ADVOCACY FOR YOUR LOCAL PROGRAM

Keith Gundlach, WAAE Past President

Advocacy has been a key issue for agriculture education for some time and its adoption by all agriculture departments is essential. WAAE had last year, and continues to have a strong interest in having all agriculture education departments develop a strong advocacy program for their school districts. This effort on the part of WAAE is a direct result of leadership on the part of NAAE and has long been the focus of Paul Larson, who served on the NAAE board.

Personally, I believe it is an inherent duty of all agriculture educators to promote advocacy, both locally and on the state and national levels.

Agriculture departments face major obstacles today while trying to exist and thrive within the existence of the current school funding formula. A strong and united front showing the effects this formula is having on numerous school districts might be the key to changing how the formula works and how school districts receive monies from the state to operate. Declining enrollments mean there are less students in most schools and this affects the electives, such as agriculture, greatly. A strong local advocacy program which illustrates the benefits of agriculture education and the FFA in your school district is essential as your elective program is compared to other electives.

Locally, there are a number of things you can do. You need to have a strong and active Agriculture Advisory Committee. You need to have an active and involved FFA Alumni. A short newsletter to school board members and your most prominent supporters and/or agribusinesses will go a long way to showing these people what you do. The short newsletter can be a few pages and a great Agriculture Communications SAE for one or more students. Take the time to get the addresses of your legislators and send them your newsletter or any articles that appear in your local paper. Additionally, invite all of these people to your banquet. Here in Randolph, we do all of these things. There is some cost involved, but we will receive nearly $3000 in interest monies this year from our local Agriculture and FFA Foundation. Our foundation is a great tool for
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CHANGE OF ADDRESS

Name: ________________________________

New Address (home):
Street: ________________________________
City: ___________ Zip: ___________
Telephone Number: (______)__________

New Address (school):
School: ________________________________
Street: ________________________________
City: ___________ Zip: ___________
Telephone Number: (______)__________

On the state and national levels, take the time to check out the NAAE website. It gives you access to all your legislators. Email these people or better yet, send them information regarding your program and accomplishments. By all means, make sure to contact these people when a call is made regarding legislation.

In the near future, we will be having a call regarding our push for an agriculture position at the Department of Agriculture, Trade, and Consumer Protection. Your support of this initiative will be crucial in its success. At a time when agriculture education is facing critical challenges, your efforts in advocacy will be tested by helping ensure the continued maintenance of our programs in Wisconsin.

Advocate for yourselves and your local programs by being involved and informed. I read somewhere once regarding adversity that “if you can control it, you own it……………if you can’t control it, it owns you”. I think this quote adequately sums up the value of what a strong advocacy program can do for you on the local level and for agriculture education and the FFA on the state and national levels.
ADVOCATING FOR AGRICULTURAL EDUCATION
Glenda Crook, Section VI Vice President

Advocacy is something we as agriculture teachers know plenty about. It seems every time we talk to someone in our school district we are advocating for our program. There are times when I feel like no matter how much I do and how much people are aware of agricultural education I will always have to advocate for my program. I am quite confused myself in the fact that the average person cannot see how important agriculture is to our existence. I often tell my students it scares me to see how easily we can destroy farmland to build more houses or how quick people are to accept the fact that we have an unlimited supply of food.

I have come to the realization that advocacy has become a normal part of my everyday routine. It is not something we can forget about or put aside until later when we have time to get to it. One of the most important things you can do as an agriculture teacher is be prepared to advocate for your program and for agricultural education everywhere. It is easy to do when we are at WAAE or NAAE conference, since we are preaching to the choir. It is not as easy when we are alone in our school facing the academic teachers and administrators. It is even more difficult when funding is being cut and schools have to cut costs to make everyday operations possible. We cannot face these challenges without proper facts and preparation.

Every agriculture teacher should have an advocacy media document prepared to hand out to your school board, administrators and the general public stating facts about your program and the accomplishments your students have made. You should contact your local and state representatives sharing this same information. If we fail to inform the public how can they know any different? I strongly encourage each of you to prepare the advocacy media document as evidence of the importance of your program and agricultural education. Following this article is an example of a media document you can use to create your own.

History
The Lodi Agriculture Education Department was started in 19--. The Lodi High School has a student population of 542 students in which 141 of them are enrolled in the Agriculture Education programs. Each year we have about 75 members enrolled in the FFA chapter. A 20-member FFA Alumni organization supports our Agriculture Education Department. Every year our FFA alumni sponsors fundraisers and community events to help send FFA members to conventions, conferences, and competitions.

Background
The Mission of Agricultural Education in the Lodi High School is to prepare students for careers they want to pursue in agriculture. The courses offered in the Lodi High School Agriculture Department include: Agricultural Careers and Leadership, Horticulture I, Horticulture II, Landscaping, Care and Management of Recreational Animals, Large Animal Science, Veterinary Studies, Wisconsin Wildlife and Forests, Wisconsin Fish and Aquaculture, Agricultural Processing, Biotechnology and Ag Co-op.

The Lodi Agriculture Program also has courses at our Middle School with offerings of 7th and 8th grade exploratory and electives. These classes help younger students work on their career plans and help them decide what classes to take when they reach High School.

Our Agriculture Education program is based on many Major components.

Significant Initiatives
The Lodi High School’s Agriscience courses provide a wide spectrum of courses and career exploration opportunities for the students. The main objective of the Agriscience program is to expose students to the many possible career opportunities in the Agricultural field plus provide hands-on learning experiences in which the students can incorporate their academic skills in real life situations.
Students interested in pursuing a career in any field may want to consider the agriculture industry, as a possible employer, utilizing their skills and knowledge.

**Benefits & Successes**
Agriculture education is an applied Agriscience course. Students enrolled in the program further understand agriculture and science and the practical concepts, methods and further their understanding and mastery of science concepts.

**Upcoming Events**
The Lodi Agriculture Education program is currently working with students on developing and improving their Supervised Agricultural Experience (SAE) Programs.

**Contact information**
Glenda Crook, Agriculture Educator, Lodi High School 1100 Sauk St. Lodi, WI 53555 Office (608) 592-3853, ext. 4449.
Email: mike_robinson@mp.k12.wi.us

**ADVOCACY EXAMPLE**
**Mike Robinson, Section IV Vice President**
The article I have prepared for the WAAE newsletter deals with Advocacy. My viewpoint is describing the Agriculture and FFA program at Mineral Point. It is taking a proactive approach to educating the community about our program. I have included a sample that we use to explain or promote our Ag/FFA programs.

**Media Document**

**History**
The Mineral Point Agricultural Department was started in 1929. Mineral Point High School has a student population of approximately 300 8th – 12th grades. There are about 200 that are enrolled in Agricultural Classes and 105 that are FFA members. Our Alumni consists of 20 members who help support our FFA activities.

**Background**
The purpose of the agricultural department is to prepare students to be better-informed consumers and productive citizens in their community. Courses offered at Mineral Point include: Animal and Vet Science, Advanced Studies, Welding, Natural Resources, PAY, 8th Grade Ag, Mechanical Systems, Horse and Small Animal Science, Greenhouse and Landscape Management, Leadership, Ag. Business and Wisconsin Agriculture. A variety of courses are offered to give students hands on learning activities to promote potential career areas.

**Significant Initiatives**
We are very fortunate to have great facilities for our Ag. Program. We have a greenhouse that allows us to perform hands on learning in the greenhouse industry. We have an animal lab, which allows us to perform hands on veterinary management. Our shop has a variety of metal working equipment to allow students to expand their knowledge in the welding area. We take advantage of our own computer lab for application and technology work. Our facilities are second to none and give our students great hands on learning.

**Benefits and Successes**
Our FFA has had many successes in competition and proficiency areas. However our biggest success comes in producing students that are productive members of the community. We strive to help the community that helps us. Our FFA promotes community support and involvement, in order to produce productive community members.

**Contact Information**
Mike Robinson- Agricultural Instructor Mineral Point School District 705 Ross St., Mineral Point, WI 53565. 608-987-2321 ext. 380, mike_robinson@mp.k12.wi.us
ADVOCATE: TO SPEAK OR WRITE IN SUPPORT OF  
Deb Ihm, Section IV Alt Vice President

When completing your undergraduate or graduate degree for agriculture education, did you know the meaning and purpose of this word? Did you truly understand the value of this word? Do you now?

In a time of decreasing school funding and our programs at increasing risk of being reduced, we must advocate for them. We must teach agriculture literacy day in and day out to our administration, community and political leaders, not just those who are fourth graders or students who reside in urban areas. We must follow Webster’s definition and speak or write in support of our agriculture and FFA programs to everyone.

Throughout the year, I involve my students, FFA members, and myself to a variety of positive publicity for the agriculture and FFA program at Shullsburg High School. Submitting press releases to the newspaper is one of the easiest things to do. I am sure to include not only FFA related events, but also classroom or Alumni related events. My FFA reporter is in charge of submitting a press release after every leadership conference or contest attended. Pictures are always submitted with these press releases, as this is why people will stop and look. Another option, is simply calling the local reporter and keeping them informed of events we would like the community to be informed about.

Another way I demonstrate advocacy for the Shullsburg agriculture and FFA program is to be present at school board meetings. We have always presented a short power point presentation about our trip to the National FFA Convention. This presentation includes the FFA members, dressed in proper official dress, speaking briefly about all tours attended and experiences learned at convention itself. In the past, the parliamentary procedure team has also performed a short meeting for the board. This was a great way to make them aware of student accomplishments at FFA competitions. Finally, anytime, there is any item at the board that is directly affecting the agriculture or FFA program, I am present. Even though I may not say anything at all or it may only take five minutes to approve an activity, I firmly believe that if I do not show support for my program, then who will?

A last area of advocacy that I feel is important, and the most important, is adding value to our programs. We preach this often when discussing business and marketing strategies in the classroom, but do we practice it in our teaching careers? Align curriculum to the state standards, promote career exploration, offer science credits (if not for post-secondary education, then at least for high school graduation). Promote our programs as being diverse in, not only content, but the students we reach. Learning does take place beyond the four walls of the classroom. Create a need in your school district for your program.

Not having enough time to advocate for our programs will always be a concern, challenge, or even a stress. However, the fact is we are still ahead of the game if we have a program to advocate for. Now is the time to start, before our programs face reductions or eliminations. Keep the value high and make it impossible to cut funding in an agriculture and FFA program that is well established for the betterment of students and the local community. If we do not advocate for our agriculture and FFA programs, then who will?

How do I advocate?
• press releases – both FFA and ag accomplishments  
• DRA grant, PALS, alumni donations  
• FFA reporter – writing and submitting publications  
• Calling a local reporter  
• School board presentations – after nat’l convention, parli pro demos, attending when activities need to be approved (even if it is a given)  
• Show value of your program in whole school picture – become involved in staff and academic development (science credit, career exploration, learning beyond the four walls, WI standards,
school-to-work programs)
• Don’t assume (imagine we assumed the most logical senator or representative will make office and decided not to vote. If everyone did that then, eventually it will backfire)
• Be credible, professional and responsible in following school expectations
• Meet your community

How easy is it?
• save written press releases from year to year on computer
• keep paper copy in reporter binder or scrapbook
• digital cameras
• email to local newspapers

HIGHLIGHTING THE POSITIVE
Linda Burton, Section VI Alt Vice President
"Positive anything is better than negative nothing."
Elbert Hubbard
We have all experienced the recent flurry of mid-election activity. I, for one, am to the point that I don’t care what happens as long as all the negative ads, and negative comments stop. When looking back on how all this negativity affects all of us, I wonder, are we in the Agricultural Education community edging towards using the negative instead of highlighting the positive? Think about it – if the only time you are contacting your state and national legislators is when you want something (i.e. the reauthorization of Carl Perkins, the end of the QEO, etc.) are you creating a negative image? Now, don’t get me wrong. I know many of you have written an extraordinary letter highlighting the great and wonderful things happening in your agricultural education and FFA programs. I also know some of you use the excellently worded “pre-made” letter located on the NAAE website sponsored by the National FFA Alumni Organization. Kudos to you! (http://www.naae.org/advocacy/contactcongress/)

But, there are a few of you who have never contacted your state or national legislators. Why not? Maybe you are sick of all the negativity that comes out of Washington D.C. and Madison, WI. Well, have I got news for you. Today is your lucky day! The elections are over – happy, sad, confused, relieved – whatever your mood, today would be a great day to contact your legislators and build a relationship. Maybe you elected someone new. Write a letter; invite them for coffee (by law they must pay for their own cup – so new teachers even you can afford this one); talk about all the great things happening in Agricultural Education and the FFA; discuss what is going on locally in your program; toot the horn of the great happenings in the state of Wisconsin (despite funding issues at many of our schools), talk about Agricultural Education at the National level; discuss The Council goal of 10,000 quality agricultural education programs by the year 2015. Build a relationship with your legislator. Right now there is not much to ask for, Carl Perkins has been reauthorized and mid-term elections are over, now is the time to build a positive relationship so in the future, when you need something you are not another voice in the crowd – you are someone with something positive to give. Happy advocating!

DATA CAN PROMOTE YOUR PROGRAM
Diane Runde, Section V Vice President
With the first semester of the school year soon coming to a close, it is time to reflect back on your accomplishments. Is that new curriculum working well? Are the new FFA members feeling welcome in your chapter? How did the fruit sale go? Did the poinsettias turn out the way you wished? Well, so much to do!

A wiser and more experienced ag teacher once told me that each year that you teach will become easier. Well, I am still waiting for this easier time as for the list of expectations and duties of an ag teacher has evolved greatly from when I started this profession. Gone are the days of attendance sheets, grade books, and lunch counts. Teachers are expected to do all of these tasks electronically each day and sometimes each hour. Technology has made teaching an easier task in some ways, such as power point, smartboards, email, and internet usage.
But technology has also complicated teaching in other ways. Now teachers are expected to communicate with parents on a monthly basis, an un-plagiarized research paper is becoming harder and harder to find, and all FFA reports, membership, and award applications are completed using a computer.

With all this technology, we now have the ability to compile data in massive quantities and teachers are expected to be able to access, read, and interpret this data for their students. We have the 4th, 8th, 10th grade reading, math, science, and three other scores for every student in every class at our high school compiled in database. Teachers can (and are expected to) access this database to find the answer to just about every question. Special needs, medical condition, elementary school attended, discipline referrals, parent name, language spoken, reading level, classes failed, ninth grade science teachers name, and the list goes on and on. Sometimes I think people have collected data on top of data just to say we have the data, but it is seldom ever used.

The DPI in conjunction with the FFA and WAAE are in the process of compiling a lot of data on the agriculture students and FFA members across Wisconsin. Unlike much of the data I described above, I truly believe that this data is needed and will be used to directly benefit our students, members, and Wisconsin agriculture programs. Wouldn’t it be nice to be able to show (and prove with statistical evidence) that students enrolled in agriculture classes did indeed score better on ACT and WKCE tests? Want to know how many students enrolled in agriculture classes are on the honor roll? Have sheep SAE’s? Earned more than $1000 through SAE activities? These as well as hundreds of other important questions can be answered IF we have the data.

In the next year you might be asked to play an important role in collecting and reporting this data for our profession. I know it will be time consuming, I know we will have ten other more pressing things to do, but we, as professional ag teachers need to help get this data collected so it can be used.

ORGANIC AGRICULTURE PART OF FARM MANAGEMENT INSTRUCTION

Peter Brandt, Post Secondary Vice President

Recently WTC held an organic farming seminar at the Sparta Campus. The topic is very popular in Western Wisconsin with many producers searching for ways to make their farm viable economically, and environmentally sustainable. The seminar was an introduction to several phases of organic farming including livestock, crops, certification, and market outlook.

Here is a summary of the seminar presentations.

“Animal Care and Livestock:” The livestock portion presented by Tracy Harper and Dan Leiterman stressed prevention of disease and biosecurity. Tracy’s background is in swine and that industry is far ahead of the cattle farms in maintaining a closed environment. While not everyone is ready to force all visitors to shower and change clothes before entering the farm, there are improvements that could be made. One area to look at is farmstead planning and traffic flow. Plan your traffic to allow visitors and delivery trucks to get where they need to without tracking manure or contaminants into your livestock area. Move your livestock to the truck to keep transporters out of your barns, and of course use good sanitation. A few little changes could help prevent introduction of a new infection or disease.

Keeping livestock healthy through proper nutrition and early colostrum feeding is always good advice. Also minimize stresses, they reported that rough handling of livestock can reduce production by as much as 20%.

“Organic Market Outlook:” Wisconsin has a good resource person in a new position at the Department of Agriculture. Laura Paine is the Grazing and Organic Specialist and is available to organic farmers. She viewed the market outlook for organic products as optimistic with lots of room for growth. As she stated it takes a lot of leg work to determine if you have a market direct to consumers outside of the normal chain of wholesale markets.
“Certification Questions:” Bonnie Wideman of MOSA helped to clarify the new rules regarding certification of dairy during a panel discussion. The evaluations showed much appreciation for that portion of the program. A question that often comes up is when to begin the certification process. The answer always needs to stress better too early than too late.

“Crop Production:” Gary Zimmer mentioned that they spend a lot of money on seed on his organic dairy. The principle being that they like to have cover on ground as much as possible. “Growing” your nitrogen and suppressing weeds are good management practices. These practices and short rotations help to build your soil organically without purchasing great amounts of commercial fertilizers. A concern along the way is being able to provide all the labor, fuel and equipment for tillage, and to also meet the requirements of a soil conservation plan. Western Wisconsin has many slopes where tillage must be done carefully. Sounds like grazing should fit in here!

At times organic farming seems like a giant step backwards when we consider progress in science and the tools you give up when choosing organic certified practices. People give up use of crop chemicals and RR crops, antibiotics and BST, and for the most part no-till farming. This type of farming is certainly not for all but it is a choice that many are making because the consumer is demanding it. It opens a somewhat new field of study in agriculture and food science.

**HIGHLIGHTS FROM NAAE CONVENTION**

**THANKS WISCONSIN!**

Paul Larson

While the election did not go as we had hoped, I certainly appreciate all the tremendous support that I have received from the Wisconsin agricultural teachers. I have determined that although the election was not successful, I was able to speak to our profession and point out some areas that we believe are important for us to be addressed. Such areas as the new Perkin’s rules and advocating for funding to be placed in the Farm Bill. It is not often that a person gets to address his profession and present what he believes needs to be done to improve it. I have had the awesome privilege of addressing my profession twice. Hopefully, some of the midwestern ideals of aggressive advocacy and progressive advancement for agricultural education was heard and will be taken into consideration. I very much appreciate your support and cooperation.

REPLY from Jerry Wendt, WAAE President

Paul deserves a phone call, letter, a kind word or handshake the next time you see him for his efforts. Let him know your true colors of appreciation. He has done much to let all levels of the agriculture education family know what steps need to be taken to move forward in our task of preparing students for the future. Together we can continue the work of making this planet sustainable!

**GENERAL SESSION I**

Keith Gundlach, WAAE Past President

The first general session of the NAAE Convention was held at the Hilton Atlanta, Grand Ballroom East at 8:00 AM on Tuesday, November 29, 2006.

The session was kicked off with the posting of the colors by the Georgia FFA members after a welcome by NAAE President Allan Sulser. NAAE President-Elect Lee James introduced the current NAAE regional vice presidents at the head table as well as the guests in attendance who were sponsoring the awards presentations for the day.

Buddy Deimler, ACTE Ag Ed Division Vice President brought greetings from ACTE, following a Georgia welcome by Georgia State Ag Association President Bill Waldrep.

Allan Sulser explained the delegate process for meeting business and election of the 2006-2007 NAAE President-Elect. Region III had twenty-nine delegates, all in attendance at each session.
Nominations were accepted for NAAE Board positions and were to be reopened at the last session where the new President-Elect would be elected.

Wisconsin fared well in regional award presentations having a winner in all three session categories recognized at the session. Peter Hoffman of Southwest Technical College was the Region III winner in the Outstanding Postsecondary/Adult Program. Peter Drone, retired from River Ridge Schools, was the Outstanding Teacher, and Janesville Craig, represented by Diane Runde and Rick Henningfeld, was the Outstanding Middle/Secondary School Program. All three were featured in the awards presentation with a brief screen presentation and they also gave a separate overview of their programs at the Region III meeting. The Outstanding Postsecondary/Adult Program and the Outstanding Teacher Award are sponsored by Syngenta. The Outstanding Middle/Secondary School Program is sponsored by Case IH.

Doug Loudenslager, CEO of the National FFA Organization, gave an overview of the “10 x 15” Project and its progress. He also gave a brief update on the status of the FFA on a national scope.

Dr. William Jay Jackman, NAAE Executive Director, gave the NAAE members in attendance an update on the status of the NAAE office and programs. The meeting adjourned at 9:00 AM so members could attend workshops.

**SPOUSES MEET AND GREET**

Linda Aide

The spouses meet and greet event took place on Wednesday, November 29th. We met at the top of the Atlanta Hilton for a Continental Breakfast, introductions, and discussion of the day’s events. We went to Underground Atlanta and a large shopping mall on the outskirts of Atlanta. Underground Atlanta is basically a shopping area also but it had an excellent quilt museum. I found this to be the highlight of the entire day. The quilt museum had a very knowledgeable curator who told much of the history of the underground railroad and how the quilt patterns told a story. Each pattern had a coded story to tell to the person receiving it. My mother was a quilter and I recognized many of the patterns that were shown in the museum. This wonderful museum was definitely the highlight of my day. It was fun to meet spouses from other states. I have to say that this day was definitely geared to female spouses; the male spouses were rather left out of this program.

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**WAAE SUMMER CONFERENCE**

**Marriott-Madison West**

**June 25-28, 2007**

**WAAE Business Meetings**
**WAAE Committee Meetings**
**Workshops**
**Social Events**
**Recreational Activities**
**Awards Banquet**
**20-Year Banquet and More!!**

**Mark Your Calendar**
**Make Plans to Attend Now**

Summer conference materials will be mailed the second week of April and will need to be returned by May 15, 2007

**NAAE REGION III MEETING**

Ralph Johnson

Our first Region III meeting was held in the Forsythe Room of the Hilton Hotel. Region III consists of the states of Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Region III Vice-President Tom Hoffman called the meeting to order in a jam packed room and welcomed each of us to Atlanta and to the NAAE Conference. Tom
encouraged each state to send thank yous to the sponsors of the convention. Next, each state president introduced the delegation from their state. Nominations for Region III Secretary were opened with Craig McEneny (current Secretary) being nominated for next year. Nominations remained open until the next meeting. Brad Schloesser of National FFA filled us in on the upcoming Agriculture Education Leadership In-service to be held in Indianapolis in February and also talked about the recently completed National FFA Convention. Any concerns on National FFA Convention can be sent to Dale Crabtree who is also a member of the National FFA staff. Brad also reported that there will be a survey coming out soon for FFA Advisors to complete. This survey will pertain to what is important in selecting a city for the National FFA Convention site. Your feedback in this survey is encouraged. National FFA will compile this information and begin the selection process for the next Convention site. The location for the 2013-2019 Conventions will be announced sometime during 2008.

Dr. Bill Hunter, Region II Vice-President and candidate for President Elect of NAAE spoke during the meeting about his desire to serve in this position. A few minutes later Paul Larson, also a candidate for President-Elect for NAAE talked about his desire to serve and talked about his position on issues facing Agriculture Education.

This is not the first NAAE Convention that I have attended, but it was one of the most memorable ones that I have had the pleasure to attend. I believe that we had 26 individuals from Wisconsin (including spouses) attend this convention in Atlanta. Seeing Wisconsin instructors win seven of the nine regional awards from Region III was a highlight. Especially seeing my high school agriculture teacher, Richard Meske win the Lifetime Achievement Award was a thrill! It was also a great experience to be part of Paul Larson’s run for President-Elect. Although the outcome was not what we expected, we know that Paul will continue to be a strong voice for Agriculture Education across this country and throughout Wisconsin. Paul has a great vision for our profession and it would be good for us to follow his lead!

Congratulations to Adam Wehling and Gary Von Ruden for being Wisconsin’s Dodge-Turn the Key winners. I hope that your involvement in the convention will continue in years to come.

Thank you WAAE for giving me the chance to experience an AWESOME NAAE Convention. Why do you pay dues? Reason #24-It gives a few WAAE members each year to experience a NAAE Convention and bring something back to you. My hope is that all of you will take the opportunity to attend a NAAE Convention sometime during your teaching career!

**NAAE COMMITTEE MEETINGS:**  
**MARKETING COMMITTEE**  
**Jay Kennedy**

I. The meeting was called to order at 11 a.m. in the Clayton Room, Atlanta Hilton on 11-29-06.

II. Old Business.

A. NAAE to get involved in the LifeKnowledge project. The NAAE is already involved. No action was taken.

B. NAAE to target American and State FFA degree winners to become members. This is part of the 10 X 15 initiative. No action was taken.

C. NAAE to explore avenues to make the general public more award of the NAAE. NAAE should utilize the relationship that the FFA has with RFDTV. Items should be submitted to RFDTV directly. The link can be installed on NAAE website. Motion made, seconded, and passed to begin work on this item.

D. NAAE to update recruitment brochure. Large inventory on hand at present. Who paid for publication of brochure? Many educators have never seen the brochure. Use available brochures as quickly as possible. Make an electronic updated version. Make electronic pdf file available to all teachers. Might not be wise to have old and new versions available at the same time. Motion made, seconded, and passed to begin action on this item.
E. NAAE should recruit at community colleges. Packets are already being sent. No action taken.

F. NAAE should begin initiative to collect data. Already being done but in “infancy” stages. No action taken.

G. NAAE should make more logo items available. NAAE has released authorization to use logo. Montana silversmith has made NAAE belt buckles. Shirts, hats, and caps available at this convention. Will be able to order soon online. No action taken.

H. NAAE should get involved with PAS. Relationship already exists. No action taken.

I. NAAE to be involved with REV IT UP. Relationship already exists. No action taken.

III. New Business. Nominations for committee secretary and committee chairperson needed. Nominations will remain open until Friday @ 9:30 a.m.

IV. Meeting adjourned at 12:00 noon.

NAAE COMMITTEE MEETING:
MARKETING COMMITTEE
Jay Kennedy

I. The meeting was called to order at 9:30 a.m. on 12-1-06 in the Clayton Room, Atlanta Hilton.

II. NAAE should bring AAAE back to convention. Sally Shomo will take matter before the board.

III. Award winners should prepare a one page informational sheet to distribute at the convention. Sally Shomo will take the matter before the board.

IV. Elections. Randy Plattner, MO elected committee secretary. Heath Hornacker, WY elected committee chairperson.

V. The meeting adjourned at 10:00 a.m. on 12-1-06.

NAAE GENERAL SESSION II
Jay Kennedy

Wednesday, November 29th found the Wisconsin delegation in the Grand Ballroom of the Atlanta Hilton. Allan Sulser, the current NAAE president, gave the welcome address promptly at five p.m.

Current Region III Secretary, Craig McEnany, who has been re-elected to the same spot for 2007, gave the invocation.

Amber Sheering, Postsecondary Agriculture Student Association Vice-President, then took the stage. We were given an update on the status of the PAS organization and its activities. Miss Sheering informed us that PAS numbers remained steady and were expected to grow over the next few years. She invited us all to check out the PAS website which is linked to that of the NAAE.

President Sulser then asked if there were any more nominations from the floor for any of the NAAE positions. We seven voting delegates from Wisconsin are hopeful that our own Paul Larson will be elected as the next NAAE President-Elect! Seeing that there were none, nominations were closed.

Cheryl Salley of John Deere was then introduced as the sponsor of the Outstanding Young Member Award. Ms. Salley informed us of John Deere’s happiness to be part of the convention and their commitment to agriculture education in the United States. We watched proudly as Brenda Gienau was handed her plaque as the Region III winner. Way to go Brenda!

Brad Schloesser, President of the National Council for Agriculture Education then addressed the convention attendees. Mr. Schloesser’s brief appearance was highlighted by pledging the council’s renewed efforts for the survival and furtherance of agriculture education. He also made the point that our work with the passage of the Carl Perkins funding, while something to celebrate, is only the beginning. Through advocacy we must continue to press on and preserve our Perkins funding for years to come.

The last speaker to take the stage was Dr. Larry Case, or as he put it, “the man in the manual”. Always an engaging speaker, Dr. Case talked about his work with the FFA and the highlights of the initial National FFA Convention at Indianapolis. He informed us of what a privilege it was to shake the hand of every
American Degree recipient. He then spoke of the need to recruit agriculture education instructors to ensure the future of our great profession. He spoke of a “give me five” initiative where every current ag teacher recruits five more people to act as classroom instructors. With that, Dr. Case said that he was the only thing between us and the John Deere reception, he closed and left the stage.

On a personal note, I encourage our state members to attend at least one national convention. I can’t begin to tell you how much I have gained by attending this convention here in Atlanta. To WAAE I say thank you for the chance to serve and to Wisconsin, “Give Me Five!”

ACTE OPENING SESSION
Jerry Wendt

Imagine being from Georgia, sitting almost in the front row of a 6000 plus audience, and having the speaker showing us as much energy as a 747 Jet. Being much more of a talker than a writer, this is a difficult job to be concise, complete, and clear to each of you about the session.

Please, take a few minutes to read through my report to get a small slice of what we saw and learned.

Introductions were made, great stage and fanfare took place. The National ACTE Board, with Wisconsin and Agriculture Education representation, were on stage. Record numbers of attendees were congratulated and then a new initiative was announced. Brian Albrecht is leading the way, and has had huge beginning donations for an ACTE National Foundation. Bob Scarborough, ACTE National President, gave comments on the purpose, mission and future success. Over 5000 people attended the 2006 ACTE Convention in Atlanta making it the largest group since 1999. Jan Brag, ACTE Executive Secretary gave a very positive report as to what is being accomplished by ACTE and its financial stability.

The main speaker was Dave Weber, who was a fantastic person, leader, and presenter. He taught us about David and Goliath in ways that clearly indicated we are giant slayers! We in the teaching profession do much of what David did based on true historic accounts of this historic battle between the Israelites against a much stronger armed enemy. We were challenged to slay giants of our own as he has had to do in his family. Dave shared amazing examples of why educators are so valued. Positive attitude, overcoming huge challenges, setting goals and much more were woven into his presentation. Each attendee was given a polished stone from the Middle East similar to those used by David. It was a life-changing experience. I wish all of you could have attended. Since you couldn’t attend, this report might give a small sample of the session.

Did you think I have moved to Georgia as I said in the first sentence? Jay Kennedy and I used our creative experience to problem solve which landed us in the “Georgia Delegation”. The benefits were meeting great people, seeing FFA members in official FFA dress, and making us realize how we can be positive leaders no matter where we teach or reside.

WAAE HIT ATLANTA BY STORM
Linda Burton

First, I would like to take this opportunity to thank all of my fellow WAAE travelers to Atlanta. I had an awesome time and thank all of you for your time, patience, and laughs. I would especially like to thank Jen Bos, and Glenda Crook for alerting me to “walk” signs on travels across the downtown streets of Atlanta. “Walk” signs are not highly prevalent in Rosendale and are rarely used or followed. Thanks again for your guidance.

I was asked to write an article about the second half of our Region III meeting. As a side note, I would like to say that Region III agricultural educators “ROCK”. We have an AWESOME group and I enjoy the knowledge, fun, and dedication shared by all in our region. I would also highly recommend if you could not swing a trip to the NAAE conference in Atlanta please consider joining us in Sioux Fall, SD – June 18-20, 2007. It is a great opportunity to meet and learn from some of the greatest ag teachers
Wisconsin Delegation
Dick Aide, Allan Sulser, NAAE President, Glenda Crook, Diane Runde, Keith Gunlach, Linda Burton, Gary Von Ruden, Jenifer Bos, Adam Wehling, Rick Henningfeld, Jeff Zobec, Ralph Johnson, Brenda Gienau, Peter Hoffman, Jay Kennedy, Jerry Wend, Jeff Hicken
Absent when picture was taken: Dick Meske, Peter Brandt, Paul Larson, & Peter Drone

South Dakota has chosen an extremely family-friendly hotel and chosen a location requiring little travel. Please join us

Ok – now for the meeting highlights. NAAE Region III Award Winners were introduced and asked to share remarks about their individual programs. Check out this list – Wisconsin was extremely well represented. Outstanding Young Member – Brenda Gienau of Wittenberg-Birnamwood High School, WI; Outstanding Middle/High School Program – Diane Runde and Rick Henningfeld of Janesville Craig High School, WI; Outstanding Post Secondary/Adult Program – Peter Hoffman of Southwest Technical College, WI; Outstanding Teacher – Peter Drone of River Ridge High School, WI; Ideas Unlimited – Mike Kamrath, Washburn, North Dakota; Outstanding Cooperation – Dr. Richard Flemming, University of Nebraska; Lifetime Achievement – Richard Meske, Blackhawk High School, WI; and Outstanding Service – Keith Gunlach, Randolph High School, WI.

Next, Turn the Key Participants were introduced. (Editor note: this is an awesome program which allows young members to attend NAAE/ACTE Conference). From Iowa: Katie Lewis, and Micah Weber; from Minnesota: Tim Willette, and Christa Williamson; from North Dakota: Aaron Anderson; from South Dakota: Josh Christiansen, and Ross Hudson; from Nebraska: Trisha Hunter; and from Wisconsin: Gary Von Ruden, and Adam Wehling.

South Dakota invited everyone to Region III Conference in Sioux Falls. The conference will be held at the Ramada Inn & Suites. This is a great hotel with a water park for families. South Dakota also has wonderful activities planned. Pre-registration will be available on-line. Watch our Wisconsin listserv for details.

Each Region III state (Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin) gave reports of highlights, issues, and activities in their individual states. State conference dates were also discussed. If you have specific questions about an individual state please e-mail me for more detailed reports.

Next, committee reports were given. Region III has excellent committee representation. Finance – John Rist, SD; Member Services – Keith Gunlach, WI; Marketing – Tim Aichele, ND; Policy/By-Laws – Tom Appel, MN; Professional Growth – Elsa Schmidt, IA; Public Policy – Brian Feldpausch, IA; and Strategic Planning – Fritz Steinhoff, NE. Specific committee action will be reviewed by the NAAE Board and then acted on. Actions will be posted on the NAAE website.

Craig McEnany of Iowa will once again be serving as our Region III Secretary. Congratulations to Craig! I am sure he will continue to serve us well.

And that wraps up our Region III meeting at the NAAE conference in Atlanta – hope to see you all in Vegas in 2007!

NAAE STRATEGIC PLANNING COMMITTEE
Jeff Zobec
The long-range goal of Teach Ag Ed is “by 2015 there will be in operation 10,000 quality Agricultural
Science Education programs serving students through an integrated model of classroom/laboratory instruction, experiential learning, and leadership and personal skill development. Further, all students will be members of the FFA and have a Supervised Agricultural Experience that supports classroom and laboratory instruction.”

This long-range goal is commonly referred to as the 10 X 15 plan. The plan presently puts forth 38 initiatives to accomplish the above goal. The direction of the NAAE’s Strategic Planning Committee regarding this issue was to have each state rank the 38 initiatives on a scale of 1 to 5 in order to determine which initiatives the NAAE should immediately support to help Teach Ag Ed reach its goal.

The state rankings were then tabulated into regional results and finally national results. The Strategic Planning Committee then voted to present these results to the NAAE Executive Board for their consideration.

**NAAE/ACTE AG ED DIVISION AWARDS LUNCHEON**

**Peter Brandt**

The awards luncheon was a quickly moving platform for those receiving State Association awards, Outstanding Service Citations, also Outstanding Cooperation and Lifetime Achievement awards. The meal was partially sponsored by Propane Education and Research Council.

The meeting was presided over by NAAE President Elect Lee James. Several sponsors of the NAAE gave remarks. Those sponsors included: National Crop Insurance, Tractor Supply Company, Propane Education and Research Council, Lincoln Electric, Vector/CUTCO and DTN. The sponsors were shown appreciation for their fabulous support of FFA and agriculture education.

Richard Meske of Wisconsin received a well deserved Lifetime Achievement Award. Wisconsin was also honored when Keith Gundlach was awarded the Outstanding Service Award.

A luncheon highlight was Dr. Troy Justeson, assistant secretary of Adult and Vocational education. He delivered a moving address remembering his upward career movement. He attributed much of his success to involvement in FFA activities and association with his agriculture instructor. Presently he is happy to be known as “Larry Case’s boss”.

Col. Jim Paige of Pioneers in Education addressed the group and stated that of 87 students of his special program 40% were attending or planning to attend agriculture colleges.

A National FFA Organization Update was delivered by Doug Loudenslager.

The final speakers at the luncheon were the three men vying for the position of president-elect of NAAE. Wisconsin’s own Paul Larson stood tall as a professional and gave a passionate and specific message on the needs of our organization. All three were outstanding candidates.

The luncheon was an enjoyable session showing much spirit and professionalism within the group and organization.