

National Association of Agricultural Educators



2006 Annual Report

TABLE OF CONTENTS

Ag. Teacher's Creed _____	3
NAAE Mission _____	4
Board of Directors, Regional Secretaries and Staff _____	5-7
Award Highlights _____	8-10
Major Sponsors _____	11-12
Organizational Members _____	13-15
Membership Report _____	16-18
Past Presidents _____	19-20
Strategic Plan _____	21-32





AG TEACHER'S CREED

I am an agricultural educator by choice and not by chance.

I believe in American agriculture; I dedicate my life to its development and the advancement of its people.

I will strive to set before my students by my deeds and actions the highest standards of citizenship for the community, state and nation.

I will endeavor to develop professionally through study, travel and exploration.

I will not knowingly wrong my fellow teachers. I will defend them as far as honesty will permit.

I will work for the advancement of agricultural education and I will defend it in my community, state and nation.

I realize that I am a part of the public school system. I will work in harmony with school authorities and other teachers of the school.

My love for youth will spur me on to impart something from my life that will help make for each of my students a full and happy future.

NATIONAL ASSOCIATION OF AGRICULTURAL EDUCATORS

Our Mission

NAAE is... "Professionals providing agricultural education for the global community through visionary leadership, advocacy and service."

NAAE seeks to advance agricultural education and promote the professional interests and growth of agriculture teachers as well as recruit and prepare students who have a desire to teach agriculture. The organization is dedicated to developing professional pride, to nourishing a spirit of unity among classroom teachers and to recognizing members for conducting outstanding programs. It monitors governmental affairs affecting agricultural education and assists in the development of priorities and strategies to effect federal legislation and appropriations.

NAAE is an equal opportunity organization. NAAE will not discriminate against any individual based on race, creed, color, religion, sex, national origin, ancestry, age, physical or mental handicap, or veteran status.

[To learn more about NAAE, visit
www.naae.org]



BOARD OF DIRECTORS

REGIONAL SECRETARIES & STAFF

2005-2006 Board of Directors

President	Allan Sulser	Utah
President Elect	Lee James	Mississippi
Region I Vice President	Kevin Fochs	Montana
Region II Vice President	Dr. Bill Hunter	Kansas
Region III Vice President	Tom Hofmann	Nebraska
Region IV Vice President	Harold Eckler	Indiana
Region V Vice President	Ray Nash	Mississippi
Region VI Vice President	Sally Shomo	Virginia

2005-2006 Regional Secretaries

Region I	Hugh Mooney (CA)
Region II	Kathy Conerly (LA)
Region III	Craig McEnany (IA)
Region IV	Greg Curlin (IN)
Region V	Charlotte Emerson (FL)
Region VI	Krista Pontius (PA)

2006-2007 Board of Directors



Seated left to right: Lee James (MS), President; and Harold Eckler (MO), President Elect. Standing left to right: Kevin Fochs (MT), Region I Vice President; Kathy Conerly (LA), Region II Vice President; Tom Hofmann (NE), Region III Vice President; Greg Curlin (IN), Region IV Vice President; Ray Nash (MS), Region V Vice President; and Sally Shomo (VA), Region VI Vice President.

BOARD OF DIRECTORS

REGIONAL SECRETARIES & STAFF

President



Lee James
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President-elect



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Region I Vice President



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Livingston, MT 59047
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Past President (non-voting member)



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Executive Director (ex-officio, non-voting member)



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BOARD OF DIRECTORS

REGIONAL SECRETARIES & STAFF

2006-2007 Regional Secretaries



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[N A A E
3 0 0 G a r r i g u s B u i l d i n g
L e x i n g t o n , K Y 4 0 5 4 6 - 0 2 1 5
w w w . n a a e . o r g]

AWARD HIGHLIGHTS

2006

Membership Awards

Sponsored by Tractor Supply Company

100% State Association Awards

Nevada
Oklahoma

"10% Plus" Awards

(10 Percent Increase State Associations)

Connecticut
Delaware
Florida
Hawaii
Massachusetts
Mississippi
Montana
New Jersey
New Mexico
New York
Puerto Rico
Rhode Island
Utah
Vermont
Virginia
Wyoming

Largest Numerical Membership Increase State Association

Delaware

Largest Percentage Membership Increase State Association

Vermont

Largest State Association Membership

Missouri

Largest Numerical Membership Increase Region

Region VI- Sally Shomo, Vice President

Largest Percentage Membership Increase Region

Region VI- Sally Shomo, Vice President

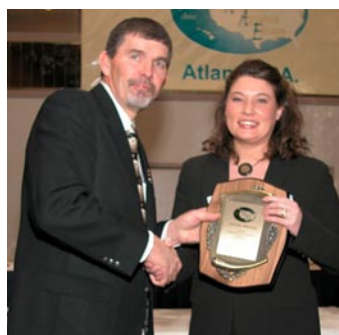
Largest Regional Membership

Region IV-Harold Eckler, Vice President

100 Percent Student Member Universities

(These universities are self-reported to NAAE as 100 percent student membership universities. We sincerely apologize if we missed any universities that have 100 percent student membership.)

California State University-Fresno
Cal Poly-San Luis Obispo
Missouri State University
Murray State University
Northwest Missouri State University
Purdue University
Oregon State University
Oklahoma State University
Texas A & M University
University of Missouri - Columbia
University of California Davis
University of Idaho
University of Wisconsin - Platteville
University of Wisconsin - River Falls
University of Wyoming



Professional State Association Awards

Sponsored by Hobar Publications

Region I

Arizona-Distinguished
Idaho-Distinguished
Montana-Distinguished
Oregon-Distinguished
Utah-Distinguished
Washington-Distinguished
Nevada-Professional

Region II

Arkansas-Distinguished
Louisiana-Distinguished
Kansas-Distinguished
Oklahoma-Distinguished
Texas-Professional

Region III

Iowa-Distinguished
Minnesota-Distinguished
Nebraska-Distinguished
South Dakota-Distinguished
Wisconsin-Distinguished
North Dakota-Professional

Region IV

Illinois-Distinguished
Indiana-Distinguished
Kentucky-Distinguished
Michigan-Distinguished
Missouri-Distinguished
Ohio-Professional

Region V

Florida-Distinguished
Georgia-Distinguished
Mississippi-Distinguished
North Carolina-Distinguished
Tennessee-Distinguished
South Carolina-Distinguished
Alabama-Professional

Region VI

Maryland-Distinguished
Pennsylvania-Distinguished
Connecticut-Professional
New Jersey-Professional
Virginia-Professional

Outstanding Young Member

Sponsored by John Deere

Region I

Justin Patten-Idaho

Region II

Michael Stuckey-Oklahoma

Region III

Brenda Gienau-Wisconsin

Region IV

Eric Richer-Ohio

Region V

Michael Vestal-Tennessee

Region VI

Carrie Schlechter-New Jersey

Outstanding Agricultural Education Teacher

Sponsored by Syngenta

Region I

Clark Krantz-Montana

Region II

Tim Vanover-Oklahoma

Region III

Peter Drone-Wisconsin

Region IV

Patrick Henne-Michigan

Region V

Bo Shadden-Tennessee

Region VI

Mike Cox-Virginia

Outstanding Middle/Secondary School Agricultural Education Program

Sponsored by Case IH

Region I

Flathead High School
Montana

Justin Heupel, Clark Krantz, Brian Bay

Region II

Jenks Public School
Oklahoma

Nick Brown, Randy Cook

AWARD HIGHLIGHTS

2006

(continued)

Outstanding Middle/Secondary School Agricultural Education Program

Sponsored by Case IH

Region III

Janesville Craig High Wisconsin

Diane Runde, Rick Henningfeld

Region IV

Branch Area Careers Center Michigan

Carrie Preston, Bill Earl

Region V

Irwin County High School Georgia

Shayla Kisling, Ira Tucker, Wesley Paulk, Stacey Jones

Region VI

Killingly High School Connecticut

Kenneth Couture, Bonnie Kegler, Jim Pomeroy, Douglas Butterfield

Outstanding Postsecondary/Adult Agricultural Education Program

Sponsored by Syngenta

Region I

Great Basin College Nevada

Gary Sundseth

Region III

Southwest Wisconsin Technical College Wisconsin

Peter Hoffman, Don Tucker

Region V

Barnwell County Career Center South Carolina

Mindy Sandifer

Region VI

Manheim Central Young Farmer Program Pennsylvania

Deb Seibert, Heather Anderson, Bart Gill

Teacher Mentor Awards

Sponsored by CEV Multimedia

Region I

Veril Nelson Oregon

Region II

Michael Stephens Oklahoma

Region III

Diane Runde Wisconsin

Region IV

Charles Sappington Illinois

Region V

James Roberts North Carolina

Region VI

Shelly Roy Connecticut

Teacher Turn the Key Awards

Sponsored by Dodge Division and Deimler Chrysler Corporation

Region I

Michael Larsen-Arizona
Jeff Holmes-Montana

Richard Grewell-Montana
Jim Cant-Oregon

Charlie Vandehey-Oregon
Suzanne Hadfield-Utah

Lisa Hadfield-Utah

Beth Hammerberg-Washington

Danielle Jalinec-Washington
Danielle Cox-Wyoming

Region II

Charlie Vogel-Colorado
Jeff Hines-Kansas

Brandon Barr-Kansas

Marty Cantrell-Louisiana

Kendra Buckelew-New Mexico

Holly Hawkins-Oklahoma

Julie Appel-Oklahoma

Laurie Ledbetter-Texas

Region III

Katie Lewis-Iowa

Micah Weber-Iowa

Tim Willette-Minnesota

Christa Williamson-Minnesota

Trisha Hunter-Nebraska

Aaron Anderson-North Dakota

Josh Christainsen-South Dakota

Ross Hudson-South Dakota

Gary VonRuden-Wisconsin

Adam Wehling-Wisconsin

Region IV

Heather Obert-Illinois

Jennifer Wherley-Illinois

Natalie Schilling-Indiana

Sarah Dyer-Indiana

Nicki Jones-Kentucky

Megan Burgess-Michigan

Deanna Thies-Missouri

Suzie Davis-Ohio

Region V

Deb Alwin-Florida

Jason Steward-Florida

Jamie Stevens-Georgia

Joshua Davenport-Mississippi

Kevin Bradley-North Carolina

Jeremy Brooks-South Carolina

Jason Kemp-Tennessee

Andy Bishop-Tennessee

Region VI

Devon Keefe-Connecticut

Erin Noble-New Jersey

Katrina Ellis-New York

Doreen Jamison-Pennsylvania

Benjamin Mordan-Pennsylvania

Jeannie Layton-Virginia

Ideas Unlimited Awards

Sponsored by Thomson Delmar Learning

Region I

Kevin Amsden-Washington

Region II

Nina Crutchfield-Arkansas

Region III

Mike Kamrath-North Dakota

Region IV

Mark Lemmon-Missouri

Region V

Joe Green-Georgia

Region VI

Pat Beachy-Maryland

Outstanding Service Citation

Plaques Sponsored by the Animal Industry Alliance

Region II

Dennis Ellebracht-Texas

Region III

Keith Gundlach-Wisconsin

Region IV

Ronald Reische-Illinois

Region V

Dr. Jimmy McCully-Mississippi

Region VI

Guy Walter Naugle, Jr. Pennsylvania

Lifetime Achievement Awards

Sponsored by the Professional Landcare Network (PLANET)

Region I

Kelly Burch-Wyoming

Region II

Dale Turner-Oklahoma

Region III

Richard H. Meske-Wisconsin

AWARD HIGHLIGHTS

2006

(continued)
Lifetime Achievement Awards

Sponsored by the Professional Landcare Network (PLANET)

Region IV

Charles Synder-Michigan

Region V

Merril Cartwright-Mississippi

Region VI

Dr. Wenroy Smith-Pennsylvania

Outstanding Cooperation Award

Plaques Sponsored by Forrest T. Jones & Company

Region I

Lee Boyer-Montana
 Montana Department of Education

Region II

Dan Flanders-Oklahoma
 T & D Meats

Region III

Dr. Richard Leroy Fleming
 Nebraska
 University of Nebraska

Region IV

Daryl Oldvader-Missouri
 Farm Credit Services-Missouri

Region V

James Sardin-Mississippi
 Mississippi Vocational and Technical Education

Region VI

Charles M. Kuperus-New Jersey
 New Jersey Department of Agriculture

New Freshman Scholarship Recipients

Sponsored by Florida Department of Citrus/ Florida Citrus Growers

Tracy Dye

Federal Hocking High School, Coolville, OH

Teachers: Ms. JoAnn Pfeiffer and Mr. Jeremy Falk

Rebecca Funk

Clear Spring High School, Clear Spring, MD

Teachers: Ms. Teresa Shank and Ms. Sue Lowery

Ashley Harshbarger
 Juniata High School, Mifflintown, PA

Teacher: Ms. Diane Glock

Kimberly Henderson
 Enterprise High School, Enterprise, AL

Teachers: Mr. Alan Waters and Mr. Mike Harrelson

Felicia Quaintance
 Parkway High School, Mendon, OH

Teacher: Mr. Alan Post

Noelle Rist
 West Central High School, Hartford, SD

Teacher: Mrs. Linda Rist

Mark Smith
 Serena High School, Earlville, IL
 Teacher: Mr. Chad Mahler

Ginger Spangler,
 Mifflinburg Area High School, Mifflinburg, PA
 Teachers: Mr. Charles Kessler

Crystal Watters,
 Maquoketa Community High School, Maquoketa, IA
 Teachers: Mr. Gary Bruns and Ms. Jenny Nabb

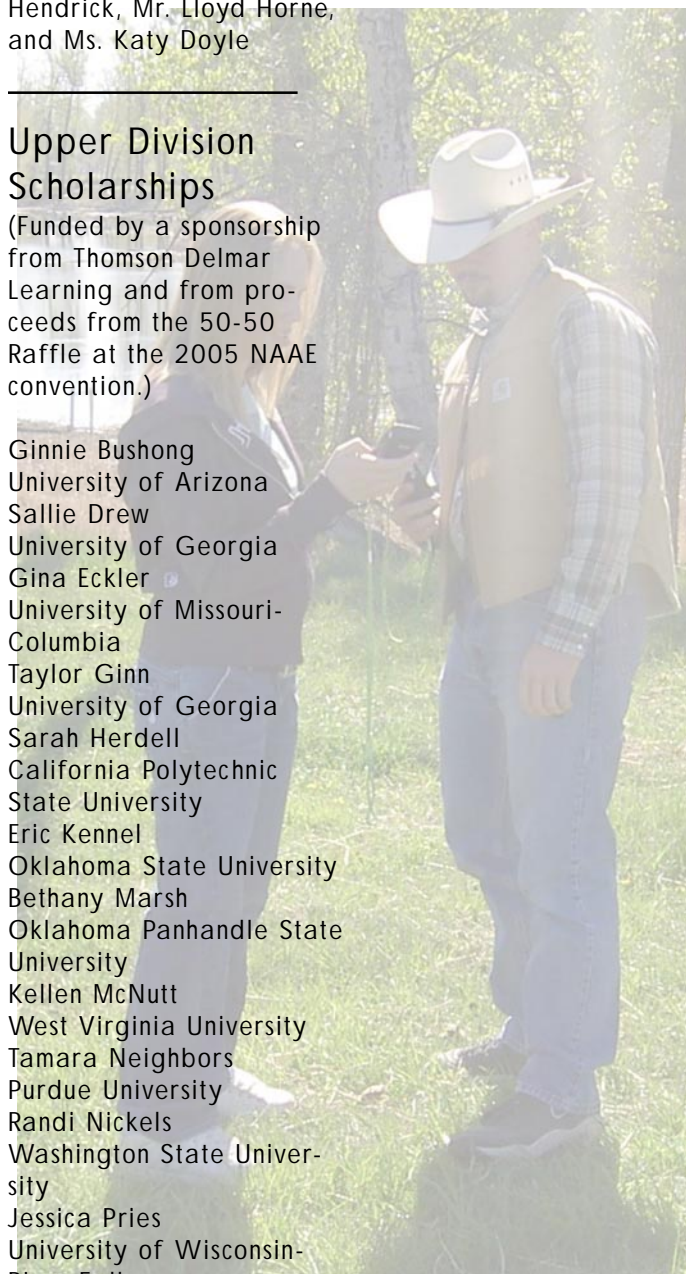
Janie Williams, Central Hardin High School, Elizabethtown, KY
 Teacher: Mr. Larry Hendrick, Mr. Lloyd Horne, and Ms. Katy Doyle

Nickolas Regier
 Kansas State University
 Justin Sharpless
 University of Florida
 Maranda Taylor
 University of Missouri-Columbia
 Ashley Vangsness
 North Dakota State University

Upper Division Scholarships

(Funded by a sponsorship from Thomson Delmar Learning and from proceeds from the 50-50 Raffle at the 2005 NAAE convention.)

Ginnie Bushong
 University of Arizona
 Sallie Drew
 University of Georgia
 Gina Eckler
 University of Missouri-Columbia
 Taylor Ginn
 University of Georgia
 Sarah Herdell
 California Polytechnic State University
 Eric Kennel
 Oklahoma State University
 Bethany Marsh
 Oklahoma Panhandle State University
 Kellen McNutt
 West Virginia University
 Tamara Neighbors
 Purdue University
 Randi Nickels
 Washington State University
 Jessica Pries
 University of Wisconsin-River Falls



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2006

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Agrisciences
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ext. 4811
fax: (518) 373-1261

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Thomson Delmar Learning
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ext. 4561
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Lifetime Achievement Awards

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ext. 212
fax: (703) 736-9668

Membership Awards

Ms. Michelle Butler
Tractor Supply Company
200 Powell Place
Brentwood, Tennessee
37027

Outstanding Ag Ed Teacher Awards

Ms. Sarah Hull
Vice President of

Corporate Communications
and Public Affairs
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7th Floor
Suite 750
Washington, DC 20005
phone: (202) 737-8915
fax: (202) 347-8758

Outstanding Cooperation Awards

Mr. Fred Wheeler
Secretary, Trust for
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Company, Inc.
1760 Reston Parkway,
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Reston, Virginia 22090-
3303
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fax: (703) 318-7554

Outstanding Middle/Secondary School Ag Ed Program Awards

Mr. John Koetz
Senior Director, North
America Ag Marketing
Case IH
621 State Street
Racine, Wisconsin 53404
phone: (262) 636-5286

Outstanding Postsecondary/Adult Ag Ed Program Awards

Ms. Sarah Hull
Vice President of Corpo-
rate Communications and
Public Affairs
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1399 New York Avenue,
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phone: (202) 737-8915
fax: (202) 347-8758

Outstanding Service Citation Awards

Ms. Kay N. Johnson
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Animal Agriculture Alliance
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Arlington, Virginia 22209
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fax: (703) 524-1921

Outstanding Young Member Awards

Ms. Cheryl Salley
Manager, Community
Relations and Sponsored
Programs
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1 John Deere Place
Moline, Illinois 61265
phone: (309) 748-7961
fax: (309) 748-7953

Professional State Association Awards

Mr. Al Krysan, President
Hobar Publications
8075 215th Street West
Lakeville, Minnesota
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fax: (952) 469-1968

Teacher Mentor Awards

Dr. Gordon Davis
President
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Teachers Turn the Key Awards

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Dodge Division and
DaimlerChrysler
Corporation Fund
CIMS 485-05-11

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Auburn, Michigan 48326
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Ms. Belinda Fox
National Sales Manager
for SEPUP
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phone: (800) 381-8003
x141

Membership Awards Luncheon

Mr. Mark Leitman
Director, Agriculture
Programs
Propane Education and
Research Council
1140 Connecticut Avenue,

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2006

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Opening Session Continental Breakfast

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Secretary, Trust for Insur-
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Recognition**
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Director
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Winterville, Georgia
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or (706) 742-5355
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Additional Major Annual Sponsors

**ACTE National Policy
Seminar Ag. Ed. Strand
& National Agricultural
Education Leadership
Dinner**
Ms. Beth Holzman
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Archer Daniels Midland Co.
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Washington, DC 2005
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fax: (202) 572-0588

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Senior Vice President
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Fifty States Addition to NAAE Legislative Action Center

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Acquisitions Editor,
Agrisciences
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ext. 4811
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Website: www.aalas.org

Applied Technologies (A Division of Learning Labs)

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DTN

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2006

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Specialized Data Systems

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2006

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Ward's Natural Science

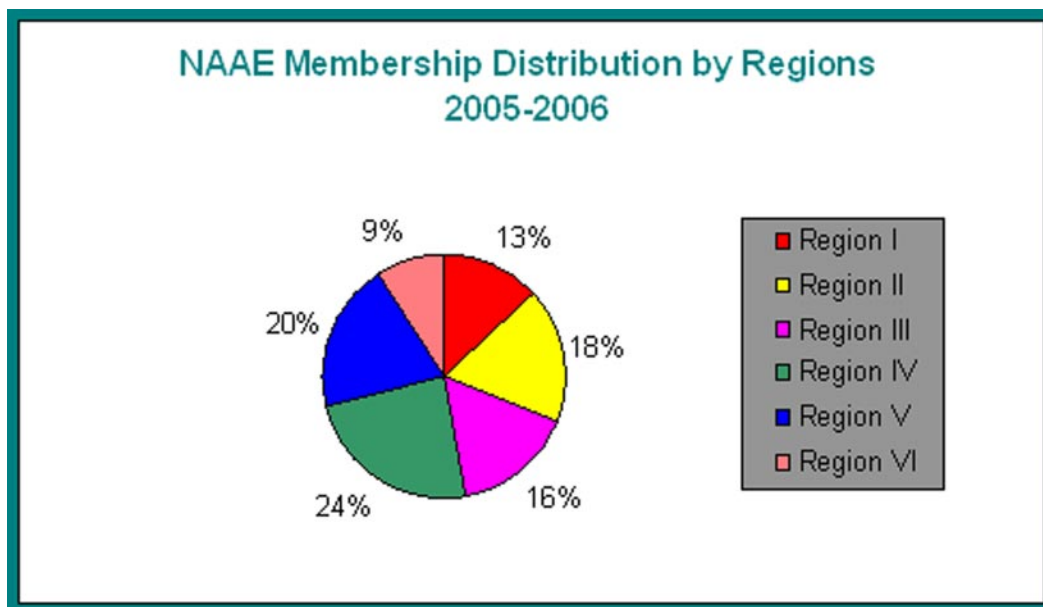
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MEMBERSHIP REPORT



MEMBERSHIP STATISTICS BY REGION

Region I											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Alaska	0	0	0	0	1	2	2	1	2	0	1
Arizona	78	76	80	101	93	69	97	92	90	80	76
California	121	141	170	156	125	135	117	177	174	210	208
Hawaii	23	21	22	20	20	17	18	18	20	13	16
Idaho	96	86	96	103	104	103	102	117	117	114	118
Montana	71	49	102	100	79	84	105	107	96	93	125
Nevada	28	31	29	29	31	31	37	34	29	34	34
Oregon	65	63	62	68	78	87	111	103	100	96	101
Utah	63	72	63	53	65	94	69	61	65	63	75
Washington	193	237	221	235	239	246	203	201	214	226	207
Wyoming	45	69	53	47	44	53	48	49	61	43	63
TOTAL	783	845	898	912	879	921	909	960	968	974	1024

MEMBERSHIP STATISTICS

BY REGION

Region II											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Arkansas	167	187	180	166	171	157	171	157	184	176	148
Colorado	100	99	105	101	126	126	113	116	113	118	113
Kansas	129	126	139	196	188	173	155	137	177	189	170
Louisiana	174	200	200	189	184	185	209	212	211	217	197
New Mexico	72	64	94	101	81	67	75	79	101	96	106
Oklahoma	470	520	515	506	501	487	497	464	514	511	516
Texas	344	310	255	193	178	138	150	171	151	130	141
TOTAL	1459	1506	1488	1452	1429	1333	1370	1336	1451	1437	1391

Region III											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Iowa	231	251	291	285	262	287	282	213	317	221	227
Minnesota	306	315	317	312	327	339	351	315	319	305	261
Nebraska	119	132	136	140	139	160	139	151	152	144	150
N. Dakota	105	114	104	108	114	119	117	120	114	114	104
S. Dakota	94	99	125	106	99	116	106	102	108	98	92
Wisconsin	453	473	492	485	473	421	406	496	466	414	419
TOTAL	1308	1384	1465	1436	1414	1442	1401	1397	1476	1296	1253

Region IV											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Illinois	334	335	360	362	375	375	385	405	400	418	420
Indiana	233	235	280	290	313	325	287	305	302	304	319
Kentucky	259	234	230	241	228	213	189	220	237	226	230
Michigan	116	100	112	121	119	122	136	160	151	105	100
Missouri	370	363	395	407	427	443	449	538	507	485	499
Ohio	390	357	394	371	354	312	302	271	292	284	289
TOTAL	1702	1624	1771	1792	1816	1790	1748	1899	1889	1822	1857

Region V											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Alabama	351	343	365	355	346	324	277	276	276	281	306
Florida	123	102	106	101	103	77	79	84	126	140	166
Georgia	257	254	279	310	324	338	388	376	384	398	376
Mississippi	134	88	88	108	123	117	132	128	123	94	104
N. Carolina	228	218	257	252	255	255	240	297	289	289	291
P. Rico	1	0	1	2	0	1	1	1	1	1	4
S. Carolina	74	77	79	69	82	85	110	100	96	97	104
Tennessee	191	187	190	177	180	172	187	190	189	188	191
V. Islands	0	1	0	1	1	0	1	1	1	1	1
TOTAL	1359	1270	1365	1375	1414	1369	1415	1453	1485	1489	1543

MEMBERSHIP STATISTICS

BY REGION

Region VI											
	6/30/96	6/30/97	6/30/98	6/30/99	6/30/00	6/30/01	6/30/02	6/30/03	6/30/04	6/30/05	6/30/06
Connecticut	41	25	40	46	52	50	57	53	66	61	70
Delaware	37	38	39	37	44	47	48	54	47	38	46
Maine	11	14	16	13	12	5	8	6	10	7	8
Maryland	36	35	29	31	29	29	33	30	31	40	43
Massachusetts	22	30	27	26	27	37	7	7	4	0	5
N. Hampshire	27	26	28	23	23	35	34	35	36	33	23
New Jersey	27	23	17	13	14	19	17	21	19	23	26
New York	75	91	94	126	122	116	110	114	110	108	123
Pennsylvania	119	130	139	174	168	170	184	177	176	165	155
Rhode Island	4	1	1	1	1	1	1	1	1	2	3
Vermont	16	9	13	14	14	11	2	3	3	1	8
Virginia	172	168	185	137	128	126	113	144	153	119	138
W. Virginia	64	62	72	80	53	57	56	64	73	70	68
TOTAL	651	652	700	721	687	704	671	709	735	667	716

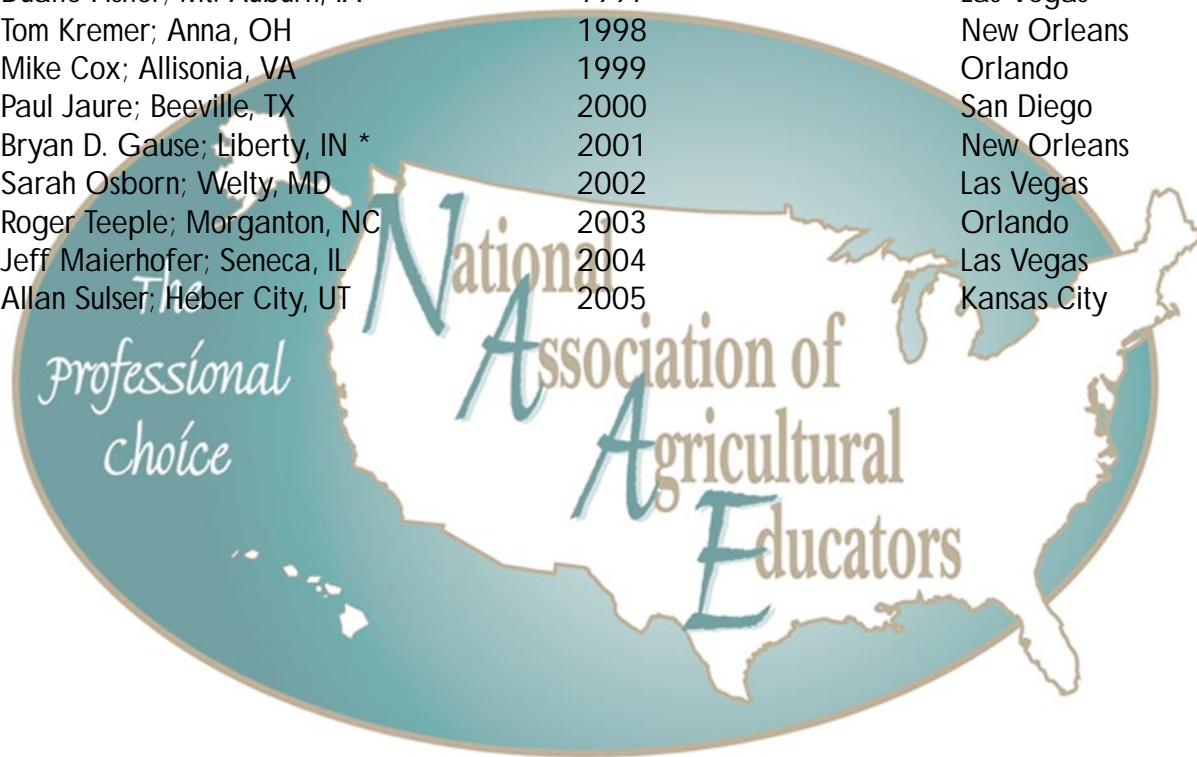
*These totals represent NAAE active, life, and student membership

PAST PRESIDENTS

PRESIDENT	YEAR ELECTED	ELECTION CITY
L.E. Cross; San Jose, CA	1948	Milwaukee
Parker Woodul; Portales, NM*	1949	Atlantic City
Jess Smith; Lake Geneva, WI *	1950	Miami
A.C. Hale; Camden, AR *	1951	Minneapolis
Max Lampo; Neosho, MO *	1952	Boston
Robert Wall; Luray, Va *	1953	Chicago
S.F. Peterson; Ayden, NC *	1954	San Francisco
Robert Howey; Sycamore, IL	1955	Atlantic City
Robert Bishopp; Powell, WY	1956	St. Louis
James Wall; Waverly, NE *	1957	Philadelphia
Luther Hardin; Searcy, AR *	1958	Buffalo
Julian Carter; Wellsville, NY *	1959	Chicago
Floyd Johnson; York, SC *	1960	Los Angeles
James Hamilton; Audubon, IA	1961	Kansas City
Wenroy Smith; Saltsburg, PA	1962	Milwaukee
Walter Bomeli; Bangor, MI	1963	Atlantic City
Sam Stenzel; Russell, KS	1964	Minneapolis
James Durkee; Laramie, WY	1965	Miami
Elvin Walker; Norman Park, GA *	1966	Denver
Tom Devin; Dumas, TX	1967	Cleveland
Wm. G. Smith; E. Brunswick, NJ	1968	Dallas
Millard Gundlach; Montfort, WI	1969	Boston
Glen D. McDowell; Pikeville, KY	1970	New Orleans
Howard Teal; Boonville, NY *	1971	Portland
Francis Murphy; Madison, SD	1972	Chicago
W.R. Harrison; Leedy, OK	1973	Atlanta
Lurthel Lalum; Kalispell, MT	1974	New Orleans
John Murray; Jackson MN	1975	Anaheim
Richard Weber; Larose, LA	1976	Houston
Jim Guilinger; Sycamore, IL	1977	Atlantic City
John P. Mundt; Meridian, ID	1978	Dallas
Albert Timmerman, Jr.; Rockdale, TX	1979	Anaheim
Tom Jones; Marana, AZ	1980	New Orleans
Layton G. Peters; New Ulm, MN	1981	Atlanta
Dale Butcher; W. Lafayette, IN	1982	St. Louis
Walter Schuh; Bow, WA	1983	Anaheim
Walter Schuh; Bow, WA	1984	New Orleans
Myron Sonne; Letcher, SD	1985	Atlanta
Ralph Thomas; Woodward, OK *	1986	Dallas
Caroll L. Shry; Frederick, MD	1987	Las Vegas
Duane W. Watkins; Thermopolis, WY	1988	St. Louis

PAST PRESIDENTS

PRESIDENT	YEAR ELECTED	ELECTION CITY
Douglas B. Spike; Bloomfield Hills, MI	1989	Orlando
Tom Parker; Casper, WY	1990	Cincinnati
Dennis Jackson; Mankato, MN*	1991	Los Angeles
Dale Turner; Holdenville, OK	1992	St. Louis
Tom Klein; Elko, NV	1993	Nashville
Merle Richter; Bloomer, WI	1994	Dallas
Tom Heffernan; Poteet, TX	1995	Denver
MeeCee Baker; Port Royal, PA	1996	Cincinnati
Duane Fisher; Mt. Auburn, IA	1997	Las Vegas
Tom Kremer; Anna, OH	1998	New Orleans
Mike Cox; Allisonia, VA	1999	Orlando
Paul Jaure; Beeville, TX	2000	San Diego
Bryan D. Gause; Liberty, IN *	2001	New Orleans
Sarah Osborn; Welty, MD	2002	Las Vegas
Roger Teeple; Morganton, NC	2003	Orlando
Jeff Maierhofer; Seneca, IL	2004	Las Vegas
Allan Sulser; Heber City, UT	2005	Kansas City



STRATEGIC PLAN

NATIONAL ASSOCIATION OF AGRICULTURAL EDUCATORS
STRATEGIC PLAN – GOALS, OBJECTIVES, STRATEGIES AND ACTIVITIES
ADOPTED: JULY 26, 2003
LAST REVISED: NOVEMBER 21, 2006

A. The Agricultural Education Profession
Enhance the well-being and impact of the agricultural education profession.

1. Professional Standards

Goal: Define and promote high ethical and professional standards.

Objective A.1.a. Define model professional standards to ensure the high quality of agricultural education.

1. Utilize LPS to identify quality indicators of agricultural education teachers and programs.
 - >Link to LPS on National FFA Website
 - >Council Working on Ag Ed Standards Project
2. Encourage state regulators to cooperate to recognize and transfer valid credentials.
3. NAAE provides incentives that encourage outstanding performance through award programs.
 - >NAAE Awards Programs
4. NAAE provides the education and knowledge needed to excel in an environment of accountability through workshops and professional meetings.
 - >Professional Development Workshops
 - >DuPont Agriscience Institute
 - >USDA TEACH Program
 - >Communities of Practice

Objective A.1.b. Publish and promote adherence to the Agriculture Teachers Creed, the code of professional ethics for agricultural education professionals.

1. Provide every member with a copy of the Agriculture Teachers Creed.
 - >Copies provided free upon request
 - >Copies provided in each Regional Conference Participant Packet
 - >Posted on website
2. Provide educational opportunities to discuss professional ethics.
 - >NAAE Member Services Committee Meeting
 - >U.S. Ag Ed Listserv
 - >Communities of Practice

Objective A.1.c. Engage diverse individuals in all activities and positions of the profession.

1. Encourage participation at all levels of the profession, including the association leadership and management.
2. Provide leadership to ensure that women and minorities are welcomed by their professional colleagues.
 - >NAAE Membership on Nat'l FFA Diversity Task Force
3. Provide educational opportunities to effectively deliver services to a diverse population.
 - >Professional Development Workshops
 - >Pioneers in Education Alliance (just joined in April 2005)

2. Public Policy

Goal: Develop positions on key public policy issues and influence decision makers.

Objective A.2.a. Form clear positions on public policy issues reflecting the interests of the profession.

1. NAAE will identify public policy issues important to agricultural education.
 - >Advocacy position in cooperation with ACTE
 - >NAAE Public Policy Committee
2. NAAE will coordinate meetings during which public policy positions may be developed.
 - >ACTE National Policy Seminar Fly In
3. Promote public policy positions to membership for individual involvement.
 - >Advocacy Pages on Website
 - >Advocacy Updates (As Action Alerts)
 - >NAAE Legislative Action Center
 - >Advocacy in Action Semi-monthly Publication

Objective A.2.b. Influence legislators, regulators and administrators to support agricultural education.

1. NAAE provides information and support to key federal agencies and legislators.
 - >NAAE Board Hill Visits
 - >Council Board Hill Visits
 - >NAAE Member Hill Visits During FFA's WLC
 - >FFA Member Hill Visits During FFA's WLC
2. Provide a NAAE spokesperson for all related public policy topics.
 - >Executive Director and Board of Directors
3. NAAE's policy statements will be based on facts and research.
 - >Working relationship with ACTE and the State CTE Directors
4. NAAE will serve as an advocate for agricultural education.
 - >Council Advocacy Position
 - >Executive Director is a Registered Lobbyist
5. NAAE will have access to a registered lobbyist.
 - >Executive Director is a Registered Lobbyist

3. New Professionals

Goal: Recruit, educate and support beginning agricultural educators.

Objective A.3.a. Cooperate with universities on meeting the professional needs of prospective agricultural educators.

1. Promote NAAE student membership and benefits within the university community.
 - >Provide Student Membership Benefits
 - >Sponsorship of ATA Conclave Dinner
 - >NAAE Internship Opportunities
 - >ATA Nolan Award Sponsor (new)
2. Recommend to universities the utilization of LPS in the agricultural education program.
 - >Promote LPS in Cooperation with Nat'l FFA Organization
3. Provide upper division scholarship opportunities to university students who intend to teach agriculture.
 - >NAAE Upper Division Scholarships

Objective A.3.b. Recruit potential agricultural education teachers.

1. Identify potential agricultural educators.
 - >Nat'l FFA Convention Career Show (high school students)
 - >Nat'l Collegiate Career Show (university students)
 - >PAS National Convention
 - >Letter from NAAE to Potential Teachers Identified on the Nat'l FFA Membership Rosters
2. Utilize the Internet to reach potential teachers.
 - >NAAE Website
 - >U.S. Ag Ed Listserv (student member participation)
3. Target high school and college students who belong to key organizations.
 - >Nat'l FFA Convention Career Show (high school students)
 - >Nat'l Collegiate Career Show (university students)
 - >PAS National Convention
 - >Nat'l ATA Activities
4. NAAE will actively promote the profession on college campuses.
 - >Visit campuses or participate in classes when requested by Teacher Educators
 - >Professional Involvement PowerPoint on NAAE Website
5. NAAE secures funded scholarships to help students finance tuition.
 - >New Freshman Scholarships
 - >Upper Division Scholarships
6. Encourage agricultural education students to attend professional meetings.
 - >Discounted Registration Fees for NAAE Convention

Objective A.3.c. Provide transition services for new agriculture teachers.

1. NAAE will post career opportunities related to agricultural education.

- >Teaching Positions Posted on Website (maintained by Nat'l FFA)
- 2. Encourage states to implement a mentorship program.
 - >Professional Development Workshop at NAAE Conv't
- 3. Recognize quality mentors through mentorship award program.
 - >Teacher Mentor Award
 - >Teacher of Teachers Recognition
- 4. NAAE will actively recruit beginning teachers to the professional organization.
 - >Outstanding Young Member Program
 - >Teacher Turn the Key Program

B. The NAAE Members

Provide valuable programs and services for members.

1. Knowledge Management (Priority C; Current Performance Low)

Goal: Conduct research and share professional knowledge.

Objective B.1.a. Prioritize and promote the results of existing agricultural education research.

1. Priority research initiatives will be funded and results will be shared with the profession.
2. Priority research initiatives will be conducted by the association and its members.
3. Research results are published, stored, catalogued and available on-line for members.
4. Encourage members to participate and share professional knowledge with colleagues and fellow agriculture teachers.
 - >All of B.1.a done through cooperation w/the Council.
 - >Communities of Practice

Objective B.1.b. Conduct and publish results of NAAE membership-related research projects.

1. Research results will be published, stored, and cataloged, and be made available to members.
 - >NAAE Membership Study Currently Underway
(analysis of 2003-04 membership database)

Objective B.1.c. Maintain a source of technical, practice, market and promotional materials.

1. Members can look to the association as the primary source of technical information.
 - >U.S. Ag Ed Listserv
 - >NAAE Website
 - >Communities of Practice
2. NAAE stores, organizes and provides access to relevant content information.
 - >Summer Workshop Postings on Website
 - >Convention Professional Development Workshops
3. NAAE coordinates the acquisition and sharing of knowledge with other organizations.

- >USDA Lesson Plans
- >Relationship w/Ohio Curriculum Materials Service
- 4. NAAE will collect and disseminate data on local program characteristics.
 - >Council has a Study Underway
- 5. NAAE will provide a source of relevant materials to the general public about the profession.
 - >NAAE Website

Objective B.1.d. Publish newsletters and professional guides.

1. NAAE provides leadership guides to state associations and members.
 - >NAAE Leadership Handbook Published on Website
 - >State Leaders Page on Website (new)
 - >Communities of Practice State Leaders Discussion Area (forthcoming)
2. NAAE publishes newsletters to share news of interest to the profession.
 - >News and Views Newsletter
 - >Advocacy in Action Newsletter

Objective B.1.e. Evaluate curriculum materials and prioritize unmet needs.

1. NAAE will collaborate with other ag ed related groups to prioritize and publicize unmet curriculum needs annually.
 - >Council Coordinates – NAAE Board Members Serve on Council
 2. NAAE will provide a list of publishers or providers of instructional materials related to agricultural education.
 - >Organizational Members Listed on NAAE Website
 - >Convention Sponsors Highlighted in Annual Report(many of these are instructional materials suppliers)
2. Professional Development (Priority A; Current Performance High)

Goal: Provide professional development opportunities.

Objective B.2.a. Provide professional skills and content education.

1. NAAE will sponsor continuing education courses covering priority topics.
2. Standards for continuing professional development will reflect member needs.
3. Educational content will be provided in classes and on-line to meet member needs.
4. All members will practice lifelong learning to maintain and improve their skills.
 - >Professional Development Opportunities
 - >DuPont Agriscience Institute
 - >Instructional Materials on NAAE Website

Objective B.2.b. Provide practical technological skills education and cost-effective opportunities for applying technology.

1. NAAE will promote activities that provide technological skills and technological expertise.
 2. Members will be made aware of relevant, innovative technologies through workshops and other means.
 - >Professional Development Tours (NAAE Convention)
 - >Professional Development Workshops (NAAE Convention)
 3. NAAE will survey members and summarize future member issues.
 - >NAAE Convention Membership Surveys
- >General surveys though website/communities of practice

Objective B.2.c. Provide relevant management skills education.

1. NAAE will promote workshops and other activities that will promote total program management skills education.
 - >Professional Development Workshops (NAAE Convention)

Objective B.2.d. Provide leadership education and opportunities.

1. NAAE will provide activities and materials that promote leadership education and opportunities.
 - >State, Regional and National Leadership Opportunities
 - >NAAE Committee Participation (Regional and National)
 - >ACTE National Policy Seminar

3. Programs and Benefits (Priority A; Current Performance High)

Goal: Provide financial, recognition, service and fellowship programs and benefits.

Objective B.3.a. Arrange professional development opportunities and activities for colleagues to meet, share, serve, and learn.

1. NAAE will provide opportunities for members to meet for fellowship and sharing.
 - >NAAE Convention
 - * John Deere Reception
 - * Host State Social
 - * Organizational Members and Partners Reception
 - >NAAE Regional Leadership Conferences
 - >National FFA Convention (Career Show Booth)
2. Members will share through special interest groups.
 - >Urban Ag Forum at NAAE Convention
 - >USDA SPEC Grant Workshop at NAAE Convention
 - >Communities of Practice
3. Members will have access to on-line tools for sharing with colleagues.
 - >Communities of Practice
 - >U.S. Ag Ed Listserv

Objective B.3.b. Promote and recognize outstanding service to students, communities and the profession.

1. NAAE will provide awards, internships and grants to outstanding members.
 - >Outstanding Young Member Award
 - >Outstanding Teacher Award
 - >Outstanding Post Secondary Ag Program Award
 - >Outstanding Middle School Program Award
 - >Teachers Turn the Key Award
 - >Teacher Mentor Award
 - >Ideas Unlimited Award
 - >ANLA Grant
 - >USDA TEACH Program
2. Outstanding professional and association service will be recognized by colleagues.
 - >Outstanding Service Citation
 - >Lifetime Achievement Award
 - >Outstanding Cooperation Award
 - >Professional State Association Award
 - >State and Regional Level Recognition (we provide certificates)

Objective B.3.c. Coordinate grant and employment opportunities.

1. NAAE will provide a service to match employers and members.
2. Members will have access to internships, grants information and ways to promote financial security.
 - >Teaching Opportunities Website
 - >ANLA Grants (Nursery and Landscaping)
 - >USDA SPEC Grants
 - >USDA TEACH Program
 - >Grant Webpage on NAAE Website
 - >U.S. Ag Ed Listserv

C. The NAAE Organization

Operate an effective, efficient and responsive organization.

1. Governance (Priority B; Current Performance OK)

Goal: Employ effective governance practices.

Objective C.1.a. Use a representative board and committees to set clear priorities and direction for staff.

1. Use a governing structure that encourages member participation and produces effective long-term and short-term results and that provides responsive, efficient, flexible, and effective results.
 - >Leadership roles defined at state, regional and national levels
 - >Conduct professional Board of Directors Meetings (3 per year)
2. Use standing and ad hoc advisory committees to fill clearly defined roles and to provide clear recommendations and support for board decisions.
 - >Committee structure, regional and national

3. Elect a board of directors that reflects the composition of the membership and provides continuity.
 - >Elections held in compliance with bylaws and policies
4. Ensure that strategic and operations decisions are separated, allowing responsive actions as needed.
 - >Job descriptions and roles clearly defined in Leadership Manual

Objective C.1.b. Recruit members to serve as volunteers and leaders at all levels.

1. Recruit member volunteers based on a match with their talents and abilities needed.
 - >National Committee Chairs and Vice-chairs
 - >NAAE Member Representative on National Boards (FFA, FFA Alumni Council, etc)
2. Member volunteers work together effectively with staff members.

Objective C.1.c. Support the success of state associations and regions.

1. Ensure that state associations are able to leverage the resources of the national association.
 - >NAAE board members attend state and regional conferences
 - >Board member monthly communiqué with their state leaders
 2. Survey the needs of state associations and members and share the information annually.
 3. Promote sharing and cooperation among states.
 - >State President's Breakfast at National Convention
 - >Regional Conferences
 - >Communities of Practice State Leaders Area
 4. Provide evaluation and management consulting to state associations.
 - >Professional State Association Awards
 - >Advise and counsel from Certified Association Executive when requested
2. Management (Priority C; Current Performance OK)

Goal: Employ effective general management practices.

Objective C.2.a. Employ effective human resources and administration practices.

1. Focus on core competencies and outsource other services.
 - >Membership management internal
 - >Bookkeeping/accounting/auditing external
2. Establish and adhere to human resources policies that maximize the value of the staff.
 - >NAAE Leadership Handbook
3. Use measurements to evaluate success.
4. Hire quality employees.

- >Full- and Part-time Staff
- >Summer Internships
 - >Graduate Students
 - >Undergraduate Student(s)

5. Employ effective management practices.
 - >NAAE Leadership Handbook

Objective C.2.b. Use technology to lower costs and improve services.

1. Use appropriate technology resources that share information and reduce costs for all.
 - >NAAE Website
 - >U.S. Aged Listserv
 - >Up-to-date Computer Technology for Staff
(hardware, software, and high-speed Internet access)

Objective C.2.c. Use partnerships to leverage the work of NAAE and other organizations.

1. Participate actively in umbrella education organizations.
 - >Three board members serve on The Council
2. Participate actively in other agricultural education organizations.
 - >Two board members are consultants to the National FFA Board and members of the FFA Foundation Board of Trustees
 - >Two NAAE Members are National FFA Board Members
 - >Ag Ed Magazine Managing/Editing Board
 - >One NAAE Member on National FFA Alumni Council
3. Participate actively in other agricultural organizations.
 - >National FFA CDE Judging
 - >National PAS Convention
 - >ATA Sponsorships
 - >NYFEA Representative
4. Hold meetings together with related organizations.
 - >NAAE Convention in held in conjunction with ACTE
 - >NAAE Board of Directors meets at National Ag Ed In-service
 - >Ag Ed Strand at the ACTE National Policy Seminar
5. Seek opportunities to conduct joint public relations.
6. Seek joint education and professional development resources.
 - >ACTE/NAAE Professional Development Sessions
 - >ACTE Advocacy Toolkit
7. Leverage the work of other organizations through partnerships.
 - >Advocacy Position with ACTE

3. Finance

Goal: Employ effective financial practices.

Objective C.3.a. Maintain long-term financial stability by using budgets and spending

controls.

1. Plan and budget to manage financial resources.
 - >NAAE Finance Committee and Board of Directors
2. Manage the organization to ensure its long-term financial stability.
 - >Board of Directors
3. Allocate financial resources to highest priority programs through a standard review process.
 - >Board of Directors

Objective C.3.b. Secure grants and sponsorships from government and industry to supplement dues.

1. Nurture a high profile with appropriate federal granting agencies.
 - >Executive Director Relationship with USDA
2. Secure industry and government grants and scholarships.
 - >USDA TEACH Program
 - >USDA SPEC Grant Program

Objective C.3.c. Set program prices to contribute to the overall support of the organization.

1. Seek non-dues revenue to supplement the NAAE budget.
 - >Sale of NAAE Merchandise
 - >Ad Sales in News and Views and Convention Program
 - >Sponsorships of Awards Programs and Convention Events
 - >NAAE Organizational Memberships
 - >Affinity Programs (MBNA Credit Card)
2. Reasonable profits are generated from program fees.

Objective C.3.d. Offer supplemental membership categories so that supporters can be involved.

1. Provide a membership category that connects businesses and other organizations to NAAE members.
 - >NAAE Organizational Membership
2. Provide a membership category that connects persons other than professional agricultural educators to the agricultural education profession.
 - >NAAE Associate and Associate Life Membership
 - >NAAE Student Membership
3. Provide a membership category that connects retired agriculture teachers with active NAAE members.
 - > NAAE Retired Membership
4. Membership categories reflect the interests of all related parties.
 4. Marketing (Priority A; Current Performance Low)

Goal: Employ effective marketing practices.

Objective C.4.a. Survey member needs, stakeholder perceptions and demand for services.

1. Survey and publish key stakeholder perceptions of member value.
2. Annually survey member needs.

Objective C.4.b. Define and consistently communicate the brand image of agricultural educators.

1. Define and communicate consistently a core brand promise.
>NAAE Website
2. Ensure that the public recognizes the value of the association's code of ethics.
>Conduct of NAAE Members
3. Ensure that the public perceives agricultural educators consistent with the values of the agricultural education profession and of agricultural educators.
>Conduct of NAAE Members

Objective C.4.c. Promote the benefits and value offered by agricultural educators to the general public.

1. Develop mass media and targeted public relations services.
>Marketing/Communications Plan (currently being developed)
2. Ensure that the public understands the benefits and value offered by agricultural educators.
3. Promote agricultural educators so that the public is aware that they are qualified professionals.
4. Leverage public service and partnership advertising.
5. Target principals, guidance counselors and other teachers for positive public relations about agricultural education.

Objective C.4.d. Increase membership through participation and effective communication of benefits.

1. Ensure that members are aware of the value of the association's programs and merchandise.
2. Ensure that member participation leads to a strong sense of belonging to the profession and association.
>NAAE Pocket Diaries
>NAAE Awards Programs
3. Encourage members to make a lifetime commitment to the success of the profession and association.
>Participation in State, Regional and National Leadership and Committees
4. Encourage all agricultural education professionals to be members of the professional association.

Objective C.4.e. Educate members to effectively communicate their value to local stakehold-

ers.

1. Produce and distribute brochures and templates to help members promote their local value to stakeholders.
 - >NAAE Membership Brochure
 - >Team Ag Ed "Consider Teaching Ag" Brochure
 - >PowerPoint Templates available on NAAE Website
2. Provide analysis and facts to support marketplace compensation.
3. Develop and deliver presentations to inform and persuade local decision makers of member value.

This report was compiled by
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