The beginning of the school year always holds great promise for students and teachers alike and brings new opportunities to reach higher goals. This year, we will forge ahead with America 2000, my Administration's strategy to revitalize American education. It has been designed to provide students with the best possible opportunities for intellectual development and personal growth.

Although a major part of our America 2000 strategy calls for demonstrated excellence in five basic subject areas, we also recognize that physical fitness programs are a significant part of a well-rounded educational experience. Indeed, physical education programs that help youngsters to become stronger and healthier can also help to enhance their performance in the classroom.

The President's Challenge, the Presidential Physical Fitness Award Program, has proved to be a wonderful way to encourage students to seek the benefits of regular exercise. The Program measures strength, flexibility, and endurance and, by giving students specific goals, motivates them to become the best that they can be.

This year the Participant Award has been added to the President's Challenge. While the Presidential Physical Fitness Award will continue to recognize excellence, this new Award will recognize effort. Every student can have fun trying to meet the President's Challenge.

Barbara joins me in sending best wishes for the coming school year.

George Bush

THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS

WASHINGTON, D.C. 20001

July 3, 1991

Dear Physical Educator:

Another school year is upon us, bringing new challenges for our nation's students to develop academically and physically.

As Chairman of the President's Council on Physical Fitness and Sports, I continue to make youth fitness a top priority. I now have been to 25 states, meeting with the governors, conducting fitness summits with key state leaders, visiting schools and talking with educators, parents and students. My mission is to help reverse the downward trend in the fitness of our youngsters through daily quality physical education classes taught by physical education specialists, greater parental involvement and innovative community programs.

Dr. Louis Sullivan, Secretary of Health and Human Services, addressed the National Youth Fitness Summit this year, emphasizing three basic goals in America's physical education: "to produce physically fit youth; to teach the relationship between physical activity and physical fitness and health; and to provide the skills, knowledge, and motivation to help students lead active, healthy, and productive lifestyles throughout adulthood."

One way to help accomplish these goals is to offer the President's Challenge Youth Physical Fitness Awards program. Enclosed are materials for the 1991-1992 school year including information on our new Participant Award which recognizes student participation. The Presidential and the National Physical Fitness Awards will continue to recognize challenging levels of fitness either at the 85th or 50th percentiles respectively.

President Bush has provided the accompanying letter of support for improving both the academic and physical well being of America's youth by the year 2000. I encourage you to share the President's message with your students, hopefully motivating them to strive for both a stronger mind and body.

You are an integral player in the overall mission to accomplish the youth fitness goals. May you have a successful and challenging school year, while making fitness fun!

Sincerely,

Arnold Schwarzenegger

Chairman



deficit must be brought under control and reduced.

And second, the United States is strongly committed to promoting development and growth in the newly emerging democracies of Latin America, central and eastern Europe, Africa, and Asia. We're working in all four regions to ease debt burdens under the Brady plan. In this hemisphere, where debt overhang holds back progress—impedes progress—we announced the Enterprise for the Americas Initiative to promote economic growth by expanding trade and investment, to reduce debt owed to the United States Government, and to provide funds for needed local environmental projects. In eastern Europe, where massive restructuring is needed, we are working with other nations to provide billions of dollars in assistance to the newly emerging democracies. And in Africa, where underdevelopment hangs on so stubbornly, many of the lowest income countries have already benefited from reductions in debt owed to the United States.

Third, the United States is committed to the central role of the IMF and World Bank in helping bring about economic reforms. Reform efforts can only be successful if countries carry through on their responsibilities; and that means regulatory reform and privatization, sound macroeconomic and structural policies, and open borders for trade and investment.

This is why your work here in Washington this week is so important. For more than 40 years, the Fund and the Bank have quietly been enlisting the talents and the energies of the developed and developing world in a global struggle against poverty. And today, in a world where ideology no longer confronts and big-power blocs no longer divide, the Bank and the Fund have become paradigms of international cooperation. Indeed, we especially appreciate your efforts in carrying out a study of the Soviet economy that is unprecedented in its scope. This study will produce recommendations for economic, financial, and structural reform.

As the coming week unfolds, part of your task will also be to plan for the future of your two great institutions. And I pledge the continued support of the United States for a World Bank and IMF, which so clearly advance our common struggle to improve the quality of life for all people everywhere. For this reason, we strongly support the IMF quota increase and the strengthening of the IMF arrears policy. And we would also like to challenge both institutions to intensify their focus on building dynamic private sectors in member countries, one of the most important stimulants for energizing these new market economies.

And we would also ask the World Bank to place a high priority in three other issues vital to sustain growth. First is protecting the environment. As I said here last year, environmental destruction knows no borders. Second, eradicating poverty must continue to be a central mission of the Bank. And third, we strongly support greater efforts to integrate women into the development process.

Finally, as we plan for the future, we must work together for success in another important international economic institution: the GATT [General Agreement on Tariffs and Trade]. As we meet today, less than 70 days remain in the 4-year Uruguay round of global trade talks. Lasting reform is essential for developed and developing countries alike, and it's the key to a successful round which establishes new rules and opportunities for all countries. These negotiations are one of the world's greatest economic opportunities of the decade, but much remains to be done.

The round is not just a trade issue: it is a growth issue. And it's not just an exercise for bureaucrats in Geneva. The trade talks are the last train leaving the station, and countries throughout the world must jump aboard. It can be the engine of economic growth that carries us into the 21st century.

The round promises to remove barriers in four crucial areas, areas untouched in previous rounds: services, investment, intellectual property, and agriculture. As a matter of fact, agriculture reform remains a major stumbling block. Indeed, it threatens to bring down the rest of the round. We must let farmers compete with farmers, instead of farmers competing with the deep pockets of government treasuries. We need a successful resolution of the agricultural issues if we are to have an agreement.

If countries around the globe don't muster the political courage to face these tough issues in the time remaining, we will forfeit new markets for our businesses, impose higher prices on our consumers, and forgo new jobs and higher incomes for workers in all countries. Worst of all, we will endanger a vital, proven framework of international cooperation. A collapse of the round will inevitably encourage increased protectionist pressure and political instability; and that, frankly, is something that we can ill afford as we forge a new partnership of nations against aggression in the Persian Gulf.

I urge you to work actively within your governments to ensure success, and I urge my counterparts around the world—as we did at the Houston economic summit—to instruct your negotiators to bring all the components of the Uruguay round to a successful conclusion by December.

In all these efforts, there is so much at stake. Almost 35 years ago, President Eisenhower first appeared at an IMF-World Bank meeting, and he spoke of the lessons that he learned while waging a war that brought together so many different soldiers from so many different lands. Ike noted, as I do now, that there were people in the audience who were our allies in that grand effort. And he said: "We early found one thing. Without the heart, without the enthusiasm for the cause in which we were working, no cooperation was possible. With that enthusiasm, subordinating all else to the advancement of the cause, cooperation was easy."

As the unity of the nations has demonstrated in the past 2 months, the worldwide enthusiasm for today's noble cause, the cause I've described as a new partnership of nations, is not only unprecedented but truly remarkable. And I urge you to seize that enthusiasm in your meetings this week, to forge the new levels of cooperation needed to succeed.

Thank you very much for coming to Washington, DC. I hope you feel welcome, because you are. Good luck this week in the meetings ahead, and God speed you in your travels home. Thank you all very, very much.

Note: *The President spoke at 3:06 p.m. in the ballroom of the Sheraton Washington Hotel. In his remarks, he referred to George Saitoti, Chairman of the International Monetary Fund and the World Bank Group; Michel Camdessus, Managing Director and Chairman of the Executive Board of the International Monetary Fund; and Barber B. Conable, President of the World Bank Group.*

Remarks on the Federal Budget Negotiations

September 25, 1990

Let me just make a comment, if you all are ready, on this deficit problem. Frankly, I had a good report from the Hill, and I want to commend the Republican Members of the House Appropriations Committee for voting to deal with the budget problem forthrightly.

The Democrats in the House wanted to avoid fiscal responsibility and keep government spending growing and deficit growing. And the Republicans said: Look, no more business as usual. No more dodging responsibility. It is time to get the budget agreement done. Without an agreement, the deficit gets worse, the economy gets worse, and clearly it's the American people that will suffer.

So, if there is no budget agreement with real spending reduction and real process reform by the end of the week, I will have to veto it—I will veto any continuing resolution that suspends Gramm-Rudman and budget discipline and thereby destroys our best chance of bringing this deficit under control once and for all.

So, I want to thank the Republicans who have stood firm on this. I do not want to see further delays and kicking this problem on down the road. Enough is enough! The American people want a deal, and they want it now. They want to get the deficit down, and that's what I want.

That's it. Thank you.

Note: *The President spoke at approximately 3:40 p.m. on the South Lawn of the White*

The FFA Team



The FFA is made up of teams of professionals committed to helping you achieve your goals. In addition to the student organization, several affiliated groups provide guidance and the financial resources that make FFA a world-class youth organization bringing you the best in opportunity and challenge.

The National FFA Alumni Association, Inc., organized in 1972, has more than 30,000 members and serves as an important support group for the youth organization. The Alumni Association provides FFA members with scholarships to attend the Washington Conference Program and leadership and personal development workshops at the National FFA Convention.

The National FFA Foundation, Inc., located in Madison, Wisconsin, has a 50-year history of dedicated volunteer leaders. During those years, over 40 million dollars have been raised from business, industry and private individuals to support FFA's 7,600 local chapters and 51 state associations as well as national activities and programs.

The National FFA Center, located near Alexandria, Virginia, on part of George Washington's original Mount Vernon estate, serves as organizational headquarters. The Center houses the various program operations, the National FFA Supply Service, *FFA New Horizons* magazine and the National FFA Hall of Achievement. The Center also serves as headquarters for several affiliated agricultural education groups.



What People are Saying . . .

"We know what to call the FFA. We call it America at her best, America at her most generous, an America embodied by your motto: Learning to do, Doing to learn, Earning to live, Living to serve."

George Bush
President of the United States

"Every generation of Americans has managed to leave the next one a little better off. That's part of our heritage. But each one leaves the next one a whole new set of challenges. You've already started to pick up that challenge during your years in the FFA. It's a challenge of leadership. I think I missed something because I was never an FFA member. I'm just sorry that I never got to wear one of those jackets when I was your age."

Lee Iacocca
Chairman & CEO,
Chrysler Corporation

For more information, contact:

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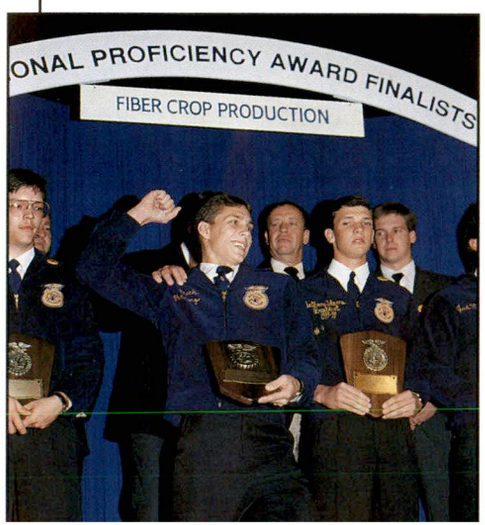
Washington Conference Program in our nation's capital, or participate in a Made For Excellence weekend in your home state. If you want to be a leader, you want to be in FFA.



Competition

From public speaking and floriculture to forestry and marketing, you'll have the chance as an FFA member to compete on your own or as part of a team in contests at the local, state and national levels. You'll learn to think on your feet, make quick judgments and defend those decisions before a panel of judges.

Best of all, you'll be learning skills that will pay off for the rest of your life. Whether you go into business or biotechnology, computers or crops, you'll need to make quick, correct decisions and explain them to those with whom you're working—and that's what you'll learn in FFA.



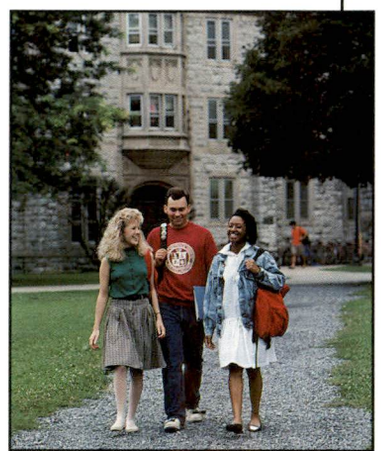
Service

Interested in serving your community? Become an active participant in FFA's Building Our American Communities program and you'll find out all about teamwork and community service—whether it's cleaning up a local park, creating a wildlife refuge or working with the elderly. Today, environmental issues are hot topics, but as an FFA member, you can do more than just talk about the problems—you can take an active part in finding solutions. You can plant trees, start a recycling program or plan an



environmental awareness campaign. With projects such as these, you can make a real difference in your community and in your world.

Are you worried about money for college? Each year, hundreds of FFA members receive scholarships, sometimes for thousands of dollars, to continue their education. More than 75% of FFA members will attend a two- or four-year educational program after graduating from high school. And, after they get to college, their performance is consistently above average. Many feel it's because of the personal and career development they received through FFA.



Travel

How would you like to travel abroad and meet people from around the world? Through FFA's thrilling international programs, you can choose from over 30 countries to tour—or even spend three months to a year living and working there! But you don't have to own a passport to travel—FFA offers many opportunities within the United States. You'll travel to compete in contests and attend conventions. You might even end up traveling to our nation's capital to participate in the Washington Conference Program.





Joining FFA means more than becoming part of your local chapter. As a member, you become part of a nationwide network of agriculture students—a group that's headed straight for success!

Leadership

As an FFA member, you are part of the blue and gold team. You'll sharpen your leadership skills by serving on committees and competing for chapter leadership positions. You'll learn parliamentary procedure by using it to conduct meetings and in contests with other chapters. Speaking in public is a tough skill to acquire, but you'll be taught step-by-step—and have fun in the process!

For intense leadership and personal development experiences, you can



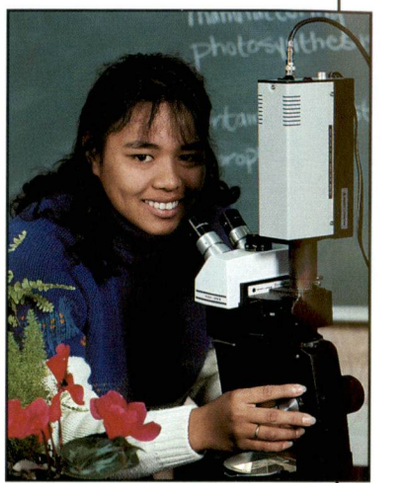
Recognition

Each year, thousands of FFA members are recognized for their achievements. You can join that elite group by participating in one of over 30 award areas. If you enjoy "unlocking the mysteries of science," you could participate in the FFA agriscience program and walk away with a cool $8,500 in scholarship money. Interested in landscaping? Develop a small lawn care business and you'll qualify for the Turf and Landscape Management proficiency awards program. Beyond the trophies and medals, though, comes the



satisfaction of being recognized for your personal accomplishment—and realizing that there truly are no limits to what you can achieve.

It's never too early to start thinking about your career and taking charge of your own destiny. Through FFA, you can explore a wide variety of agricultural careers. Agriculture is an exciting and highly technical industry. It is America's largest industry, accounting for over 20% of our business nationally and employing 17% of our people. And it's still growing.



Agriculture requires many natural resources, and one of the most important is people. The industry needs a well-trained, highly-skilled work force. Today, almost 10 percent of all agricultural jobs go unfilled or are filled by underqualified people due to a lack of trained professionals. If you're looking for an exciting, challenging and rewarding career with a future, you're looking for agriculture.

Scholarships

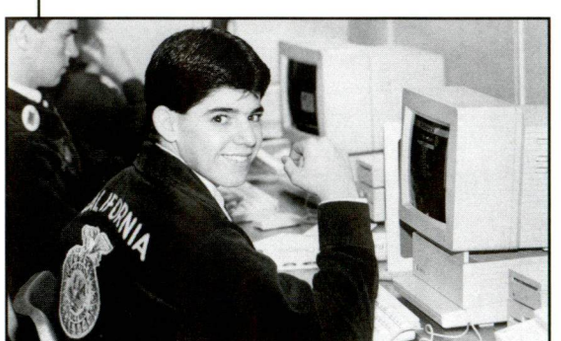
FFA—The Ultimate Experience

If you're looking for a fun, exciting organization to join, look no further. Today's FFA offers an endless variety of activities and competitive programs for you and your friends.

Experience the thrill of competing against your peers, the pride of great accomplishment and the sheer fun of being involved with a group of people who are headed to the top. Experience the time of your life as an FFA member.

Through FFA, you'll have a chance to make money—your own money to spend on the things you want. With the cash comes responsibility, and with the responsibility, independence. FFA will give you a chance to prove yourself—to your friends, to your parents and to yourself.

By participating in your local chapter, you'll sharpen your leadership and communication skills, gaining self-confidence and respect at every step along the way.



It all begins at your school. First, you'll need to enroll in an agriculture course. Many schools offer a wide range of classes, from horticulture and wildlife to animal science and marketing. Once you've enrolled, you're eligible to join FFA, the national organization for agriculture students.



"Together We Can"

The goal of FFA is to prepare students for leadership and careers in the science, business and technology of agriculture. However, FFA is only one member in the family of eleven agricultural education organizations. Thousands of education professionals and industry leaders are working to promote an understanding of agriculture and to ensure the academic, personal and career success of young Americans through agricultural education programs.

The National Council for Agricultural Education is the umbrella group which helps coordinate the contributions of these organizations. It represents one of the most progressive, successful partnerships between education, industry and government.

Uniting these organizations with the motto, "Together We Can," the Strategic Plan for Agricultural Education serves as a blueprint for excellence and charts a course that will carry agricultural education and the FFA into the twenty-first century.

Strategic Plan 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.

Goal 1 To update instruction in agriculture and expand programs about agriculture.

Goal 2 To serve all people and groups equally and without discrimination.

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

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

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

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

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

The Agricultural Education Family

American Association for Agricultural Education
American Vocational Association/Ag-Ed Division
National Association of Supervisors of Agricultural Education
National Council for Agricultural Education
National FFA Alumni Association
National FFA Foundation, Inc.
National FFA Organization
National Postsecondary Agricultural Student Organization
National Vocational Agricultural Teachers' Association

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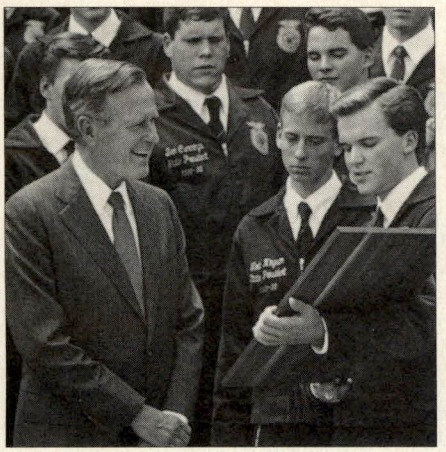
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New Horizons
OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

October-November, 1991 Volume 40 Number 1



FFA

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FFA New Horizons (ISSN 0027-9315), formerly *The National FUTURE FARMER*, is prepared and published bimonthly by the National FFA Organization, 5632 Mount Vernon Memorial Highway, Alexandria, Virginia 22309-0160, in cooperation with the U.S. Department of Education as a service to state and local vocational agriculture education agencies.

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FFA

THE FRONT LINE

The editor's page is supposed to be reserved for deep, thought-provoking topics that make people wrinkle their foreheads and go "hmmm." But instead of challenging your minds with serious, earth-shattering issues, it seems like more fun to drop names of really important people and talk about why they are being seen with FFA members these days.

How about **President Bush** taking time to pose for a picture and visit with our national and state officers at the White House? Here's a man with the world's problems on his shoulders and he carves out a few minutes to welcome our officers to Washington. It's proof that an act of kindness, no matter how small, goes a long way in shaping how people think of you. Thanks Mr. President.

Can you believe that **Arnold Schwarzenegger** is coming to national convention! The king of bulk, brawn and exploding movies is going to lead 24,000 FFA members, advisors and other sweaty people — jammed shoulder-to-shoulder in the convention hall — through a workout. With all those FFA members wearing official corduroy jackets, the exercise could lead to an all-time record for convention weight loss.

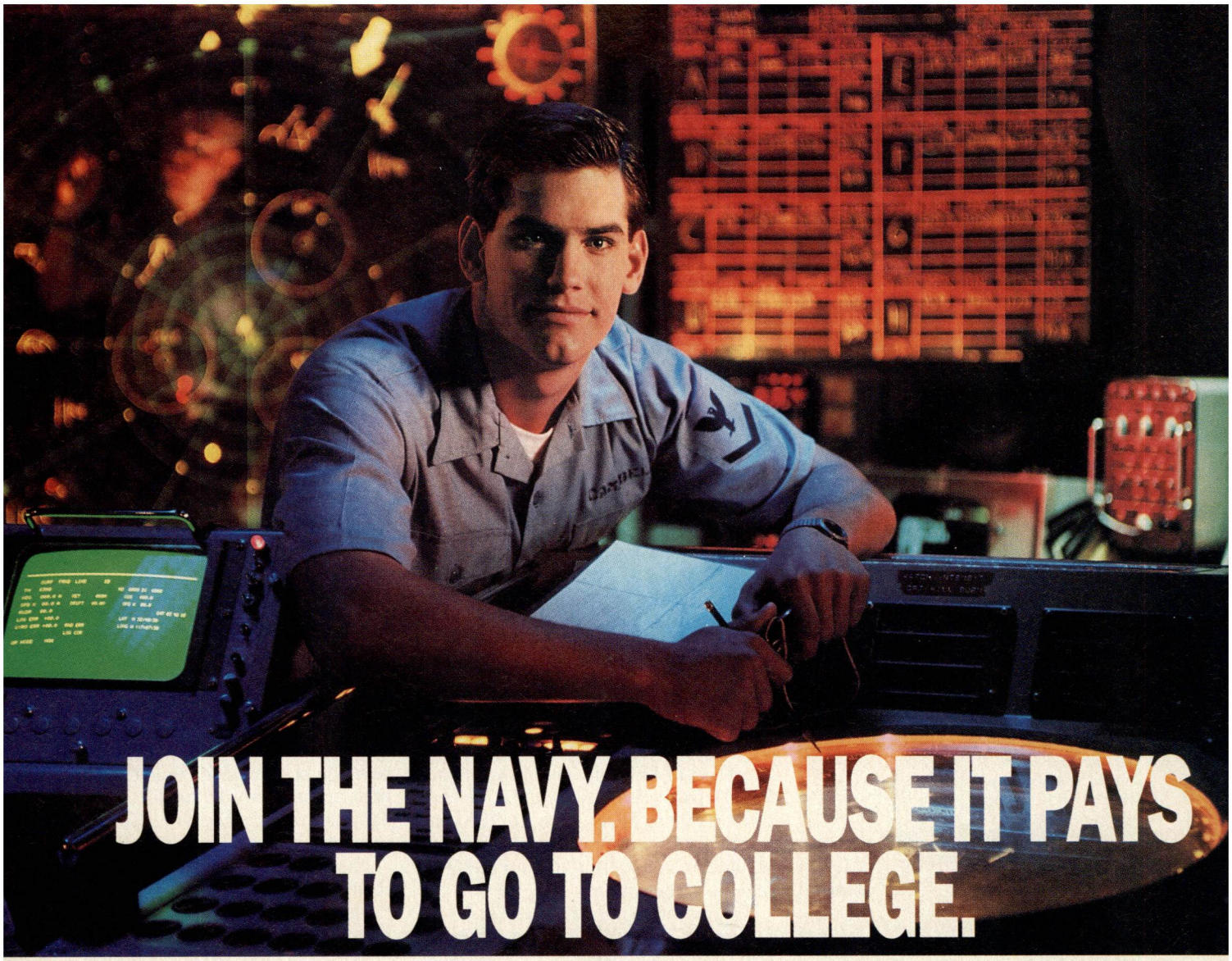
National officer **Julie Classen** met with Mr. Schwarzenegger and the rest of the President's Council on Physical Fitness and Sports in September to talk about the national FFA convention and how physical fitness could be worked into other FFA activities. Have you seen the new FFA Supply Service athletic wear...

How many times have you heard the question, "Who's your favorite teacher this year?" Almost everybody has a favorite teacher. Ag teachers tend to be the favorite of most FFA members. They seem to really care about you and treat you like an adult. Here's a tip: You keep having favorite teachers after you graduate, even from college. You just don't call them teachers. They go by names like co-worker, friend, husband, wife, pastor, boss.

My favorite teacher for the past five years has been **Wilson Carnes**, who was editor-in-chief of this magazine for 33 years. Like all good teachers, he knew his subject well and was patient with his students, even when they did things that weren't very brilliant. I miss my favorite teachers from high school and college because they made me feel like I could do anything. I'm going to miss Mr. Carnes that way too.

Since most people start reading this magazine with the Joke Page (you know who you are), it has probably taken you a while to get to this column. You may have noticed that the name has changed from "The Bottom Line" to "The Front Line." We have a new team structure at the FFA Center that we expect will help us serve you even better. The only way we can serve FFA members better is to know as much about their lives and dreams and problems as possible. We will only know that by being out there... on the Front Line.

Andy Markwart



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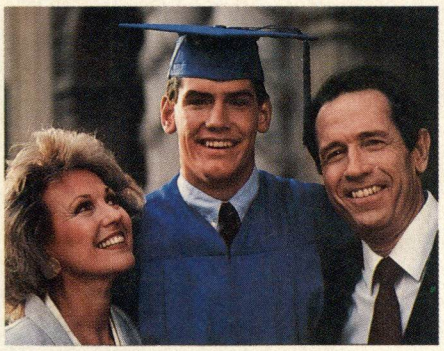


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ADDRESS CHANGES: Send both old and new address to: Circulation Department, *FFA New Horizons,* P.O. Box 15160, Alexandria, Virginia 22309-0160.

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. Copyright 1991 by the National FFA Organization.

The Audit Bureau

FFA NEWS IN BRIEF

New Audio Magazine Coming to FFA Chapters Soon

The first issue of *The Leadership Edge,* a new "magazine for your ears" will be arriving at FFA chapters soon. The cassette tape series developed by the National FFA Organization will concentrate on leadership and personal development skills.

The audio tapes will feature news, interviews, stories and entertainment hosted by professional radio personalities.

The first issue is being mailed to chapters free-of-charge. FFA members, advisors or alumni may subscribe to receive future issues. To subscribe, call 800-582-LEAD.

Free Yearbooks

The 1990 Yearbook of Agriculture, "Portraits of Diversity" published by the U.S. Department of Agriculture, is being offered free to FFA members. The yearbook features professionals, amateurs and volunteers involved in agriculture in all regions of the country.

Representative E. (Kika) de la Garza, D-Texas, Chairman of the House Agriculture Committee, is making the yearbook available. Mail requests for copies of the yearbook to Jim Davis, 1301 LHOB, Washington, D.C. 20515.

Parliamentary Law Contest Gets Trial Run

Before the new national Parliamentary Law Contest is unveiled next year, it will be tested at the 14th Annual National Parliamentary Law Contest held in Carthage, Missouri, November 11-12. The Carthage FFA Chapter and Alumni Affiliate have been hosting the invitational contest in the past, since there has been no official national contest.

Since parliamentary law and procedure contests have slight differences in each state, a committee of FFA staff and agriculture educators from around the country have agreed on a set of national rules. The format and rules of the new contest will be used in Carthage. If any problems are found in the system, they will be corrected before the rules are distributed. Details of the new contest will be sent to FFA advisors by February, 1992.

Board Makes Changes

The National FFA Board of Directors, including the National FFA Officers, made decisions that will set in motion a number of changes for the organization. At their meeting in July, the board adopted a new team organizational structure at the National FFA Center that eliminates divisions and departments and creates four teams focused on customer bases of Students, Teachers, Partners and Sponsors; four shared resources teams including Human & Fiscal, Communications, Foundation Fiscal and Distribution Resources; and two cross teams of Ventures and National Convention. The FFA Alumni were identified as an affiliated team.

Members participating in the Agriscience Student Recognition and Computers in Agriculture programs may be granted a state award only once and will be considered for regional and national awards only during the same calendar year in which they placed first in state competition.

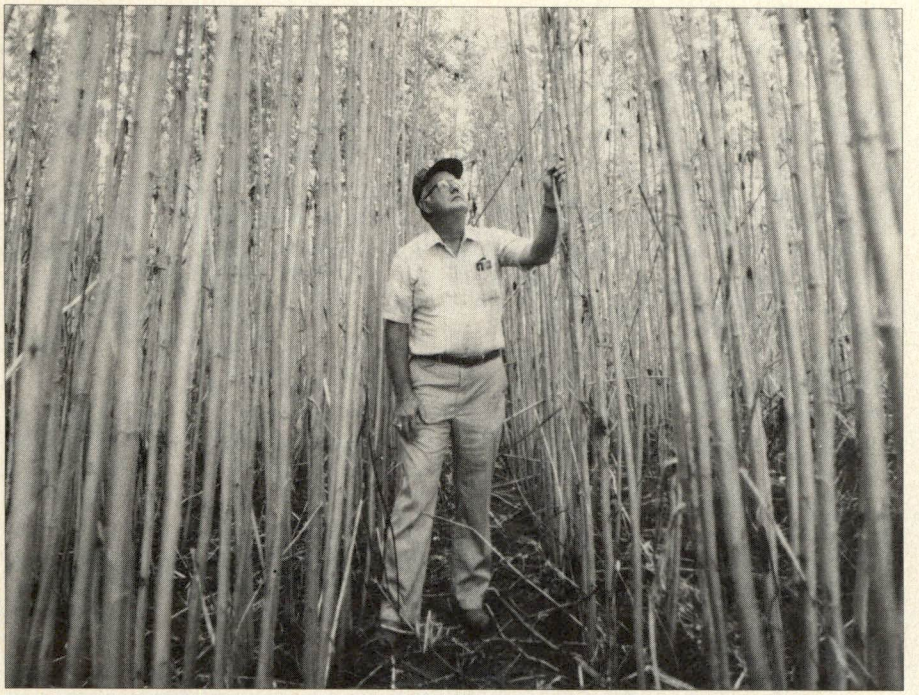
Starting in 1993, the national agricultural proficiency winners will be drawn from a national pool instead of the current regional finalist system. Awards will be classified as gold, silver and bronze. The top 10 percent of the applicants will be considered national finalists and will be interviewed during the week of national convention to determine the national winner.

Beginning in 1994, national Extemporaneous and Prepared Public Speaking contests will move from the regional finalist system to one that features preliminary, semi-final and final contest levels. State winners will be randomly divided into preliminary groups.

The board approved that all gender specific references in FFA awards, contests, activities and materials. One example is the American Star Farmer and American Star in Agribusiness (instead of Agribusinessman).

Corn Starch Peanuts

The FFA Supply Service has switched its loose packing material from petroleum-based plastic "peanuts" to those made from 95 percent corn starch. The new packing material decomposes in water, leaving no toxic residue behind. The peanuts don't cling to clothing either.



USDA Photo

Kenaf is expected to ease the need for wood pulp in paper production.

Beyond Food and Fiber

Farmers are growing plants for plastics, shampoos, rubber and paper

By Jean Jensen

Providing the nation with food and fiber has been the traditional role of the American farmer. Advances in agriscience research, however, are opening up new industrial markets for farm products. By the year 2000, more than 40 percent of the nation's farmers will be growing plants for non-food, industrial uses. These plants include non-food crop plants and high-tech plants created by biotechnology that provide raw materials for industry and products for medicine.

Non-food Crop Plants

Raising non-food crops will let farmers diversify their economic base, give industry a stable and renewable source of raw materials and lessen our dependence on foreign imports. Five non-food crops are currently available.

The *jojoba* is a bush native to the Southwest. The major commercial user of jojoba seed oil is the cosmetics industry, where the oil is processed into lotions, shampoos and creams that are easily absorbed by the skin and are excellent moisturizers. The oil is also used as a lubricant in tractor hydraulic fluids and automotive transmission fluids. The jojoba plant yields tannin, which is used in medicine and in making dyes and ink.

Crambe is a member of the mustard family. Crambe is processed into erucic acid, a raw material used by the chemical industry to make nylon, plastics and lubricants.

A desert bush native to the Southwest is *guayule*. As a source of natural rubber, the guayule has tremendous economic potential. Right now, natural rubber is the second most costly raw material after petroleum that the U.S. imports from other countries. Recently, scientists at the University of California at Irvine have used genetic engineering techniques to clone a superior strain of guayule to make it a commercial crop and create a new domestic natural rubber industry.

Kenaf is a nonwoody fibrous plant that can be processed into paper. The paper industry is looking at kenaf as a replacement for wood pulp as the nation's forest acreage shrinks. In fact, kenaf produces five times more paper pulp per acre than trees. Newsprint made from kenaf matches that made from woodpulp in quality.

Buffalo gourd is a plant related to squash. The roots of the plant are a source of the sweetening agents dextrin, maltose and glucose. Scientists at the Energy Institute of New Mexico State University have shown that oil from buffalo gourd is a source of diesel fuel and ethanol.

Industrial and Medical Products From High-tech Plants

The tremendous market for industrial products is spurring agriscience researchers to use biotechnology to put new genes into plants. These plants can then produce products for use in industry and medicine.

At the University of Wisconsin-Madison, researchers are testing a genetically-engineered variety of alfalfa that produces enzymes used in food processing, detergent manufacturing and biopulping. The alfalfa plants can be cut as usual and the enzyme-containing juice ground out of the plants and sold. Similarly, plant scientists at Washington University in St. Louis are using genetically-engineered barley to produce drugs for medicine and enzymes for industry.

The tremendous market potential for non-food farm products will create a new role for farmers in our society. •••

MAILBAG

National Officer, Lesa Ann King, Has New Zip Code

Mr. Postmaster General has decided that Howe needs a new zip code. It is now 75459. Thanks for your understanding.

Lesa Ann King
Howe, Texas

A Dedication

I want to dedicate this letter to Mrs. Dana Buller at Abraham Lincoln High School. This is her last year because they are closing down the agriculture department. She has been a great teacher for many years and the kids in our chapter will miss her and the ag department.

Mrs. Buller helped us learn responsibility, caring for animals, and that school can be fun!

Theresa Gutierrez
San Jose, California

Upside Down?

I have a question concerning the address and stamp placement on the front cover. It appears to be upside down. I was wondering why?

My advisor is giving me five extra credit points for writing to you!

Lee Roy Murphy II
Parkersburg, West Virginia

It's easier for your post office to process and deliver the magazines — Ed.

Improving Its Image?

It has been some time since this organization has changed its name — in hopes of improving its image. Have any significant results been achieved?

This change was upsetting to myself and my husband as we have both been involved with the Future Farmers of America as students and as agriculture instructors. But for us it was finally driven home just how improper this change was when we read an article in the May/June, 1991 issue of *Harrowsmith Country Life* magazine.

In the article, "A Farewell to Farms," the author asked, "Who will grow our food?" Of the 12 national officers in the FFA in 1986, not one was planning a career in production agriculture.

Gina Boster
Agriculture Instructor
Norco High School, California

Student delegates voted to change the name at 1988 National Convention in order to broaden people's idea of agricultural education and FFA, and to stay current with where young people were headed in their careers.

A quick sampling of the officers you mentioned are in these careers: agriculture teacher, farm machinery representative, state department of agriculture staff, national FFA program manager, state wheat grower association leader, agricultural communications specialist and an agribusiness sales representative. None of them are farming, but all are playing important roles in American agriculture. — Ed.

Fought For Ag

I recently read "My Turn" by Matt Lohr (June-July, 1991, page 37) and agree with what he said. Some of my friends think that agriculture is plowing a field behind an old horse with an old plow. I explained to them that we learn a variety of things. As a result they scheduled agriculture for this year.

Last year our ag program was going to be closed because the school could no longer afford to support both industrial arts and ag. We fought for ag with the principal and school board members and they decided to keep it. I think we need to educate more people about our program.

Jason Hargroder
Lawtell, Louisiana

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.

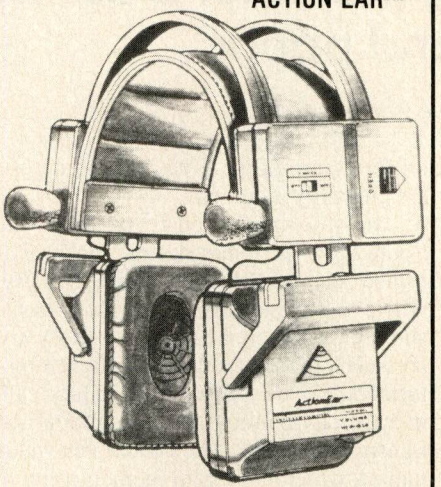
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Livestock Judging Video A Hit

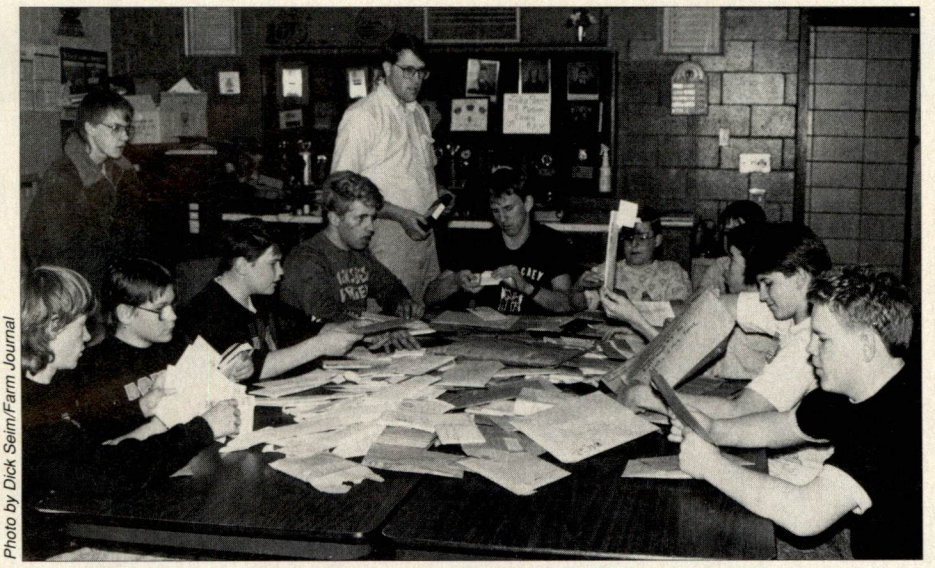


Photo by Dick Seim/Farm Journal

Adair-Casey FFA members answer mail from 300 livestock judging teams from 42 states that replied to their video contest.

Four members of the Adair-Casey, Iowa FFA Chapter have a $300 scholarship to help them start college this fall because of a successful video livestock judging contest they helped create last year.

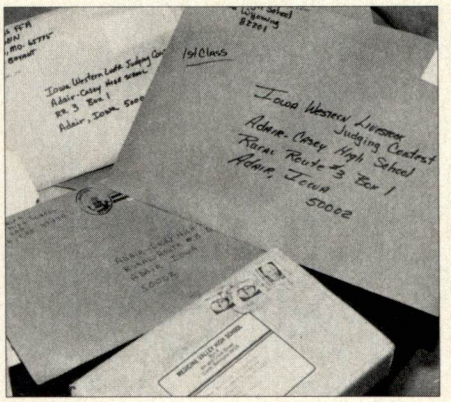
The contest sprung from a brainstorming session between advisor Bill Umbaugh and the 28-member chapter. After deciding that a local contest wouldn't bring in enough money, the idea of putting the contest on video and holding a national contest was born.

All chapter members had a hand in making the Iowa Western Livestock Judging Contest work. Different groups worked on developing the contest, videotaping the animals and financial administration. Two local banks each loaned the chapter $500 to get the project started. The loans have already been repaid.

The chapter tapped Iowa State University instructor Chris Skaggs to help set up the videotaping of the contest. Three classes of cattle, sheep and hogs were taped for the contest. Skaggs and two others at Iowa State served as official judges.

The chapter mailed invitations to all FFA chapters in the country and 300 responded with a $40 entry fee. All members of the participating chapters were eligible to take part in the contest.

The South Whitley, Indiana FFA Chapter captured first place and $600 in prize money in the first annual contest. The Albert Lea, Minnesota FFA placed second and the Ohio Valley, Ohio FFA placed third. A total of $2,300 in prize money



was distributed to top ten winners. All chapters kept their videos to train future livestock teams.

With the success of the contest, the chapter is already making plans for next year. They are talking about sending the contest via satellite instead of through the mail on videotape. Participants would return their entries via their computers.

Whatever the format, the chapter is looking to find the right combination of a traditional agricultural learning activity, modern technology, and a way to keep sending seniors to college with a few more dollars in their pockets for tuition.

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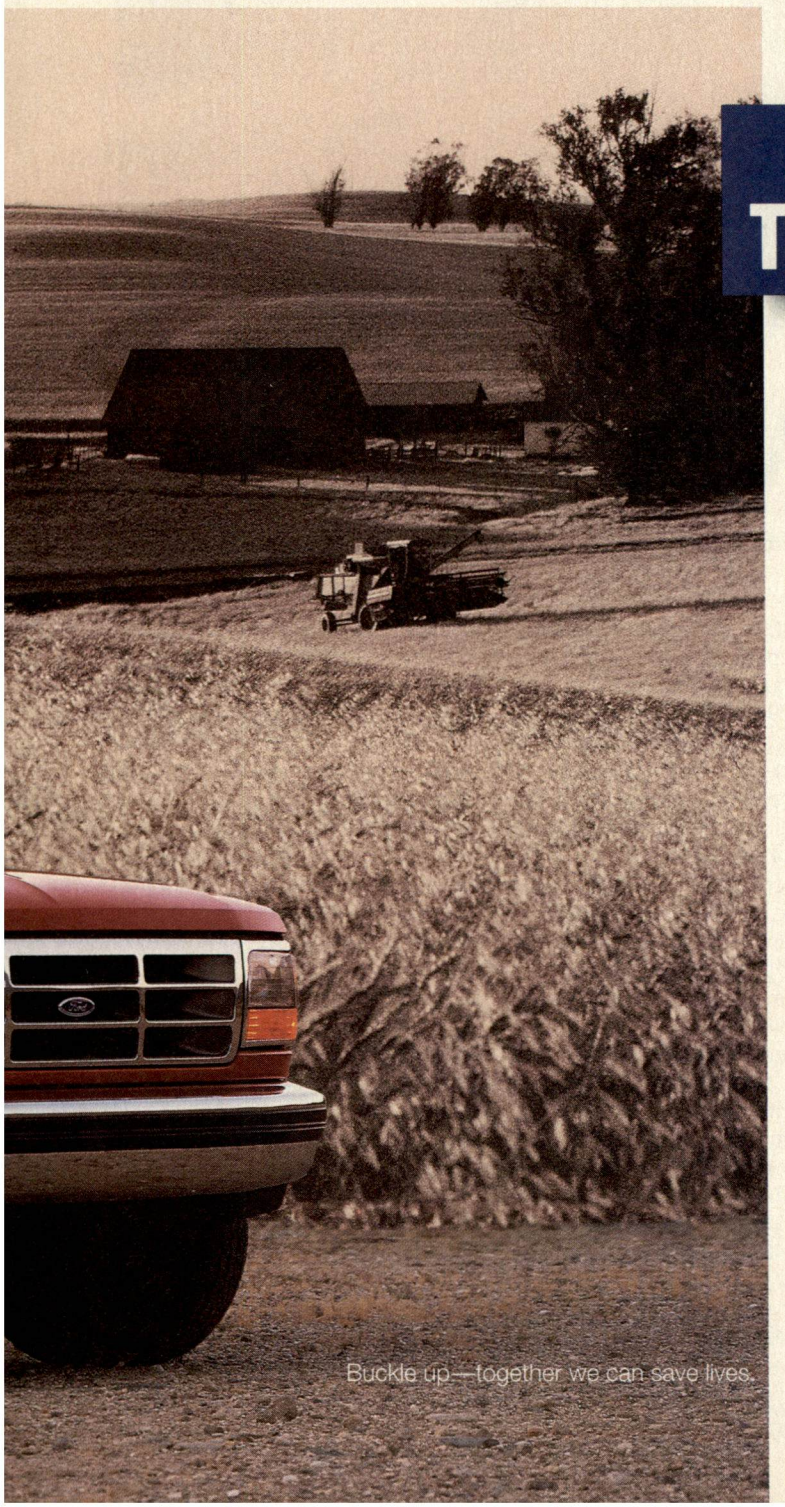
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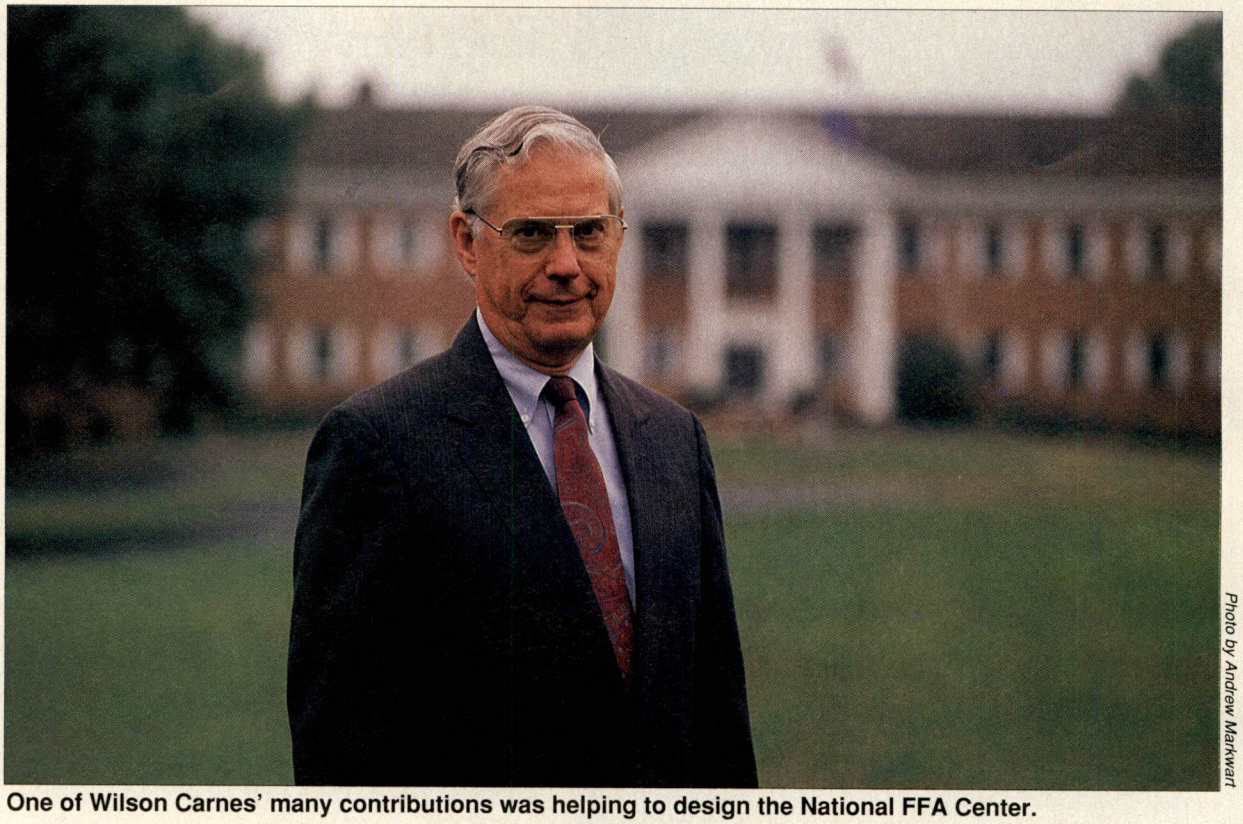


Photo by Andrew Markwart

One of Wilson Carnes' many contributions was helping to design the National FFA Center.

A Job Well Done

After 36 years of service to the FFA, Wilson Carnes bids farewell

Agriculture teachers are encouraged to nudge their students into the spotlight while they stay in the shadows. This has been the style of Wilson W. Carnes, who retired in August after 36 years of service to the National FFA Organization as administrative director and editor-in-chief of *FFA New Horizons*.

Carnes arrived in Alexandria, Virginia, in 1955, with his wife, Betty, as the new associate editor for The National FUTURE FARMER Magazine. Born in Albertville, Alabama, he had graduated with a degree in agricultural education from Auburn University after seeing active duty in Europe during World War II. He taught agriculture to his fellow veterans for a year before moving to Montgomery where he started his career in journalism working as a market news analyst for the Alabama Department of Agriculture. Before long, he was tapped to be editor of the *Alabama Future Farmer*.

It was only three years after Carnes started work on The National FUTURE FARMER that he was named editor. He was instrumental in guiding the magazine through many changes for over three decades. The magazine expanded from four to six issues in 1956. Profound changes in printing technology, postal regulations and computerization of records were met with Carnes' steady, calculated leadership. He oversaw the name change of the magazine to *FFA New Horizons* in 1989.

As others recognized him in the publishing industry, Carnes was elected to serve as president of the American Agricultural Editor's Association in 1975. During his term as president, he toured South America with Secretary of Agriculture Earl Butz and was one of 12 agricultural journalists to meet with officials of European Common Market countries, including Belgium and Ireland.

In 1982, Carnes was asked to take on the role of administrative director of the national organization, which included management of the FFA Center, personnel management and supervision of fiscal and accounting services. He carried out those responsibilities and those of the magazine's editor-in-chief, until his retirement this year.

Carnes credits his first agriculture teacher, R.E. Mitchell, as a major influence and role model in his life. He saw Mitchell as a respected professional in a small, rural town — an attractive position in the eyes of a young man growing up in the heart of the Depression.

He has viewed his role at the National FFA Organization as being supportive to the national advisors and executive secretaries, allowing them to play a more public leadership role.

His devotion to his work and dedication to the FFA prevailed in whatever he undertook. "I found it hard to half-way do something," said Carnes. "The old farm shop at Auburn University had a sign that said, 'If it's worth doing, it's worth doing right.' I felt that if I didn't have total commitment to something, I felt like I didn't do a very good job with it."

For his outstanding service, Carnes will be presented FFA's highest honor for an individual, the VIP Award, at the 64th National FFA Convention in Kansas City this November. •••

A Warm Washington Welcome

State officers meet President Bush and work together on national FFA business

By Saundra Campbell

Two FFA officers from all 50 states, Puerto Rico and the Virgin Islands enjoyed the chance of a lifetime when they met the President George Bush during State Presidents' Conference, July 22-27.

Decked-out in their official FFA dress on a scorching hot day, the state leaders converged on the White House to meet with the president during their stay in Washington, D.C. Mark Timm, national FFA president, spoke with Bush, presented him with a plaque and invited him to the national FFA convention in November.

The State Presidents' Conference was held at the Crystal City Marriott Hotel near Washington, D.C., and was led by the six national officers who conducted workshops on leadership and delegate training. During the week-long conference, the FFA leaders started work for the upcoming national convention operating in the new "Fixed 475" delegate system approved by delegates at last year's convention.

The state FFA officers attending state presidents' conference will serve as committee chairmen during the delegate meetings at the convention. The many hours of preparation in July helps get the leaders get started on work for the November meetings.

State Presidents' Conference is the first time each year the state FFA association leaders come together to discuss issues that affect FFA members nationwide. State presidents and one other officer from each state attend the conference.

In addition to their delegate work, the FFA members met with their congressmen during a luncheon held during the conference. During the luncheon, Danny Grellner, national FFA secretary, spoke to the congressmen and the delegates on the importance of agriculture education and the FFA and their relationship to the future of education in the U.S.

The state officers also visited the National FFA Center and represented the National FFA Organization when it was presented a 1992 Chevrolet half-ton pickup truck by Chevy Trucks. The truck was given to the National FFA Alumni Association to be sold at their auction during national FFA convention. Proceeds from the auction will provide scholarships for FFA members. •••



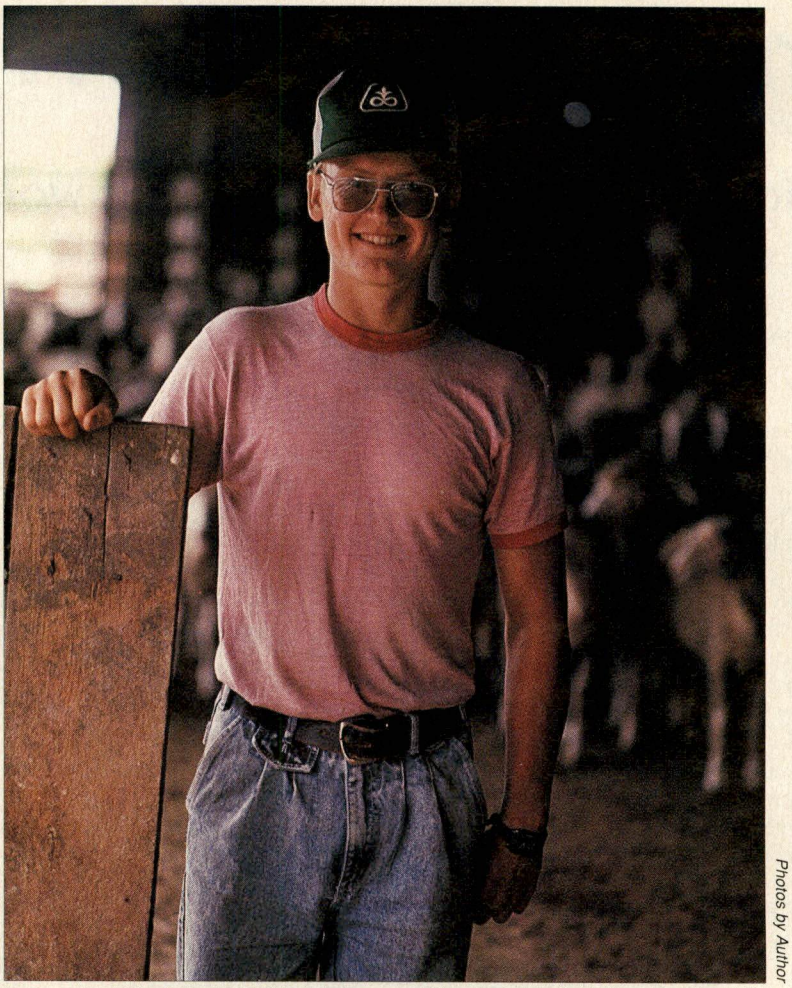
Photos by Andrew Markwart

President Bush greeted national officers Matt Lohr, Lesa King, Danny Grellner, Mark Timm and Julie Classen, left to right, after posing for a photograph with all state officers.



State officers Shannon Tignor, Virginia, and Adam Thomason, Washington, talk about national issues during a delegate meeting.

State Presidents' Conference is sponsored by Chevy Trucks, a Division of General Motors Corporation as a special project of the National FFA Foundation.



Photos by Author

Vladimir Mounkine is one of 30 Soviets who have watched their homeland go through historic changes while studying private farming in the U.S.

The Russian Revolution

This Russian student is watching his country's growing pains from a family farm in Iowa

By Andrew Markwart

During the attempted overthrow of Soviet president Mikhail Gorbachev in August, Russian agriculture student Vladimir Mounkine watched from a small town in Iowa as Soviet tanks rolled toward the Russian parliament building. Meanwhile, his parents, who live in the industrial city of Magnitogorsk, on the edge of the Ural Mountains about 1,000 miles east of Moscow, were unaware of what was happening in their nation's capital.

When the townspeople did find out what was happening in the country's capital, they went on working in the steel mills, trying to eke out a living as they have been doing for the past 70 years. Food money, not politics, ranks high on their list of priorities.

Mounkine says this lack of communication and conservative nature of most of the country will make the transition from communism to capitalism slow and, quite possibly, violent.

Mounkine, 20, is one of 30 young agriculturalists from the Soviet Union that have been in the United States since June to learn about the private farming practices and free market system in this country. They will work on farms and in agribusinesses for one year, then return home and put into practice what they have learned. The National FFA Organization and the National Young Farmer Educational Association coordinated the homestays in the U.S.

Mounkine is learning the American agricultural system from the John Conway family in Wellman, Iowa. Their 1,000 acre grain and livestock farm in the heart of the Cornbelt is like a giant classroom for the quiet, thoughtful third-year agriculture student from the Moscow Agricultural Academy. Everyone in the family calls him "Val" and in only a few months, he has already made an impact on the family.

"Val has an intense interest in the entire system," says John Conway. "He wants to know where we buy our seed and why. Where we get our fertilizer and why. He's always asking why. It's good for me because I have to review things that I've been doing for a long time and I start asking *myself* why."

Mounkine drives tractor in the fields and feeds the sheep and cattle. He also watches the commodity markets and is learning

how to use a computer to manage farm finances.

As a student at the Moscow academy, he lived with three other students in a room half the size of the Conway's kitchen. Mounkine learned English on his own and is reading American classics like Tom Sawyer and The Old Man and The Sea while he has access to them.

The son of medical doctors, Mounkine says his decision to study agriculture was based on his observation that, "Russia needs farmers worse than they need doctors."

Mounkine says that before the Russian Revolution in 1917 that introduced communism to the country, it was on par, agriculturally, with the U. S. and the rest of the world. Farmers worked their land with machines not too different than what was being used in American fields.

Over time, people flocked to the cities to escape the difficult life of working on a government collective farm. Both the cities and the rural areas suffered as a result. Under communist rule, people were taught that in order to avoid having a very rich class and a very poor class, the government should own everything and everyone would be cared for.

In reality, people lost their motivation to work, since they had no ownership in their businesses and the standard of living for the masses dropped to a level most Americans would call poverty. He says that when food and clothes are available, there is no selection. Bread is usually available once a week.

My Generation

Life for teenagers, especially in rural areas, is difficult. Schools are poor because the best teachers move to the city. There are no computers and the books are old. It is unusual for rural students to go to college. The young people are called on to help in the fields during planting and harvest times, usually without pay. There are no organized sports at school and little entertainment outside of the major cities.

But Mounkine is optimistic about the role that young people will play in his country's future. He says that it may be the teenagers that have the most effect on real change in the country. "More and more young people want capitalism." He says they are also interested in the pre-communist history that, until now, has been forbidden to study.

Back on the Farm

Mounkine says that the new private, independent farms will spring up in areas where the people held on to their tradition of private farming, even if it was caring for a garden. Most of these areas are on the western side of the Soviet Union, such as the Baltic Republics and the Ukraine.

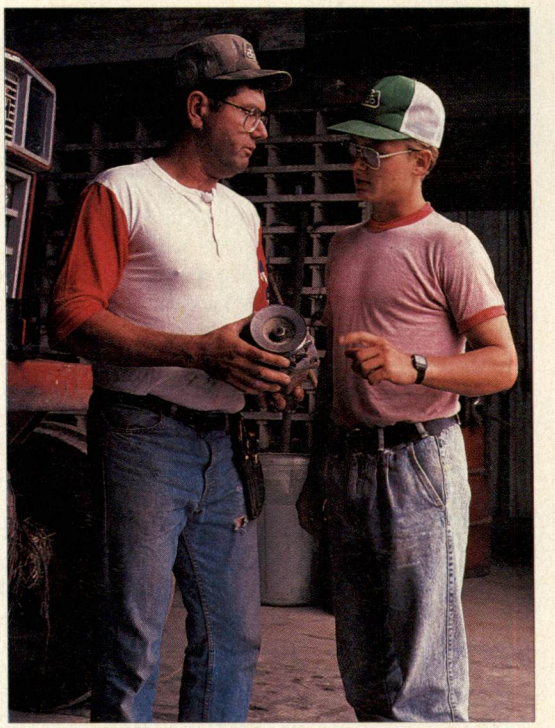
He has hopes that Russian President Boris Yeltsin will ease restrictions and provide incentives for people to take up private farming. The popular Russian leader has been in favor of moving toward a private farming system well before the sweeping changes in Soviet government that started in late August.

Only one of the 30 Soviets who came to the U.S. with Mounkine is a private farmer. "Yeltsin must begin the agricultural reforms beginning with the (collective and state farm) managers. You just can't release the restrictions and expect a new system to work," says Mounkine.

Besides the culture shock to moving to a market economy, Mounkine says that one of the biggest challenges his country has is the haggard condition of its transportation systems and utilities, something taken for granted by many here in the U.S. "After a couple of weeks, we asked Val what was the one thing that impressed him the most in the U.S., figuring it would be airplanes or skyscrapers or something like that," says John Conway. "He said, 'you have a road that takes you anywhere.'"



Vladimir, center, with his host family, the Conways. Left to right are Collettee, Kelley, Cathy, Brenna and John.



An alternator that Conway will have fixed by evening chores would take two weeks to repair in Russia, "if you are lucky" says Mounkine.

Mounkine hopes that road takes him to a university in the U.S. to study agricultural business and marketing next year. "It is my dream to study in the U.S. if I am to be the most useful for my country," he said. He plans to spread the word about private farming and the market system when he returns home. "Our people know how to work hard," he maintains. "We can compete. We just need organization."

He warns that the changes in the Soviet Union have just started and, most likely, we haven't seen violence end. Change comes slowly to a country that is so huge and whose society is so interwoven into the old communist system. "There have been big changes, but they are only a small step in the right direction. Three generations have grown up with no model of independence," he cautions. "People who lived their whole lives in the Soviet system can't change quickly." •••

Farm Manager

By Shirley Sokolosky



Professional Profile

Name: Christa Limberger
Career: Farm Manager
High School FFA Chapter: Rockville, Connecticut
College: University of Connecticut, Texas A&M University

Christa Limberger has faced some big tasks since she became a farm manager. There was that 2,000-pound bull that had to be broken to lead, not to mention a fence to build that required 300 post holes. And then there's the solitude of always working by herself.

But Limberger wouldn't have it any other way. She is an animal lover who has turned her fondness for four-footed creatures into a career.

"I am fortunate because I have always had a way with animals," she says. "One who wouldn't come up to anyone else would come up to me."

How did Limberger channel her interests and talents into a career? The road began on her family's farm in north central Connecticut, near Ellington. There she cared for sheep, cattle, horses and hogs, and worked for a stable. As a member of the Rockville FFA, she won the state proficiency award in diversified livestock production. After high school, she earned a two-year ag degree from the University of Connecticut and worked for 1 1/2 years at a farrow-to-finish swine operation.

Fearing that her chances for advancement were slim, Limberger decided on a bold move — she enrolled in Texas A& M University as an animal science major. She completed her bachelor of sciences degree in 3 1/2 years and was ready to look for a job.

A professor from the University of Connecticut told Limberger about a position at a 60-acre Polled Hereford operation near her hometown of Ellington. Soon she found herself with a job and 60 purebred cattle to look after. Limberger says that landing a management position in the livestock industry requires some aggressive job hunting. She says that for females, there aren't many opportunities.

"I've had to push," she says. "Owners tended to not take me seriously or tended to pamper me." Limberger advises young women that farm management includes some hard physical labor, and that they need to be prepared to prove to farm owners that they can do the work.

Limberger's days begin at 7 a.m. and end when the work is done. Her job description includes all field work, breeding the cows, maintaining equipment and fences, record keeping, livestock feeding and care as well as working with local 4-H members to learn to fit and show their animals. In summer months, she concentrates on working with the farm's show animals daily—washing, haltering, walking and working their hair coats. Spring is the busy season, when Limberger must contend with calving and planting at the same time.

Training for a farm manager's job must be both practical and academic, says Limberger.

Activities like livestock judging taught her to view animals as individuals; she finds identifying cattle and telling them apart quite easy. Limberger is asked to judge at shows and fairs, which helps her "income-wise."

How important is a college education?

"It gives you the edge," says Limberger. When she first arrived at the Polled Hereford farm, she had to prepare a health plan, a feeding program and get a routine going.

"Because of my education, I knew what the animals needed. I knew what kind of vaccinations were needed, the value of implanting," she says. "This helped me explain to the owners what I wanted to do."

Limberger believes that the opportunities for personal advancement are there for the taking. "Some day," she says, "I'd like to have something of my own." She envisions owning a cattle reproductive services business. For now, however, she is quite content with the task of caring for livestock.

"I've haven't ever wanted to do anything else," she says. "It makes all the mud and manure and bruises worth it." •••

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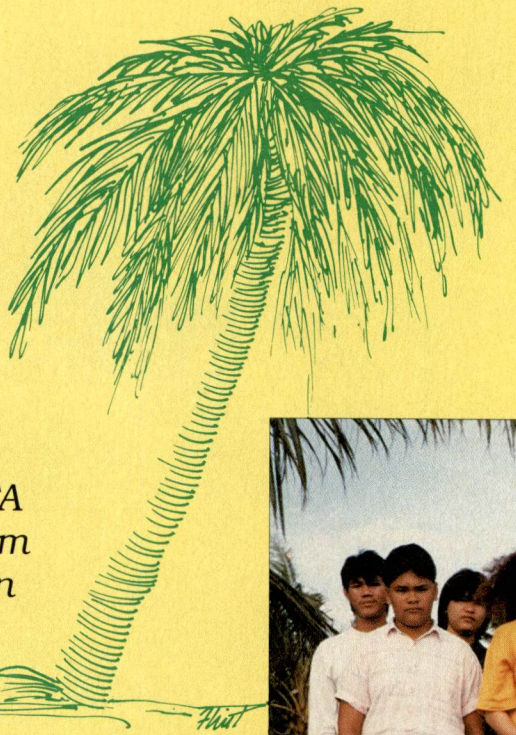
LEADERSHIP EXCELLENCE

ARMY ROTC

THE SMARTEST COLLEGE

FFA's Excellent

By Shirley Sokolosky





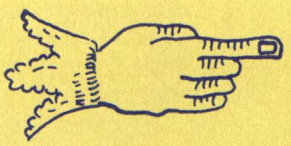
At this year's national convention, FFA members will witness a rare and special event. Two new state FFA associations, Guam and the U.S. Virgin Islands, will be issued their charters. Also, the Federated States of Micronesia, the Republic of the Marshall Islands and the Commonwealth of the Northern Mariana Islands will officially become "affiliate chapters."

Confused already? You're probably not alone. We all have a lot to learn about our new members across the sea. Come along on this two-page journey as we explore these fascinating, little-known parts of the world.



Photo by Steve McKay

These FFA members from the John F. Kennedy High School in Guam helped their island get the association charter.



Where is Micronesia?

The best way to understand Micronesia's location is to use a world atlas. Find Hawaii and then look southwest for Micronesia, a group of over 2,000 islands. Still lost? Find Australia, then Papua New Guinea and look above and to the right. According to the National Geographic Society, these islands cover an area "about the size of the continental United States but with less land area than the state of Rhode Island."

New Adventure

Are the Virgin Islands in the Pacific?

No. The U.S. Virgin Islands are on the other side of the globe. They can be found in the Caribbean Sea, southeast of Florida. On your atlas, find Puerto Rico and look to the east. There you'll see the islands of St. Thomas, St. John and St. Croix.

Aren't the Virgin Islands already part of FFA?

Yes, sort of. The Virgin Islands have had affiliate status for years. As of this year, they will officially become a state association at national convention this November.

Why will Guam be an association while the other Pacific islands are affiliate chapters?

The FFA constitution requires an association to have at least four chartered chapters and a total of at least 125 members. They must also receive federal education funds. An affiliate, on the other hand, would have fewer chapters and members than the required number.

Why would a place that is so far away be part of FFA?

Distance doesn't matter. Their government's relationship with ours does. Under an agreement with the U.S., the islands are "freely associated" with the United States. They receive services from agencies like the Soil Conservation Service, U.S. Postal Service and the U.S. Department of Agriculture. The Northern Mariana Islands chose to be a commonwealth, which means their people are U.S. citizens and they receive more benefits from U.S. government agencies. Much like Puerto Rico, they are a part of our country, but are territories rather than states.

Life on the islands

When you think about tropical islands deep in the Pacific, you may have visions of deep blue seas brimming with fish, lush foliage and sweet juicy fruit hanging from the trees.

The beauty of the islands can be misleading, because economic problems plague the people. Many people are jobless, especially the youth, and many drop out of school, says Patricia Chapman of the Micronesia Institute in Washington, D.C.

"They want money for things that aren't available —TVs, cars and flush toilets —they want the things we want," says Chapman.

Poor nutrition is a major health problem. Junk foods, canned meats and fish, and rice have replaced the fresh fruits, vegetables and fish that once made up the Micronesian diet. Nutrition has suffered to the point that the life expectancy for men is only 40 or 50 years.

Fresh produce is hard to find. If you can find it, you may not be able to afford it. A watermelon in Guam may cost as much as $30, a cabbage in Chuuk is $4.50 per head.

A seed is planted

How did FFA get involved in Micronesia in the first place?

FFA and USDA representatives traveled to the islands on a fact-finding trip in 1987, and 17 students came to America as part of the World AgriScience Studies program. Grants from the U.S. Departments of Commerce and Interior paid for the trips. The next year, more students came and a workshop for adult leaders was held, funded by a Department of Interior grant.

An American high school agriculture teacher named Steve McKay from the Anderson Valley Agriculture Institute in Boonville, California, went on the original fact-finding trip in 1987. As Agriscience Teacher of the Year, he told the islanders about his innovative programs. He found that telling them wasn't enough. He could see that they needed agricultural education and FFA in their communities.

In the years since McKay's first visit, he has helped bring agriculture to life on the islands. As recipient of a grant from the U.S. Department of the Interior, McKay has helped provide training for teachers. He travels to the islands frequently to offer two precious commodities — support and experienced guidance.

"They can come to the U.S. and get lots of good ideas, but it's hard to go home and implement them. They fight an uphill battle," says McKay. With his assistance, new FFA chapters are taking part in BOAC, creating their own judging contests and planting community gardens.

McKay is thrilled by the hope he sees in the people. "I love them," he says simply. "I want to work with them."

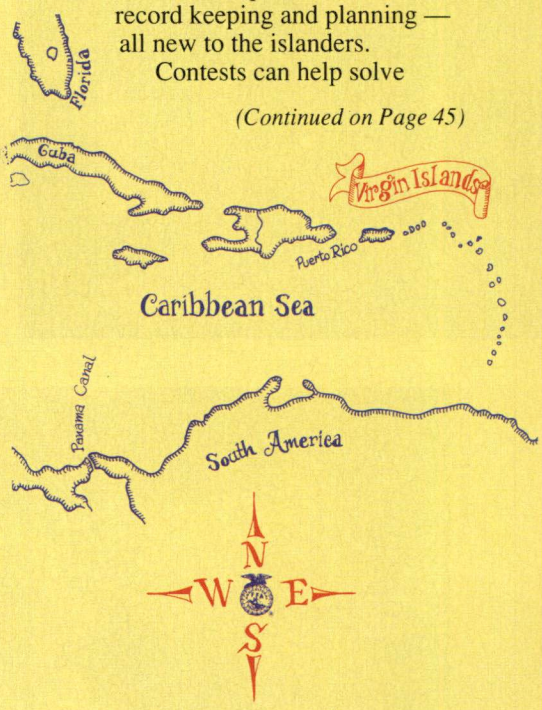
Banana judging and the biggest yam in Yap

Judging contests have taught vital lessons to many FFA members: how to recognize superior breeding, identifying characteristics, thinking under pressure. It will come as no surprise to all you judges, then, when you hear about the innovative contests underway in the islands.

Steve McKay hopes that banana judging will excite students and encourage production. Taking part in awards competitions will teach record keeping and planning — all new to the islanders.

Contests can help solve

(Continued on Page 45)



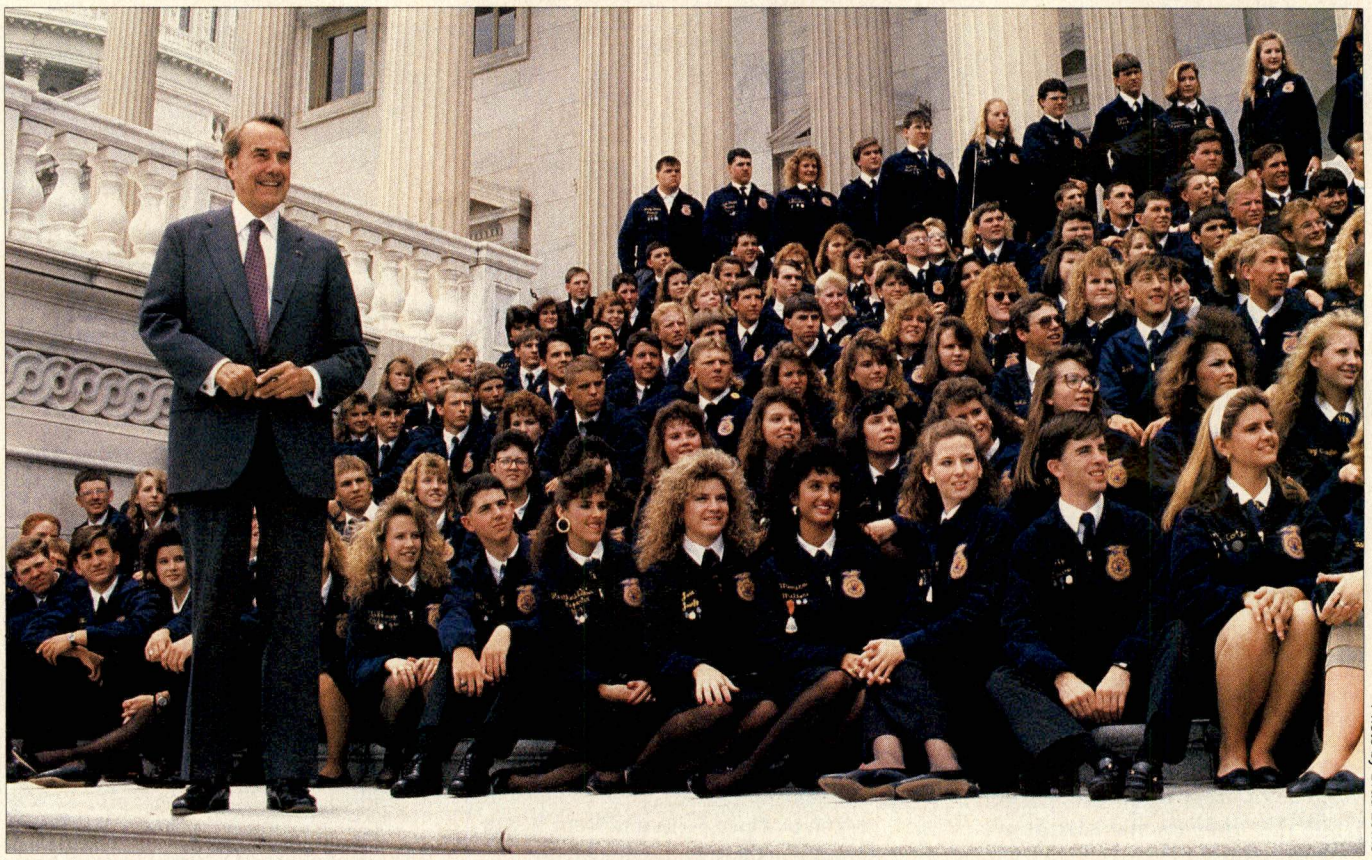


Photo by Brad Lewis

Senator Robert Dole talks with Washington Conference participants on the steps of the U.S. Capitol.

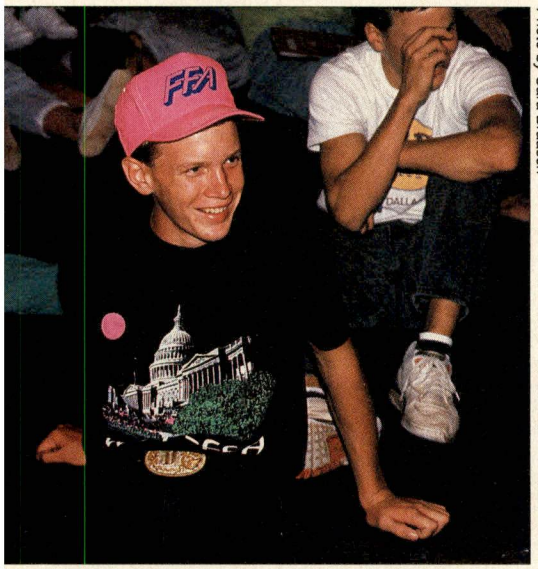


Photo by Sara Braasch

Over a thousand FFA members learn leadership skills during a week in the nation's capital.

A Week to Remember

For seven weeks this past summer, FFA members flocked to Washington, D.C., for a week of leadership training, personal development workshops and sightseeing around the nation's capital.

The Washington Conference Program hosted 1,439 FFA members and 118 advisors over the seven one-week conferences. Skills such as communications, goal-setting and teamwork were the focus of workshops and activities conducted by a staff of 10 past state FFA officers.

Most FFA members visited their congressmen while in Washington. Other visits included the U.S. Capitol, Smithsonian Institution, Arlington National Cemetery, the National FFA Center, and Mount Vernon, the home of George Washington. •••

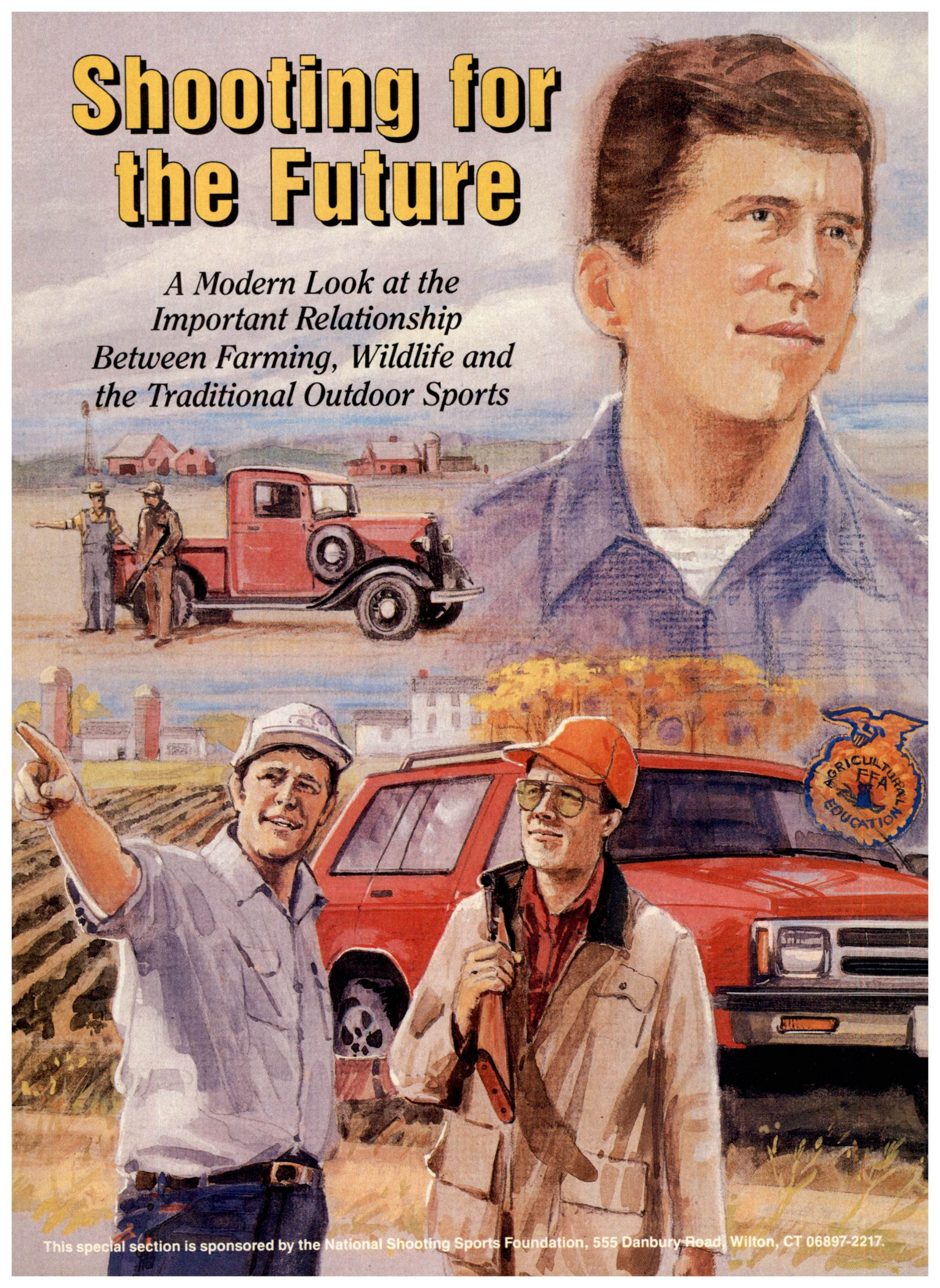


Photo by Brad Lewis

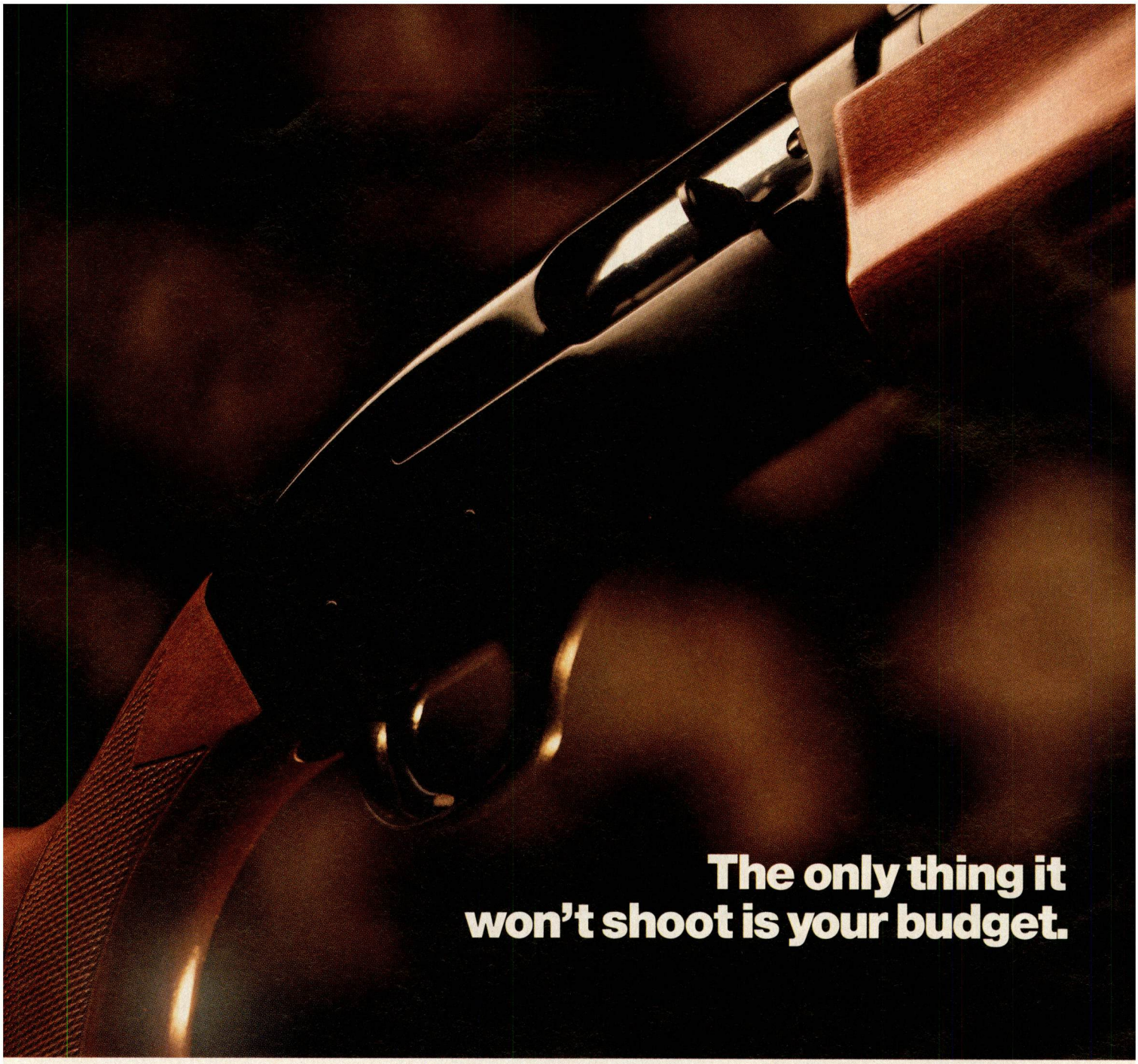
Visiting the Vietnam Veterans Memorial was an emotional time for many attending WCP.

Shooting for the Future

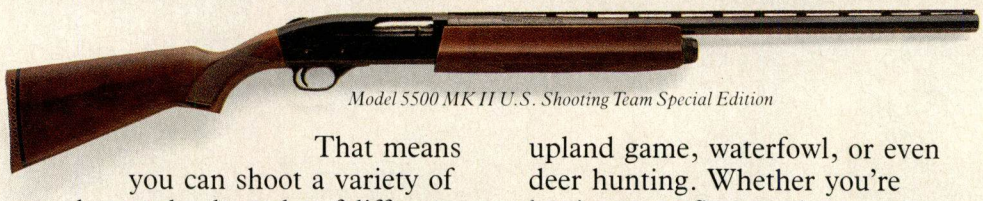
A Modern Look at the Important Relationship Between Farming, Wildlife and the Traditional Outdoor Sports



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Shooting for the Future

by ROBERT T. DELFAY, Secretary, United Conservation Alliance

A Modern Look at the Important Relationship Between Farming, Wildlife and the Traditional Outdoor Sports

Farming, hunting and recreational shooting are important and valued American traditions that have enjoyed a strong spirit of cooperation between farmer and sportsman.

Members of the Future Farmers of America will play an important role in shaping the future relationship of the hunting and farming traditions and in maintaining the spirit of cooperation between farmer and hunter.

More than half of all hunting in America is done on privately owned lands. Throughout this nation's history, the relationship between hunters and landowners has been a friendly and mutually beneficial one. In return for access to their private land, farmers often receive game or donated services from hunters.

As with any relationship, the farmer/landowner partnership can have its difficulties and, too often, "No Hunting" signs are the result. Occasionally, unethical and unlawful hunters create problems for the landowner and jeopardize the future of the traditional hunter/landowner relationship. It's important that leaders of the agricultural industry and of the hunting fraternity not let these bad apples spoil the whole bushel.

Research reported by the National Shooting Sports Foundation indicates that more than 70% of landowners think hunters respect the rights of others.

And among game wardens, whose job it is to check up on hunters during the hunting season to be sure they are obeying hunting laws and regulations, more than 9 out of 10 think that hunters respect the rights of others.

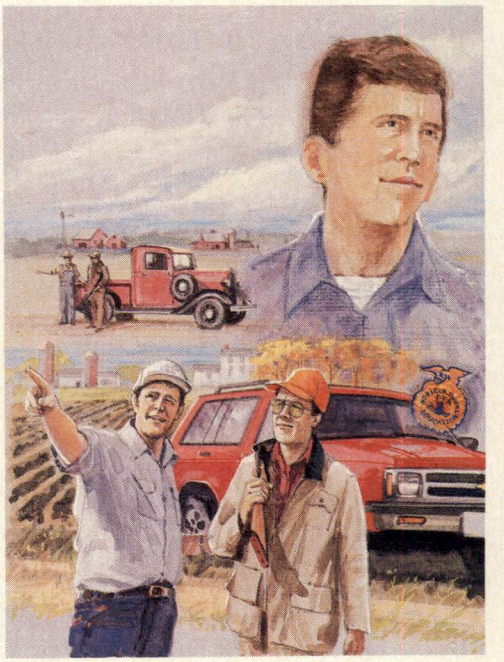
Too often, it is the behavior of the irresponsible hunters that causes land to be posted against hunting, denying hunting opportunity to the majority of hunters who are good sportsmen. About 10 years ago, a survey by the Future Farmers Association indicated that nearly half of all farmland was posted. The figure may be higher today. **Yet it may be time to consider removing some of those "No Hunting" signs. While it is obviously important that some areas remain posted for safety or security reasons, taking down "Posted" signs can often open up new cooperation and valuable relationships with hunters in your community.**

Hunter behavior is just one question that must be considered in evaluating the future relationship between the farmer and hunter. Another is the hunter's impact on wildlife. In this case, there is almost universal agreement that the billions of dollars that hunters contribute to wildlife conservation each year are an important and desirable ingredient in the overall wildlife management picture.

The National Wildlife Federation's official policy on hunting states, "We support hunting because, under professional regulation, wildlife populations are a renewable natural resource that can safely sustain taking. Although we understand the moral philosophy of those who feel that hunting is wrong and that wildlife populations should be protected completely, the real and fundamental problem facing wildlife is not hunting but, instead is habitat degradation and destruction."

The National Audubon Society also recognizes the acceptability of hunting. Their official statement says, **"The National Audubon Society, since its origin at the turn of the century, has never been opposed to the hunting of game species if that hunting is done ethically and in accordance with laws and regulations designed to prevent depletion of the wildlife resource. We have made this clear repeatedly in official statements of policy and it remains Audubon policy."**

Providing dramatic evidence of the hunter's positive role in conservation and wildlife management is the tremendous recovery that many species of wildlife have experienced throughout the 1900s. On the brink of extinction at the turn of the century, species such as white-tailed deer, elk, pronghorn antelope, wild turkey, wood duck and others are now abundant. White-tailed deer have increased from 500,000



animals in 1900 to nearly 20 million today. Elk have gone from some 40,000, mostly in the Yellowstone Park area, to some 800,000. Wild turkey has increased its numbers nearly four-fold in the past few decades and now totals some 4 million.

Those who live and work on the farm have traditionally enjoyed the hunting and shooting sports and have traditionally played a key role in making those sports available to others in their community. This relationship will take on added importance in the years ahead, but will also carry added benefits for both sides, as farmer and hunter shoot for the future, together.

C



Here's Something to Shoot For

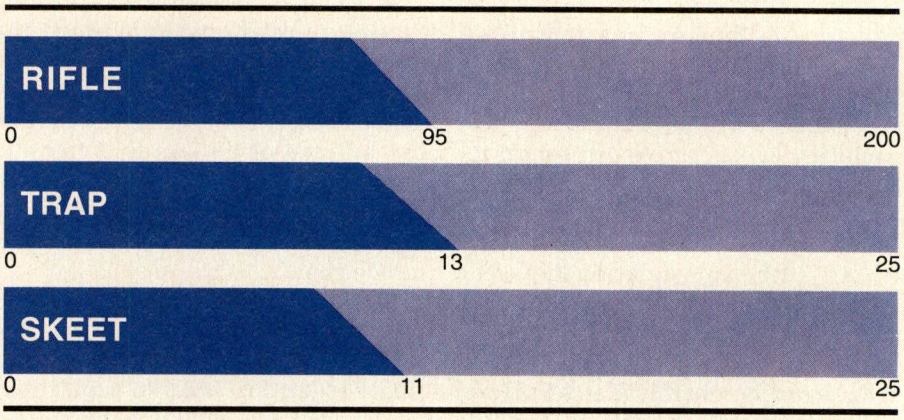
by MIKE LAWRENCE

Doug Howery had a right to brag about his basketball shooting skills. No one in our school had ever scored more points in a single game or a season. But, when Doug bet he was also the best rifle shooter in our group, I knew I had him.

"Doug, you're a good athlete and a good friend, but we went to Boy Scout summer camp together, remember. You would have done better if you threw basketballs at those targets." "Everybody misses," Doug replied, "but I'll bet you I'm way better than most guys." "Okay, Davey Crockett," I said, "you've got a bet and I know just how to settle it!"

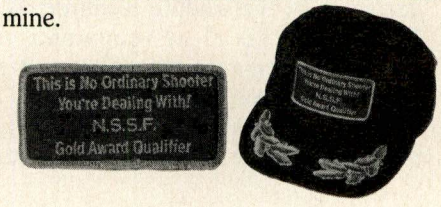
I had just read in one of my hunting magazines about how some organization tested a bunch of hunters to find out how good the average guy shot a rifle, shotgun and handgun. That afternoon, I found the magazine. An association in Connecticut, called the National Shooting Sports Foundation, had recently tested 200 hunters and published the results so every hunter could compare his shooting scores to the national average. For example, the average hunter would hit 13 out of 25 clay targets in trapshooting and 11 out of 25 in skeet. But rifle was what we were most interested in.

To determine the average hunter's rifle shooting ability, they used the standard NRA 50-yard small-bore rifle target and had each shooter fire 20 shots from the standing position. The average score turned out to be 95 of a possible 200. Before he started, Doug was pretty confident. "Heck, that's less than 50%. I could do that with my eyes closed."

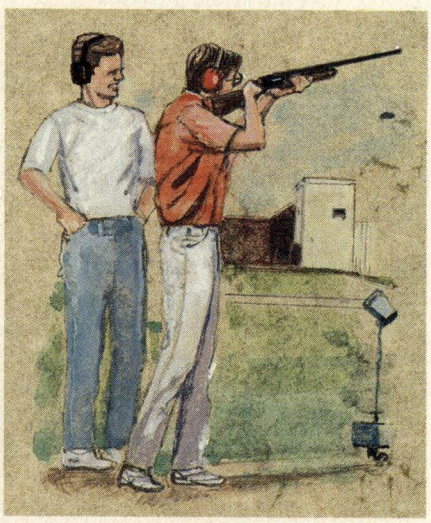


As it turned out, Doug might have done better with his eyes closed. He finished with a score of 68 out of a possible 200, a new respect for how hard it is to shoot a rifle from the standing position and a promise that the next time he tried he'd beat the average.

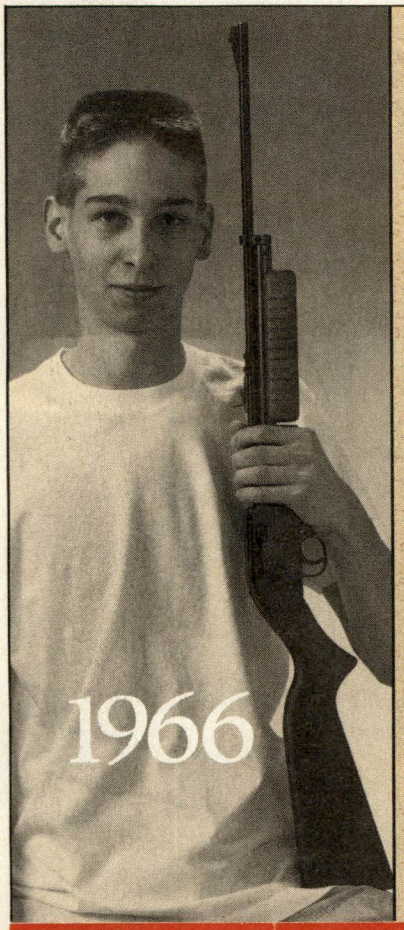
I didn't tell Doug that if he had beat the average, the National Shooting Sports Foundation would have sent him a **"This Is No Ordinary Shooter You're Dealing With"** cap or patch. And I didn't have the heart to let him see mine.



For more information, you can write the National Shooting Sports Foundation at 555 Danbury Road, Wilton, CT 06897. Ask for information on the "How Well Do You Shoot" program.



D



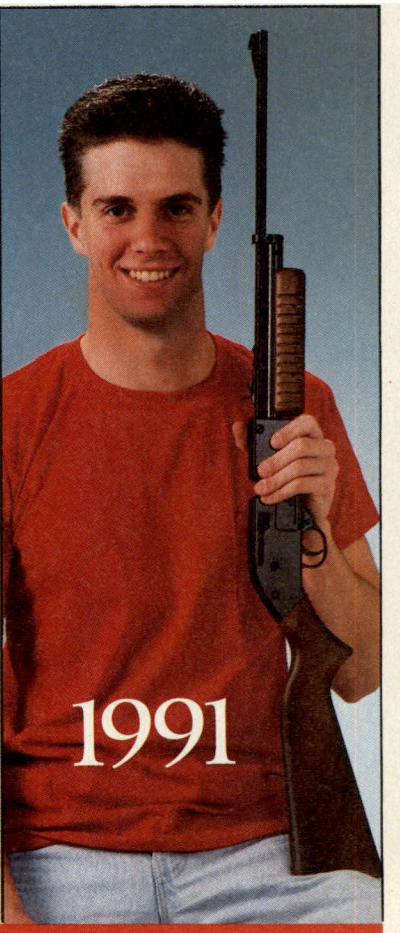
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Getting Along With Hunters On Your Land

The farmer glanced over at the old border collie, marvelling at the dog's new full, shiny coat. What a difference from six months ago.

It was six months ago that the farmer had commented to Steve, one of the hunters on the place, about the border collie's loss of hair and the fact that the vet couldn't figure it out.

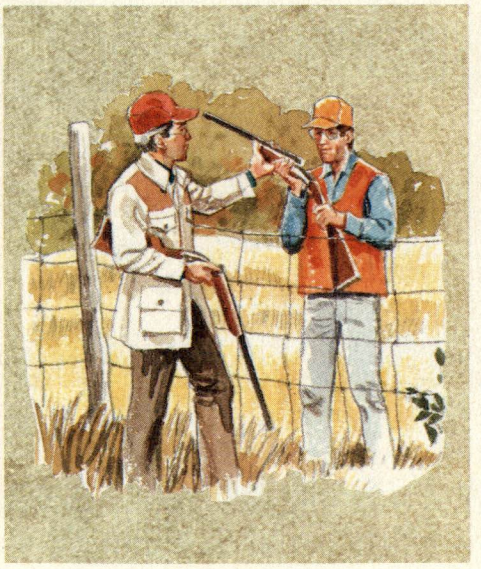
"Are you feeding him a lot of table scraps?" the hunter asked.

The farmer nodded.

That could be the answer.

"I had the same problem with one of my dogs. Seems too much fat from the table scraps can cause that problem for some dogs. Once I cut out the leftovers, the rash cleared right up."

It proved to be good advice, the farmer recalled.



Granting hunters access to wildlife on your land is a big decision, but knowing that those same sportsmen might be able to return the favor in other ways down the road helps to make the decision easier. Aside from giving you a hand hauling hay, fixing up an old barn or mending a fence now and then, hunters can be a big help. And whether you've allowed access to wildlife for years or are thinking about granting permission for the first time, safety should be a key concern when building a relationship with a hunter.

Most sportsmen are more than happy to abide by your rules. In fact, according to a recent survey, 7 out of 10 landowners think hunters respect the rights of others and more than 9 out of 10 game wardens, whose job it is to check up on hunters during the hunting season to be sure they are obeying hunting laws and regulations, felt hunters respect the rights of others.

Most hunters know to close gates behind them and are familiar with the rules of safe gun handling. Here are some additional hunting safety tips to consider:

- Discuss in advance where hunters may hunt and point out roadways, neighboring houses or barns to be aware of.
- Let hunters know about any "off-limits" areas where your livestock or those of a neighbor might be grazing.

Most hunters are more than happy to follow your guidelines in exchange for the right to hunt on your property. And you're likely to make some special friends who might be able to return the favor down the road.

E

Kinder? Gentler? No Way.



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The Heartbeat Of America Is Winning.™

If You Know What He Knows

Don Swanton shares some secrets about getting started with livestock

Starting a livestock project can be a scary venture. There is so much to know about keeping animals healthy and safe. The business end can be mysterious too.

For the past eight years, Don Swanton, Goose Lake, Iowa, has been testing and trying lots of products and methods and asking a lot of questions as he built up his purebred Suffolk sheep business. We asked Swanton, 20, to share some of the secrets that helped make him the national FFA sheep production proficiency winner in 1990.



In 1990, Don Swanton didn't have the biggest sheep project in FFA. He had the best.

Get support. Swanton says the first mistake beginners can make is not involving other people who can help the effort. "Make sure your parents want you to have the project. If they don't support your project, you'll never get it off the ground."

Set goals. "Everything relates back to goal setting. Know what you want to do and work toward that. Have the gumption to get it done."

Find the experts. Tapping into the right people makes all the difference says the animal science major at Hawkeye Tech in Waterloo, Iowa. "When you decide what species you want to raise, talk to all of the sheep people in your area. Find out as much as you can.

"Get information from your local extension office especially if there are sheep specialists in your area. The better you get to know a specialist in your area, the faster you will get new information. There is a lot of new technology that wasn't out there years ago and you have to stay up on that. You have to use the new technology that is available."

Don't be shy. "Don't be afraid to walk up to someone you look up to and talk to them. Those people are usually more willing to talk to young people than anyone else. It makes them feel good. If they can help you any way possible, they're going to do it. Don't stand in the corner. That's how you make contacts.

"Go to different people's operations and see how they do things and take bits and pieces of information from their operations. That's what I've done, whether it's feeders, waterers, bedding, whatever. Take the best parts of other producers operations and combine them into yours."

Read. "There is always new information coming out that can help you. You have to constantly read publications. At the extension office, they have thousands of specialists who have written pamphlets and some will be in your project area. You just need to ask for them.

"The American Sheep Industry Association puts out the Sheep Industry Handbook for about $30 that tells you how to get started. It's the bible for the sheep industry."

Swanton also subscribes to about five sheep industry publications and other general agriculture publications.

Buy from someone you know. "Go to someone you trust that will make you a good deal to get you started — someone who knows you and your parents. There are people who will take you under their wing because they want to help you."

Don't get too fancy. "For sheep, you don't need fancy facilities. Put your money in your livestock, not in your facilities. Put your emphasis on genetics, health and vaccination programs. That's the important part. The facilities will play a role later, once you've established a good foundation herd.

"Get started in the commercial industry. Purebreds are expensive. Make your mistakes with the commercial animals that aren't as costly. You need to find out if you like raising sheep and that you want to continue."

Good records aren't so hard. "Starting out, you don't need a computer for your recordkeeping program, you just need to be accurate. Keep the records in a notebook or a shoebox, but make sure they're accurate.

"Put in all the information you need so you know if your flock is making money or losing money. Then if you decide that you want to invest a little money and buy a computer, it *is* easier and you get a lot more information out of that data you put into it.

Watch for health problems. "Keep a constant eye on things. If the first signs of sickness show, treat it right away before it has a chance of taking off. Catch things before they're problems.

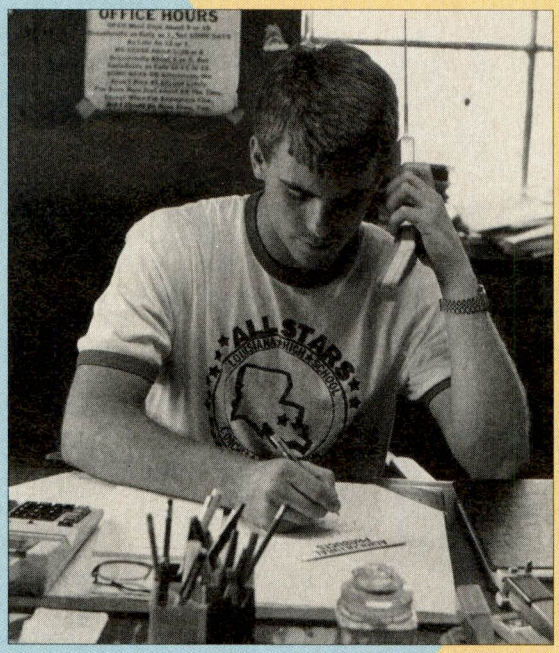
"Invest in vaccinations and a good health program. In the long run, it will save you a lot of money. It's cheaper to avoid a problem than to have to fix a problem."

Lookingback. "It would have made things a lot easier if I had known about all that information starting out. I would have done some things differently. It's a matter of working smarter, not harder." •••

The Sheep Production Proficiency award is sponsored by the American Sheep Industry Association and Kent Feeds, Inc., as a special project of the National FFA Foundation.

These eight FFA members have spent hundreds of hours and big money to build their businesses. There is some good advice in what...

The Stars Say...



Some FFA members are born into families that are already firmly rooted in an agricultural business. Gradually, they work their way into the operation and become a major player. Others start their businesses from scratch, with nothing more than a good idea and a determination to see it come to life.

Whatever the case, these eight regional Star Farmers and Stars in Agribusiness have invested the time, effort and their own money into a business they can call their own.

What does it take to become a finalist in the Star's competition? Here are quick profiles of what the 1991 Stars did in their businesses and their thoughts on some specific topics.

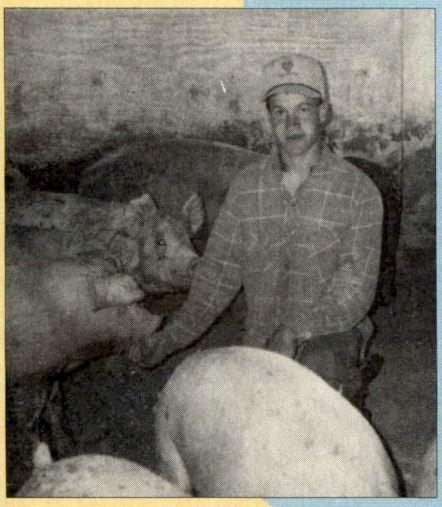
Name: Robert Tonn, 20
Award: Southern Region Star in Agribusiness
FFA Chapter: Elton, Louisiana
SAE: Started a custom fertilizer application and feed mixing business with the money he earned by working in his family's farm supply center. In the process, he now owns 30 percent of the farm supply business as well.

On doing your homework: *"Through the FFA I learned about soils, forages, feeds and nutrition. This knowledge prompted me to start my own business to assist the community with their needs."*



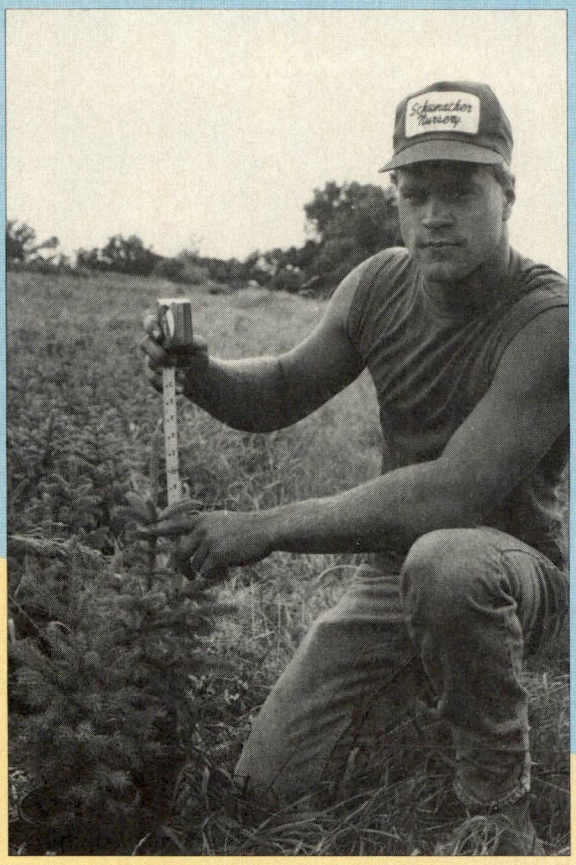
Name: Lola Lang, 21
Award: Western Region Star in Agribusiness
FFA Chapter: Mount Vernon, Washington
SAE: Started a pony farm 12 years ago with her mother. Grown from one pony to 50 horses. Services include trail rides for kids and adults, children's birthday parties, riding for the physically challenged, pony rides at malls and school riding lessons and summer day camps.

On job satisfaction: *"I really enjoy working with the handicapped children. It is very rewarding to see the confidence they gain when they get on the horses."*



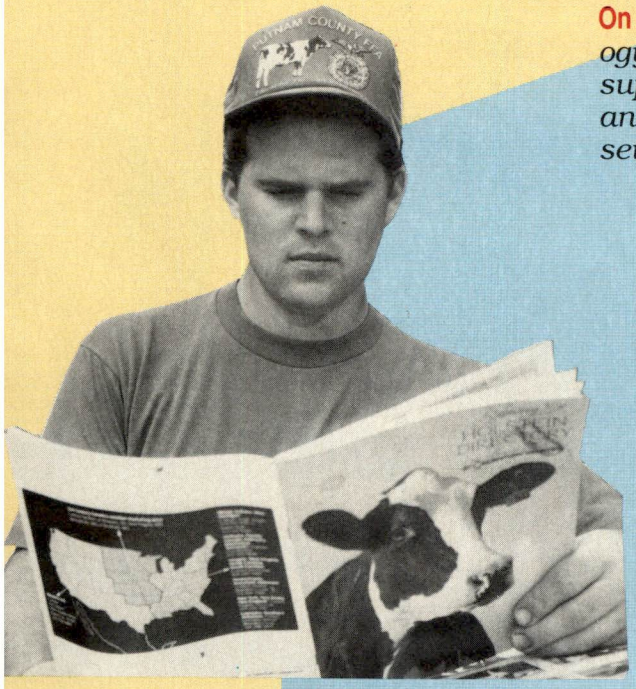
Name: Todd Schmitmeyer, 19
Award: Eastern Region Star Farmer
FFA Chapter: Versailles, Ohio
SAE: Started his own swine operation even though his family operated a dairy farm. Started with 18 breeding swine and 83 market hogs. Now owns 68 breeding swine and 801 market hogs.

On international travel: *"Going to Europe allowed me to compare production techniques. We have about the same facilities, but they have a definite genetic advantage with the breeds of swine they have available over there."*



Name: Adam Schumacher, 21
Award: Central Region Star in Agribusiness
FFA Chapter: Heron Lake-Okabena-Lakefield, Minnesota
SAE: Sells young evergreen trees to soil conservation districts, private nurseries and the Department of Natural Resources. Started with 20,000 seedlings. Now sells over 140,000 trees each year. Supervises 15 part-time employees.

On a winning combination: *"Combining opportunity, technology, applied educational knowledge, goal-setting and support from my family has enabled me to develop a large and successful wholesale nursery business within a short seven-year time span."*

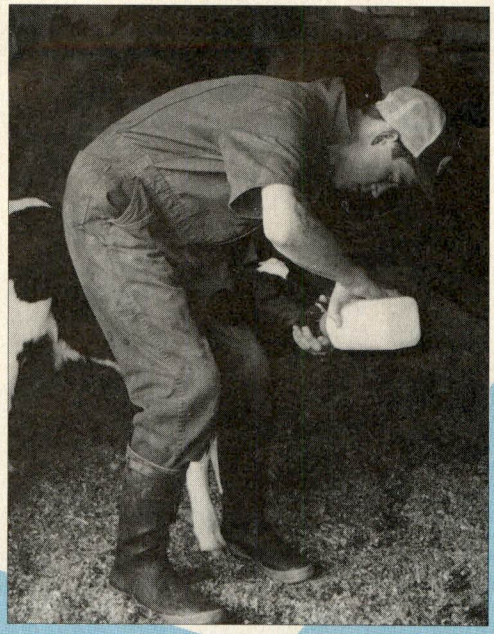


Name: David DeLoach, 22
Award: Southern Region Star Farmer
FFA Chapter: Putnam County FFA, Eatonton, Georgia
SAE: Half-owner of family dairy farm. Started with 47 dairy cows, 17 heifers and 14 calves. Now has 202 cows, 76 heifers and 30 calves. Also owns half of the business' land and buildings. Receives a premium for high-quality milk.

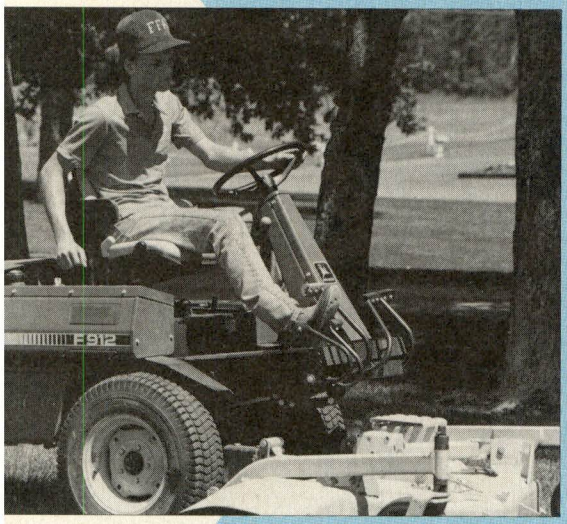
On improving: *"In the future, I would like to increase the number of registered cows within the herd, because then I will have the opportunity to market purebred cattle as well as milk."*

(Continued on Page 30)

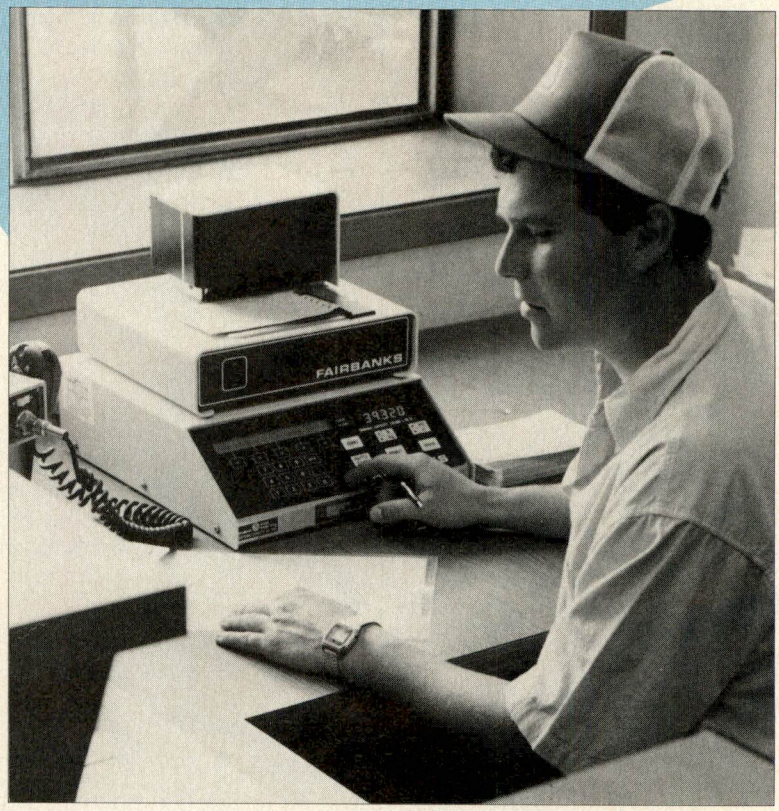
(Continued from Page 29)



Name: Kent Erickson, 21
Award: Western Region Star Farmer
FFA Chapter: Ferndale, Washington
SAE: Is a partner with his father and older brother in the family's 550-head dairy operation, Ro-Dar Farms. He has increased milk production per cow by 2,600 pounds while holding the line on the feed cost per pound of milk.
On attending college: *"I believe the information learned in class will greatly enhance my ability to make profitable management decisions."*



Name: Shane Theriault, 18
Award: Eastern Region Star in Agribusiness
FFA Chapter: Caribou, Maine
SAE: Started a lawn care business with the help of his father and brother. Offers services such as mowing, fertilizing, weed spraying, aerating and lime application for lawns. Clients include homeowners, businesses and schools.
On being a professional: *"The quality of your work is key in this business. If you charge a professional rate, you have to have good quality work. We're not just the kid next door."*



Name: Blake Johnson, 21
Award: Central Region Star Farmer
FFA Chapter: Holdrege, Nebraska
SAE: Started his own farm, separate from his family's. Owns 120 head of cattle and 442 acres of pasture land. Raises corn and wheat. Has 173 acres enrolled in the Conservation Reserve Program, and the entire farm is covered by a conservation plan.
On the environment: *"The environmental issues are very important as we look to the future. Agriculturalists are going to have to become better managers."*

Can you find the $25,200 in this picture?



The soldier on the right has it. So does the soldier on the left. In fact, all the soldiers in this picture have the opportunity to earn $17,000, $22,800, or up to $25,200 for college, for a two, three, or four year enlistment respectively.

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When Horses Fly



Schorno has been to Japan a dozen times delivering livestock.

Glenn Schorno and his family ship horses and other livestock to the Far East

By Lynn Hamilton

Most FFA members who move livestock use a truck and trailer. Not Glenn Schorno — he rents a 747 jet.

He's not shipping livestock across the state, or even across the country. The final destination for his animals is the Far East, where a booming market exists for American livestock.

Schorno, of the Yelm, Washington, FFA Chapter, works with his family in Schorno Agribusiness and Pacific Rim Quarantine, one of only two livestock quarantine facilities on the West Coast. Since his family started the business in 1969, they have exported various types of livestock around the world, including Korea, Turkey, Iran, China and Malaysia.

The Schornos ship nearly 1,700 horses to Japan each year. "We're the largest exporter of horses in the United States," says Schorno. In Japan, the horses are purchased by trading companies, which then sell the animals to work on farms.

Schorno Agribusiness prides itself on being a reliable business partner, which is a major factor in their success in the ever-changing export world.

"When you've got the business, you have to perform while you can," says Schorno. The Schornos have never missed a shipment to the Far East. "At $177,000 for a one-way rent for a 747, you don't like to miss a shipment," he says.

But meeting the plane on time means long hours of work prior to departure. The young draft horses must be purchased from midwestern farms at least a month in advance and brought to the quarantine facility. The horses are kept there a minimum of 30 days. During that time, they are tested for diseases specific to the country where they will be shipped, and monitored daily for good health.

When the quarantine period is up, the animals are fitted with halters and tagged for identification. Semi trucks deliver them to a nearby airport, where they are loaded into large wooden crates. The crates hold three or four horses, and are large enough for the animals to move around comfortably.

Just before the horses are loaded onto the plane, the veterinarian checks their identification and shipping numbers. A scissor lift hoists the crates onto the plane, and the animals are on their way. A full plane can hold about 110 horses.

Glenn says the horses have less stress in the air than on the road. "With flying, the ride is constant — there is no stopping and starting, except for takeoff and landing." Horses are more prone to stress than other livestock, but the Schornos lose very few horses in shipment.

The horses aren't the only ones on the plane — a member of the Schorno family accompanies each load. Glenn has been to Japan a dozen times, though he usually has to hop right back on a plane to return home.

Glenn, who won the 1991 Western Region Agribusiness Sales/Service Proficiency Award, is now a junior at Washington State University majoring in agribusiness. He plans to continue in the export business after graduating.

He says he enjoys doing business with the Japanese. "They're very good to work with." The Schornos used to deal on an order-by-order basis, but are now on six-month and yearly contracts with the trading companies.

This success is due in part to the Schornos making sure their foreign customers' needs are fulfilled. He enjoys talking to the traders when he accompanies the horses to Japan, and tries to find out more information about their future livestock needs. "As Americans, we might think they want the same things we would — but we have to learn what the customer wants." •••

The Agribusiness Sales/Service Proficiency Award is sponsored by Chevrolet Motor Division-Trucks, ICI Americas Inc., SmithKline Beecham Animal Health and Northrup King Company as a special project of the National FFA Foundation.

Sports Champions

By Chris Feaver

Joe Montana. Quarterback. NFL legend. Say his name slowly and deeply and with great reverence. Joe Montana. He is not compared with the football quarterbacks of today. It is a given that he is in a different class. He is only compared with the games' all-time greats.

Yet, if you look at him, he is the most unlikely of great football heroes. He is not very big in football terms (6-2, 195 pounds). Though he is agile, he is not very fast. His arm strength is near the bottom of all quarterbacks in the NFL. So what is it about Montana that possibly makes him the greatest player of all time?

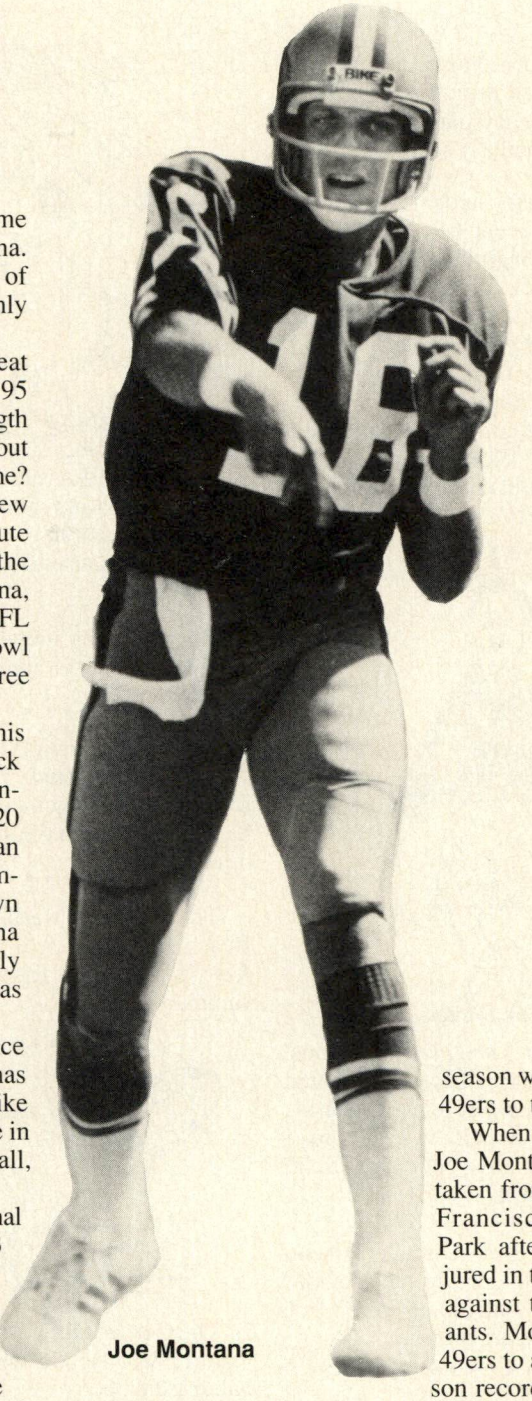
Opponents say it is a savvy and knack for the game that few have ever displayed. He has an ability and style and the absolute confidence to make opponents miss him while he is firing the football at just the right moment to just the right place. Montana, at 35 years-old, has the highest rating of any quarterback in NFL history. He has led the San Francisco 49ers to four Super Bowl titles. He has been on seven Pro-Bowl teams, and has won three Super Bowl MVP Awards.

But perhaps his greatest asset, and what helps to add to his legend the most, is his ability to lead the team to comeback victories. For example, in the 1989 Super bowl against Cincinnati, Montana drove the 49ers 92 yards in 3 minutes and 20 seconds to snatch victory away from the Bengals and give San Francisco a 20-16 victory. During The Drive, Montana completed eight of nine passes, including the 10-yard touchdown pass to John Taylor with 34 seconds left in the game. Montana says that during the final drive, he was so nervous he nearly hyperventilated. His teammates say he was so cool he was identifying movie stars in the stands during the huddle.

But that comeback is just the tip of the iceberg. Since becoming the 49ers starting quarterback in 1981, Montana has led the team to 26 comeback victories. Fans and players alike have come almost to expect it. If San Francisco is close, late in the game, their opponent better not let the 49ers get the ball, because Montana will probably beat you.

Montana's heroics were not just limited to the pros. In his final college game at Notre Dame, he led the Fighting Irish from 23 points down in the final 7:37 to win the 1979 Cotton Bowl 35-34 over Houston.

Seeing his heroic exploits, one might think that Montana has been able to do almost whatever he wanted from day one. But that has hardly been the case. It is not just during the football games that Joe Montana mounts comebacks. Growing up in Monongahela, Pennsylvania, Montana was benched as a quarterback in his junior year, before coming back. At Notre Dame, Montana was benched constantly. At one time, he was the team's seventh string quarterback, before finally winning the job for good his senior year. The pros were not overly impressed by Montana. He was not drafted until the third round while other quarterbacks, such as Jack Thompson and Steve Fuller, went earlier. In 1986, he had to have back surgery. Doctors doubted he would ever be able to play again. He came back before the season was over and led the 49ers to the playoffs.



Joe Montana

When last the public saw Joe Montana, he was being taken from the field of San Francisco's Candlestick Park after being badly injured in the NFC title game against the New York Giants. Montana had led the 49ers to a 14-2 regular-season record. After his injury, the Niners lost the game 15-13, missing out on a chance to win a third consecutive NFL title. Many feel that if Montana had been able to stay healthy for the rest of the game, San Francisco would have been able to pull it out.

This season, talk around the league is that the San Francisco dynasty is through. The team is old and has lost much of the talent from their previous Super Bowl victories. But they still have Montana, though he has been bothered by a sore elbow this year. And nobody believes that Joe Montana has run out of comebacks yet. •••

CHAPTER SCOOP

FFA in Fessenden, **North Dakota**, constructed a mini-jail during a carnival to help raise funds for new playground equipment for the elementary school.

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When elementary students left the Ag Awareness Day event held by Mineral County, **West Virginia**, FFA each received a pamphlet and a certificate for attending.

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Junior officers of the Verdigre, **Nebraska**, Chapter make up the membership development committee. Each year the three junior officers go talk to the eighth graders about enrolling in agriculture and joining FFA.

• • • • • • • •



At the annual FFA banquet in Nokomis, **Illinois,** the chapter officers presented their advisor with a gift to complete his official dress — a pair of FFA boxer shorts. They also gave him an official FFA advisor's jacket.

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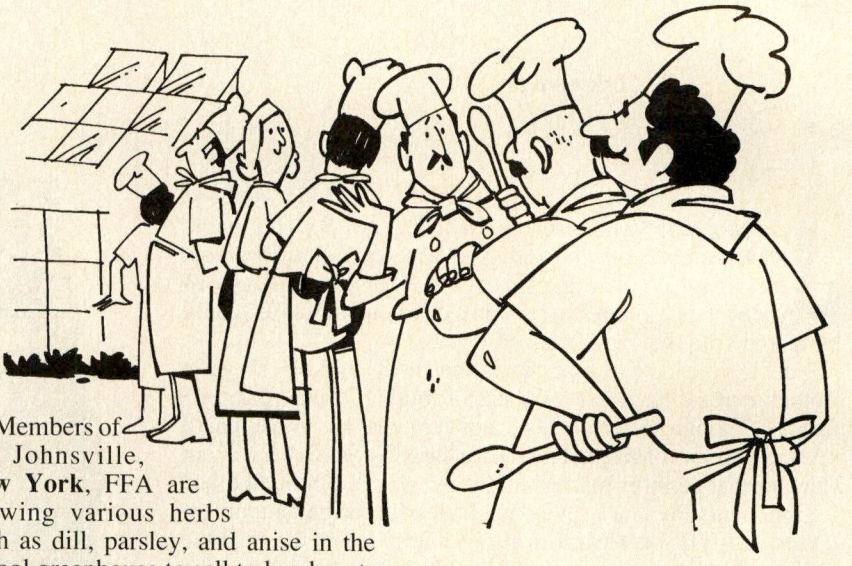
The 15 seniors in the Gilman, **Wisconsin**, FFA took a senior trip to Mackinaw Island, Michigan, with money raised from a scrap steel recycling project.

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Bridgewater, **South Dakota**, FFA members had a chapter get-away in Sioux Falls at the end of the school year.

• • • • • • • •

Mindy Reinhart, reporter for Douglas, **Oregon**, sends news that members from her chapter visited the Camas Valley Chapter banquet. "We enjoyed the speaker and program, thought the set up was nice, and appreciated the friendship shown us."



Members of St. Johnsville, **New York**, FFA are growing various herbs such as dill, parsley, and anise in the school greenhouse to sell to local customers.

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Bryan, Texas, members collect newspapers from local radio stations to recycle.

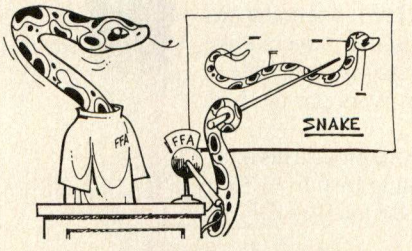
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The new Alumni Affiliate for the Alexandria, **New York**, FFA Chapter was joined by FFA members to pick up 10 bags of litter from the streets of the community.

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The FFA car wash in New Symrna Beach, **Florida**, will support *Jennifer Kelly's* campaign for state officer next summer.

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The Genoa, **Ohio**, FFA hosted a guest lecturer who spoke on reptiles' natural habitat, diet, body weight and length, and the way snakes adapt to captivity. *Michael Jacobs* brought a Burmese Python and a Tree Boa.

• • • • • • • •

Chapter members of Des Lacs-Burlington, **North Dakota**, worked eight-hour shifts for the annual KMOT-TV Ag Expo. They answered the phone, provided message service to exhibitors and showed guests to their destinations.

Cindy Fletcher attended the school board meeting on behalf of the Fullerton, **California**, FFA when the board passed a resolution recognizing National FFA Week.

• • • • • • • •

Door prizes at Laredo-Martin, **Texas**, FFA banquet were vegetable baskets filled with produce grown by the members in the school garden.

• • • • • • • •

Greenville, **Ohio**, FFA recognized 19 members for perfect attendance at chapter meetings.

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Riverton, **Kansas**, chapter officers held a car wash and rummage sale. They raised enough money for new officer jackets and pins, plus one night's lodging for the team at national convention.

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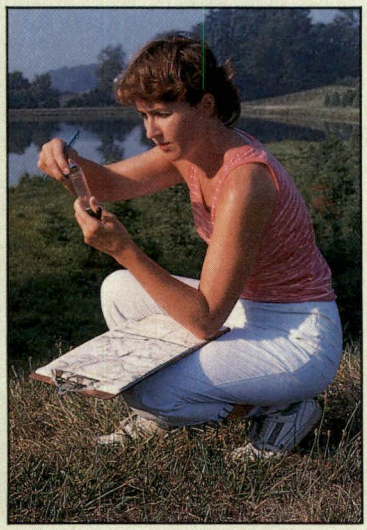
Members in Jefferson, **Missouri**, painted the lines and numbers at their high school parking lot.

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Waller, **Texas**, FFA hosted a banquet for the buyers and sellers at the chapter's project show in April.

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There is a spot in this column for your chapter's useful idea for recruiting new members, raising more funds, having fun at a chapter meeting, getting more committee participation, promoting FFA, developing a program of activities. Just send it to "A Hot Scoop" Idea, Box 15160, Alexandria, VA 22309.



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For further information, send this form to:
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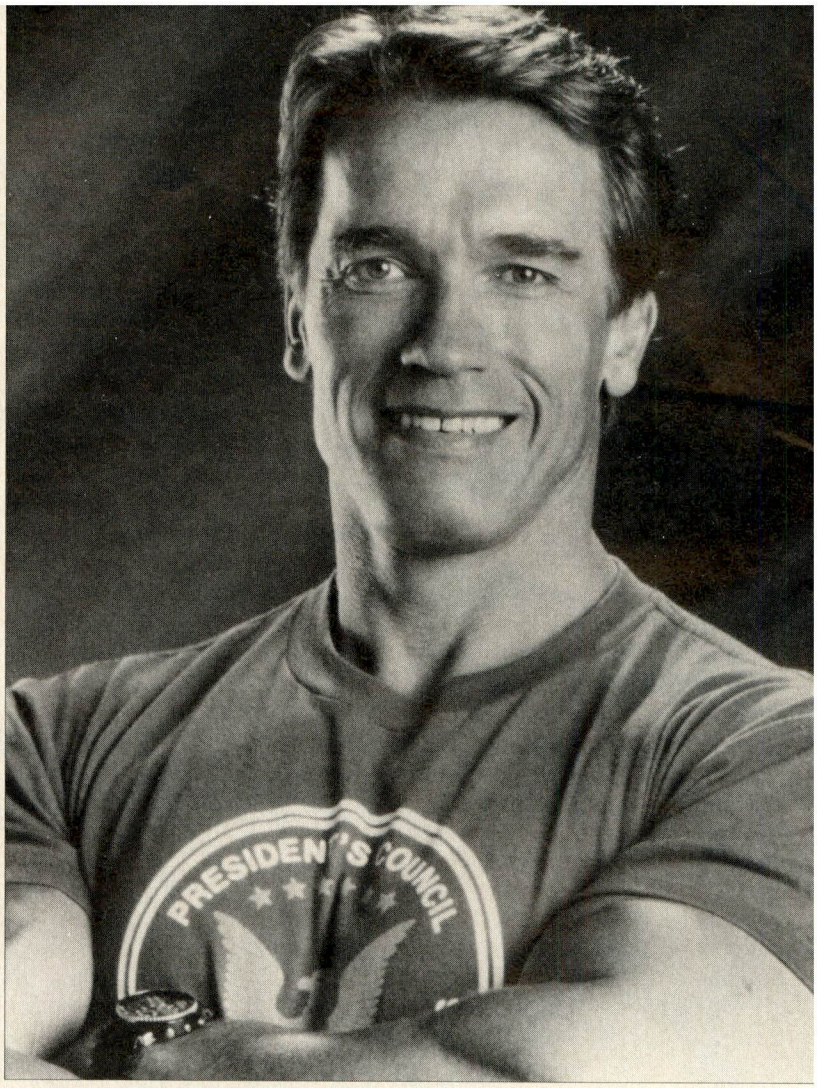
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We're Gonna Pump You Up!



Arnold Schwarzenegger

Terminator 2 star Arnold Schwarzenegger will put national FFA convention guests through physical fitness workout

You can almost hear the threads of 20,000 FFA jackets straining at the thought of film star/bodybuilder Arnold Schwarzenegger leading FFA members in a physical fitness workout during the Thursday afternoon session of the 64th National FFA Convention.

The convention, held November 14-16 in Kansas City, Missouri, will be the site of national FFA award announcements, national contest finals, the National Agricultural Career Show and an exciting list of convention speakers, including Schwarzenegger.

The former five-times Mr. Universe will conduct what could be the largest organized exercise class ever when he puts FFA members assembled in the Municipal Auditorium through a personal physical fitness routine. The star of this summer's hit *Terminator 2*, and other films such as *Total Recall*, *Conan the Barbarian* and *Twins*, also serves as chairman of the President's Council on Physical Fitness and Sports.

Speakers

Other speakers include Captain Gerald Coffee, former Vietnam prisoner of war; Jerry Clower, country comedian; Jack Parnell, former deputy secretary of agriculture and motivational speakers Dave Roever and Scott McKain.

More Highlights

Here are a handful of other highlights at this year's convention: Guam and the Virgin Islands are expected to receive their state FFA association charter at this year's convention.

More FFA members than ever (475 in all) will serve as delegates to the convention representing their home states. The delegates work together in shaping the direction of the National FFA Organization.

The new Agricultural Sales Contest will be held for the first time on the national level.

A new team of national officers will be elected at the closing of convention. The registration fee for the national FFA convention is $20.

Special Meal Events

Tell mom not to worry about you getting plenty to eat. A number of special meal events are open to all members and advisors.

National FFA Alumni Banquet — November 13, 4:45 p.m., Bartle Hall, Room 213. This banquet is for everyone attend-

ing the Alumni National Convention and anyone else who are interested. The big Alumni fund-raising auction follows. Price is $10.

National Chapter Recognition Luncheon — November 14, noon, Bartle-Grand Hall. This event honors chapters who are gold, silver or bronze winners in the National Chapter, Safety and BOAC award programs. Price is $10.

American FFA Degree Recipient Luncheon — Friday, November 15, noon, (serving lines open at 11:30 a.m.), Bartle Grand Hall. This luncheon honors American FFA Degree recipients. Price is $10.

National Leadership Dinner — Friday, November 15, 5 p.m., Bartle-Grand Hall. Join chapter and state FFA officers, past Washington Conference Program and Made For Excellence participants for a fun meal and an inspirational address by Dave Roever. Price is $10.

Tickets can be purchased through the mail. They are not refundable but are transferable. Make checks payable to : "National FFA." Checks must accompany the ticket order. Do not send cash. Tickets must be picked up at the Special Meal Ticket Booth in the lobby of H. Roe Bartle Hall located next to convention registration.

List each meal and the number of tickets desired and return with check to: Meal Tickets, National FFA Center, Box 15160, Alexandria, VA 22309-0160.

Career Show

The National Agricultural Career Show attracts hundreds of exhibitors representing agribusiness, universities, military services and others. The grand opening will be at noon on Wednesday, November 13.



National FFA Convention November 14-16

American Royal

FFA members attending the American Royal rodeo get a $2 discount for performances for November 13-16. Performances include: Mark Chestnut, Wednesday, November 13, 7:30 p.m. – $8, $10 & $12; Shenandoah, Thursday, November 14, 1 p.m. – $6, 7:30 p.m. – $8, $10 & $12; Nitty Gritty Dirt Band, Friday, November 15, 1 p.m. – $6, 7:30 p.m. – $8, $10 & $12; Charlie Daniels Band, Saturday, November 16, 1 p.m. – $6, $8, $10, 7:30 p.m. $8, $10 & $12.

Tickets will be on sale in the lobby of Bartle Hall, Wednesday through Friday.

Alumni Convention

Orion Samuelson of WGN Radio, Chicago, will be the featured speaker at the National FFA Alumni Convention held Wednesday, November 13. The convention begins at 9 a.m. at Room 209 Bartle Hall and finishes with the annual Alumni auction in Room 212 where a Chevrolet 4-wheel drive 1992 pick-up truck and other exciting items will be sold to the highest bidder.

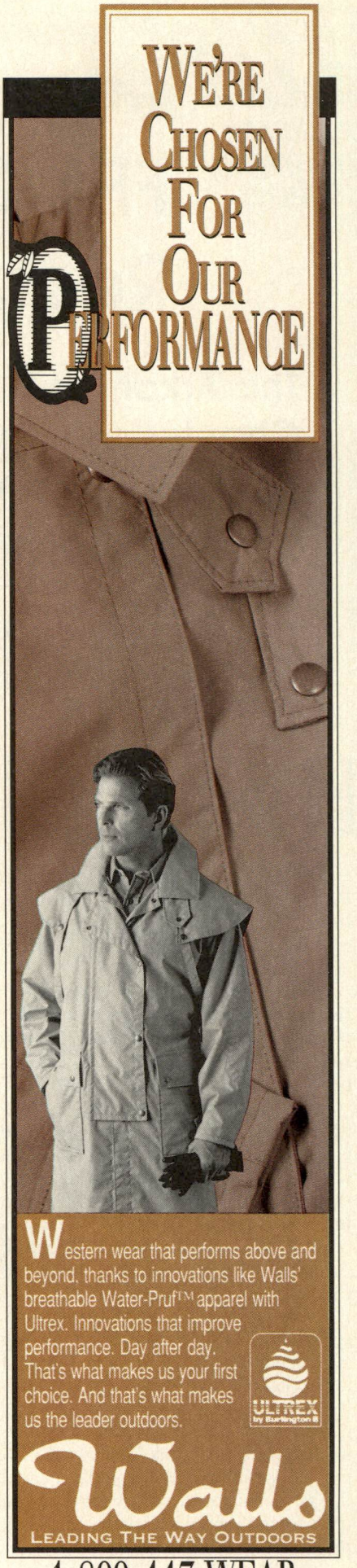
Looking Good



The national officers are asking all FFA members to make sure they come to Kansas City with a complete set of official dress. For guys, that includes black pants, white shirt, official FFA tie, black shoes, black socks and the FFA jacket zipped up to the top.

Official dress for female members include a black skirt or black slacks, white blouse, official FFA blue scarf, black shoes and the FFA jacket zipped to the top.

Door checkers at the Municipal Auditorium and at the Career Show will be checking for official dress. At the biggest FFA event of the year, why not look your best?

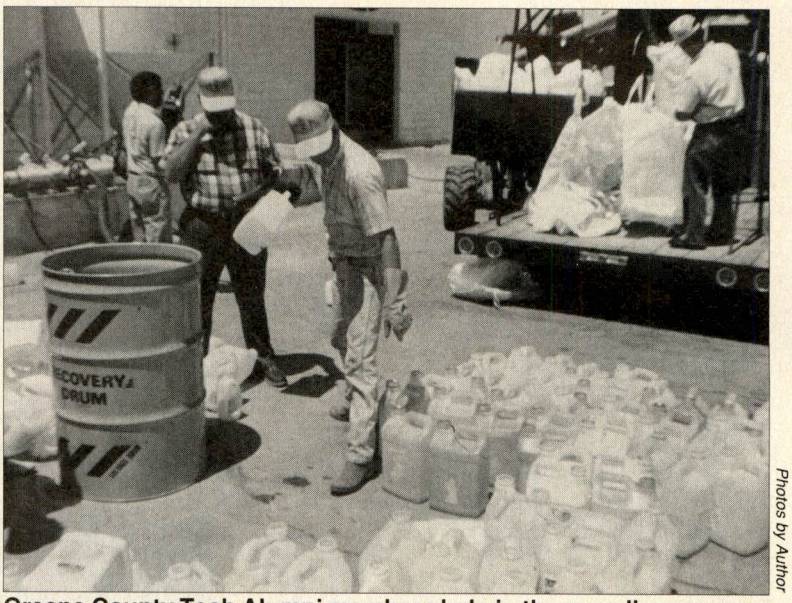


FFA
Leadership for a growing planet

FFA Chapter Launches Recycling Project

This Arkansas FFA Chapter, working with their Alumni, is taking the lead in recycling pesticide containers

By Jeff Tennant



Photos by Author

Greene County Tech Alumni members help in the recycling program by processing the pesticide containers through the granulator.

Here's one you haven't heard: What do you get when you cross an FFA chapter president's concern with an FFA Alumni chairman's motivation?

In the case of Greene County Tech in Paragould, Arkansas, you get one of the largest, most ambitious service projects ever undertaken by Tech's FFA members and Alumni.

"When Tech FFA president Terry Griffin showed up in my office one day," recalls local Alumni president Tommy Jumper, "I knew something special was on his mind. I soon found out I was right."

Living in a productive, delta agricultural community, Griffen originally called on Jumper for help on an FFA speech about food safety. Terry left that day, though, with much more than speech material — he took home an idea that is drawing on the full resources of one of Arkansas's largest (175-plus members) FFA chapters and Alumni affiliates.

"Terry said he was frustrated that respect for the chapter seemed to be waning at the school," recalls Jumper, manager of a Cleveland Chemicals agricultural chemicals and fertilizer store. "He thought the chapter should come up with a very dynamic project, one that showcased FFA members' ability to accomplish great things. With concern for the environment on everyone's mind, a container recycling project seemed a natural fit."

Certainly, interest in pesticide container recycling is on the upswing throughout the U.S. A typical program includes these steps:

- a container "granulator" is made available
- collection sites are identified and containers collected
- volunteer operators and State Plant Board officials gather at a designated site to begin processing collected jugs
- granulated container "chips" are bagged and moved to a warehouse for pick-up, then
- container manufacturing companies buy the granules, eliminate any pesticide residue, and re-form containers utilizing 50 percent "new" plastic and 50 percent recycled granules.

Container recycling involves an expensive "granulator" machine, but success of the procedure also requires knowledgeable volunteers to conduct an educational program for farmers, set up and receive containers at collection points and operate recycling equipment.

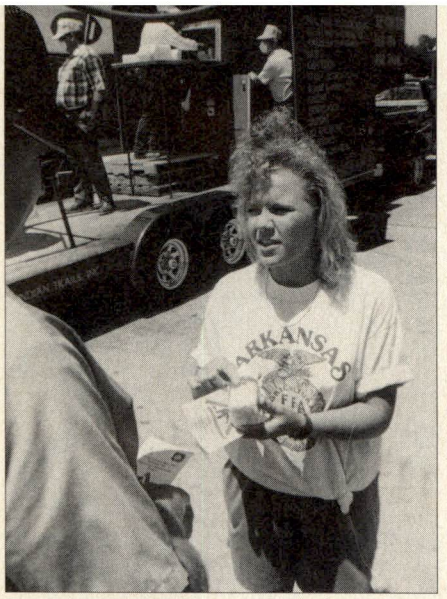
That's where FFA comes in.

"We originally thought FFA could handle the project entirely on their own," says Tommy Jumper. "The school was concerned, however, about student liability, so Alumni members stepped in. We're actually running the machine and helping with finances, but FFA members are very much involved in all other aspects of the project."

A Major Hurdle

Jumping one of the project's major hurdles — purchase of a granulator — enables Tech FFA to see firsthand the supportive attitude among area agribusinesses toward FFA activities. Through much assistance by Tommy Jumper, other Alumni members and the Arkansas Agricultural Pesticide Association (AAPA), contributed nearly $14,000 for the machine.

"When the chapter first began talking about a granulator," recalls Larry Ramthun, chairman of AAPA's special projects committee, "we felt FFA's in-



Tech FFA members distributed recycling information to farmers.

volvement would spell success for a recycling effort. AAPA agreed to help raise money for the equipment needed, and we tapped on major distributors and chemical manufacturers for input. The response was extremely gratifying."

Ramthun, agricultural consultant for Farm Services Inc. (FSI), a seven-store farm supply cooperative affiliated with SF Services, Inc., took his role one step further. He also helped organize the chapter's first on-site recycling event, held on FSI's grounds. The Fertilizer Institute's *Dealer Progress* Magazine recently named FSI a regional winner of the "Environmental Respect Award." The award is sponsored by Du Pont Agricultural Products, and honors environmental stewardship among U.S. fertilizer/ag-chemical dealers.

With strong support among area agribusinesses and a granulator in place, Tech FFA members are gearing up for a massive educational campaign this fall. Tech teachers Terry Waits, Jerry Gilliam and Charles Harvill play major roles as well — at the first recycling event, all three donned gloves and goggles and went to work feeding and running the granulator. The foundation, though, for the project begins with collecting containers — and that means *work*.

Hitting the Coffee Shops

"Now that school has started," says Tech FFA Historian Lee Lenderman, "we'll start putting our plans into action. We'll probably split up into teams and distribute our educational materials about container recycling. We'll visit farmer meetings of all kinds, hit the coffee shops, ag businesses — wherever we can get the word out about recycling."

Only about 15 percent of Arkansas's containers are recycled now, says Tommy Jumper, so education is needed. "Once word is out," he says, "we believe we can recycle as much as 40 percent of the state's usage. It's best to start out with a manageable amount, however, to allow us to work out any bugs in the system."

The recycling project, says chapter advisor Terry Waits, provides many positive experiences for FFA members. "How often do you get a project," he asks, "that provides students with farm safety education, direct contact with farmers and agribusiness leaders, public speaking opportunities, plus the satisfaction of helping improve the environment? Working as partners with our Alumni members is yet another bonus."

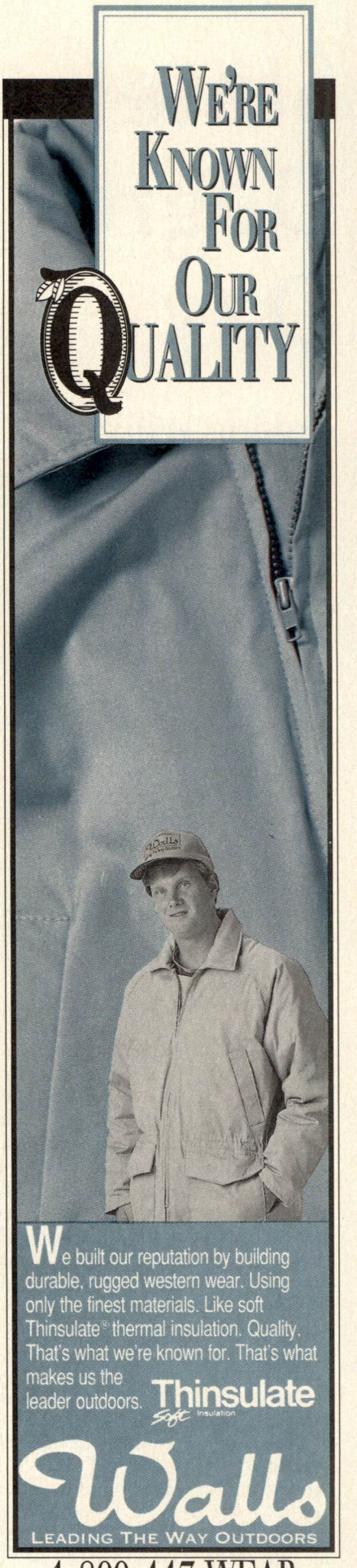
Though not immediately a money-making project, recycling could eventually generate funds for FFA activities, Waits says. And, while that would be an added advantage, "breakeven" will suffice, he says, due to the project's major goals of community and farm service.

"One of the key elements of this project," adds Griffen, "is getting farmer cooperation to provide the containers for granulation. Success of the program rests in large part on the producers. Their job in this is to rinse their containers thoroughly soon after emptying, keep the containers on hand for later dumping and then get them to our granulator. This is what our educational program will emphasize this fall."

The recycling procedure is relatively simple, Griffen says, prompting him to envision a broader involvement by other FFA chapters and Alumni affiliates. While Advisor Waits foresees greater FFA involvement, the program is uniquely original at this point. "To my knowledge," says Du Pont's Dr. Ralph May, "this is the first effort by an FFA chapter to introduce a project like this. I've never seen a chapter take on a recycling project of this magnitude, and they're to be commended."

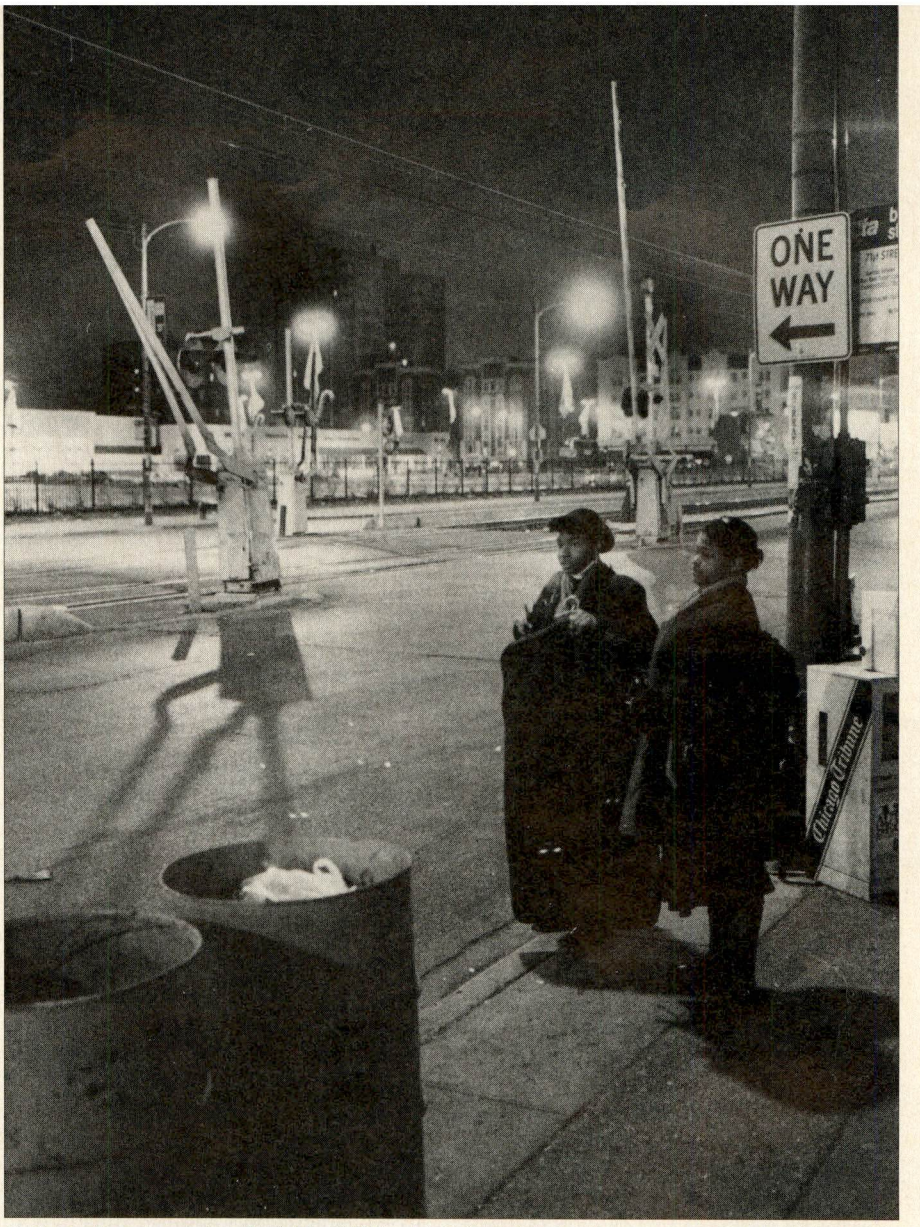
May, national coordinator of recycling programs for the National Agricultural Chemicals Association, sees the Paragould effort as an example of FFA involvement around the country. "I'm excited about the opportunities available in farm-related recycling," he says, "for both chapters and Alumni affiliates."

"This is the kind of project that can excite our members for a long time," concludes Advisor Waits. "Every time they see a load of empty containers, they'll think about environmental protection and safety. We're glad to be on the ground floor of an important service to our community, our environment and the business of agriculture." •••



State Degree Day

Arddrie Williams has put up with long bus rides and other obstacles to pursue her FFA dreams



Before the sun rises, Arddrie Williams, left, waits for the bus with Patty Norwood.

At 4:50 a.m. an alarm goes off in Arddrie Williams' mind, just as it has every school day for the past four years. Her real alarm clock is just a back-up.

The walls of her room reflect Arddrie's personality. Posters of Guns n' Roses and Michael Jordan hang next to Hereford, Angus and Quarter Horse pictures.

This is a special day for Arddrie, who lives on the south side of Chicago. She will interview for her state FFA degree this afternoon.

As she gets ready to go to the Chicago High School for Agricultural Sciences (CHAS), the morning routine is the same: Out of bed by 5 a.m. Wash up and eat breakfast. Starting at 5:30, watch the Flintstones and get dressed at the same time. Leave the house at 6 a.m. and walk in the dark to the bus stop where a city bus picks her up at 6:05. Ride the bus to the subway where she usually meets her friend and long-time locker partner, Patty Norwood (who stayed over last night cramming for the state degree interviews). Take the subway to another city bus and ride it to the bus stop across the street from school.

The commute is just one of the obstacles Arddrie, 18, has endured since she started at the Chicago agriculture school as a freshman. The constant teasing ranks pretty high. "A lot of people say, 'Chicago School for *what kind* of Sciences? You're going to be a farmer?'" says Arddrie, who is studying food science at the University of Wisconsin-Platteville starting this fall. "That used to really get on my nerves, but it doesn't bother me any more. Now, if somebody makes a crack about agriculture, I say, 'Hey, you like to eat and you're wearing clothing aren't you? You owe all of *that* to people like me who want to learn more to improve things for you in the future."

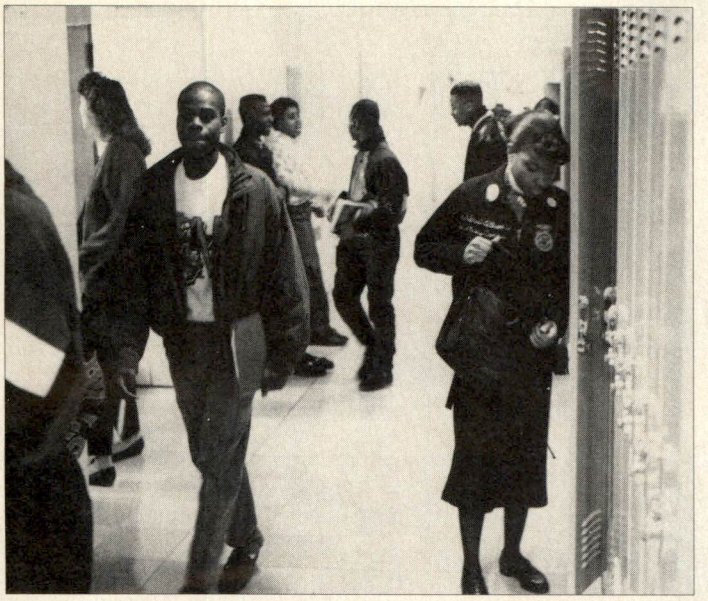
Arddrie rides two busses and a subway on her way to school every morning.



Arddrie thinks about her interview as she rides a city bus.

She says the magnet agricultural high school has helped in more ways than just a career direction. "If I hadn't gone to CHAS, I either would have been a cheerleader or gotten into a lot of fights," she says with a grin. "Being on the livestock judging team is a big difference."

After a full day of classes, Arddrie and about ten other CHAS FFA members ride a bus to a community college for their state degree interviews. They pour over their notes, trying to pick up any last-



"A lot of people say, 'Chicago School for *what kind* of Sciences? You're going to be a farmer?'"

In a school where the FFA chapter serves as the student council, official dress doesn't draw much attention.



Arddrie makes last-minute adjustments just before the big interview.



The review committee of agriculture teachers and a state officer ask tough, direct questions. Arddrie's studying pays off with confident answers.

minute knowledge. After a nail-biting waiting period, Arddrie is one of the first to be interviewed.

The questions are direct, but her homework pays off in the form of well-thought-out answers. Her many FFA activities speak for themselves, including a Work Experience Abroad trip to Japan.

Four months later, on the campus of the University of Illinois-Champagne, Arddrie Williams left the stage at the Illinois FFA Convention with her state degree in hand. She was beaming, her family was proud, but her neighbors will probably never understand. •••



Arddrie talks with Patty about the interview and their chances of getting the degree.

Story and photos by Andrew Markwart

FFA IN ACTION



Learning to climb trees safely includes some rescue training. It is also frightening sometimes, but always fun.

Ohio

Learning the Ropes

It's the last day before spring break at Maplewood Joint Vocational School in Ohio and the members are swinging from the rafters — literally.

A natural resources student dangles by a 1/2-inch rope about four feet from the steel beams of the natural resources management area. He hesitates, then throws back his arms. He finds himself hanging upside-down in the climbing saddle — with his head pointed right at the concrete floor.

Learning to climb trees like a professional is sometimes scary, often tiring, but always fun. At Maplewood, students are taught by an instructor from The Davey Tree Expert Company, Mr. Dick Jones. He has put in many hours as a tree climber and trimmer and teaches others how to take to the treetops safely in Davey's tree care and climbing seminars, available for the students and their instructors.

When he first teaches students, he teaches on real trees — really tall trees, in fact, growing in an old cemetery across the street from the Davey headquarters in Kent, Ohio. This is the same spot where John Davey developed his climbing skills while founding the company in the late 1800s.

The objective of the seminar is to give young people an idea of what our field of arboriculture is all about," Jones says. Students have the opportunity to think about a career, experience some of the work and use the experience as part of their planning."

Students at Maplewood have tall praise for Mr. Jones and have awarded him with the Honorary Chapter Degree for the support of their program. (Shalleen Sinclair, communications assistant, Davey Tree Expert Company) •••

Arizona

Hauling Hay

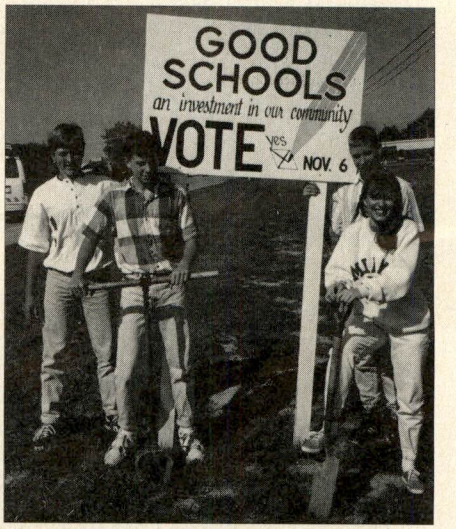
Antelope, Arizona, members participated in the hay hauling contest at the county fair. Each team was made up of three members exhibiting at the fair.

The object of the contest was to load 14 bales in the back of a Ford Ranger and drive through an obstacle course. The team with the fastest time won. Deductions were made if a door was left open, if bales fell out or if a bale was broken open.

The chapter had three winning teams enter the event. Tyson Stuhr, Bryan Lambert and Bryan Johnson made up the team called "Red Bearded Boogie Bail Buckers". They placed first in the men's division. The second place team was "Tres Amigos" which consisted of Ryan Stuhr, Clint Hathaway and Rad Ramsey. The Antelope girls team was Cristy Webster, Karli Johnson and Stephanie Kissel. They were called the "Tragic Trio" and took second in the girls division. (From the *Antelope FFA Newsletter*) •••

Ohio

Sign Posts



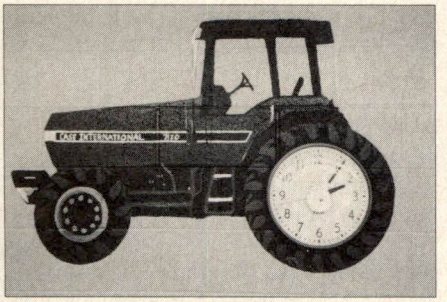
Members of New Bremen, Ohio, FFA put up signs in support of an area school building levy. Jason Alig and Amy Poeppelman designed the signs which encouraged citizens to vote yes. Mike Moeller and Scott Rodeheffer did most of the painting on the signs. Members helped dig holes and set up the signs near the four main roads leading into New Bremen. (From *The Ohio FFA News*)

Wisconsin

Leave Your Mark On the Wall



The New Glarus, Wisconsin, Chapter has developed a tradition for the senior class members to leave a gift in the agriculture classroom. Each year since 1987 the senior ag class has created some painting or design for the classroom wall.



One class incorporated the classroom clock as the hub of the tractor they painted for future generations to enjoy.



Also the class is allowed to leave their name and class year in a solid blue emblem adjacent to their work.

(Continued on Page 44)

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(Continued from Page 43)

Louisiana

Crawfish Lessons

The Crowley, Louisiana, High School research farm provides the FFA members, as well as other students and adults from the community, an opportunity to observe and learn more about agriscience.

This summer the chapter hosted a tour for about 200 agriculture teachers who were in Louisiana for a regional meeting of the National Vocational Agriculture Teachers Association. The FFA members gave demonstrations around the farm and pond.

Tour stations included the wheat and soybean variety tests; square-foot gardens; the crawfish operation; bee keeping and honey production; animal farm; and shop tour.

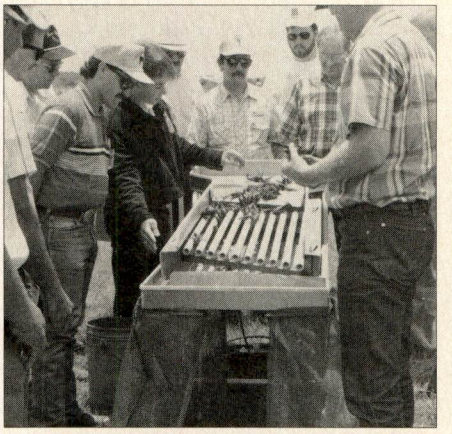
The two-acre demonstration crawfish farm is small compared to commercial operations which can range from 40 to 400 acres. It is maintained by students who do all the work. The pond has been seeded and is producing some to sell. Members take orders for crawfish and profits from sales are used for future research projects.

Local companies support the chapter farm and pond. They have donated much equipment, feed, and one company donated the artificial bait students use to trap the crawfish.

According to advisor Louis Cramer, "If we're going to teach agriculture, we have to include aquaculture. We hope students will be starting out on a higher technical level when they leave here."•••



Stephen Lemell, left, and Marcus Mathiew, standing in the water, demonstrated the use of a paddle wheel in a crawfish pond to maintain oxygen in the water.



Brad Thidodeaux demonstrated the use of a vibrating grader that crawfish farmers use to sort out the large crawfish in order to get the premium prices.



The Crowley members demonstrated a crawfish combine in the school pond as an example of how farmers harvest crawfish.

Ohio

Students Against Dirty Water

Ever wonder what the signs "no swimming" really mean? Students representing agricultural education in schools around Toledo, Ohio, attended a water quality congress to learn more about the subject. They tested water at different sites on the Ottawa River and Swan Creek.

After preparing a combined report on their test results, students met as work teams to find ways of correcting the problem or ways to let people know there is one.

In agricultural issues, Troy Deal from Lake High School and Rich Henneman from Libbey High School learned about farming practices that cause pollution and ways to stop it.

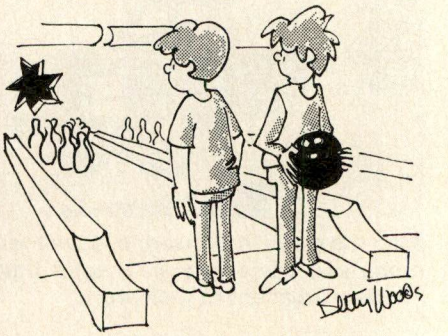
In art and advertising, Leslie Bitz from Libbey High and Tom Doyle from Rogers High School made posters to positively stress the importance of clean water and cleaning up pollution.

In conservation, Ivol Caudill from Rogers and Tony Ferrari from Woodward High helped plan the idea of adopting sections of the Ottawa River and Swan Creek and cleaning up both.

In landuse planning, Mike Dufer from Waite High School discussed ideas about the land around the River and Creek as well as planned building projects on existing flood plains.

In law and legislation, Shawn Monaghan from Bowsher High learned about the legal ways of stopping the pollution from illegal dumps and old leaking dump sites.

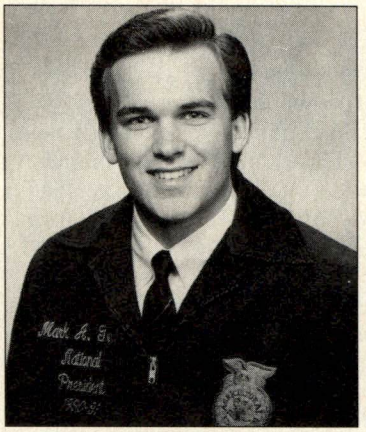
In parks and recreation, Joe Periat from Devilbiss High learned what needs to be done so water recreation can return to area watersheds. (Leslie Bitz) •••



"Aim lower."

FFA

MY TURN



Mark Timm

The number one selling T-shirt in Japan last year carried the slogan, "We're #1." In the United States, our number one selling T-shirt boasted "Underachiever and proud of it."

Our country has an attitude problem. What are we going to do about it?

Young Americans have the potential to make a difference in today's society by getting involved and taking action. If you want to change something, or make a difference, remember it all starts at the local level. You don't have to do everything on a grand scale. Even the biggest ideas and projects get down to individuals taking action. The popular environmental phrase "Think Globally, Act Locally," reminds us that the most important impact we can have is in our own hometowns or neighborhoods.

Our country has an attitude problem.

The FFA is a huge national organization of 7,800 chapters and over 380,000 members. This national organization is only strong if the individual members and chapters are active. As an FFA member, if you don't like something, take action and change it. "Complainers" don't accomplish anything. It is the "doers" that make the difference.

When I look at my FFA career, it was the national FFA convention in 1985 that inspired me to get more active in my chapter. I worked hard in the South Putnam, Indiana, chapter to earn a trip to Kansas City, Missouri. I was only a freshman, but that week was a revelation about what I could accomplish in the FFA.

I took the motivation and leadership skills I had absorbed from that convention back home and dug into my chapter's activities. Thousands of FFA members will experience the same discovery I did six years ago at the 1991 National FFA Convention in November.

An event like a convention helps you see lots of opportunities, but it still comes down to a personal decision, "Do I want to make a difference in my FFA chapter/school/hometown or not?" You don't need a convention to make that choice.

This country was founded on the involvement of the local citizen. In America we have the freedom of choice and the right to vote. Other countries are starting to catch on. For the first time, the Soviet Union, Romania and eastern Germany are just beginning to experience the same kinds of freedoms we take for granted. The people in these countries have fought and suffered to be involved in steering their countries, yet in the the last U.S. presidential election, only 50 percent of the people of voting age took the time to cast their vote.

In the book "The Best of Success," Michael Korda says, "Success on any major scale requires you to accept responsibility...In the final analysis, the one quality that all successful people have...is the ability to take on responsibility." As the future of America and the FFA, you are going to be called upon to take action and accept the responsibility. What are you going to do with it? •••

FFA's Excellent Adventure

(Continued from Page 19)

problems too. Raisers of yams have traditionally cut down trees to make room for planting. Trees were lost and erosion resulted. In Yap, a contest was started to see who could grow the largest yam in a spot where no tree had been cut down. Since a yam can grow as big as 1,500 pounds, it is a source of great local pride to win such a contest. Over time, McKay hopes methods will change.

Jerome's cabbages and tapioca fries

The new program has already started changing lives. After coming to America to work with a midwestern cattle operation, Jerome Falabthin spent three weeks in California at McKay's agriculture institute. He returned home to Yap, ready to launch a cabbage project. Growing cabbages for three hotels on the island should produce a healthy annual income for Falabthin, about $20,000 a year. He is experimenting with the notion of substituting tapioca for the more expensive potato in making french fries.

While Falabthin would like to come to the U.S. for college, he's seen the opportunity that exists in the islands. He is likely to return rather than settle in the U.S. This, says McKay, is the key to improving the quality of life there. If the young people see that there is money to be made in agriculture, the supplies of fresh foods will increase along with the demand as islanders get used to eating such things. Eventually this could spur tourism and raise the standard of living.

An FFA United Nations

In mid-August Steve McKay and the staff at Anderson Valley were busy. McKay was off to Hawaii to greet students on their way to California. About 18 students from Thailand, American Samoa, the Philippines, the Virgin Islands and from Micronesia: Belau, Guam, Rota, Tinian, Saipan, Chuuk, Kosrae and the Marshall Islands were on their way to Anderson Valley. After months of study, these young people will return to their islands to help with projects like community gardens and aquaculture.

Since California exports many of its agricultural products to Micronesia, McKay says it is in the mainland's best interest to start getting involved with the islands. "Trade-wise, we're connected with these people," he says, "developing their agriculture benefits all of us." •••

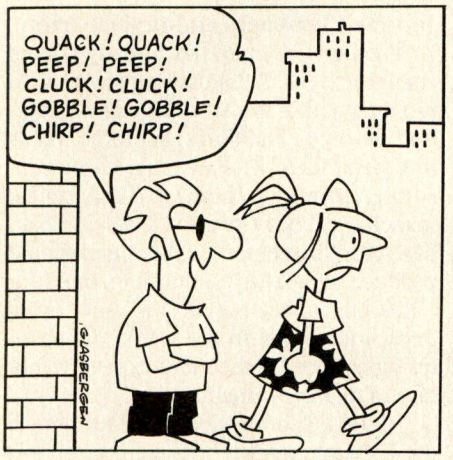
JOKE PAGE

A father was teaching his teenager how to drive. As the teenager tried to slow the car, the brakes failed.

"What do I do?" the teen cried. *"What do I do?"*

The father took a deep breath and said, *"Try to hit something cheap!"*

Ben Van Dyke
Hermiston, Oregon



Cynthia thought Vince was cool, but hated his use of fowl language.

A motorist was traveling along an old country road when he came upon a stream of water that ran through the middle of the road. It prevented him from getting across. The motorist looked out his window and saw a farmer along side the stream.

"Think I can make it across?" yelled the motorist.

"Shucks. Guess you can," replied the farmer.

The motorist nodded and proceeded to drive across. His car began to sink and the motorist barely escaped with his life.

"What did you mean I could get across!" yelled the angry wet motorist.

"Shucks," said the farmer, scratching his head, *"It only reaches to the middle of the ducks."*

Daphne Curtin
St. Paris, Ohio

Bill: *"Have you ever seen the Rockies?"*
Bob: *"Yes. 1, 2, 3, 4 and 5!"*

Derrick Johnson
Baton Rouge, Louisiana

The Greenhand was late for school, and the superintendent, seeing him slip in, detained him and asked the reason. The Greenhand studied for a moment, then blurted out, *"I started to go fishing instead, but my father wouldn't let me."*

The superintendent smiled and said, *"A wise man your father. He was quite right not to let you go. Did he explain to you why?"*

The Greenhand nodded. *"Oh, yes, Sir. He said 'there wasn't enough bait for the both of us.' "*

Marvin Quick
Spencer, West Virginia

Q: Why are there goose bumps?
A: So the geese don't speed.

Charity Peters
Tecumseh, Oklahoma

"What's bothering Barb?" asked one lady at a bridge party. "She looks furious."

"Oh, she's trying to reduce," another lady said. *"She just weighed herself on one of those scales with the new speaking attachment—and when she stepped on it, the voice said, 'One a a time please.' "*

Kevin Spear
Creswell, North Carolina

One day Billy came home from school. His face was bruised.

"You've been fighting again," his mother said. *"Didn't I tell you that when you get angry, you should close your eyes and count to 100?"*

"Yes, you did," Billy said. *"But the other guy's mother told him to count to 50."*

Ryan Keplinger
Moorefield, West Virginia

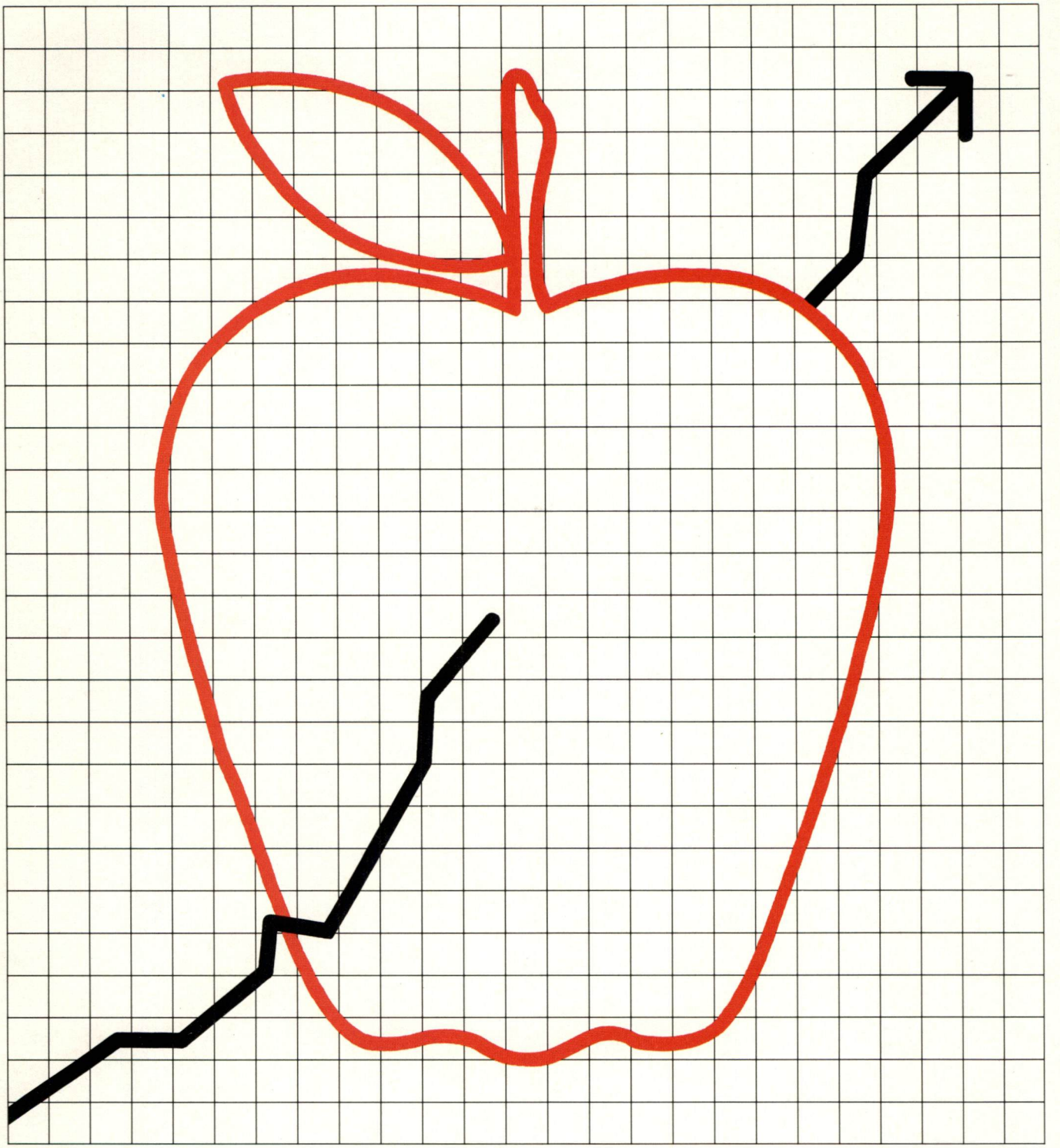
Charlie, the Greenhand



"Charlie, you were a Greenhand in 1955 when I first started on this magazine. I'm retiring, but you're still a teenager. What's your secret?"

NOTICE: *FFA NEW HORIZONS will pay $5.00 for each joke selected for this page. Jokes must be addressed to FFA NEW HORIZONS, P.O. Box 15160, Alexandria, VA 22309, or via Stargram on the Ag Ed Network to FF100A. In case of duplication, payment will be for the first one received. Contributions cannot be acknowledged or returned.*

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NewHorizons

AUGUST-SEPTEMBER, 1991

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New Horizons
OFFICIAL MAGAZINE OF THE NATIONAL FFA ORGANIZATION

August-September, 1991 Volume 39 Number 6



FFA

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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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Alexandria, VA 22309 — 703-360-3600

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

Midwestern States
Karaban / Labiner Associates, Inc.
333 North Michigan Avenue
Chicago, IL 60601 — 312-236-6345

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Robert Flahive Company
22 Battery Street
San Francisco, CA 94111 — 415-398-4444

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

Thanks for the memories! Memories that I take with me when I end my career with FFA on August 31, and enter the world of retirement. These are the thoughts that come to mind when I look back over my 35 1/2 years of service to the National FFA Organization and this magazine and before that, service to FFA in my native state of Alabama.

It has been a labor of love and I am sure few careers can offer the job satisfaction that has been mine. Working with FFA members, local advisors and other professionals in agricultural education is a most rewarding experience. In many ways, I feel like a member who was elected to a national office and was allowed to keep that office for nearly 36 years.

Among the memories I treasure is that of working with six of the eight national advisors of FFA, going back to Dr. W. T. Spanton, the third national advisor, who was present in 1928 when the FFA was founded and who urged the new organization to adopt Future Farmers of America for its name. Other memories include a host of young men and women who passed through the FFA and have taken their place in America, some in high level positions with major companies, organizations and government.

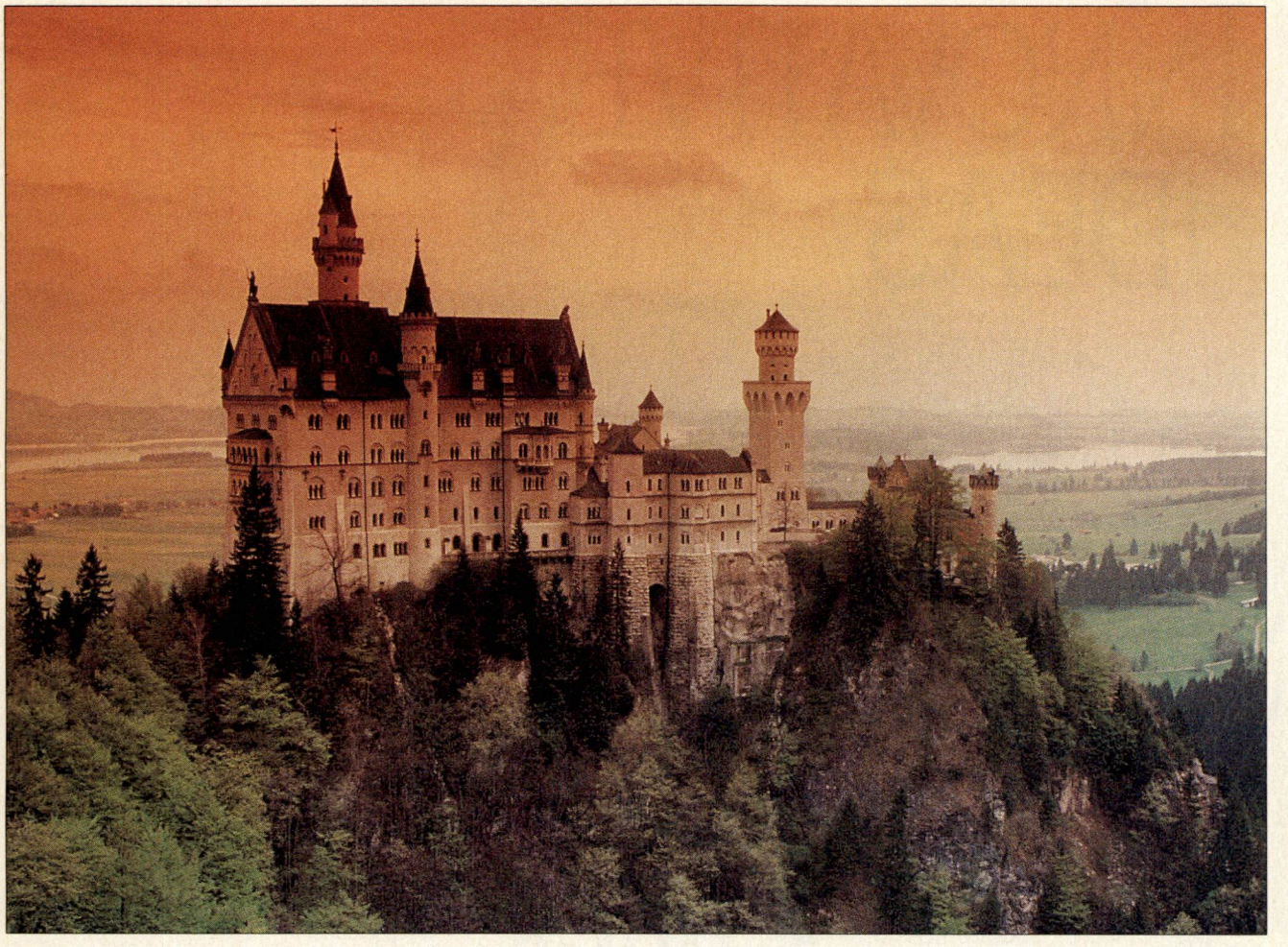
I well remember my first days in ag class and the feeling of belonging that came over me which I had not felt in other classes. Next there was the thrill of becoming a Greenhand in FFA. These interests and others led to a degree in agricultural education and plans to be an ag teacher. Later the opportunity came along for me to join the staff of FFA's national magazine and combine my interest in communications with my interest in agricultural education. It was probably one of the smartest decisions I ever made. But like so many things we experience in life, there are others who help us along the way. I owe so much to so many that it is best that I do not start naming them here. However, it does seem appropriate that I thank my wife Betty, daughters Beth and Alice Sue, and our son Woody, for their understanding, support and encouragement through the years.

While I can look back, FFA must look to the future and find new ways the organization and agricultural education can serve young people in this fast-moving high-tech age in which we live. I leave you with my best wishes for continued success in that inspiring task.

Life is a journey. I am thankful that in my journey through life I was fortunate enough to pass your way. Thanks for letting me play on your team!

Wilson Carnes

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MAILBAG

Mammoth Task

Thank you for the articles and agricultural teacher theme of the April-May, 1991 issue of *FFA New Horizons*.

As a teacher they must motivate, encourage, challenge and develop the potential of each young life they have been assigned. It is a mammoth responsibility. The reward is to see young people accomplish growth and progress towards their life goals.

J. Gordon Bidner
Chairperson, Illinois Committee for Agricultural Education

Good Issue

Beautiful! Outstanding! Spectacular! Those adjectives come to mind when I look at the April-May issue of *FFA New Horizons*.

It is impossible to measure the amount of good feelings created in our chapter because of that feature (Dedicated Professionals, April-May, 1991, page 16). The three teachers got a much needed lift.

Ron Biondo
Head FFA Advisor
Chicago High School for Agricultural Sciences

Judging Tips

I just read my first issue of *FFA New Horizons*. I love it!

There is a catch, though. My first crop judging team just got sixth place, just one away from going on to state.

I was wondering if you could please print some tips on judging and how to make it easier.

Brandy Johnson
Magnolia, Arkansas

Some of the people on our staff have been on crop judging teams (although it's been a few years) so we know what a challenge it can be. Congratulations on doing as well as you did. You are a winner just for getting involved in the contest. There is no easy way to win a judging contest like crops. It takes hours of practice identifying plants and seeds and memorizing their names. Our best advice is that the team has to do well in order to win, so help each other as much as possible. 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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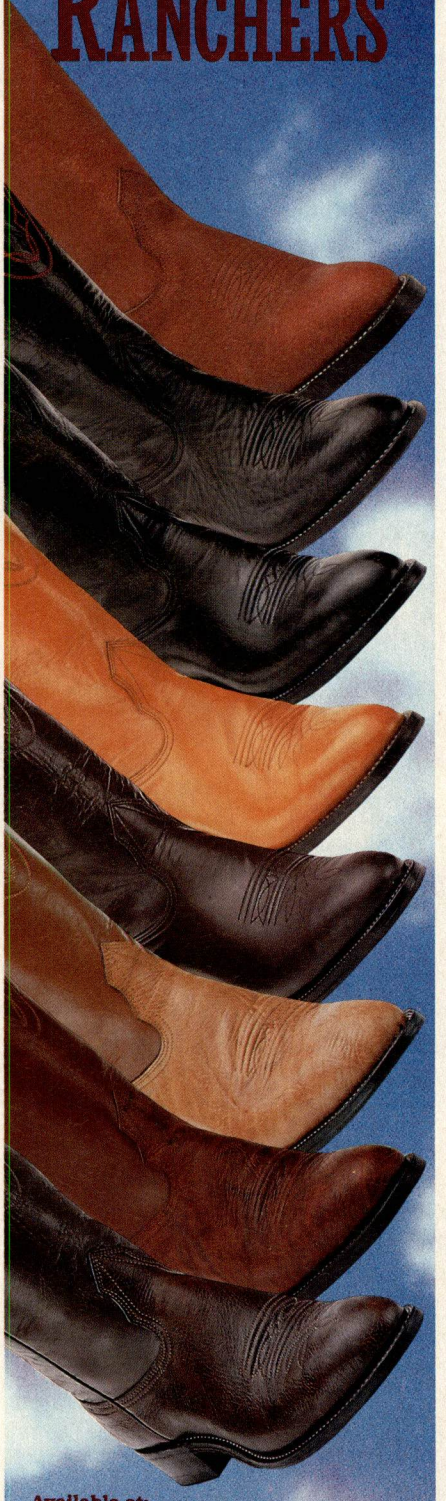
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NEWS IN BRIEF

Russians Have Landed

As the Soviet Union starts moving away from government-controlled farming to private land ownership, their citizens are looking to American farmers for assistance.

Through a program sponsored by the National FFA Organization, the National Young Farmer Educational Association and Russia's Blue Movement, families across the United States will help the Soviets in their understanding of private family farms.

Thirty Soviet young farmers arrived in the United States in June and completed a four-day orientation at the National FFA Center before departing for their temporary homes with their host families.

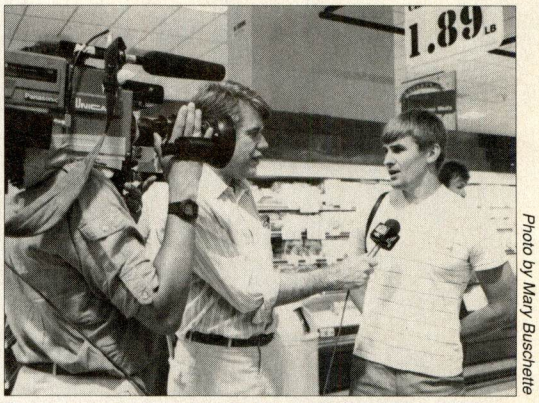


Photo by Mary Buschette

During his four-day orientation in Alexandria, Virginia, Soviet young farmer Ivan Babanski was interviewed by a Washington, D.C. news station during a supermarket tour.

This is one of the largest Soviet groups to visit the United States for agricultural training. They will be working on farms for one year. Half of the Soviets are married and have left behind family. The other half are students of colleges, agricultural academies and universities.

Upon returning to the Soviet Union, the participants will be able to obtain land and start their own private farms. Dr. Larry Case, national FFA advisor, sees this as a chance for the FFA be involved in global education. "By co-sponsoring this program, we not only show our commitment to international education for American youth, but we also assist our foreign counterparts as they strive to move froward in agriculture."

School of Fish

Six states will be taking the lead in testing new high school agriculture courses on fish farming, or aquaculture. Indiana, Iowa, Pennsylvania, South Carolina, Texas and Washington have been chosen by The National Council for Agricultural Education to establish learning centers for aquaculture. Some schools already offer classes in fish, seafood and aquatic plant production. These learning centers will advise the Council which will be producing aquaculture teaching materials for all teachers. The money for these learning centers came from the U.S. Department of Agriculture.

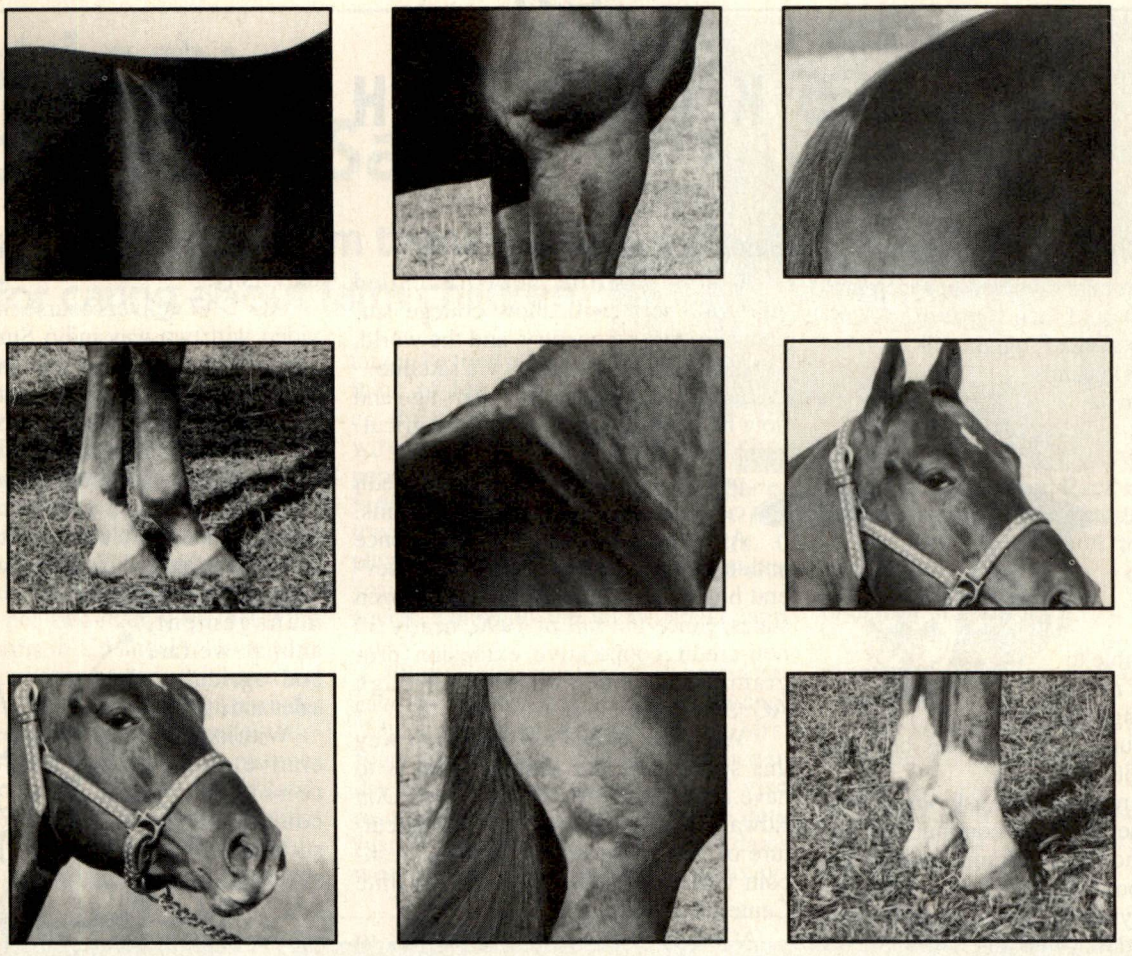
Made for Excellence Carries Olympic Theme

When FFA members enroll in one of 34 Made for Excellence conferences scheduled later this year, they will be investing in their future and contributing to the U.S. Olympic team at the same time.

The theme of the personal development conferences is "The Olympic Challenge" and a portion of each registration fee will be donated to the 1992 United States Olympic Team. The conferences, which run on weekends between August 9, 1991 and April 10, 1992, help FFA members understand self image, goal setting, peer pressure, friendship, motivation and communications.

A new addition to the conferences this year will be "Made for Excellence for Teachers." Eighteen states will be offering the new MFE for Teachers, which will be presented by five agriculture teachers.

For more information about Made for Excellence, ask your FFA Advisor or write to: Kipling Godwin, Made For Excellence, National FFA Center, P.O. Box 15160, Alexandria, VA, 22309-0160.



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It's a Good Job; Somebody's Got to Do It

Are you thinking about going to college and majoring in agriculture? A new study suggests that if you are, the future looks good, but not all areas in agriculture hold the same promise.

At least through 1995, experts forecast that there will be a yearly shortfall of 11 percent in highly trained people to fill available agriscience and agribusiness jobs. That's the word from a report by Purdue University and the U.S. Department of Agriculture's Cooperative State Research Service.

"The simple fact is that we are not producing enough talented college graduates in the food and agricultural sciences to fill highly important roles in business, science and environmental management," said Allan D. Goecker, assistant dean of Purdue University's School of Agriculture.

What is causing the demand? American agriculture is faced with some stiff challenges in this decade. Techniques and business practices must be created and adopted that will maintain a sustainable agriculture and forest system without threat to the environment. That means jobs for young people prepared to work in those areas.

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.

Professionals in this area include sales representatives in plant protection products, fertilizer, seeds, forest products and lawn, garden and nursery products. The industry will also demand more commodity brokers, insurance agents, market analysts and real estate brokers.

If science is your interest, demand for scientific, engineering and related specialties will exceed supply by 15 percent. The best opportunities are in biochemistry, environmental sciences, food process engineering, entomology and soil science.

On the down side, there are more than enough qualified graduates to fill the available positions in communications, education and agricultural production specialities.

USDA official Jane Coulter says that the shortage of experts in the science and business fields is being felt now. "We aren't talking about the next 10 to 20 years. We have a shortage now, and with the growing importance of our food, agricultural and natural resource system, the problem is becoming critical," said Coulter. •••



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Aaron Wallace holds David McCoy during the monthly ride at the St. Louis Special Education School. Chapel Hill FFA members James Ezell, left, and Shane Collier, walk alongside to insure the safety of the rider.

Enjoy the Ride

When FFA members help their disabled friends ride horses, it's hard to tell who enjoys it most

By Andrew Markwart



Photos by Author

There is no horsing around when FFA booster Rodney Wallace explains safety procedures to members of the Chapel Hill FFA Chapter before the riding begins.

There was screaming coming from the school bus loaded with students from the St. Louis Special Education School. It was the first day that members of the Chapel Hill FFA Chapter were going to help the mentally and physically disabled students ride horses. The FFA members were nervous to begin with, since few of them had ever come in close contact with a physically or mentally challenged person. And already somebody was screaming.

They were told not to worry. It was only Nancy Ramiriz, and screaming was just Nancy's way of communicating. She always screams, they said.

Not always. It wasn't long after Nancy climbed on a horse and began riding that she started to quiet down. It shocked her teachers. They had never seen her so quiet.

Fast-forward to one month later. When Nancy's bus arrived at the riding arena, she quieted down just seeing the horses, knowing that she was going to ride soon. Now, 30 months later, when her teachers announce that it is "horse day," Nancy's screaming stops.

Nancy's change is one of the many exciting results coming out of the recreational riding program started by the Chapel Hill FFA Chapter in Tyler, Texas. The program has grown from that first ride at a local saddle club in May, 1989, to a monthly event at the St. Louis School. The FFA chapter designed and built a riding arena behind the school. Local businesses contributed equipment, materials and expert advice in building the arena.

With written permission from their parents, each of the St. Louis School's 108 students climbs on top of an FFA member's horse each month and sees the world from a taller point of view.



Jose Zuniga feels the warm sun on his face and the solid, friendly grasp of Mark Anette, a St. Louis School employee. At school, Zuniga communicates using a voice synthesizer connected to a computer that he operates with his left foot.

In order for the disabled students to experience a thrilling and safe horseback ride, the Chapel Hill members work hard at making sure everything runs smoothly. Working with people who have trouble controlling their bodies is a challenge that the Chapel Hill members have had to get used to.

"At first you're afraid you'll hurt them," says FFA member Billy Emmons. "They're scared of horses and you're scared of them. But after awhile, everybody calms down and it's okay. When it's time to leave, they thank you and hug you."

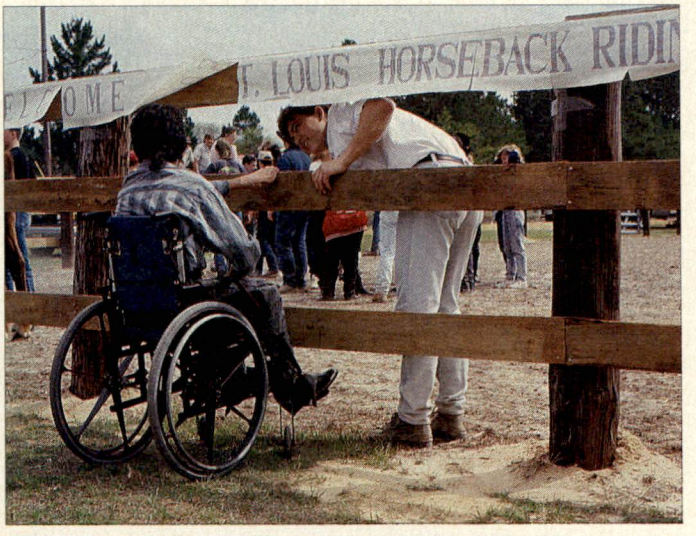
Because each disabled student has a unique combination of physical and mental challenges, they cannot be lumped into groups. "Each student comes with a set of instructions," says Rodney Wallace, president of the Chapel Hill FFA booster club and organizer of the recreational riding program. A St. Louis student is carefully matched with a horse and safety crew depending on that student's special needs.

Not just any horse will do for this activity. It requires a calm disposition and special training. Wallace's son, Aaron, is responsible for training the horses and selecting which ones are ready for the arena. Long before the riding begins, Aaron and his friends warm up the horses and get them comfortable with walking up to the loading ramp.

Only a handful of students experienced at handling horses are allowed to serve as riding partners. That job takes a combination of horse handling skills, physical strength and patience. After his first day as a riding partner, James Ezell said he learned quickly to stay calm during the critical early moments when the disabled riders are most nervous. "I had a rider who clamped down pretty hard on me at first. He was strong and it hurt, but I just said, 'easy there compadre' and everything turned out fine."

It takes a large crew of people besides the riding partners to make the riding day go smoothly. Three to four people are

(Continued on Page 16)



FFA member Shane Reeves talks with Billy Hinojosa between rides. The physically challenged students have to trust their riding partners, so friendships develop fast.



Riders are carefully matched with horses and helpers. Clay Grooms enjoys his ride under the watchful eyes of Shay Miller, left, and Becky Brooks.

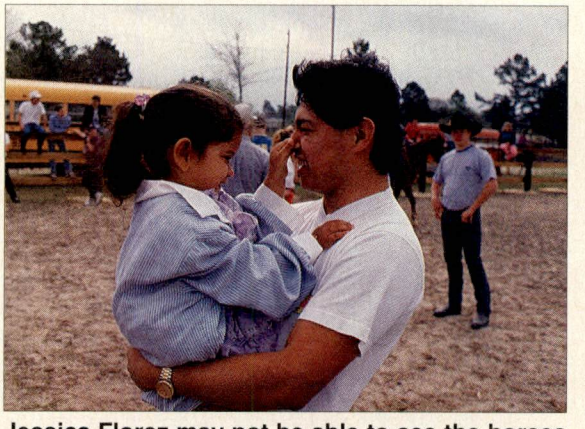
(Continued from Page 15)

needed to help the disabled students get on and off the horse. Only four of the 108 students are able to mount the horses themselves. At least one person walks along the sides of the horse as it walks around the arena. These "walkers" talk to the rider to comfort them and make the ride enjoyable. They keep the rider balanced and are there in case the rider needs to be pulled off the horse quickly. They also help the "spotters" watch the horses for signs of trouble.

Spotters are students and adults who know horses well that stand in the middle of the arena and watch how the horses are acting. If a horse acts up, it is pulled quickly and replaced with a calmer animal.

It is one person's job to substitute fresh walkers and give all the members a fair chance to get involved. Everyone's purpose is the same—to provide a safe, enjoyable ride for every disabled student.

Under the supervision of Rodney Wallace and FFA advisor David Irwin, the Chapel Hill FFA Chapter has been the only group conducting the riding days for the past year and a half, but with its success, others are asking to get involved. Starting this fall, 14 different organizations from Tyler, including the John Tyler and Robert E. Lee FFA Chapters, will be volunteering to work a riding day at the St. Louis School. That means about 450 FFA members will be working with the disabled students next year.



Jessica Florez may not be able to see the horses because of her blindness, but she makes it clear to Lonnie Vega that their smell is unmistakable.

Chapel Hill's 66 members are protective of the riding program they have started, but they also know that others should experience working with the disabled students. "We look forward to this almost as much as the (disabled) kids do," said one member.

Organizer Rodney Wallace is happy with the growing interest in the riding program in Tyler, but says the enthusiasm shouldn't stop there. "Every town has handicapped kids," says Wallace. "Every FFA chapter in the country could do this kind of program."

As in many communities, sports is usually the focus of attention at the high school and activities like this one tend to get overlooked. That doesn't bother the Chapel Hill members. "Our school doesn't recognize this kind of achievement, but we don't care," said one member. "We know that we're doing the right stuff. This has been the best day of my life for a long time."

Others agree that the real reward for being involved with the disabled riding program is the feeling of affecting another person's life and gaining a better understanding of people with physical and mental challenges. "I'm on cloud nine right now," said Melissa Watson, after her first day in the arena. "All members should try to experience this. It makes you feel good." She said that she appreciates how fortunate she has been in life so far. "You take your health for granted until you work with kids like this."

Fellow member Stephanie Shultz said that a car accident or other mishap could land anyone in the position of depending on others for support. "If we end up like these guys, it would be nice to know somebody cares." •••



By the end of the day, the Chapel Hill FFA members have walked miles to make sure their friends' rides are safe and enjoyable.

Garth Brooks is Tearing Down Fences

...speaking his mind three minutes at a time

By Jeri D. Mattics

Garth Brooks doesn't like to be fenced in. In just two short years, he's broken several long-standing barriers in country music.

First, he walked away from the Academy of Country Music (ACM) Awards juggling six trophies — an all-time record. Then, his second album, *No Fences*, climbed to the top of the pop charts — a feat not achieved by a country performer since 1980.

This didn't come as a surprise to those close to Brooks and his music. The expectations for *No Fences* were so high, pirated copies began cropping up at radio stations, forcing his Capitol Nashville label to an early release.

What is it that sets Brooks apart from the crowd of other acts? His complex personality is one reason. This soft-spoken, insightful, sensitive artist often transforms on stage into a guitar-breaking, high-energy showman. Another reason is Brooks refusal to be satisfied with the tried-and-true mainstays of country music. His songs are powerful because of the messages they carry.

Reaching Out Through Radio

Brooks explains, "I feel like when you have a song on the radio, it's your opportunity to speak to an audience. Don't waste that three minutes—let them hear something that you want to say. Let them be entertained, but use those three minutes wisely."

This spring, Brooks' three-minute message on domestic violence threw sparks of controversy. Soon after being released, "The Thunder Rolls" video was banned by Country Music Television and The Nashville Network, but added by pop cable channel VH-1. Brooks was shocked by the decisions to pull the video, but shrugged it off and moved on to "Plan B". A home video featuring "The Thunder Rolls" along with his other two videos ("If Tomorrow Never Comes" and "The Dance"), performance footage and interviews will be released soon.

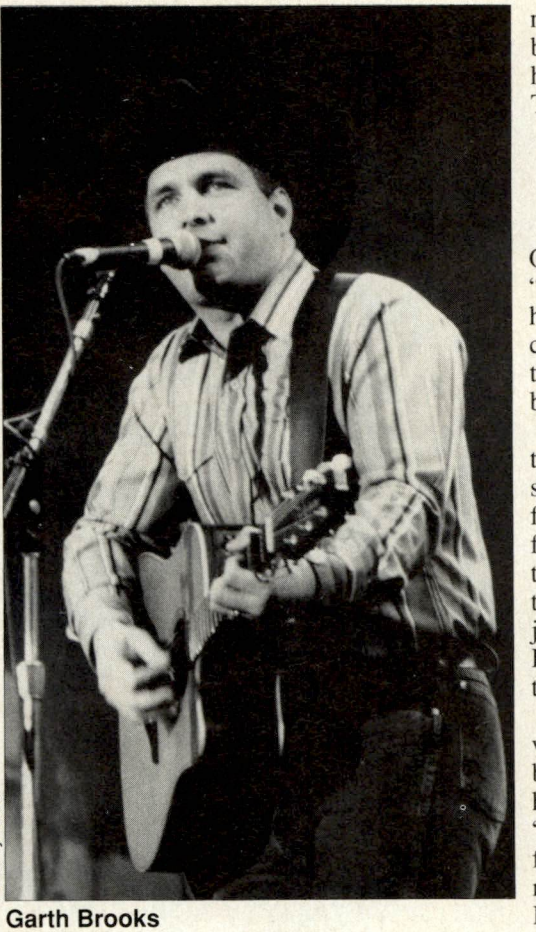


Photo by Author

Garth Brooks

Another bit of Brooks philosophy sheds light on his dedication to helping others. "We're put on this earth to stand beside one another and help each other. We're all in this together. People should get along with one another and build this world together instead of destroying it and each other," he says with a soft but serious tone of voice.

Brooks is no stranger to lending a helping hand. An honorary member of the Yukon, Oklahoma FFA Chapter, Brooks and his band raised $22,000 for the chapter by performing a benefit concert.

His contributions didn't stop in Yukon. Brooks performed at Farm Aid IV and, most recently, at a benefit concert for an Oklahoma rural development organization. "I decided to help because these were farmers who needed assistance and this was my state. Oklahoma has been supportive of me — I need to give that support back. I was brought up to believe you helped people when they are down. That's what I tried to do," he said.

Tuning in to Athletics and School

Brooks was raised in Yukon, Oklahoma, which he describes as "an ag and oil town." During his high school years, Brooks played centerfield for Yukon's baseball team and quarterback on the football team.

He earned an athletic scholarship to Oklahoma State University where, surprisingly, he wasn't involved in football or baseball, but track and field. He chuckles, "I guess they thought that since I was good at throwing things, I should give the javelin a try." They were right. Brooks was a four-year letterman in track and field as a javelin thrower.

At OSU, Brooks majored in advertising. Although the music bug bit hard during those collegiate years, he decided to complete his degree. "I finished school so that I'd have a fall back position — and because my parents felt it was important. Having their support was, and is, very important to me."

Tuning in to Success

Brooks attributes much of his success to his family. "My parents have always supported me. All they asked was that I get my education. My wife is my partner—she is as much 'Garth Brooks' as I am."

Another important ingredient for success, according to Brooks, is "listening to the advice of those close to you—your family and friends. But it's also important to listen to those who want to see you fail because they'll point out the obstacles you'll face."

Brooks encourages others to do just what he did — follow their dreams. "There are dreamers who don't get anywhere because they don't follow through. And then there are doers who don't get anywhere because they don't have a dream. You've got to dream and then follow your dreams. Just remember to keep one foot in reality and don't let anyone tell you it can't be done." •••

A Chance of a Lifetime

Joe Mattingly and his horse travel to Sweden for a world competion



By Dana Chambers
Reporter - Section 1, Illinois FFA

Follow your dreams. Set goals. Be the best you can be." These phrases are used a lot by FFA officers and advisors, but they don't mean much until you know somebody who has put those words into action — somebody like Joe Mattingly.

Last July, Joe left his hometown of Scales Mound, Illinois, for the 1990 World Equestrian Games in Stockholm, Sweden. He was following his dream, pursuing a goal, trying to be his very best.

The games consisted of six events:

Photo by Hillside Studio

driving, show jumping, three-day event, vaulting, dressage and endurance riding. The games are held every four years just like the Olympics, which is where Joe hopes to be in 1996.

For the U.S. endurance team, six members were chosen from various parts of the country, and Joe was the youngest team member.

All of the team members were chosen by the condition of the horse and the success of the horse and rider as one. Some of the success Joe and his purebred Arabian, Czar Louis, have had are: 11th place, North American Championship in Virginia, 1987; seventh place, World Championship in Virginia, 1988; silver medal for individual, team and best conditioned horse in Flesherton, Ontario, Canada, 1989.

Working hard and being number one isn't always easy, which Joe discovered. At the Games, Joe was pulled at the 85-mile check point. Louis' shoes were worn thin from the hard surface and needed to be changed.

At the check point they were running in eighth place.

After the shoes were replaced, they had to wait 30 minutes before trotting off to continue the ride due to the lack of veterinarians on hand. The veterinarian had to check the horse to see if it was sound and able to finish the ride. But when Joe and Louis were ready, nobody else was. When the chance to continue came, Louis wasn't ready and became lame. At that moment they were pulled from the ride.

This chance of a lifetime had ended as only a learning experience for Joe.

All riders had 15 hours to complete the ride. It was tough for Joe and Louis after spending 21 days in quarantine complete with blood tests, and a hard 100-mile ride to the event site. Joe also had to raise at least $22,000 to attend the World Equestrian Games. The money was donated by many people and organizations.

A member of the Scales Mound FFA Chapter, Joe was a state winner in horse proficiency.

Joe has graduated from high school and is serving in the Navy for four years as a medical corpsman.

Even though for now Joe is in the Navy, he still has not stopped thinking about the 1996 Olympics for the Equestrian Games.

"Your age doesn't matter. You can do what others can do."

Even after a disappointing end to the World Games, Joe Mattingly is still following his dreams, still pursuing the best in himself. •••



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Cut to the Chase

The cutting horse must be quick, strong and steady. So does the rider.

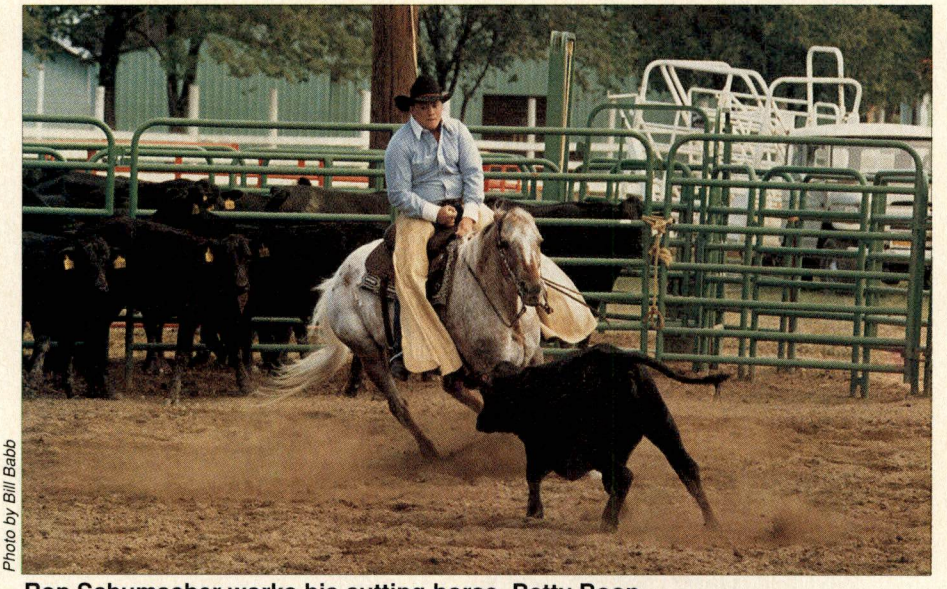


Photo by Bill Babb

Ron Schumacher works his cutting horse, Betty Boop.

By Amy McDonald

The crowd hushes, knowing these athletes need silence to concentrate. The horse and rider move quietly and calmly into the herd of cattle at one end of the arena. The duo separates one cow from the others and keeps the dodging animal from returning to the herd. Two and a half minutes later, a buzzer sounds. The rider reaches a hand down, pats the horse, and the horse stops working. The crowd cheers, knowing they have just seen a champion cutting horse and rider.

Cutting is a skill that has been passed down from cowhand to cowhand for generations. It is still an important tool when rounding up cattle for vaccinations, separations and branding. That's when a good cutting horse can make a cowhand's work easier. A quality cutting horse instinctively keeps the dodging cow from the herd. His hindquarters settle near the ground, as he balances on his two hind legs, while his front legs move with the cow's actions. When the cow dashes away, so must the horse. The rider is asking this powerful, agile animal to do two different things at the same time — produce extreme bursts of speed while remaining calm, so the pair won't scare the cattle.

What does the combined athletic ability of horse and rider have to do with FFA? Ask this year's National FFA Horse Proficiency Award winner, Ron Schumacher, from Dayton, Oregon. As a part of his horse proficiency project and Supervised Agricultural Experience program, Schumacher, 21, started his own business training cutting horses and has participated in national competition with his cutting horse, Betty Boop.

The cutting competition is more than a sport to Schumacher, it's a link to the past. "Cutting is a part of a ranch activity," he said. "Cowboys had to separate cattle from the herd to vaccinate and such. We aren't modernizing it—it's still part of a cowboy tradition." And cowboy heritage is important to Schumacher. "I collect old cowboy stuff. I like old bits and headstalls. When I show, I like to dress in an older style."

Even Schumacher's first team-roping saddle reflects his interest in cowboy history. "It was the very first calf-roping saddle ever made, and my dad made me fix it up." Schumacher's parents own a western store, so he spent many hours there repairing equipment.

His dad wasn't the only adult who demanded a lot from him. According to Ron, his advisor, Ray Gilmore, was especially confident in his abilities. "He always told me I could go somewhere if I just applied myself," Schumacher said.

He attributes much of his present success to Gilmore. After taking agriculture class and joining FFA his freshman year, he chose horses as his project area. His parents had always owned a few horses, and he was riding almost before he could walk.

Schumacher started in rodeo and showing events. Then, during eighth grade, he bought Betty Boop, a three-time national cutting champion. He added cutting to his hobbies, and started his own business training cutting horses.

Schumacher says that in horse training, it's your reputation that brings you business. "My motto is, 'if I'm not good enough, then I'm not going to get any customers.' It really gets around, if you're good or bad." Word did get around. Although he never advertised, he always had plenty of customers. "I had more horses than I could ride," said Schumacher.

He plans to work with horses the rest of his life. "I want to make it a career, it's not just a hobby to me."

After high school graduation, Schumacher attended Linn Benton Community College in Oregon for a year and a half and now manages Heritage Farms, a Hanoverian horse stable in Spanaway, Washington. Hanoverians are a European breed of horses that excel in English events such as jumping and dressage, a highly-stylized form of riding that requires superb athletic ability from the horse.

As manager of the 34 head of registered Hanoverians, Schumacher does everything from paperwork to artificial insemination to trimming horses' hooves. He plans to return to college and hopes to own a new business, training and breeding cutting horses. •••

The National Horse Proficiency Award is sponsored by the American Quarter Horse Association as a special project of the National FFA Foundation.

Signs of Friendship

FFA Offers Opportunities to Deaf Student

By Jeanne Hansen

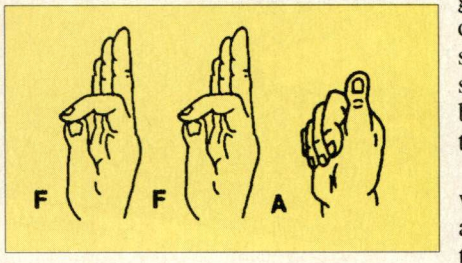
What opportunities does FFA offer for you? One is that many of your friends in FFA will be the same people you will work with after high school.

Travis Davisson, of the Calamus-Wheatland FFA Chapter in Iowa, had thought about that more than many FFA members. Travis, who was born deaf, attended special schools until last year, when he and his parents decided to explore the opportunities of regular school. The recently formed FFA chapter at his present school was one of the main reasons for making this decision. These are the people he will be working with in the future.

"I need to know these people, and they need to know me better," he says through sign language.

The change to regular school has been a success. At Calamus-Wheatland High School, which has only 150 students, Travis continues to be on the honor roll.

His presence has offered opportunities to others as well. Many students are beginning to learn sign language, and several are fluent. At the beginning of his freshman year, the art teacher put sign language posters throughout the school.



One of the students who is fluent in sign language is Ryan Vander Heiden. He delivered the FFA creed in both voice and sign at district and state competitions. For his efforts, he received gold awards. "It's interesting learning sign language," Ryan said. "Who knows, it may come in handy in the future."

In his agricultural technology class, Travis is restoring a 1947 John Deere Model-A tractor. "My grandpa used it to pick corn," he signs.

Travis is no stranger to rebuilding tractors. On his grandfather's farm, his hands don't stop moving as he talks about his bright red, 1949 Massey Harris "Pony" which he and his grandfather restored several years ago.

Travis' other FFA projects include several bred heifers that are his sole responsibility. "They are different from taking care of the pigs," he signs. His family has a large hog operation with farrowing houses and hog lots at three different locations.

Dave Bowman, his FFA advisor and agriculture instructor, is teaching him to keep accurate records on the hog operation. Travis rolls his eyes at this task. He prefers hands-on work to the paper work, but is learning to recognize the importance of recordkeeping.

Bowman admits to only knowing a little sign language, but the two are able to converse in a sort of "pidgin" sign language. It is this sort of sign language that some teachers, fellow students, and neighbors have developed to speak with Travis.

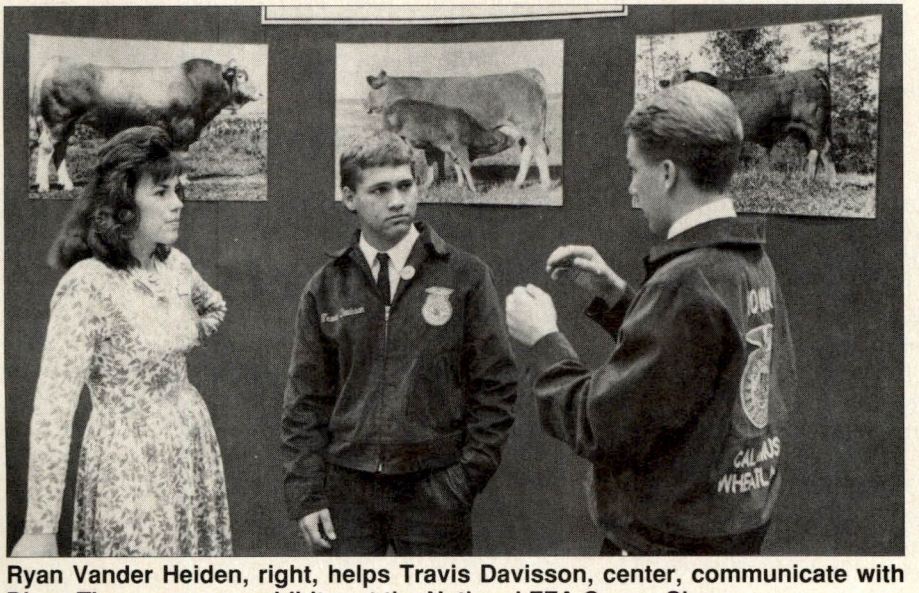
Travis, along with fellow students and Mr. Bowman, attended the National FFA Convention. "The state convention was a little boring," Travis admits, "because I didn't always understand what was going on, but with more kids able to talk to me now and explain things it was better." Other students keep an eye out for him at FFA functions. They realize, for instance, that he can't hear announcements made over the public address system, so they try to keep him informed.

Travis fulfilled a special dream when he met other deaf FFA students at the convention and got to know them. Although they had official signers in Kansas City, his friend Ryan filled in on occasion in helping the students communicate.

Interpreter Stacy Petersen accompanies Travis to all his classes. She signs everything from what the instructors say, and asides by the students, to announcements over the intercom.

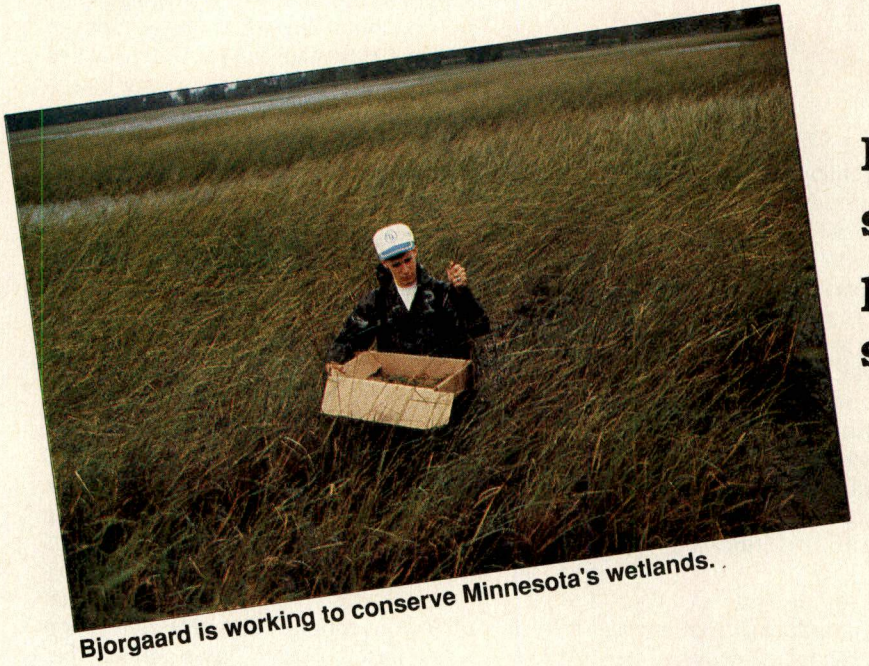
What does Travis intend to do with the skills he is learning in FFA? "I want to farm lots of land like my dad and grandfather do," he signs. Travis helps his dad and grandfather farm about 1,600 acres of corn, soybeans and other grains, including seed corn. He also wants to continue working with hogs, particularly in the farrowing house.

What about his mechanical skills? "It is hard for me to hear when things go wrong with machinery, so I can't be a mechanic. Working on machinery is my favorite thing though, so maybe I can do it part-time. •••



Ryan Vander Heiden, right, helps Travis Davisson, center, communicate with Diana Thompson, an exhibitor at the National FFA Career Show.

Preserving Wildlife Acres



Bjorgaard is working to conserve Minnesota's wetlands.

Lowell Bjorgaard is serious about providing food and shelter for wildlife

By Beth Gaines

Imagine being 16 years old and halting a housing development. Does it sound impossible? For Lowell Bjorgaard it was a matter of protecting the environment.

At a county land auction in 1987, Bjorgaard and his grandfather purchased nine acres of undisturbed wildlife habitat to prevent it from becoming a housing development. He bought the land with earnings from a dairy project, an example of his dedication to the preservation of the environment. It is also one of the reasons why the native of Battle Lake, Minnesota, was selected as the 1990 National FFA Wildlife Management Proficiency award winner.

Bjorgaard became actively involved in preserving wildlife habitat over five years ago when his grandparents deeded to him 27 acres of land for a Supervised Agricultural Experience program.

"Members of my family have always been avid outdoorsmen, but my program got everyone really excited about preserving and improving the wildlife and habitat," Bjorgaard said.

In the first year of his project, Bjorgaard transplanted over 200 tree seedlings which he bought from the West Otter Tail County Soil and Water Conservation District. In the following three years, he invested $230 to plant, by hand, more than 825 seedlings of 13 different tree varieties. The trees will help provide shelter and a source of food for the wildlife.

Bjorgaard's farm, which he calls "Silver Lake Wildlife Acres," is a growing project. He has over 37 nesting platforms for waterfowl and songbirds. More than 200 deer are fed at 11 different stations, and 12 acres of food plots are planted each year to provide wildlife with a safe winter food supply. Bjorgaard also raises pheasants and ducks to be released into the wild.

Even though Minnesota is a tourist-oriented state which depends heavily on the beauty of the natural resources, Bjorgaard said that it is sometimes difficult to convince others to use good conservation practices.

"It is slowly catching on. It seems like the farmers have to see the conservation practice on someone else's farm before they are willing to try it themselves," Bjorgaard said.

Working for the soil and water district, Bjorgaard has seen individuals drag their feet at getting involved in the preservation of the environment. He also realizes how devastating it can be for the land and wildlife if conservation practices are not used.

"Wetlands are a big concern in Minnesota. Most people want to drain them and farm that land," Bjorgaard said. "But for wildlife, the bigger the wetland, the better. Swamps and cattails are great wildlife habitat."

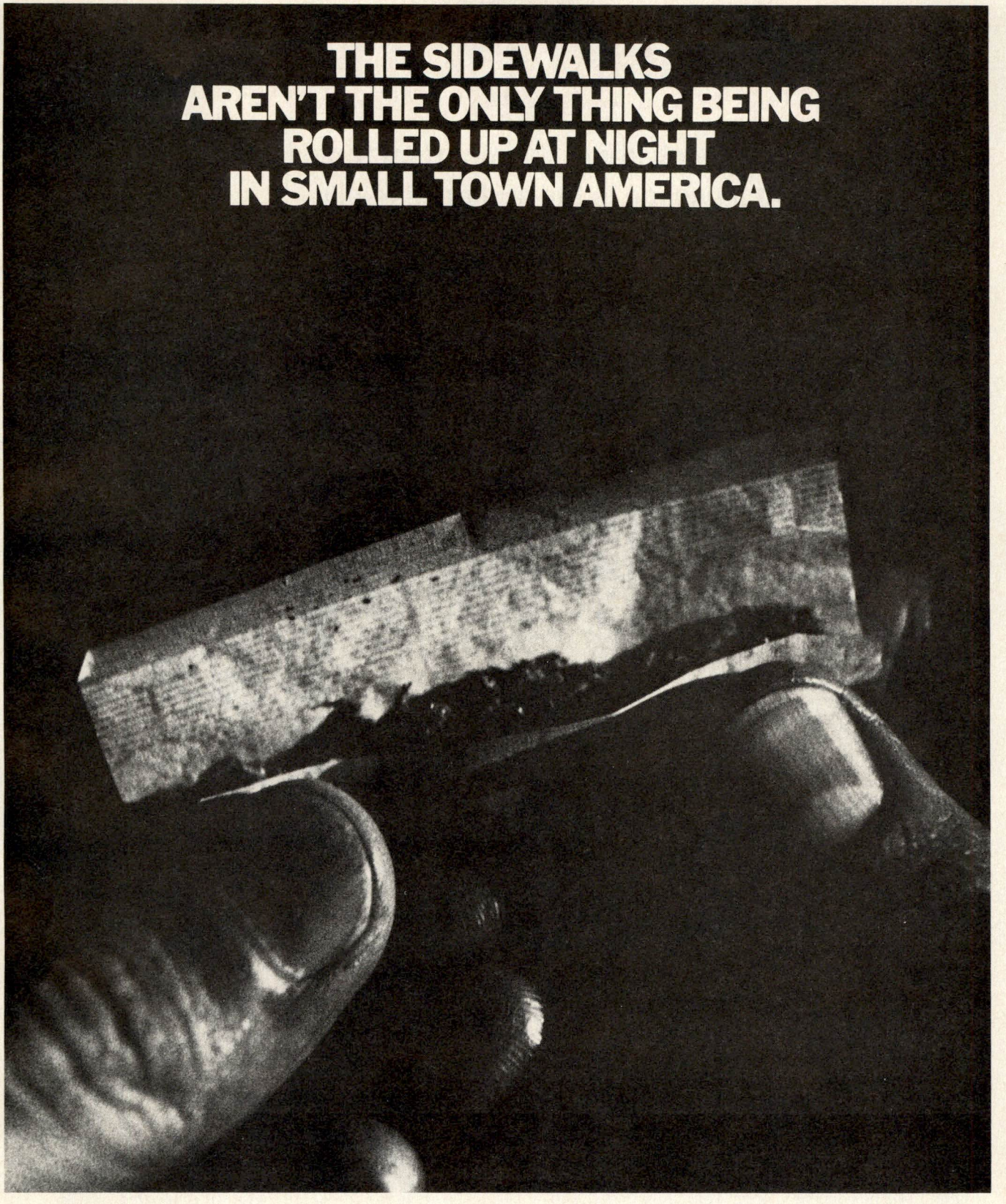
In the process of improving the wildlife habitat on his farm, he has invested over $12,000 and 1,600 hours. But for Bjorgaard, knowing that his effort will protect the environment for generations to come is well worth the investment of time and labor.

"Seeing the results is the biggest reward," Bjorgaard. said. "The pleasure of seeing the young birds on those platforms makes the work all worthwhile."

Bjorgaard plans to continue working to preserve the environment. He is a sophomore at the University of Minnesota at Crookston, majoring in natural resources management, and plans to be employed by an agency that works to protect the environment and natural resources. •••

The Wildlife Management Proficiency award is sponsored by the Prudential Foundation as a special project of the National FFA Foundation.

THE SIDEWALKS AREN'T THE ONLY THING BEING ROLLED UP AT NIGHT IN SMALL TOWN AMERICA.



Believe it or not, for a lot of you in small towns, marijuana is a very familiar sight. So is crack and cocaine.

Today, 28% Of Small Town Kids Are Into Big Town Drugs

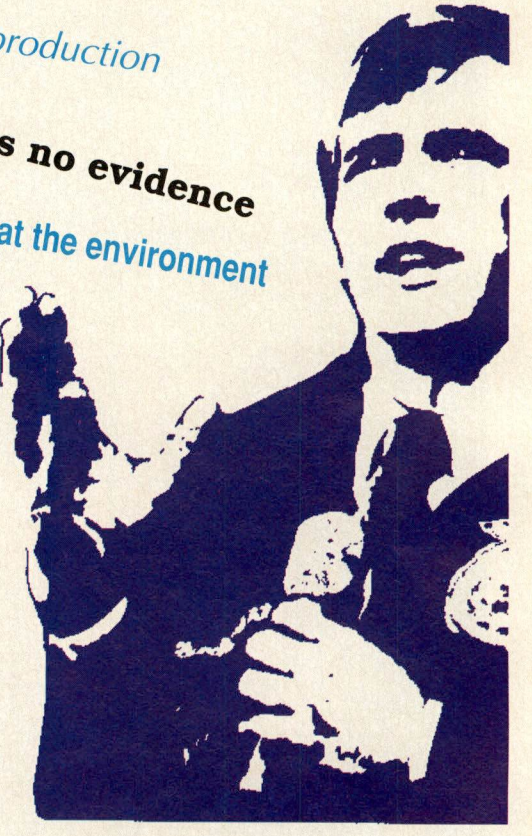
It's true. Drugs are as big a problem here as they are in larger cities. Today some 28 percent of small town kids are experimenting regularly with marijuana, crack and cocaine. Some are even dealing the stuff.

Research has shown that using drugs can result in memory loss, infertility, lung damage, even heart failure. So, talk to your friends and get them to talk to you. Find out what they know and don't know about drugs. And then, set them straight. Because the worst mistake you can make is leaving them in the dark.

Partnership For A Drug-Free America

Speaking Out for Agriculture

When you give a speech about an important topic in agriculture, what message is the audience really getting?



Groundwater pollution. Animal rights. Chemicals in our food. Growth hormones in cows. Big government payments for farmers.

These topics scare, anger and confuse people — that's why they make headlines and the 6 o'clock news. Just as one crisis fades away, another one seems to take its place. As more people become further removed from the farm, they understand less about how their food is produced.

As a result, there are lots of people with views about the way farmers and other agriculturists should go about their business. Some raise excellent questions while others make uninformed accusations. In the midst of all this, who is speaking out for agriculture?

FFA members are in a good position to make an impact on people's awareness of agricultural issues with all of the speech contests and other speaking opportunities the organization offers. But it takes more than enthusiasm to be an effective spokesperson for agriculture, it takes preparation. In fact, if you don't know your topic well, you could do more harm than good.

If you plan to give a speech, know your topic. Study your subject. If your topic is the environment, know the different environmental groups and their purposes.

When you give the speech, what message is the audience really getting? Is it balanced, factual information that makes a point, or is it a string of stinging responses to those who attack agriculture? If it is the latter, you may be playing right into the hands of those who assault farming and food processing practices. Your good intentions in trying to defend agriculture may be adding fuel to the fire of controversy. So what do you do?

Along with knowing your topic, try to honestly understand the opposite point of view. Most people who criticize modern agriculture are motivated by what they believe to be right. If you were a parent and heard that your water could contain chemicals, wouldn't you be concerned about your children's health?

With this in mind, approach your speech not in a series of counter-attacks but rather from the point of view of educating the public about the facts. View the challengers of agriculture not as "us and them" but as people who are working from limited knowledge. As an FFA member, you have a deeper understanding of agriculture than most people. Use it to your advantage. Educate, don't retaliate.

Avoid applying labels to broad groups of people, such as "those environmentalists." That's dangerous. All groups are different, and people within each group are different.

If there are opposing points of view that you want to address, don't respond to outlandish charges. You're playing their game. Responding only draws attention to their original message. Make positive statements and give people the facts. Be prepared to quote facts from scientific studies that support your point. For example, if the charge is, "Farmers are poisoning America's groundwater," a positive way to address the issue might be, "Many Americans are concerned about the quality of their groundwater, including farmers. In fact, according to a study conducted by the University of..."

Only take a position that you can defend. If you are asked questions that you don't know the answer to, say so. Don't try to fake your way through an answer. Your credibility is at stake. If the audience thinks you are bluffing, they probably will not believe anything you said during the entire speech. That would be a great loss for an otherwise well-prepared speech.

Throughout the speech, remember that your tone will win you as much respect and credibility as your words. Show your audience that you understand the topic fully and you know how to calmly and rationally discuss the issue. It is a good example to set for others and you will shine as an intelligent spokesperson for agriculture.

By thinking your speech through and getting to the real issues, you will be educating the audience and you won't get burned handling one of agriculture's hot topics. •••

Animal Welfare vs. Animal Rights—

Here's how agriculture is treating its animals

Remember the days when the image of the solitary cowboy out on the range was considered romantic? Or when the newly crowned state pork queen was the envy of her peers, the subject of the front-page story in her hometown paper?

If you listen to some folks today, that cowboy is wrecking the environment faster than the Exxon Valdez, and the pork queen is on page one alright, but only because an animal rightist smacked her with a "non-dairy" cream pie, accusing her of being a "symbol of cruelty".

These are the messages of the animal rights movement, aimed at consumers, politicians and the media, devoid of fact and filled with emotion. For the animal rightist, no use of animals—for food, medical research, entertainment or clothing—is acceptable, and they're going to let the public know any way they can.

There are about 7,000 animal protection groups in the U.S. today, ranging from local animal shelters to militant animal rights groups. Of the 7,000 groups, 400 consider themselves hard-core regarding animal rights, and control a combined budget of $50-75 million a year, more than the combined budgets of the 10 largest livestock and poultry groups in the U.S. Animal rights budgets are devoted entirely to this issue, while funds of agricultural groups must be divided among all programs and services they provide!



animal industry foundation

Enter the Animal Industry Foundation (AIF). AIF is a national charitable education foundation, dedicated to making sure the consuming public gets a real, accurate picture of modern livestock and poultry production. AIF wants the public to realize every time they go into a grocery store that abundant, cheap, safe food doesn't magically appear on the shelves. AIF reminds consumers that real men and women—less than 3% of the total U.S. population—feed this country and maintain exports because they are the best food producers in the world—and they're the original animal welfarists.

Don't let the terms confuse you: Animal welfare is what you and other farmers and ranchers do for a living. It's the responsible care and treatment of animals that ensures comfort and freedom from unnecessary pain and suffering. Animal rights is

(continued on b)

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a minority socio-political philosophy, that its supporters claim is the fastest growing movement in the country.

How does one group counter the propaganda of 400? It's really pretty simple: Use of the truth through cooperation and coordination of all industry segments. AIF ensures this cooperation through representation of all segments of the livestock and poultry industry. Its Board of Trustees includes the American Farm Bureau Federation, the National Cattlemen's Association, the National Milk Producers Federation, the National Pork Producers Council, the Southeastern Poultry & Egg Association, as well as executives of feed and animal health companies.

There's no force more formidable than agriculture when it unites against a common adversary. The animal rights movement is that common foe—no segment of livestock or poultry is immune to the potential negative impact if the movement is left unanswered.

Animal welfare is what farmers and ranchers do for a living.

While AIF creates and distributes generic consumer materials, each national livestock and poultry group has specific materials, spokespersons and experts to deal with episodes that may only impact their segment of the industry. The key is that these materials—whether about eggs or pork—complement and enhance each other. You'll read more about this coordinated strategy elsewhere in this section.

The lesson of coordination has been dramatically illustrated on two occasions. First, in defeating a statewide animal rights referendum in Massachusetts in 1988, and again in 1990 during the March for the Animals in Washington, D.C. On both occasions, a single message echoed by all segments of the industry—and delivered by honest-to-gosh, real, live farmers and ranchers—carried the day.

AIF's research shows that over 90% of the American public believe farming and ranching is the last reservoir of values in the U.S., and more than 80% believe farmers and ranchers routinely treat their animals humanely. We can capitalize on this support by answering the legitimate questions consumers have about production practices, animal drug use and food safety with honest, simple, direct explanations about what we do, how well we do it and how it contributes to the quality of life of every American.

So, how is AIF addressing the information needs of the consumer? How are we conducting our strategy to get our story to the public? Activities include: public appearances; consumer advertising; elementary school materials, including computer software; and research and symposia.

Additionally, AIF created the first consumer publication on animal care and welfare when it published the 20-page, 4-color brochure "Animal Agriculture: Myths & Facts". A pamphlet and video version were also developed. These are excellent resources of answers to animal rights allegations.

Please feel free to contact AIF for whatever information or assistance we can provide. We invite you to take a look at the ad for the Foundation's "Spotlight the Truth" campaign included with this section. If you agree with what AIF is trying to do, welcome aboard: we're glad to have the help!

Turkey Industry Stresses Humane Treatment Every Day

NATIONAL Turkey FEDERATION

"Animal rights" shouldn't be an issue for the turkey industry, as the National Turkey Federation (NTF) represents an industry that historically has gone to great lengths to ensure the safe, humane treatment of the birds in our care.

Contrary to the picture animal rights activists would like to paint, turkeys are free-roaming birds raised in climate controlled buildings. They always have on hand a plentiful supply of nutritious food and clean water. Every precaution is taken to make sure a turkey lives in a healthy environment that is free from hardship, disease or suffering.

We in the turkey industry go this extra mile for two reasons:

- First and foremost, it's the right, humane and decent thing to do.
- Second, inhumane treatment would lead to economic suicide. A bird that is abused and mistreated will never achieve its genetic potential, and growing turkeys rapidly will become a losing proposition.

Yet despite this commitment to humane treatment, we still feel the ire of animal rights extremists. Several Thanksgivings ago, and then again in June, 1990, during our annual "Turkey Lovers' Month" promotion, the turkey industry was the target of vicious, inaccurate attacks from these extremists.

These attacks clearly indicate that these extremists want to rob Americans of their freedom to choose and to force a vegetarian diet on the nation. We are pleased to note that those animal welfare groups whose primary concern truly is the humane treatment of animals seldom have a quarrel with the turkey industry.

Our best assets in the effort to counter extremists' attacks have proven to be the producers themselves. Talk to turkey growers about their birds, and you will find people committed to and who care about their animals. Make a grower aware of what the extremists are saying, and he or she will make sure the record is set straight.

We're proud to work for your future

Animal agriculture is an exciting, challenging profession with a good future.

But these days, outside pressures to the industry may make it a little more challenging than you'd like.

That's why it's important for you to know how much support you have — from Wayne Feeds and other organizations.

WAYNE is working for you in a lot of ways. Through continuous efforts to improve the efficient production of meat, milk and eggs, and to promote conscientious animal management.

That's why we support the Animal Industry Foundation (AIF). This pro-active group is working hard — and successfully — to generate public support for animal agriculture through ads, videos, brochures and other educational material.

We urge you to support the AIF, too. Thanks to their efforts, people are becoming aware of the vital contributions you make — and will continue to make — to the health and economic prosperity of our country.

That's something you can be very proud of.

Products and answers that work.™

WAYNE FEEDS

WAYNE ANIMAL HEALTH AIDS

WAYNE®

Wayne Feed Division
Continental Grain Company
Chicago, IL

Industry Provides Guidelines for Recommended Husbandry Practices for Laying Chickens

UEP United Egg Producers

The challenge before egg producers on the issue of animal welfare is enormous. United Egg Producers (UEP) continues the fight as outlined here. Is more needed?

The "Recommended Guidelines of Husbandry Practices For Laying Chickens" has served as an excellent bulwark of defense against the attacks by the pro-animal extremists. The code, signed by egg producers and displayed in their offices, is a simple means of signifying compliance to those guidelines. In addition, UEP has developed a brochure that producers can mail out to anyone inquiring into their production practices. The brochure is entitled, "Healthy, Productive Management Practices of the U.S. Egg Industry".

The U.S. egg industry has considered the welfare and safety of the chicken in determining the benefits of housing chickens for protection from: predators; adverse weather; contaminants entering the chickens' food supply; and diseases typically found in free ranging chickens. Additionally the health of chickens is protected through individual, daily inspection, allowing producers to deal with any noticeable signs of illness.

The actual health of the bird is vastly improved as a result of today's production methods.

Chickens in a free range environment will produce fewer eggs per bird at a much greater cost, which would be borne by the consumer. Animal rights organizations would have us return to technology available at the turn of the century when chickens, on free range, produced typically about 100 eggs per hen per year on eight pounds of feed per dozen eggs. Today, housed chickens, with better health care, are able to produce more than 250 eggs per hen per year on 3.5 pounds of feed per dozen eggs. The actual health of the bird is vastly improved as a result of today's production methods, which eliminate barnyard diseases, parasite infestation and other health problems in the bird. These production efficiencies have been passed on to the consumer in the form of lower cost food while, at the same time, improving the health and well-being of the chicken.

Cattlemen Deal with Animal Welfare Issues—Be Proactive, But Keep Your Cool

NCA

Not many issues can rile cattlemen like animal welfare. After all, caring for their livestock is cattlemen's priority. But many animal activists would have the public believe that livestock are raised on factory farms and mistreated in favor of financial gain. Emotions run high on both sides of the issue, so it's important that we in the beef industry not overreact. The National Cattlemen's Association (NCA) encourages a low-profile, proactive strategy for maintaining public confidence in the beef industry's animal husbandry practices.

If you listen only to the activists' rhetoric and the negative news stories, you might get the feeling that public opinion is quickly mounting against the beef industry. However, consumer surveys indicate that the animal welfare and animal rights movements are having little impact on beef demand.

In 1989, the Wirthlin Group conducted a consumer survey and found that nearly 70 percent of Americans believe cattlemen treat their animals humanely. Less than 15 percent say this is not the case, while the rest have no opinion. Those who had concerns most often cited things such as adequate water, food, and shelter. Specific practices such as castration, dehorning, and branding are not mentioned. In general, the research showed that mainstream public opinion is very favorable toward agriculture and the beef industry.

In another poll taken last year in Iowa, respondents were asked whether animal rights activists were a threat to the livestock industry in Iowa. Interestingly, 70 percent of the farmer respondents said "yes", while only 28 percent of the consumer respondents said "yes". Again, the research shows that consumers aren't as concerned about animal welfare as we sometimes think.

With this overwhelming consumer support, it would be counterproductive to launch massive public education programs that address critics' claims. This may create doubts and suspicions that do not now exist. Instead we must reinforce consumers' positive image of the beef industry by telling the positive story about our dedication to caring for our animals.

NCA is implementing this strategy with spokesperson training programs, brochures, industry materials, a statement of principles, magazine articles, speech material, and videos.

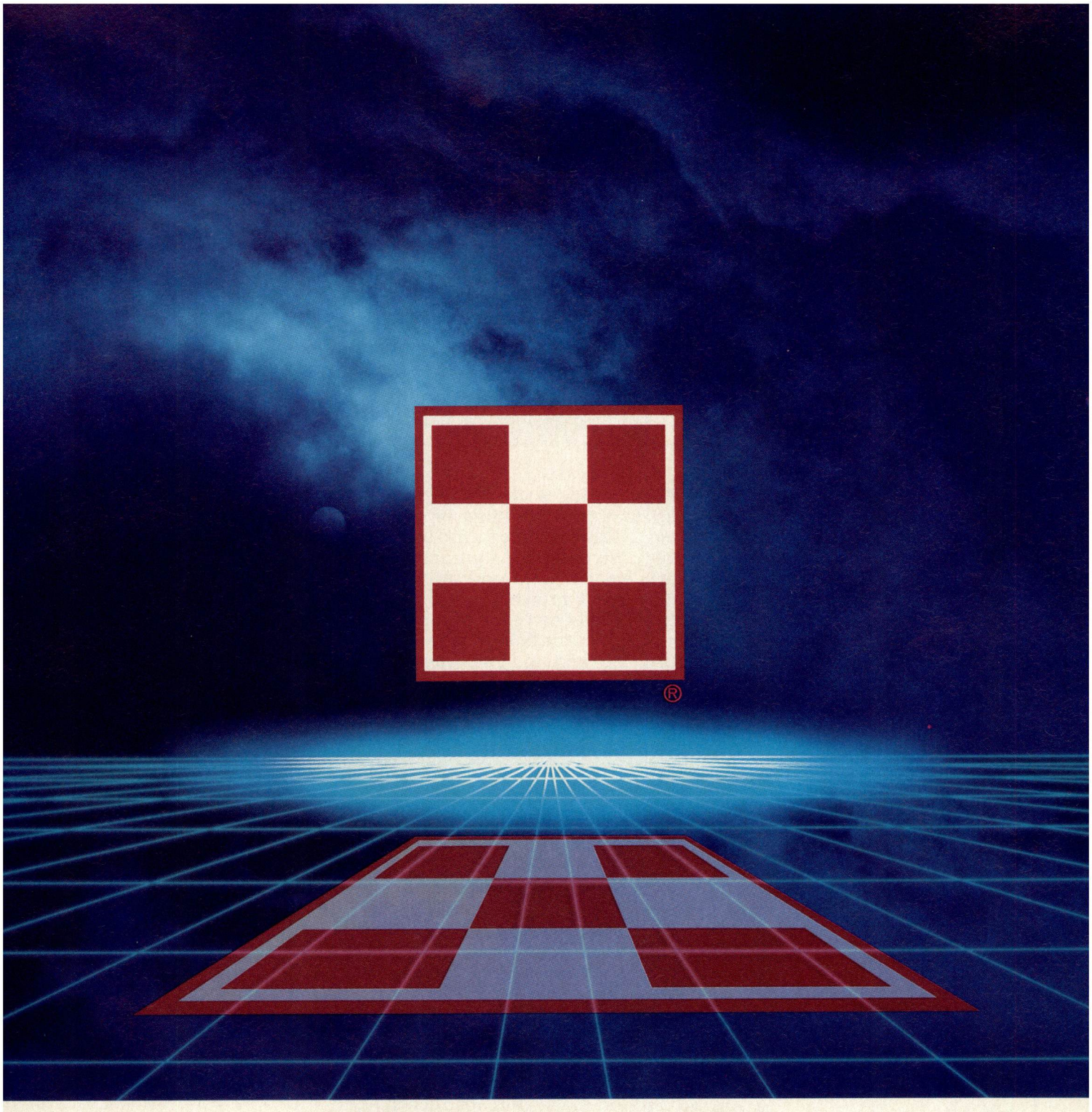
How can you help?

First, police your industry. If a fellow farmer is in trouble or doing something questionable, help him take care of his animals.

Second, be an industry spokesperson. Speak with your friends and neighbors and help them understand the issues and keep them from overreacting and causing controversy.

Third, don't panic. The public is still with us.

Finally, don't be complacent. Dealing with public concerns about our industry is serious business. It's no time to stick your head in the sand or write-off animal activists as "crazies". Being proactive on animal welfare issues means constantly improving husbandry practices. In the long run, that will ensure continued consumer confidence in beef and beef producers.



THIS IS NOW

American agriculture is in a position to tap into new markets worldwide. This will result in increased demands on today's producers, processors, and marketers to be more efficient and progressive as they compete for global market opportunities.

At Purina Mills we will continue our tradition of providing both the necessary nutritional products and the value-added services that producers, processors and retailers need to satisfy the demands of a growing end-consumer market. We remain committed to expanding our research and development to enable American agricultural entrepreneurs to capitalize on the opportunities ahead.

Purina Mills Inc.

AMERICA'S LEADER IN ANIMAL NUTRITION

The Challenging Future of Agriculture

by
Richard H. Severson



Rich Severson is president of Kent Feeds, Inc., Muscatine, Iowa, and chairman of Blue Seal Feeds, Inc., Lawrence, Massachusetts. Evergreen Mills, Inc., is a subsidiary of Kent Feeds, Inc. Rich is a former chairman of the American Feed Industry Association and a former member of the National FFA Foundation.

Tremendous responsibilities and opportunities lie ahead for American agriculture.

Today's farmers make up less than two percent of our total population, yet they provide the food needs of the U.S. and much of the world.

As markets open up in Eastern Europe, the Soviet Union, and other countries, we must be prepared to share our ideas and technology. We must constantly seek higher efficiency in food production to meet growing worldwide needs on fewer acres of productive land. That means being good stewards of the land and environment to preserve the capacity to produce abundant food for future generations.

We must utilize safe, effective, and humane methods of animal agriculture, carry that message to the public, and ask for their support.

We must seek future leaders in agriculture from organizations such as your FFA.

This **is** a tremendous task, but our history has proven that American farmers and others involved in agriculture have the resources, the ability, and the desire to lead the way!

You are fortunate to be in FFA. By participating, you not only learn production skills, but also learn effective public speaking, how to conduct and take part in meetings, handle financial matters, solve your own problems, and assume civic responsibility.

Those of us at Kent Feeds, Blue Seal Feeds, and Evergreen Mills are committed to carrying our share of this responsibility. We support youth organizations, like FFA, that will produce our industry's future leaders. We also actively support the National Vocational Agricultural Teachers' Association. Our workshops help keep teachers informed so they can help you develop your skills and thoughts on agriculture.

Recently, there have been incidents of demonstrations against some of the practices of animal agriculture. These demonstrations are led by a vocal minority who are ill-informed about agricultural practices, yet are influencing public opinion and agricultural policy. As members of the agricultural community, we have the responsibility to educate and inform all people so that public opinion and agricultural policy are the products of clear and rational thinking.

What can you do? Develop a presentation to deliver to grade schools, parent groups, and your peers in high school, about how modern agriculture employs the latest science, nutrition, and technology to raise and feed livestock and poultry under the most healthy, comfortable, and disease-free conditions possible.

Develop exhibits to display in shopping malls, at county fairs, and other places people gather.

Where can you get information? Livestock producer organizations play an important role by providing educational materials and resources. The Animal Industry Foundation (AIF), is an organization dedicated to correcting the inaccuracy of some of the commonly held myths about modern animal agriculture. The AIF makes booklets, pamphlets, and videotapes available to interested groups or individuals. Write to us at 1600 Oregon Street in Muscatine, Iowa 52761. We'll be glad to provide material and put you in touch with these organizations.

KENT®

Kent Feeds, Inc., serves feed dealers and livestock and poultry producers in a 14-state area in the Midwest. Manufacturing and distribution facilities are located in Illinois, Indiana, Iowa, Kentucky, Michigan, Missouri, and Nebraska.

EVERGREEN FEEDS

Evergreen Mills, Inc., markets beef, horse, dairy, hog, poultry, pet foods, and other specialty feeds in Arkansas, Louisiana, Oklahoma, and Texas, through a network of independent feed and ranch supply dealers.

BLUE SEAL

Blue Seal Feeds, Inc., Lawrence, Massachusetts, produces dairy feeds, horse feeds, pet foods, and other specialty feeds. It operates mills in Maine, New Hampshire, New York, and Vermont.

NATIONAL PORK Producers Council

Pork Producers Take Animal Welfare to the Public

The members of the National Pork Producers Council (NPPC) literally know what it's like to have the animal rights issue thrown at them. At the pork industry's World Pork Expo in June, an animal rights activist shoved a "non-dairy" cream pie into the Iowa Pork Queen's face while she was handing out coloring books to kids.

The People for Ethical Treatment for Animals (PETA) claimed responsibility for the incident and said they wanted it to draw attention to the cruelty that the pork queen's industry represents. Fortunately, the Iowa Pork Queen was uninjured, and PETA's publicity stunt backfired because many individuals and groups denounced the action and called for a boycott of PETA.

NPPC, which represents more than 100,000 pork producers who raise more than 90 percent of U.S. hogs, has set out to educate its own members about the animal rights issues as well as get the facts to the public. The first point that NPPC makes is that pork producers are animal welfarists—they care about their animals. Pork producers are not animal rightists who say that swine have the same rights as human beings. NPPC does not agree with animal rightists, such as PETA's Ingrid Newkirk who say, "A rat is a pig is a dog is a boy."

One proof of pork producers' concern about animals is that NPPC established a committee to address the issue and developed a swine care handbook to guide producers on proper care of their animals.

NPPC has found that it is important for pork producers to understand the animal rights movement, so that they can give the facts to the public. NPPC developed a video and brochures that explain the issue to producers. Such materials helped pork producers prepare for PETA's protest at World Pork Expo and prevented any confrontations that would have only attracted publicity for the animal rightists.

Pork producers are also putting their money behind their words by investing producer dollars into scientific research on the behavioral and psychological needs of swine.

Well-cared for animals grow the fastest and have the best overall performance. It's often the pork producer, not the animal, who gets cold while out trudging through the snow to check on a new litter of pigs that are housed inside a warm building.

Pork producers are animal welfarists — they care about their animals

Most Americans appreciate animal agriculture's contributions to society whether they be pork chops or hog heart valves for a transplant patient. It's up to those in agriculture to make sure that the public gets to hear the calm scientific reasoning that backs livestock production above the clamor of the animal rights message.

Farm Bureau Steps Forward to Address Animal Welfare

American Farm Bureau Federation

The American Farm Bureau Federation (AFBF) has been actively involved with the animal care/animal rights issue since the early 1980s when the Federation stepped forward and formed the Farm Animal Welfare Coalition, a group of about 25 agricultural and agricultural-related organizations committed to defending agriculture from attacks by the animal rights movement.

One of the early efforts by AFBF was to identify the state Farm Bureau staff member who has the responsibility for the animal care/animal rights issue in his or her state. To date, 40 state Farm Bureau coordinators have been identified. Such a network is important because it provides a means by which information can be distributed easily and quickly.

School children are a frequent target of radical groups such as the animal rightists. Farm Bureau, working through USDA's Agriculture In The Classroom program, has been successful in providing factual information about modern agriculture to teachers and students alike.

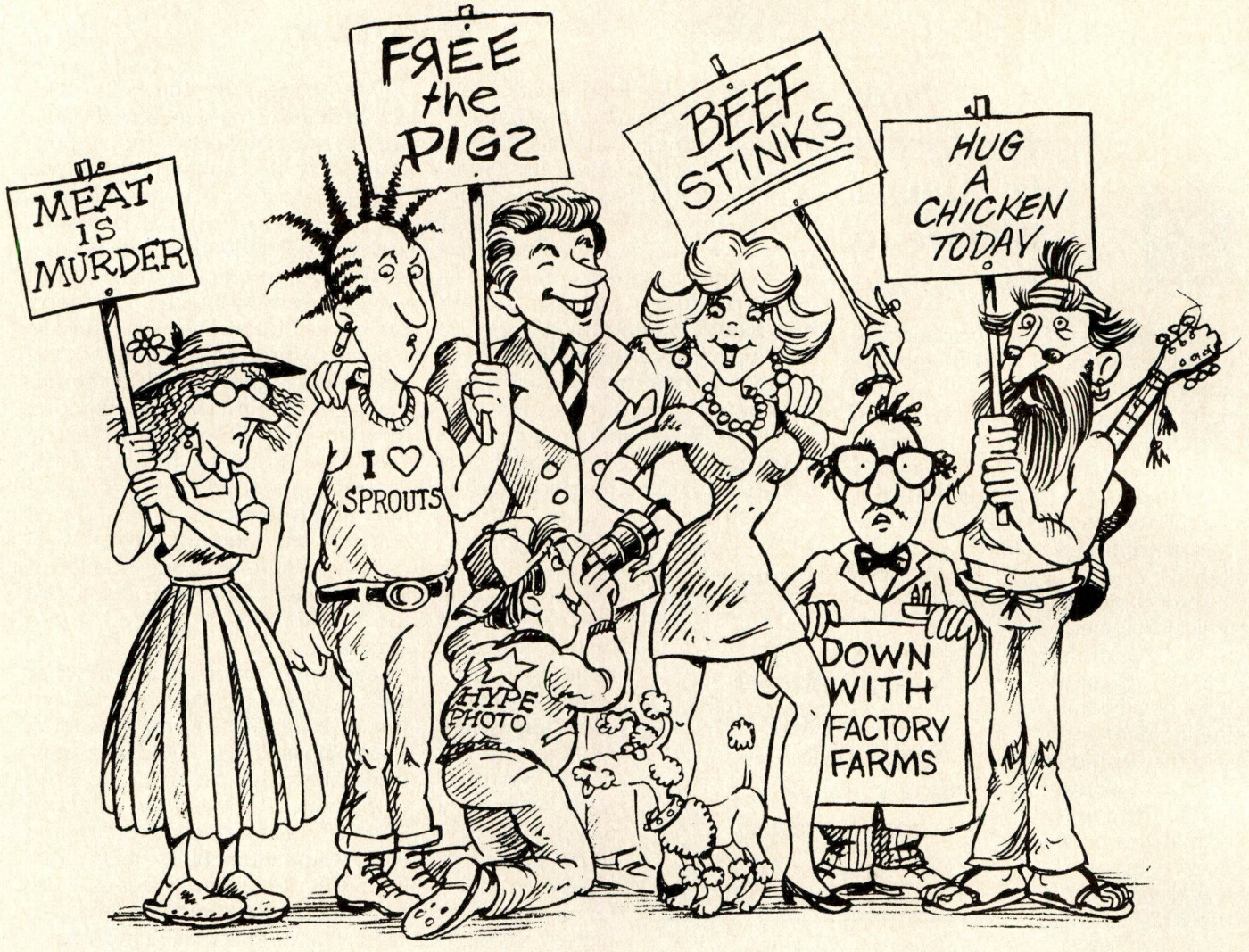
Mass communications directed at the general public are important, too. AFBF has produced three videos.

Legislative activities are another area of concern. Several years ago an Initiative was placed on the ballot in Massachusetts that would have practically destroyed animal agriculture in that state. The Massachusetts Farm Bureau coordinated an effort that soundly defeated the Initiative. Staff lobbyists for Farm Bureaus have been heavily involved with the passage of anti-break-in laws in 21 states that protect animal facilities from break-ins and destruction by extremists.

"Spokesman Training" sessions are offered to Farm Bureau members at regular intervals to sharpen their skills in dealing with the media. In addition, the professional staff person at AFBF who is responsible for the program also gives seminars to other agricultural groups and individuals as well.

AFBF is now developing a comprehensive strategy handbook for state Farm Bureau animal welfare coordinators and their farmer/rancher members.

Finally, the American Farm Bureau Research Foundation continues to seek dollars for agricultural research, including research on animal care/animal welfare. Such support will provide a bright future in agriculture for our children and grandchildren plus maintaining the quality of rural life that farmers/ranchers expect and deserve as we move into the next century.



What do these people know about raising livestock? Nothing! But they're going to tell you anyway.

Animal rights activists — whose sensationalistic charges get plenty of publicity — threaten the survival of today's farmers and ranchers. Most of these activists have never set foot on a farm, yet they say livestock and poultry producers like you are abusing your animals and destroying public health. And more and more consumers believe them! In fact, without any information, 67% of all people would support regulating your farms to ensure the "humane treatment" of farm animals.

It's time to fight back! That's why the Animal Industry Foundation (AIF) is launching its **Spotlight the Truth** campaign to give Americans the **facts** about modern animal agriculture. Through advertising, elementary school programs, publications and videos, news media outreach, and public opinion research, AIF's campaign will ensure that people who know nothing about your farm don't tell you how to run it.

We need **your** support to make this vital campaign a success. Please return the coupon below with your tax-deductible contribution today. **Remember, if we don't tell consumers the truth, no one will!**

YES! I want to get the truth about farming and ranching to the American consumer by supporting AIF's **Spotlight the Truth** campaign. Enclosed is my **tax-deductible** contribution to AIF which also entitles me to full AIF membership for the coming year.

Name _____

Address _____

Phone (_____) _____

Return to Steve Kopperud, Executive Director, Animal Industry Foundation, 1501 Wilson Boulevard, Suite 1100, Arlington, VA 22209

The Animal Industry Foundation is a non-profit educational organization. Our trustees include executives of the **American Farm Bureau Federation, National Cattlemen's Association, National Pork Producers Council, National Milk Producers Federation, Southeastern Poultry & Egg Association,** and the corporate animal health and feed industry.

Join the Animal Industry Foundation's Spotlight the Truth Campaign

1501 Wilson Boulevard, Suite 1100, Arlington, VA 22209



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When it comes to being where the action and adventure is nothing beats the Army National Guard.

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To see if you have what it takes contact your local Army National Guard Recruiting Office, today. Or return the coupon. Or call us at 1-800-638-7600.

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Name _____ ☐M ☐F

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U.S. Citizen ☐ Yes ☐ No Date of Birth _____

Soc. Sec. No. _____

I am: ☐ In High School ☐ In College
☐ H.S. Graduate ☐ College Graduate

Prior Military Service: ☐ Yes ☐ No

Branch _____

I understand there is no obligation. The information you voluntarily provide, including your social security number, will be used for recruiting purposes only. Your SSN will be used to analyze responses. Authority: IOUSC-503.

ARMY NATIONAL GUARD

Americans At Their Best.

A1NFHR** 081NP

FUND RAISING

The Secrets of Selling

Here's what it takes to be a top salesperson and how to do it with style



It's always fun to see a Greenhand named "Top Salesperson" in a chapter fund-raiser. The upper-classmen usually feel a little embarrassed that they've been shown up by someone whose jacket doesn't even fit yet. It happens more often than they care to admit. Why? It's usually because you don't need years of experience to capture this FFA award. All you need is a positive attitude, determination and a good pair of shoes.

That usually means knocking on a lot of doors, but the best salespeople are the ones who make the most out of those few seconds they have with the potential customer.

You never get a second chance to make a good first impression. Look good. People always want to buy quality. A sharply dressed salesperson, wearing an FFA jacket with pride, will give the impression that they are buying from a quality person from a quality organization. Remember, you are representing yourself and your FFA chapter. It may be the only time the customer comes in contact with the FFA all year. It shapes the way your community thinks of the FFA when they hear those letters or read about it in the papers. Your chapter fund-raiser should do more than just make you money, it should generate community support.

Know your product. Be prepared to answer detailed questions about the product. Think about the best salesperson you ever dealt with. Were they pushy or loud? Probably not. The best salespeople are the ones who know their product "inside and out" and enjoy sharing that information with others. That holds true for cars, stereos, jeans, seeds or fresh fruit.

Also be prepared to tell people how the money you are raising will be used. The more specific answers you can give, the better your customers will feel about opening their wallets.

Your chapter fund-raiser should do more than just make money, it should generate community support.

Speak confidently. This will come from knowing your product well, having a personal sales goal and practicing your sales presentation before getting started. Practice with a friend or family member — somebody you feel comfortable with that will help you get better.

Smile. Meeting a lot of new people isn't easy, but a smile and a friendly attitude will go a long way in getting your sales presentation started.

Establish a need. People aren't going to buy things they don't feel the need or want. Instead of "would you like to buy some of our oranges?" a better approach might be, "would you be interested in fresh oranges in the middle of winter, delivered to your home?" That offer sounds a lot more appealing and convenient. Think of as many benefits of the product as possible and describe those to the customer.

When you are done educating the customer, or giving your sales pitch, whichever you prefer to call it, be sure to ask for the order. Many people will wait for you, the salesperson, to make that move. Don't expect them to take the lead.

Be prepared to meet objections. Sometimes "no" means, "I don't understand" or "I need more time to make a decision." Remember that no matter how many times you hear the word "no" it means that the person simply doesn't want the product, so don't take it personally. Handle the objections tactfully. For example: "It sounds like you need more time to make a decision. When would be the best time for me to check back with you?"

If you feel you have given it your best effort and the person simply doesn't want or need your product, thank them for their time and move on. Remember, they will remember the FFA based on your actions. You may be helping the salesperson who calls on them next year.

Guarantee the quality of the product. Your FFA chapter is a quality organization, but if a customer isn't happy with the product you sold them, they will have negative feelings about your chapter. By replacing the product or giving their money back promptly, you may do more good for the chapter in the long run. That customer will remember fairness and honesty longer than the product you sold them.

To do a totally professional job, follow up with a note or a phone call. Ask how the customer liked the product or how you might better serve them next year. It's these kinds of personal touches that will make you a successful salesperson and show that the FFA is a first-class organization. •••

EARN $500.00 TO $3,000.00 OR MORE *with Sausage & Cheese!*



It is as good as it looks! And, it's the perfect time to sell cheese and sausage. This trio of tangy hickory smoked sausage, creamy cheddar cheese spread, and spicy garden vegetable cheese spread makes a memorable taste combination as well as an ideal fundraising project.

1. 16 oz. Rich, smooth blended "Cheddar Cheese Spread."
2. 16 oz. Delicious, creamy "Garden Vegetable Lite Cheese Spread."
3. 16 oz. Tangy, hickory smoked "Beef Summer Sausage."

We encourage you to order a combination of each individually packed product for multiple sales and greater profit. These are such appealing items that we believe your customers will be enthused about purchasing one or more of each!

FAST, SIMPLE AND EASY!

If you have...	Then order...	we give you...	YOU MAKE:
10 members	20 cases	2 FREE cases	$720.00
20 members	40 cases	4 FREE cases	$1,440.00
30 members	60 cases	6 FREE cases	$2,160.00
40 members	80 cases	8 FREE cases	$2,880.00
50 members	100 cases	10 FREE cases	$3,600.00

Profit chart includes profit from Bonus Cases.

A case contains 12 sausages or cheese containers. Sell each for $6.00. Each member can sell 2 cases. We give you 2 FREE CASES, $144.00 EXTRA PROFIT, with every 20 cases ordered and paid for within 30 days!

Items do not require refrigeration until freshness seal has been broken.

We're ready to take your order



Call us TOLL-FREE

1-800-543-5480 EXT 3161

or fill in and mail order coupon.

Profit Potentials

R.R.1, Box 37A, Hull, Iowa 51239

Mail to: Profit Potentials **R.R. 1, Box 37A, Hull, IA 51239** **Ext. 3161**

Minimum order : 10 cases assorted

___ Please send us ____ cases of Beef Summer Sausage.
___ Please send us ____ cases of Cheddar Cheese Spread
and /or ____ cases of Garden Vegetable Lite Cheese Spread.
___ Please send us a Beef Summer Sausage sample. Enclosed is $6.00.
___ Please send us a Cheddar Cheese Spread sample. Enclosed is $6.00.
___ Please send us a Garden Vegetable Lite Cheese Spread sample. Enclosed is $6.00.

Name of group _____ No. of members _____
Name of sponsoring institution _____
Name _____ Title _____
Address _____
City/State/Zip _____ Day phone ( ) _____
Social Security # _____ Age ____ Date order is needed _____
Ship to (if different than above) _____ Day phone ( ) _____
Address _____ City/State/Zip _____
X Signature (adult responsible for payment) _____
If ordering by credit card ❑ Mastercard ❑VISA card # _____ Exp. Date _____

You must be 21 to place an order. We are unable to ship to P.O. Box numbers.

TERMS: 2% discount for prepaid or credit card orders. Otherwise, payment due 30 days from invoice date. To qualify for bonus cases full payment must be made within 30 days. To insure factory freshness of every order, we cannot accept returns. Orders are subject to credit approval. NOTE: We prepay all shipping and handling charges to you and add these charges to your bill. We then give you extra merchandise at no extra cost, which, when sold, will completely offset all shipping and handling charges.

FUND RAISING

Building the Moneymaking Machine

You can help engineer a successful fund-raising organization

Every FFA chapter needs money to pay for its expenses through the year. Most chapters have one or two money-making projects that raise most of the money for the treasury. Since everyone in the chapter benefits from the money, everyone should help raise it.

A money-making project isn't something a few motivated officers should run. It can be a fun experience for all members, from the experienced seniors to the eager Greenhands. Think of it as a chance for you and your friends to run your own business for a while without the big risks of the real world.

Start early. When school starts, a lot of other groups will be out raising money, so beating the crowd can have its advantages. Even if the chapter has a tried-and-true activity that runs the same time every year, spend some time talking about it soon after school starts so everyone knows when it is coming.

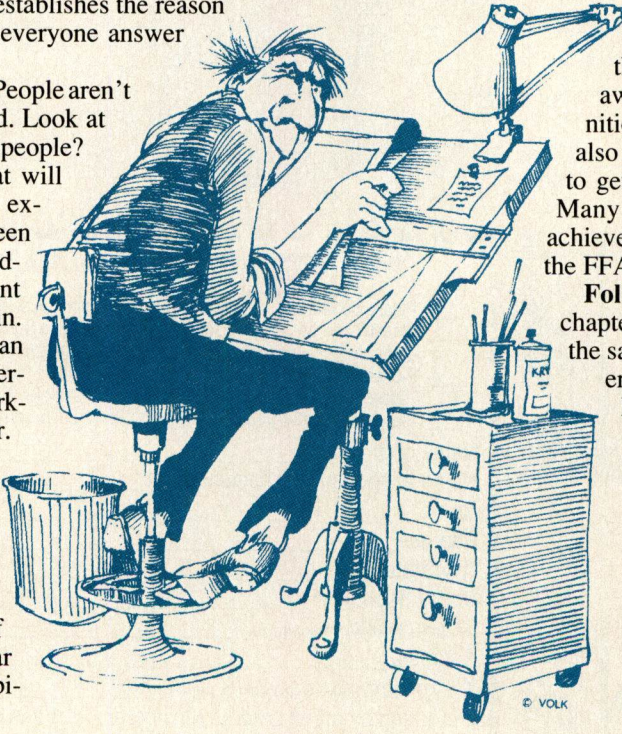
Put somebody in charge. Nothing will get done until a person or a team of people are charged with the responsibility of running the fund-raiser. It is a chance for new members to get involved on a committee, something that shouldn't be overlooked by the chapter president and advisor.

Know why you're selling. With your advisor, pencil out what your costs will be for the coming year. Trophies, plaques, travel, banquets and other expenses need to be explained to members at a chapter meeting. It establishes the reason for the fund-raiser and will help everyone answer questions as they sell.

Understand your customers. People aren't going to buy what they don't need. Look at your community. What interests people? Can you sell them something that will help them solve a problem? For example, some FFA chapters have been successful selling rodent control products to local farmers, an important item in protecting that farmer's grain.

Maybe people need help more than they need products. If so, then service-type fund-raisers, such as a workday auction, might be the answer. The better you know your customers, the more successful the fund-raiser will be.

Set goals. Like personal goals, you will only perform to the highest level that you set for yourself. Everyone will do better if you are shooting for a particular dollar level. Make the goal ambitious, but reachable.



Use a computer to keep records. Man invented computers to handle the boring, repetitive work. They are a huge time-saver. Once you've stored the names and addresses of customers on the computer, it will be a snap to print them out for next year. You can even send a flier out to let them know you will be visiting them soon. Sales records should also be kept on disk so the calculations can be made easily. A number of good computer programs are available for fund-raising projects. If you don't have one, ask you advisor to do some checking.

Train the sales force. You may have the hottest product in the world, but if the sales force — in this case the FFA chapter — doesn't know how to sell, you won't be nearly as successful. Ask the supplier of your product to send along some sales training materials or see if they can send a sales professional out to put on a presentation. Remember the rodent control people? They had a sales instructor visit the chapter and talk about the product and sales tips.

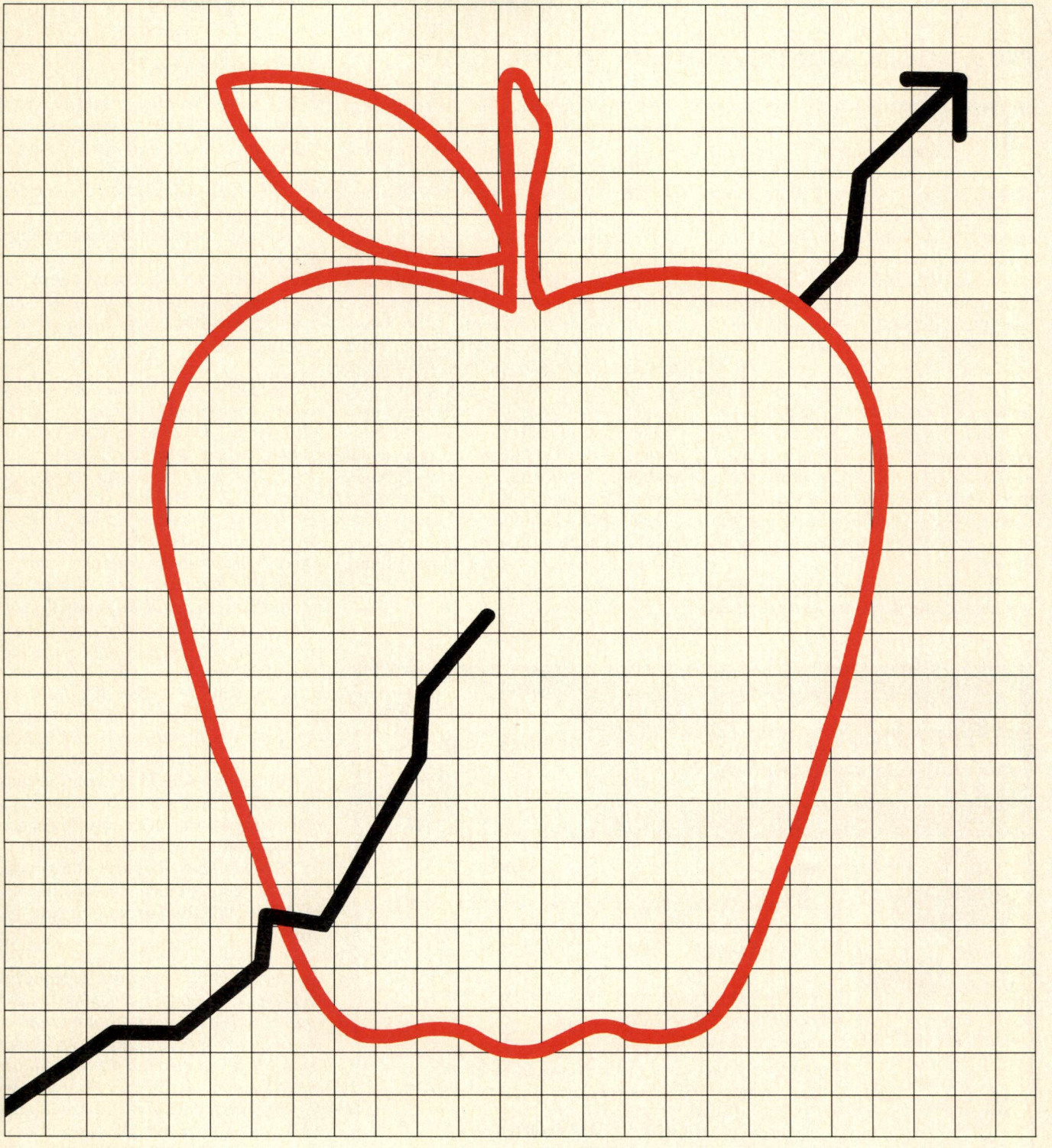
Also, there are professional salespeople in every community — in machinery, real estate, insurance, hardware — these people are in sales every day and have learned many "tricks of the trade." Pick someone you think is really good and ask them to share their ideas with the chapter. They probably will be flattered that you asked.

Offer incentives. The best way to motivate a sales force is to reward them for a job well done. Develop an award system that gives special recognition to the top few individuals, but also make it possible for everybody else to get some reward out of their efforts. Many chapters set up levels of sales achievement and award credit to be used in the FFA Supply Service catalog.

Follow-up with customers. If your chapter is committed to excellent service, the sales effort shouldn't end with delivery of the product to the customer. Follow-up with a personal note, or even one that's kicked out of the computer.

With some early planning and a professional approach, raising money for the chapter can be a fun, competitive, rewarding experience for the whole chapter. In fact, some members may find that they have a natural knack for sales, one of the biggest and most promising fields in agriculture. •••

CHAMPION FUNDRAISER.



Time to raise money for your club or organization? Do it with a champ—Washington apples. They're crisp, they're juicy, they have that famous Washington "crunch." So people just naturally love them. And buy them.

In fact, last year alone, consumption of Washington apples jumped twenty percent. Higher than ever before.

With Washington State apples, this could be the year your fundraising efforts go right through the roof. And remember, they're available all year 'round.

For details, call or write: Washington Apple Commission, Fundraising Dept., P.O. Box 18, Wenatchee, WA 98807. Phone: (509) 663-9600.

WASHINGTON

THEY'RE AS GOOD AS YOU'VE HEARD.

Fund-Raising Ideas For Your Chapter

New ideas and new twists to old ideas

By Jack Pitzer

The chapters most successful at fund-raising are those that take a good idea and develop it to fit their customers and the market place. For some chapters it means finding a new wrinkle to an old idea. For other chapters, success means getting your products out to new customers to expand your market.

We've taken some basic fund-raising ideas and have offered a few ways to adapt them. Hopefully the ideas will stimulate your creativity and sales.

The Ag Boosters for the Gilroy, California, FFA held a very successful breakfast and flea market. This fund-raiser event included the breakfast, hotdog lunch, nachos, cookbooks, booster hats and flea market tables yielding a combined total of $1,400. The event also was an opportunity to gather new memberships for the booster club.

There are a lot of things a chapter can sell - especially if you try some different ways to package them and different ways to deliver them to customers.

For example, popcorn. Why not sell small individual bags to faculty or students? Sell some citrus as individual pieces of fruit at school. Take orders for those who like it enough to get a small box to take home. Maybe you could make up some individual boxes. Sell fresh squeezed orange juice outside school in the mornings or before track meets, or on Saturdays outside a local convenience store that has lots of early morning traffic. In the fall have a huge pumpkin sale with mountains of pumpkins. Hire a couple members to raise them and chapter buys them from the member. Build a tunnel with straw for the kiddies to crawl through. Some FFA members can supervise the play area. Add corn shocks which some folks might be willing to buy if they are already gathered, tied, and have a couple of ears of corn showing.

The Iowa FFA Alumni held a raffle for a handmade quilt at the state leadership conference. The design was box squares with an FFA emblem in the center. National FFA President Mark Timm helped choose the winning raffle ticket.

This idea could be adapted in a number of ways, such as a quilt using the backs of older jackets from the community, or from fair ribbons, or contest banners. Some members could make quilt display racks for collectors.

The Catoctin, Maryland, Chapter made ribbon roses for the faculty during FFA Week. Then they discovered the product was so popular, they stepped up production and sold the ribbon roses for Valentines Day the next year.

Member production crews made the roses and added a stem and leaf. They offered variations for different customers - some with messages, some without. For a little extra, they sold the rose with heart-shaped candy wrapped in mesh to go with the flower. The bulk of their successful sale of 125 roses was spontaneous sales at lunch time at school. The FFA also made rose bouquets for those willing to pay more; and the chapter provided delivery service for the shy and bashful.

Depending on the locale, consider making roses for secretary or boss day. Try to make contact in an office complex or non-school location. Make green flowers for St. Patrick's Day - for those who forgot to wear something green. Or make them in black for 30th, 40th or 50th birthday gag gifts.

The Westminster Chapter in Maryland works with the local Farm Museum during the July 4th celebration and during the fall harvest celebration to sell french fries. Members clean and peel potatoes, then slice them for frying. Then they sell trays of fries to the public from a stand the FFA built a few years ago. They also sell cold and hot drinks from their stand. The chapter will go through about 800 pounds of potatoes over July 4th and about 1,400 pounds in the fall.

Chapters should be sure to consider agricultural products, and consider things people don't often get like fresh seafood. This might be the perfect place to sell the hydroponic tomatoes or lettuce grown in the school greenhouse. How about a special variety of sweet corn grown in the

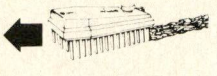
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corner of the school test plot?

Maybe the chapter could start a farmers market for local growers to sell vegetables, fresh flowers, dried weeds and flowers, crafts, homemade foods. It could be a youth market - only junior and senior high students can exhibit and sell.

A good idea from Ed Mayne, teacher at Frederick, Maryland, is part fund-raising and part public relations. He encourages some students to start a rent-a-plant business. These members rent out hanging baskets or other nice house plants to teachers or others. The member provides regular health care and maintenance for the plant. The renter pays from $3-5 for the year with the option to buy. There is no risk as the member will replace it if something should go wrong with the plant.

This same service could be done for banks and other offices. And the kinds of service could be expanded to include holiday decorations for each season of the year - both inside and outside.

How about a service of putting up Christmas trees in homes and coming back on an agreed upon date to take it down and to the trash or put it out for wildlife?

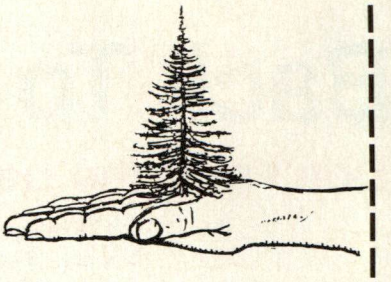
The chapter's final idea was a lawn mower tune-up day. This too started out as a class project, then a service to faculty. Now it has become a fund-raiser. The chapter established a simple fee for spring tune-up of the mower and getting it ready for summer use.

What about the same kind of service for bikes? Or for ski equipment? Consider taking your service to the customer. Instead of a car wash at a gas station on a Saturday, divide up the work crews and go from home to home with a hose, bucket and supplies. •••

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PLUS	_____ CASES	3-WAY — 1 — 50-100-150 WATT 3-WAY	12	3.00	1.50	18.00	+
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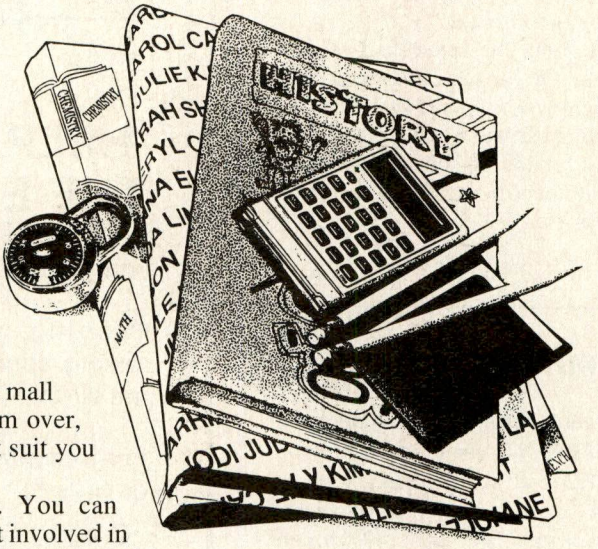
Our club agrees that this order, shipped to us on open account, will be paid for or returned for credit not later than 30 days from the starting date of our sale. Only unopened cases will be returned and our club will pay return freight and $2.00 per case repack charge on any returns.

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Back To School Offer

Don't miss the best deal of your life

By Jack Pitzer



It's that time of year. Sales and back-to-school offers are everywhere. Maybe you'll need a couple pair of new jeans or some new tennis shoes. Maybe a stronger book bag.

You can go to the mall or store and look them over, pick out the ones that suit you best and then buy.

FFA is like that. You can "shop" for ways to get involved in your chapter and get the best deal of the school year for yourself — maybe one of the best deals of your life.

This back-to-school offer is from successful chapter advisors who have seen members go on a shopping spree in FFA and come out on top in school, awards, fun, job preparation and career development. But some members come out empty-handed, or don't get their money's worth. Make sure you don't get short-changed.

Do like any good shopper - make a list. Get organized to get involved.

The first piece of advice almost all advisors have is to "just get in there and participate." You'll always come out ahead if you get involved.

Carroll Shry, former president of the National Vocational Agriculture Teachers Association says, "Participate in something. Carry boxes to the display at the mall. Hold an animal for a children's petting zoo event. Good chapter leaders will organize enough events so every member can be a part of one of them."

Charles Schuster from Westminster, Maryland, says members who get the most out of FFA feel comfortable volunteering.

Certainly there are some basics every good member should do — attend the meetings, pay your dues on time, speak up at meetings, read the FFA magazine, keep track of FFA announcements in class and at school, wear an FFA jacket more often than to the banquet and fair.

A starting place for many members could be helping with the chapter fund raising activity. Join the sales force, lead a sales team, challenge your classmates, help keep the records, offer to drive or help another member, find some customers in another town or in your neighborhood.

Another approach would be to go on the chapter fishing or camping trip or go with FFA to state fair.

FFA camp or leadership conference is another way to work with other members on a social and casual basis. Later in the year you will feel comfortable about helping on a committee with them or on an important chapter event.

If you are a new member, ask an older member if you can go along. Maybe they are in the speaking contest. You can go and listen and get some idea of how the contest works. One day you could be in their shoes.

Ike Williams, advisor at Clear Springs, Maryland, suggests, "The main thing is to figure something you really like to do and see if the chapter has an event or program that includes your interests — if it is baseball, cookouts, dances, touring businesses, visiting colleges, hiking, hunting, fishing, tape exchange. If not, find some others in your chapter who like it too and you have the beginning of a group to make it happen."

FFA is built on committees. That is certainly the major way for you to get involved in your chapter. Seek out the one that has the most interest for you. All chapters should have a printed program of activities that show what's planned for the year.

Look them over and take time to shop around for the one that interests you most. Then be brave and volunteer. Go up to the chairperson just like in the store when you buy those jeans and say, "I'd like this one."

Advisor Bob Beavan at Catoctin, Maryland, suggests chapter leaders should conduct a survey about member interests and then try to incorporate them in chapter planning.

Another very popular way to get involved in FFA is through the judging contest system.

Don't be afraid to try. There is no need to have had a long background in livestock or meats or forestry or dairy foods. Like a lot of the other good deals in FFA you will learn plenty — like how to decide, and how to speak about what you think and be part of a close team.

Boyd Michael, also from Clear Springs, said of judging, "The student gets exposed to some new settings, new people, new towns, new perspective on jobs and new career direction."

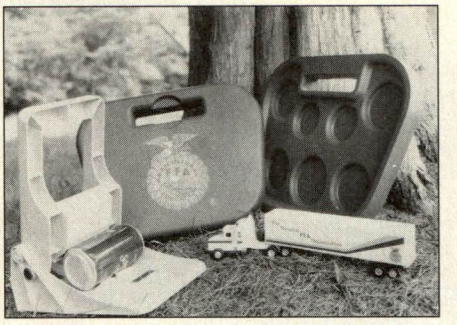
One if the best deals of your life is your membership in FFA. (Not a bad deal for $3.50 a year plus some local and state dues.)

The best benefit of FFA is that you will "get" plenty out of the deal, but your active participation will mean you "give" a great deal to the organization and to your fellow members. That's a good deal for everybody! •••

Here are the 12 standing committees of your chapter's Program of Activities. Which committee is of most interest to you? What's your second or third choice? Rank your choices below:

- ❑ Supervised Agricultural Experience
- ❑ Scholarship
- ❑ Recreation
- ❑ Cooperation
- ❑ Public Relations
- ❑ Community Service
- ❑ Participation in State and National Activities
- ❑ Leadership
- ❑ Earnings, Savings and Investments
- ❑ Alumni Relations
- ❑ Conduct of Meetings
- ❑ Membership Development

Announcing: New Fund-Raising Options from the FFA Supply Service



Three new fund-raising items will be offered in the new Supply Service catalog this fall.

Individual customers or chapters will be able to purchase these items directly from the catalog. However, quantity prices are much lower and the Supply Service has offered a fund-raiser selling price suggestion on each of them.

First is the new **FFA Stadium Seat and combination Food Tray**. It looks like a stadium seat, blue urethane with an FFA emblem, and has a handle. Turn it over and the pressed form has molded areas for drinks and food. A suggested sales price would be $16.95 each. The item (ask for Seat/Tray) will sell to FFA for $12.95 each with quantity breaks: 25-49, $10.95 each; 50-99, $9.95 each; and 100 or more, $8.95 each.

The second new fund-raising item is an **FFA Can Crusher**. This is especially timely to go with environmental efforts by the chapter and the community. It is portable, works great wherever cans collect at home or at work. It can be mounted on a table or the wall; it is made of tough, durable plastic. The suggested fund-raising sales price is $16.95 each. The item (ask for Can-CR) will sell to FFA for $12.95 each with quantity breaks: 25-49, $10.95 each; 50-99, $9.95 each; and 100 or more, $8.95 each.

A third new item is a miniature **FFA Semi-Truck**. This is a 1/64 scale die-cast tractor trailer with decals on trailer sides and rear, sleeper sides and the airfoil. These kinds of miniatures are very popular with collectors and will be in demand. Many chapters, Alumni or supporters will be able to use this project. The suggested sales price is $35.00 each. FFA customers who order (ask for Semi) will pay $27.95 each with 12-24 selling for $25.95 each and 25 and over selling for $23.95 each.

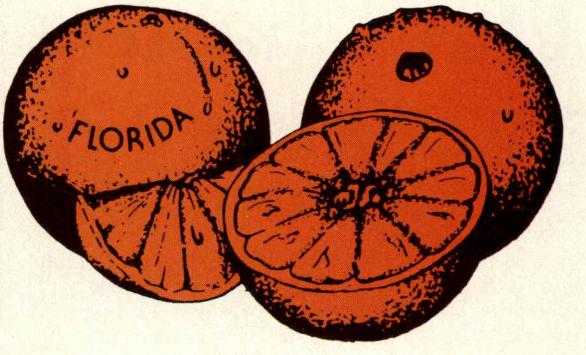
Finally the annual fund-raiser FFA Calendar will be sold again by the Supply Service for those chapters who want to earn from $500 to $1,000. The chapter sells advertisements for a large FFA wall calendar. Orders for fund-raiser calendars need to be at the FFA Center in mid-September and early October in order to get them back to the local community before Christmas. Details of how to order the calendar are on pages 66 and 67 in the current supply service catalog.

The three other new items will be in the new Supply Service catalog coming to chapters before September. •••

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Mike Stanek spreads good will and lots of smiles across the country as he fills his "roll" as...



Photo by Author

Hotdog of the Highway

By Dianne L. Beetler

A hotdog a day keeps former FFA member Mike Stanek rolling along America's highways in an Oscar Mayer Wienermobile.

Stanek, 22, is in the midst of a year-long internship with Oscar Mayer Foods Corporation. He and a partner are one of six hotdogger teams who travel the country to promote Oscar Mayer products and generate good will and publicity for the company.

After being selected from 500 applicants for the hotdogger position, Stanek attended "Hot Dog High" in Madison Wisconsin, for a week to learn to drive the Wienermobile. The hotdog on wheels is 23 feet long, 8 feet wide, and 10 feet high and weighs almost 6,000 pounds. The

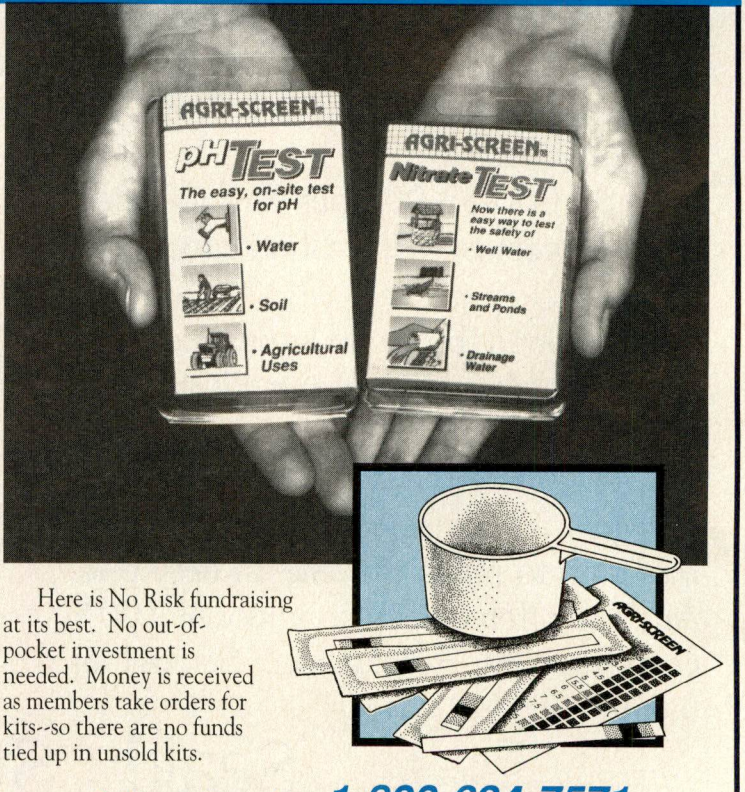
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fiberglass body is built on a converted Chevy van chassis. Driving the vehicle isn't difficult, Stanek said. "You just have to watch your buns."

The Wienermobile gets 11 miles per gallon of fuel. "Not bad for a three-ton hotdog," Stanek said.

The vehicle's public address system can play 34 versions of the Oscar Mayer Wiener song, and a steamer sends the odor of cooking hotdogs to people standing outside.

Stanek and the Wienermobile drove in a Mardi Gras parade, attended the Super Bowl, and visited the Olympic Training Center in Colorado Springs, Colorado. Stanek and his partner also have visited grocery stores, schools, nursing homes, hospitals, and automobile shows. They distributed food to the homeless in Oklahoma City, Oklahoma.

By the end of his internship, Stanek will have talked to about 500 people every day and traveled 50,000 miles.

He will receive college credit for his work and transfer from the University of Illinois where he has a double major in ag communications and ag economics, to the University of Central Florida to complete his degree.

The transfer has become necessary because once Stanek's stint as a hotdogger is finished, he will be director of a special program, "Kids for Kids," sponsored by Give Kids the World, a nonprofit organization based in Orlando, Florida. Stanek's program will encourage schoolchildren to interact with children who have terminal illnesses.

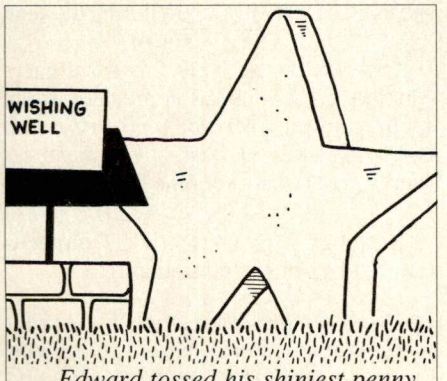
Stanek's hotdogger internship has helped him set goals and has improved his communication skills and his ability to work with others, he said.

During his internship, Stanek's only means of transportation is the Wienermobile. He has to allot plenty of time for answering questions when he goes to the grocery store or to a movie. "Everyone wants to know about the Wienermobile," he says. "Everywhere you go, you're a celebrity."

Many adults have happy memories of the Wienermobile and bring their kids and grandkids to see it, he said. One woman told him how her parents had punished her for snitching an Oscar Mayer whistle and was thrilled when Stanek presented her with a new one.

Stanek obtained his first public-speaking experience as a member of the FFA livestock judging team at Atkinson, Illinois, High School. That team won several national awards. "FFA is one of the greatest youth organizations in the world," Stanek said, "My experience in FFA gave me a sound foundation to go on to a career."

The first former FFA member to be a hotdogger, Stanek said, "I hope we get more ag students involved with the meat industry. Being a hotdogger is a job I will 'relish' forever." •••



Edward tossed his shiniest penny into the well and whispered, "I wish I was a big rock star!"

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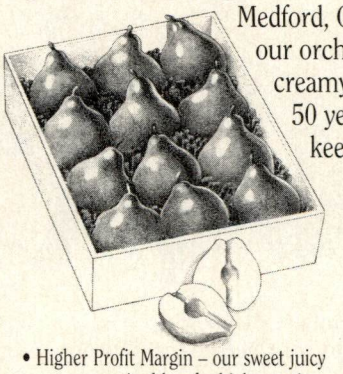
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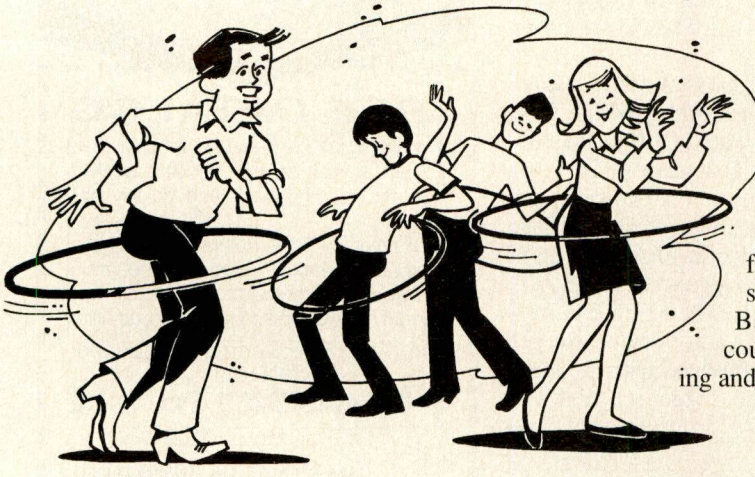


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CHAPTER SCOOP



The Tulare/Kings Section of FFA in the San Joaquin Region of **California** held the first annual section social in Ritchie's Barn. There was country music, dancing and a hula-hoop game.

"Elvis" spoke at the Quitman, **Arkansas**, chapter banquet. It was actually a Navy recruiting officer.

Bill Waite, reporter for Indian River FFA in Philadelphia, **New York**, had a petting zoo for elementary students.

After a community presentation by the American Cancer Society, the Higginsville, **Missouri**, members decided to cancel their pizza party and contribute the cost of the pizza and soft drinks to the Society.

Woodlin, **Colorado**, Chapter has 100 percent FFA membership. They have 23 members. And there are only 28 students in the high school. The school district takes in about 700 square miles.

Chapter Newsletter for Mansfield, **Texas**, FFA is beginning its 11th year of publication. It does a great job of getting out the news and plans of the chapter to members, parents and supporters. Over the years the newsletter has been a reliable source of news for the FFA magazine too.

Many chapters award scholarships to members from alumni or other chapter supporters. In Labette, **Kansas**, they announced winners of six at their banquet.

In Bronson, **Florida**, the alumni memorial scholarship named for the late *Pete Asbell* was awarded to *Desiree Jerrels*.

Becky Beltz, John Mueller and *Tabbi Scheets* received over $7,500 in local FFA scholarships at Willow Springs, **Missouri.**

The parents support group of the Kansas, **Oklahoma**, Chapter awarded three scholarships this year to two graduating seniors and to a college sophomore.

In Siloam Springs, **Arkansas**, the FFA Alumni held the annual chicken barbeque to raise funds to support a scholarship for a graduating senior.

Antelope, **Arizona**, FFA sponsored a "pre-fair" fair for anyone showing an animal at their county fair. About 45 competed in swine, sheep and steer classes from 4-H and FFA. Official judges rated the entries. Afterwards hotdogs and hamburgers were served to those who judged and showed.



Members of the Edison FFA Chapter in **Ohio** rose before the sun on a winter morning to prepare pancakes, sausage, orange juice and coffee for thirty of their teachers.

Members of the Evening Shade, **Arkansas**, FFA built a stage for the high school commencement where *Burt Reynolds* was guest speaker.

Pinedale, **Wyoming**, FFA had a trash drive on Earth Day. Local citizens pledged money for each bag of trash collected. Members picked up and filled 100 bags with trash from along local highways.

Speaker at the Hamburg, **Pennsylvania**, Greenhand ceremony was school disciplinarian, *Mr. Miller*.

Oak Harbor, **Ohio**, FFA has collected $865 for the state FFA foundation.

A barn dance organized by the Bingham, **Utah**, Chapter netted $1,000 for a fund to help a member's father who had a lung transplant.



The Genoa, **Ohio**, FFA Chapter and community members processed and packaged 24 hogs into ribs, bulk and link sausage at the annual FFA Sausage Day. The chapter later sold the sausage for a heafty profit.

FFA in Stone County, Wiggins, **Mississippi**, washed the 40 cars of the faculty to say thanks for their support during the year.

Officers of the New Smyrna Beach, **Florida**, FFA held an appreciation day for their advisor, *Mr. Jimmy Harrell*, who is retiring after 31 years. The mayor issued a proclamation in his honor.

Wamogo, FFA in Litchfield, **Connecticut**, held a voter registration day.

Don't let the summer go by without sending in a news item about your chapter, the summer camp or the Greenhand picnic or other fun event organized by your chapter officers. Just send it to Scoop, Box 15160, Alexandria, VA 22309.

Sports Champions

By Chris Feaver

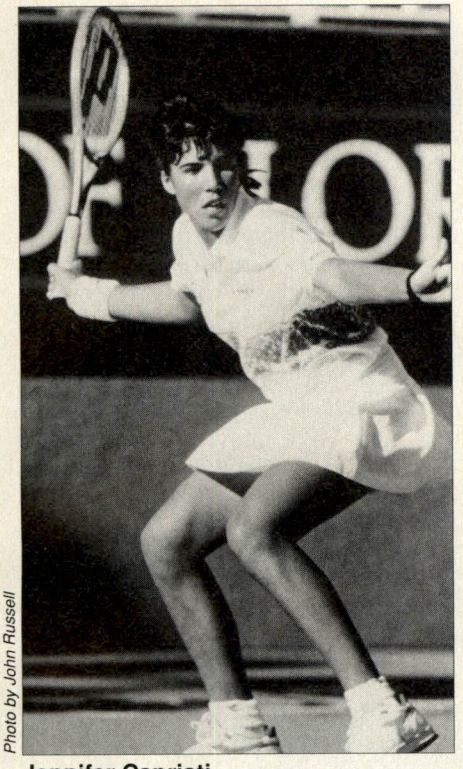


Photo by John Russell

Jennifer Capriati

She can't walk down the street without being recognized. Everybody and their dog wants her autograph. Advertising executives stumble over each other in hopes of her signing a contract. She earned more than $5 million dollars last year.

Soon, she will be old enough to drive a car.

She is Jennifer Capriati, 15-year-old tennis star. While most at 15 are worried about school and whether or not their face will break out, Capriati is playing and beating the top tennis players in the world while making an occasional Oil of Olay commercial.

Since she turned professional last year, Capriati has catapulted herself into the top 10 of the world. But then that was expected of the girl who dominated junior tennis like no other person in history, winning numerous local and national championships. Growing up in Florida, under the watchful eyes of her parents Stefano and Denise, Capriati proved at an early age that whe was a player to be reckoned with. When she announced she was going to turn pro, she was placed on the cover of *Sports Illustrated*, and she had yet to hit a single tennis ball for money.

Bouyed by her amateur success, Capriati joined the women's tour in March of 1990, the month of her 14th birthday, which even for women's tennis is considered a young age.

Despite the professional competition obviously being more difficult, Capriati found success in her first year. Highlights include reaching the finals of her first tournament in Boca Raton, Florida and winning the Puerto Rican Open. She also became the youngest Grand Slam semifinalist in history when she advanced to the final four of the French Open, which along with the U.S. Open, Wimbledon and the Australian Open make up tennis' big four. She won more than $300,000 in prize money last year and she received endorsement contracts from companies such as Prince tennis rackets, Oil of Olay and Texaco Oil.

(Continued on Page 53)

Bicycles For Recycling Winners

The Goddard Chapter's BOAC program in Roswell, New Mexico, took on an entirely new twist this year.

The chapter president and vice president were asked by the city to serve on the "Keep Roswell Beautiful Committee." This was a new initiative that would attempt to establish a city wide recycling program. The FFA portion of the project was to 1) construct home recycling centers; and 2) develop an educational program that could be conducted within the school system to promote recycling and concern for the environment.

The chapter targeted the elementary schools for their primary project so that younger students could be taught about recycling and develop a life-long habit of recycling. Chapter members designed the rules for a poster contest where each student was to draw a poster about recycling.

In order to understand how to teach recycling to students, recycling training was conducted for elementary teachers. Local FFA members assisted university staff with this program. Following the in-service programs, teachers were able to present recycling programs to their classes which were followed by the poster contest designed by FFA.



Chapter officers Gena Dupree and Dawnn Hill join the students who won bicycles in the poster contest.

Nearly 1,900 students in grades K-6 entered the contest titled "Recycle With Roswell." Chapter members collected the posters and selected a grade level winning poster from each school.

A city winner was selected in each grade and one overall winner was selected by a city-wide committee with representatives from the mayor's office, the extension council and local recycling companies.

A new bicycle was presented to each grade level winner at special school assemblies.

A local advertising agency has assisted with turning the overall winning poster into a billboard with the winners name and the FFA emblem on display. Several of these billboards have been placed around the county.

The other part of the recycling program conducted by the chapter was the construction of home recycling centers. These recycling racks were constructed of 1/2" PVC pipe and hold four individual trash bags so homeowners can sort recyclable materials. These racks were sold throughout the city for the cost of construction. •••

#4

You Make It Happen

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

Celebrate Yourself

As we've grown up, we've found that not everyone likes everything we do. Unfortunately, many of us tend to exaggerate that disapproval. We feel there is something wrong not only with what we do but also with who we are.

So we started picking on ourselves. Maybe we disapprove of ourselves because of our looks or our shape; or our race or ethnic group; or the way we think other people see us; or our shortcomings in matching up to what parents, teachers, bosses or friends expect of us. The list can go on and on.

It's as if some invisible little creature were sitting on our shoulder, whispering critical comments into our ear — a pesky guy we'll call the "Nitpicker."

If we put ourselves down the way the Nitpicker wants us to, we're going to feel bad.

Some people try to get away from feeling bad about themselves by escaping — getting drunk or getting high, creating a fake self to hide the real one, or pulling back into a lonely shell.

It doesn't have to be that way. The same marvelous, very special *self* that we were born with is still there. We just lose sight of it because of all the Nitpicker's put-downs. But with a little work, we can stop listening to the Nitpicker.

Think for a minute about what you disapprove of about yourself. For some of us, it may be that we don't match up to others in a way that's important to us — in sports, or in grades, or in making money. It might be that a person or a group has rejected us. Maybe we got turned down for a team or job. It may be that we look different from others or are physically challenged.

It is important to identify at least a handful of our biggest self-criticisms in trying to feel better about ourselves. Bring them out into the open. Write them down. It's a beginning.

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 article is based on "Celebrate Yourself: Six Steps to Building Your Self-Esteem," a booklet published by the Corporation for Public Broadcasting. For single copies of the booklet, send $2 for each to: CPB Self-Esteem, P.O. Box 4205, Arlington, VA, 22204.

Make a list of all the good things about you — a "Celebration List." No one in the human race will ever be like you. You have to be aware of what makes you special in order to love yourself more.

In making the list, what would your best friend point to as the good things about you? Some examples could be: creative, organized, outgoing, dreamer, honest, a leader or helpful.

With your "Celebration List" as a foundation, it's time to counter-attack your self-criticism list. For example, that pesky Nitpicker's attack may be: "See how you got a big *'no'* when you asked for that date today? It proves nobody likes you. You're rotten."

Counter-attack. Look at the facts. Was the "no" *really* big, or was it just a plain "No, thanks" and nothing more? And no matter what kind of "No" it was, your unique *self* is still there, good as ever. Take each of the criticisms and dissect it, looking for the truth.



Illustrated by Jim Carson for CPB

Of course, we're not perfect. We have imperfections. It's honest and healthy to admit them. Put the shortcoming into perspective. Don't exaggerate it. Decide whether you can correct the shortcoming or not. If you have a hot temper, you can learn to control it. But if you're shorter or taller than you'd like, you can't change that. So accept being short or tall — and maybe even learn to like your height.

That's called self-acceptance. You work with what you've got. You don't apologize for the *you* that you were born with.

Remember your Celebration List? Keep it nearby. Look at it often. The more you remind yourself of your own qualities, the more you will believe in them. •••

Dress Rehearsal For Disaster

When the Platte Valley, Colorado, FFA Chapter decided to stage an agricultural safety program, they chose a chilling scenario. What if a student's vehicle collided with an anhydrous ammonia tank on the highway near the school? And, what if the wind carried the vapor cloud to the school endangering the 408 students who attended classes there?

It's not an unthinkable scenario. Highway 34, a hazardous materials route, runs right in front of the Platte Valley School at Kersey. Traffic around the school, which includes elementary through high school grades, is often heavy as students turn off the highway into the school's parking lot.

One of the hazardous materials that is most frequently transported on Highway 34, as well as many other rural routes, is anhydrous ammonia.

"When these kids get an idea, they don't start small," said Fire Chief Don Forster. Once they had their idea, the FFA members planned and coordinated a full-scale disaster drill with all the area's emergency response teams to test how to deal with such a major anhydrous accident near their school.

Careful planning went into making the event as realistic as possible. School administrators used the event to practice evacuation techniques to make sure that each pupil and staff person would be accounted for and moved to safety, said high school principal Ann Swain.

Thirteen emergency response organizations including the Kersey Volunteer Fire Department and other Weld County fire departments, police, sheriff's department, safety patrol and the Weld County Hazardous Materials team, used the drill for training.

Parents of school children were notified that an emergency drill was planned for the week, but the exact nature of the drill and its specific time were kept secret to make it as realistic as possible, FFA members reported.

Secrecy reigned the morning of the drill as FFA members positioned the empty anhydrous tank with a second vehicle on the school parking lot to stage the accident.

The accident scene was located so that smoke from smoke-bombs would create a realistic vapor cloud drifting toward the school.

Then the FFA notified school officials of the danger and they called "911." Within three minutes the fire trucks and ambulance crews from the Kersey Volunteer Fire Department started arriving at the scene. Meanwhile, administrators and teachers sounded the alarm to begin an orderly evacuation while school maintenance workers shut down ventilation to keep the fumes from entering the buildings.

Outside the emergency squads worked to create a command post as fire department members positioned themselves upwind of the accident and began to spray the vapor cloud with a light fog from fire hoses. "That's the only way to contain vapor from drifting," said KVFD Chief David Wright. Meanwhile, the ambulance crews donned gas masks and protective clothing to rescue FFA members impersonating car accident victims.

The drill was concluded in about an hour, but all of the emergency teams plus school administrators met afterwards in the FFA room to evaluate the event and discuss problems they had encountered. School officials identified several ways to safeguard students as a result of the drill. "Schools always train for fire and bomb threats, but seldom for something like this."(By Sally Schuff, Reprinted from the *Colorado Rancher & Farmer*) •••

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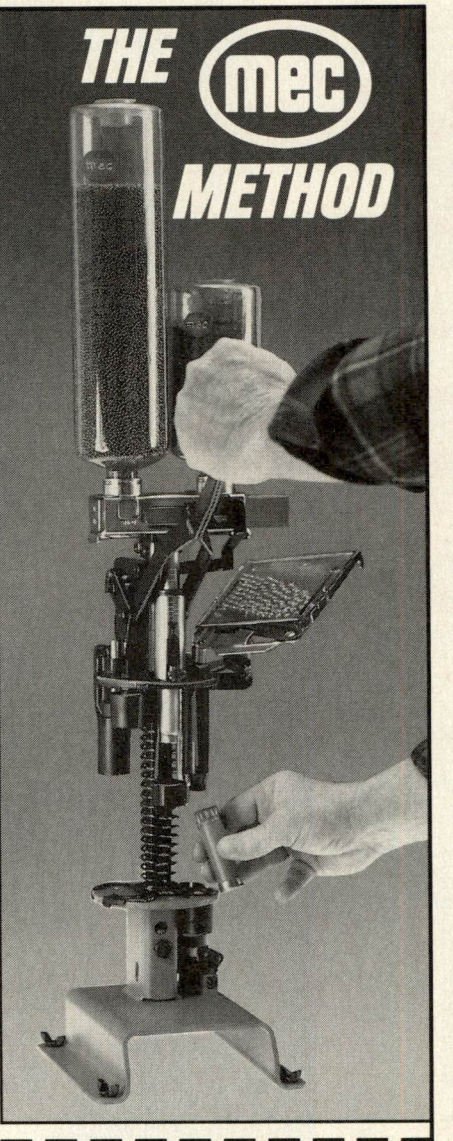
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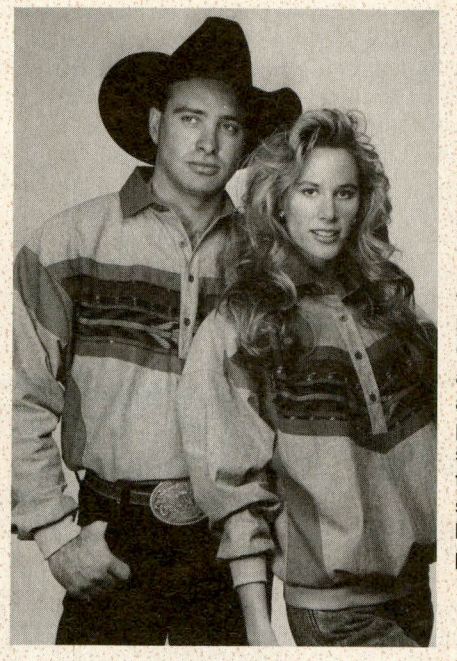
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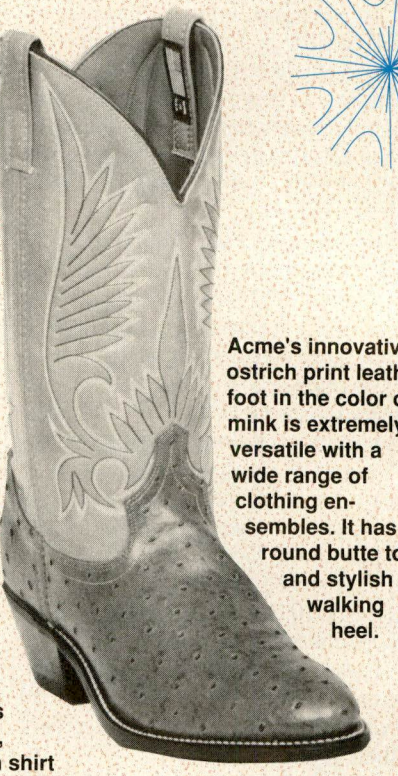
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WHAT'S NEW IN WESTERN STYLE



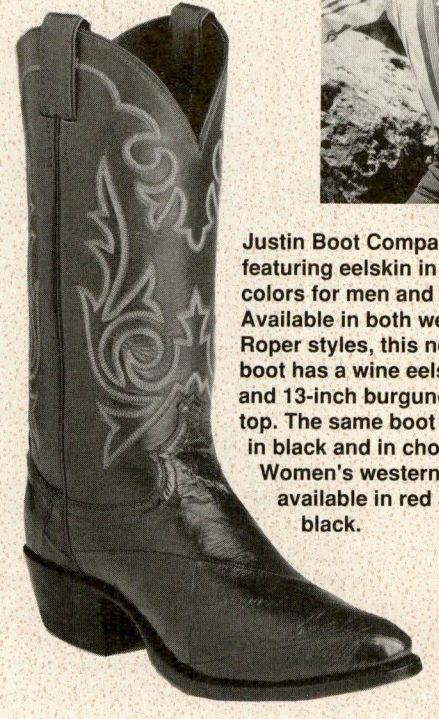
Roper Apparel brings you an exciting new line of Men's and Ladies' woven pullovers. The Grey Chambray shirt with Ikat accents features bright over-dyed green and blue chambray color blocking enhances the jewel tones in the Ikat chest stripe. Contrasting buttons and collar adds detail and interest to this pullover placket front shirt. His features tuck-in tails, while her style includes rib-knit bottom and shoulder pads.



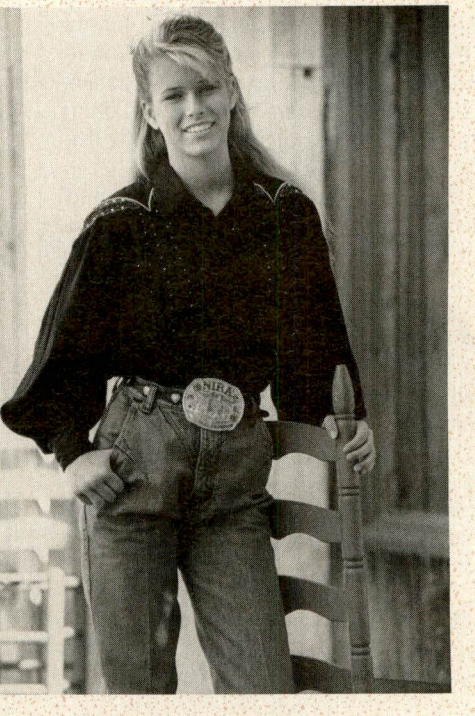
Acme's innovative ostrich print leather foot in the color of mink is extremely versatile with a wide range of clothing ensembles. It has a round butte toe and stylish walking heel.



From Panhandle Slim's Roughstock collection, this 100 percent cotton shirt has button-down collar and a cowboy monogram. Natural background, with a choice of black, navy, purple, fuschia, red or turquoise stripes.



Justin Boot Company is featuring eelskin in several colors for men and women. Available in both western and Roper styles, this new men's boot has a wine eelskin vamp and 13-inch burgundy kiddie top. The same boot is available in black and in chocolate. Women's western boots are available in red and in black.

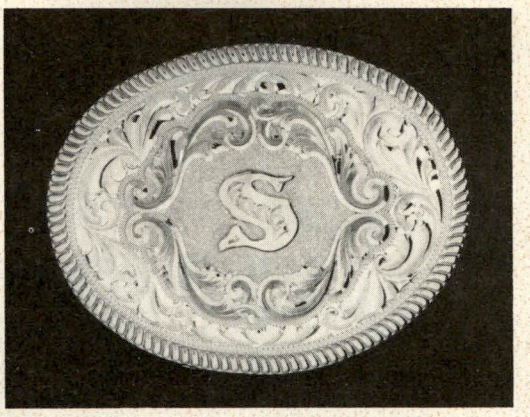


The Austin Jean in Overdyed Blue is part of the SilverLake collection of casuals for women. The Austin Jean features a heavyweight denim, 100 percent cotton, broken twill. The black, dropped-shoulder blouse with sequins is from Wrangler.

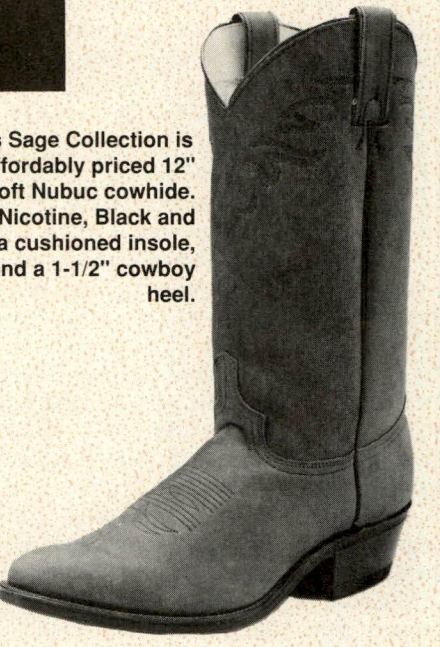
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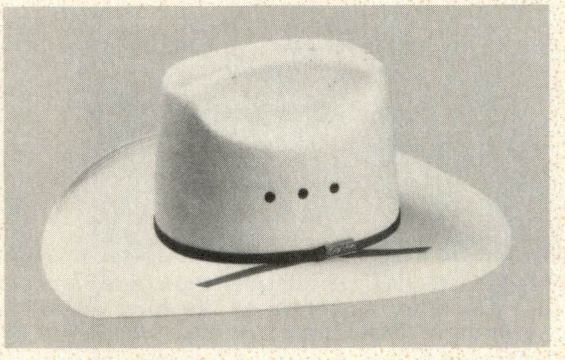
Walls' offers a variety of distinct Blanket Jacket designs, including Red Navajo Stripe, Black Ikat Chevron, Blue Jewel Stripe, and Maroon Santa Fe Stripe. Each features their unusual and attractive design on a warm poly/ acrylic blanket outershell carefully sewn to a tightly woven nylon taffeta lining.



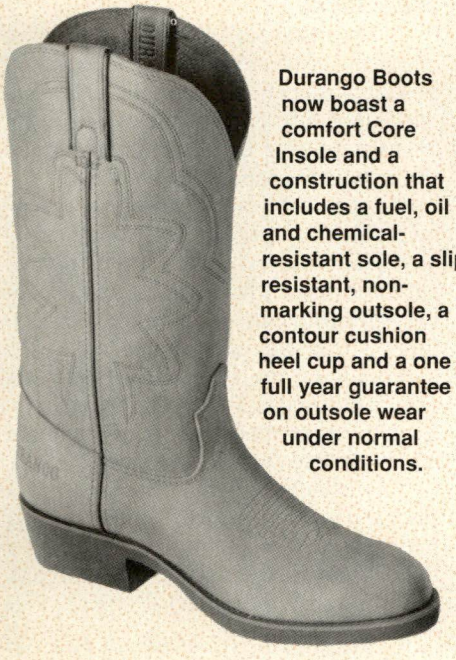
Montana Silversmiths introduces a new Initial Buckle — a smaller buckle, with an even smaller price tag. The 2 1/4" x 2 3/4" buckle features classic western engraving crafted of brilliant Sterling Silver Plate accented with genuine Jewelers Bronze details. It is available with any initial.



Abilene Boot's Sage Collection is introducing an affordably priced 12" Men's boot made of soft Nubuc cowhide. Available colors are Nicotine, Black and Putty and features a cushioned insole, narrow round toe and a 1-1/2" cowboy heel.



The Cattleman H.B., from the Milano Hat Company, like all its big brothers in the Larry Mahan Straw Collection is treated with the exclusive Mayco Finish which resists stains and wipes clean with a damp cloth.



Durango Boots now boast a comfort Core Insole and a construction that includes a fuel, oil and chemical-resistant sole, a slip resistant, non-marking outsole, a contour cushion heel cup and a one full year guarantee on outsole wear under normal conditions.



His and her novelty print Made in the USA Shirts by Karman, Inc. for Kenny Rogers Western Collection. In addition to the contrasting patch pocket for him and the shirred sleeves for her, both styles feature fancy front yokes with metallic grey piping. Both shirts have one-point yokes in back and snap closures in front.

WHAT'S NEW IN WESTERN STYLE

WHAT'S NEW IN WESTERN STYLE WHAT'S NEW IN WESTERN STYLE

FFA IN ACTION

West Virginia

Building a Foundation

Due to the generosity of Elizabeth Higgins, FFA members in St. Marys, West Virginia, will have the financial support to experience many opportunities that might otherwise not be accessible.

Mrs. Higgins made an initial contribution of $5,000 to the "Delno Higgins Foundation of the St. Marys Chapter of the FFA," a foundation that has been established in memory of her late husband.

According to Steve Bonanno, who was elected to serve as president of the foundation's board of trustees, the foundation was organized at Mrs. Higgin's request. She wanted to donate money to the FFA chapter in Delno's memory, but at the time no mechanism was available to accept and administer the funds. "Her generosity really forced us to look at the issue," said Bonanno.

A five-member board of trustees will oversee the foundation, which was developed to receive funds from any individual, corporation or other entity that wants to support agriculture education and the local FFA chapter.

The board of trustees will consist of the county extension agent, high school agriculture education instructor, one member of the FFA student chapter elected by that group, the county school superintendent and an appointed individual from the community interested in supporting the FFA and agricultural education. The community member will be appointed by the first four members of the board. (Reprinted from the *St. Marys Oracle*) •••

Ohio

Pictures Worth a Thousand Words

The Northwestern-Clark, Ohio, FFA held the annual Farm Day for approximately 350 area kindergarten and first graders at the Mary Lou Domer Farm near North Hampton.

Before going to the farm to see and touch various farm animals and take a hayride, Northwestern Elementary students got to participate in a coloring contest. The agriculture picture included a farm scene and every student was given a free story book courtesy of Critter Feed.

Other Farm Day participants were from Springfield city schools and the Town and Country School. •••

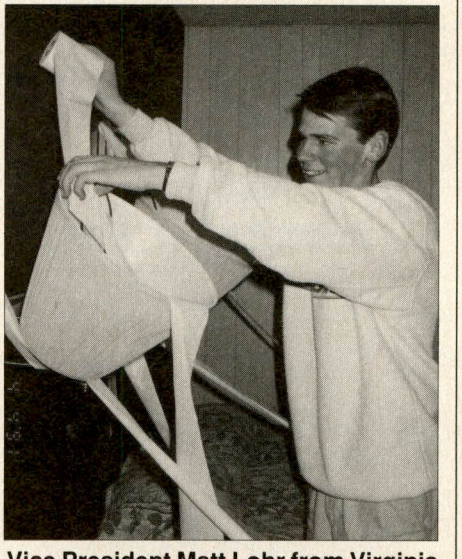
Iowa

National Officers in Action



President Mark Timm attended the Iowa FFA Leadership Conference and met Mr. Dale Cochran, secretary of the Iowa Department of Agriculture and Land Stewardship. The Iowa convention was in Des Moines with 2,888 members and guests attending. *(Photo by John Craft, Growmark, Inc.)* •••

Idaho



Vice President Matt Lohr from Virginia was official representative at the Idaho State Convention. His duties included meeting with state officers, presenting awards, speaking at the convention sessions and meeting members. He also assisted with convention decorations. •••

Nebraska

With a national FFA officer, a state FFA officer and a string band, this year's banquet for Blue Hill, Nebraska, FFA was one of the best ever.

The keynote speakers were Julie Classen, national vice president and Scott Heinrich, past Nebraska FFA reporter. The members and guests also enjoyed the music of the Heartland String Band during dinner and throughout the banquet.

As part of the banquet program, chapter proficiency awards were presented as well as scholarship pins and the naming of star Greenhand, Chapter Farmer and Chapter Agribusinessman. Each class record book winner was also announced.

Following the banquet, a labor sale was held to raise money for the chapter. Each FFA member was sold for eight hours work to successful bidders.

New chapter officers were installed at the banquet also. Officer candidates had to undergo a five-part process including a test and interview before they were elected. (Scott Juranek, Reporter) •••

(Continued on Page 52)

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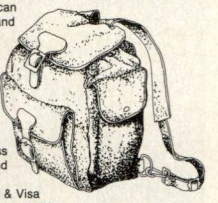
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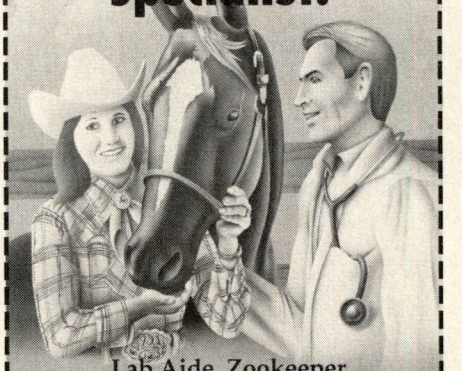
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FFA IN ACTION

(Continued from Page 50)

Indiana

Up In The Air Boys

Two FFA members from the Wawasee, Indiana, FFA Chapter have hobbies that will take them into the air. Advisor Randy Warren sent two articles from the school newspaper which tells about their unusual out-of-school activites.

Bob Cross took up the sport of parachuting.

After a friend told him how exciting it can be, Bob inquired at the local airport about parachuting. He was referred to the Mentone Airport where they could offer a class. The training included classroom sessions on how to land, when to jump and how to steer. Then it was time to make the first jump.

Bob says the first time to jump out of an airplane was scary but exciting. He found it especially frightening on the way up, but after he jumped out the door and was in freefall, he was so excited he could not believe it.

Another chapter member, Mark Zimmerman, has taken up some different kinds of classes. He enrolled for flight lessons so he can get a license to fly. He is taking lessons at the local Napanee Municipal airport.

Mark has taken several solo flights. His first experiences were also frightening but he was so busy doing all the necessary things to fly the plane he hardly had time to think of what might happen. (From articles by Mitch Foltz and Tricia Gass) •••

Connecticut

Lazy Susan Garden

The Northwestern Regional FFA in Connecticut has constructed a unique garden as a BOAC project. The freshman class was informed that a local man would like a garden that would be accessible with his wheelchair.

After planning and designing, the class decided to make a garden that would rotate. First, one group of students obtained large wooden spools and cut holes on the top in order to place flower and vegetable containers.

Next, another group of students designed a way for the spool to turn. They took a wheel hub from a car, welded that to two metal sheets and then attached the sheets to the spool. (Katie Wilber) •••

Virginia

Leader Conference



Two guest speakers at the Patrick Henry, Virginia, FFA Chapter banquet were Betty Hayden, state vice president from Fredericksburg, and Mr. Bobby Orrock, state congressman for the local district. Mr. Orrock was an FFA member in Virginia and a state officer. He is currently a high school agriculture instructor. •••

Kentucky

Double Teams

Recently the Montgomery County FFA Chapter, in Mt. Sterling, Kentucky, held interviews for committee chairpersons. This was the first time that the chapter had selected chairpersons through interview. It was a great success. There were twice as many appllicants as there were positions for them.

The newly elected officers ranked the interviews and made the final choices. In this manner, the people with the best ideas and enthusiasm were chosen to be the people who will carry out the program of activities in the upcoming year. (Regina Burns, Chapter Vice President) •••



"It means he's not quite sure."

Illinois

Officers Generated a Golden Glow

Golden anniversaries are special and FFA 50th banquets are no exception. We knew this was so at New Athens, Illinois, but we didn't realize how much until we started preparing for the event.

Inviting the honorary chapter farmers was not a problem. We invite them annually so we had their addresses. The rest of the special guest list was not so easy. We started with the charter members. FFA members went to the area phone books, to relatives and to classmates. We had good luck in finding where all members were. The deceased list included some killed in both the Korean War and World War II.

We went looking for the presidents. Since five presidents served two years, we only had to find 45 presidents. Relatives in the area gave us most of these addresses.

Past advisors turned out to be the hardest people to find. Since Richard Petrowich, current advisor, was completing his 30th year at New Athens, we had to go way back to look for any former advisors.

While some members were looking for addresses, others were going through microfilms copying all newspaper articles. A fifty year history report was developed. We relived the past contests, hayrides, barnwarmings and test plots. We found every member that played in the state band, earned a state FFA degree, participated in state and national activities, or was first in something at New Athens.

The night of the banquet proved special. Two state officers gave remarks — Andrea Gill, state vice president and Mike Gregory, state secretary/treasurer.

Three past advisors were there to speak of their years, Mr. Price, Mr. Frakes and Mr. Meredith. Their warmth and enthusiasm was matched by former students who sat with them.

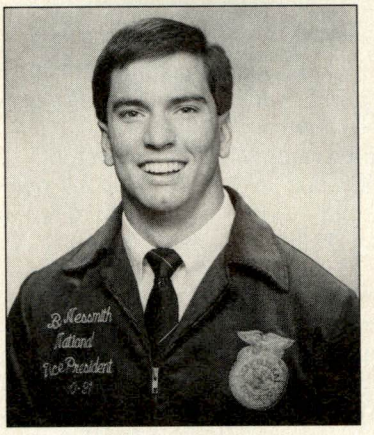
Members of 1991 also realized that the FFA activities of the 1940's and 50's influenced the FFA members back then so much that these people became the staunch supporters of the 70's and 80's.

A history study of 50 years has given a young group of FFA members a boost of enthusiasm to launch into the next 50 years. By the way, all addresses are now on computer disk for future reference. (Doug Birkner, Reporter) •••

FFA

MY TURN

Ben Nessmith



Ben Nessmith

I can still remember the excitement and anticipation that always came with Christmas morning when I was a child. The same feelings I had years ago are still with me now when I wake up every December 25th. Nothing is like Christmas morning when you are between the ages of 3 and 10. Waking up and running down the hall into our den as fast as I could go was a Christmas ritual. I would sprint to the tree to see how many presents were there and how big the biggest one was. It was always the biggest wrapped present that generated the most excitement. However, once I unwrapped the boxes, it was the smaller presents that many times brought the most joy — a pocket knife, hunting coat, or BB gun pistol.

So often, we get caught up in our daily hectic schedules. As a result, we often overlook the little presents that make the greatest difference in the lives of others. Smiling, patting a friend on the back, telling someone they've done a good job, or a simple hug, make a world of difference in people's lives. Taking time to consider a person's feelings or noticing them will lift the spirit of that person more than you will ever know.

Think back. You can remember the little notes, pats, hugs or words that have made such a difference to you. I know I've had days when a gesture like that, coming from a friend, made all the difference in how I felt about myself.

If someone worked hard on an activity or project, be a good friend and let them know that their effort is appreciated, especially with new members. They may play it cool on the outside, but inside, they will be swelling with pride.

Often we forget that the efforts of others are responsible for the success we enjoy. There are three special groups — our advisors, alumni, and parents — without whom none of us could succeed in the FFA, yet they are often taken for granted.

Consider your successes in the FFA. Remember the times that your advisor spent hours, sometimes late at night, helping you fill out the necessary forms for that proficiency award or that degree that was so important to you. Remember also that special adult supporter that volunteered his or her time to plan an activity for your chapter. Maybe the Alumni was responsible for driving your team to a district or state contest. Remember the love and support that your parents gave you, encouraging you to achieve and believe in yourself. All of us have these special people in our lives. These are the people that share in our successes and deserve our thanks. Let your special people know how much you appreciate their support and love. Take time to write a note, make a phone call, or better still, go by and tell them "thanks."

We are a team. We are all involved with making the future of the agriculture industry as great and bright as it can be. To be involved in an industry responsible for the production, processing and sale of food and fiber to people all over the world is a tremendous endeavor and one that is highly respectable. Farmers have always helped each other and they always will. Each year at harvest time you will see farmers helping farmers. It is that support and that teamwork that has made American Agriculture what it is today.

Carry that spirit, that support for one another, to your own FFA chapter. Remember that it is those brief moments of encouragement that will bring your chapter to new levels of enthusiasm, and with enthusiasm, anything is possible. •••

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Sports Champions

(Continued from Page 45)

While her tennis exploits have brought her great attention at an early age, it is her outgoing personality, mixed with the novelty of her youth, that has made her a breath of fresh air on the tennis scene.

But perhaps one word, "maturity," is best used to describe her. Despite all the attention she has received, Capriati has approached her fame with a level-headedness that suggests she will not become a victim of the tennis burnout that has grabbed so many other child tennis stars. She is not a big spender, feeling no reason to flaunt her newly-earned money, and she sometimes resents the special treatment that she often receives.

This year, it is no longer enough to make just a good performance in a tennis tournament. Capriati, who almost never turned down a request for an autograph or an interview her first year out, now sometimes does so because she realizes she must devote herself first and foremost to tennis in order to win.

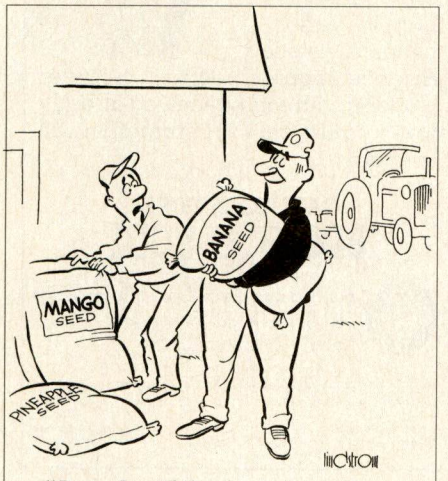
She is 15 years old and playing tennis for a living. She is well-liked, doing what she likes to do and doing it with great success. How bad can life be? But then again, she still can't drive yet. •••

JOKE PAGE

Discussing the environment with his friend, one man asked, *"Which of our natural resources do you think will become exhausted first?"*

"The taxpayer," answered the other.

Jo Linda Frank
Bend, Oregon



"But what if they're wrong about this 'greenhouse effect'?"

Recently, I called a local retail department store only to be speaking to its automatic answering machine. *"Good day, if you are calling to place an order with our store or send money, please press 7.*

If you are calling to file a complaint or problem with our store, press 654723887699302617543. Thank you, and have a nice day!"

Gale Wilson
Elgin, Oregon

Q: Why are potato chips considered stupid?
A: Because at parties, they always hang around with the dips!

Kristie Kottke
Westbrook, Minnesota

Q: Why did the worker at the orange juice factory lose her job?
A: Because she couldn't concentrate.

Stephen Berry
Bland, Virginia

Fred and Joe were sitting in the park. Joe said, *"I put a 17-piece puzzle together in two hours."*

Fred said, *"Kinda long isn't it?"*

Joe said, *"No, the box said 2-4 years."*

Jackie Grezenski
Stevens Point, Wisconsin

When a young college student was asked how he'd punctuate the sentence, "Mary a cute blond coed walked down the street," he winked with his reply, *"I'd make a dash after Mary."*

Pat Juenemann
Clements, Minnesota

The mother turkey was scolding her children. *"You bad children you,"* she said. *"If your father could only see you now, he would turn over in his gravy."*

SheBome Ward
Union, Missouri

Father: *"Did I hear the clock strike one when you came home last night from your date?"*

Son: *"That's right, Dad, it was going to strike ten but I stopped it so it wouldn't wake you."*

Bobbie Mae Cooley
Bowen, Illinois

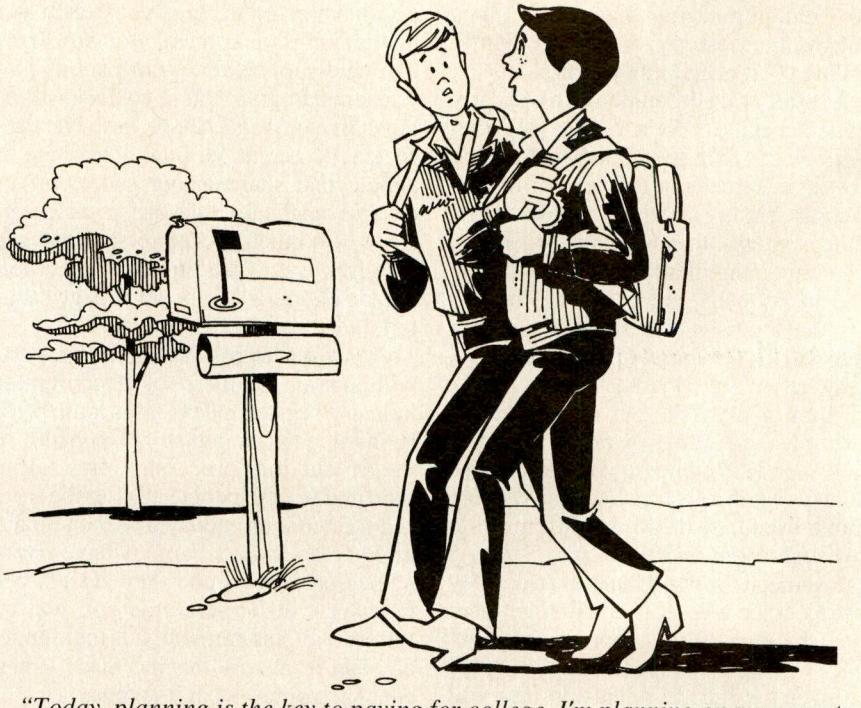
Only 13 seconds were left in the fourth quarter of a big football game. The home team was ahead by three points. The quarterback threw a pass to a first year player, who caught it, then dropped it.

The opposing team recovered the ball and went on to score the winning touchdown.

Asked how he felt about the defeat, the home team's coach said, *"Well, that's how the rookie fumbles."*

Matt Stefanel
Zephyrhills, Florida

Charlie, the Greenhand



"Today, planning is the key to paying for college. I'm planning on my parents paying for the whole thing."

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