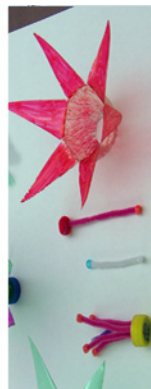




National Association of Agricultural Educators Annual Report 2008





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.



top-bottom:

Westbrook Walnut Grove High School, Westbrook, MN; Josh Barron, ag teacher; 2008 MN OMSP winner

Anderson 1&2 Career & Tech Center, Belton, SC; Audie Green & Steve McGaha, ag teachers; 2008 Region V OPAP winner (and bottom)

Westbrook Walnut Grove High School, Westbrook, MN; Josh Barron, ag teacher; 2008 MN OMSP winner (next 2)

NAAE LEADERSHIP



2008 has proved to be yet another successful year for both agricultural education and NAAE. Our members continue to have a positive impact on every aspect of agricultural education -- we are guiding the profession and shaping the future every day. We are listening to the needs of our members, providing services, and advocating on their behalf.

As you review the annual report, keep in mind that these accomplishments would not be possible without the effort of each and every member of our organization. Congratulations to all involved, and may we all look forward to even better things to come.

Harold Eckler



President

Harold Eckler
eckler@marktwain.net

President Elect

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Region III Vice President

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2008 NAAE AWARD WINNERS

NAAE recognizes its members annually for excellence in teaching through award programs. Following is the list of the award winners and a description of each of the award categories.

NAAE Outstanding Young Member

Agricultural education is faced with a shortage of qualified teachers. Unless students studying at our nation's teaching institutions enter and remain in the profession, a shortage of teachers will continue to exist.

Through the Outstanding Young Member Award, innovative, aggressive young teachers with exemplary professional records, including participation in NAAE, are recognized for their early efforts in the teaching profession. NAAE members who have completed at least three but not more than five years of teaching are eligible to apply for this award; members who are currently in their sixth year of teaching are also eligible to apply.



JOHN DEERE

This award program is sponsored by John Deere as a special project of the National FFA Foundation.

Thirty-two state associations submitted state winning applications. Of those applications, one national winner was chosen for each of the six NAAE regions. Each of the regional winners and their spouses received transportation, lodging, and complimentary registration to attend the 2008 NAAE Convention in Charlotte, NC.

Region I	Jim "JD" Cant	Oregon
Region II	Kendra Linnebur	Kansas
Region III	Richard Henningfeld	Wisconsin
Region IV	Javonne Mullins	Ohio
Region V	Joshua Davenport	Mississippi
Region VI	Erin Noble	New Jersey



2008 Outstanding Young Members
(l-r) JD Cant, Kendra Linnebur, Richard Henningfeld, Cheryl Salley from John Deere, Javonne Mullins, Joshua Davenport, Erin Noble

2008 NAAE AWARD WINNERS



Outstanding Agricultural Education Teacher

This award program recognizes active NAAE members who are conducting the highest quality agricultural education programs. It rewards them for their excellence, leadership, and service in the agricultural education profession. It highlights each teacher's ability to draw upon community resources to provide relevant and meaningful educational experiences for all students. Award recipients demonstrate how they are innovators and catalysts for agricultural education at all learning levels.

TOYOTA

We are delighted to have Toyota as our sponsor for this program this year as well as for the Outstanding Postsecondary/Adult Ag Ed Program award. This sponsorship is part of a total package from Toyota to the National FFA Foundation in the amount of \$1.4 million over two years.

Thirty-eight state associations submitted state winning applications. Of those applications, one winner was chosen for each of the six NAAE regions. Each of the regional winners and their spouses received transportation, lodging, and complimentary registration to attend the 2008 NAAE convention in Charlotte, NC. In addition to that, Toyota also provided each winner with a two year lease on a 2009 Toyota Tundra.



Region I	Randi Hunewill	Nevada
Region II	Gary Leger	New Mexico
Region III	Lisa Konkel	Wisconsin
Region IV	David Black	Kentucky
Region V	David Harris	Florida
Region VI	Bonnie Kegler	Connecticut



2008 Outstanding Teachers
(l-r) Randi Hunewill, Gary Leger, Lisa Konkel, David Black, David Harris, Bonnie Kegler



2008 NAAE AWARD WINNERS

Outstanding Middle/Secondary School Ag Education Program

The NAAE Outstanding Middle/Secondary School Agricultural Education Program Award recognizes the nation's most successful middle school and secondary school agricultural education programs and teachers. Agriscience teachers draw upon a variety of resources to make education more relevant and meaningful to students. The award highlights how the teachers integrate the basics of English, mathematics and science into instruction and use new technology to teach students. The award also recognizes the success of agricultural education in preparing students for work and lifelong learning. It encourages teachers to meet the needs of the community, school and students.



This program is sponsored by the National FFA Alumni Association as a special project of the National FFA Foundation.

Twenty-six state associations submitted state winning applications. Of those applications, one national winner was chosen for each of the six NAAE regions. The regional winners received transportation, lodging, and complimentary registration to attend the 2008 NAAE convention in Charlotte, NC.

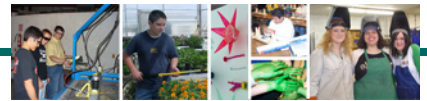
Region I	Missoula County Public Schools Steve Vernier	Montana
Region II	Riverton High School Jacob Larison	Kansas
Region III	Randolph High School Keith Gundlach	Wisconsin
Region IV	Miller High School Lyle Whittaker, Jay Shepherd	Missouri
Region V	Lincoln County Agriculture Department Tim Bradford, Dawn Malone, Jennifer Snoddy, Spring Brindley	Tennessee
Region VI	Tri-Valley Central School Tara Berescik	New York



2008 Outstanding Middle/Secondary School Ag Ed Programs

(l-r) Ronnie Ainsley, FFA Alumni Association; Diane Amera, FFA Alumni Association; Steve Vernier, MT; Jacob Larison, KS; Keith Gundlach, WI; Lyle Whittaker, Jay Shepherd, MO; Spring Brindley, Tim Bradford, Jennifer Snoddy, TN; Tara Berescik, NY; Sam Atherton, FFA Alumni Association

2008 NAAE AWARD WINNERS



Outstanding Postsecondary/Adult Agricultural Education Program

The NAAE Outstanding Postsecondary/Adult Agricultural Education Program Award recognizes the nation's most successful 2-year postsecondary and full-time adult agricultural education programs and teachers. Most careers in modern agriculture and related sciences require education beyond secondary school. Outstanding agriscience and agribusiness educational programs beyond the high school level of instruction are more important today than ever before. NAAE is proud to honor some of these exceptional postsecondary and adult programs.

TOYOTA

This program is sponsored by Toyota as a special project of the National FFA Foundation.

Eleven state associations submitted state winning applications. Of those applications, one national winner was chosen for each of the six NAAE regions. The regional winners received transportation, lodging, and complimentary registration to attend the 2008 NAAE convention in Charlotte, NC. In addition to that, Toyota provided each regional winner with a two-year lease on a 2009 Toyota Tundra.

Region I	Cosumnes River College Howard Lewis, Dave Andrews, Dr. Chris Impinna	California
Region II	Caddo Kiowa Technology Center Keith Brownback, Dale Beerwinkle	Oklahoma
Region III	Fox Valley Technical College Dale Drees, Randy Tenpas, Kevin Rauchholz, Gary Fischer	Wisconsin
Region IV	Shakamak High School Kenna Slough	Indiana
Region V	Anderson 1 & 2 Career and Technology Center Steve McGaha, Audie Green	South Carolina
Region VI	Liberty High School Gary Thomas	Virginia



2008 Outstanding Postsecondary/Adult Ag Ed Programs
(l-r) Howard Lewis, CA; Keith Brownback, Dale Beerwinkle, OK; Kevin Rauchholz, WI; Chris Lacefield, Willow Marketing representative for Toyota; Dale Drees, WI; Kenna Slough, IN; Steve McGaha, SC; Gary Thomas, VA



2008 NAAE AWARD WINNERS

Ideas Unlimited Awards

For years, teachers have been exchanging classroom and teaching ideas. Innovative teaching keeps agricultural education programs alive and teachers enthusiastic. The NAAE Ideas Unlimited award recognizes teachers for developing and sharing innovative ideas with their colleagues nationwide.



DELMAR
CENGAGE Learning

This award program is sponsored by Delmar Cengage Learning.

Twenty-one state associations submitted state winning applications. Of those applications, one national winner was chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2008 NAAE convention in Charlotte, NC. In addition, regional winners presented their award-winning ideas at the NAAE Organizational Members & Business Partners' Reception during the convention.

Region I	Robert "Bob" Brown	Washington
Region II	Jon Derek Mitchell	Oklahoma
Region III	Tracy Harper	Wisconsin
Region IV	Mark Lemmon	Missouri
Region V	Lori Albritton	Florida
Region VI	Aaron Geiman	Maryland



Teacher Mentor Awards

We hear a lot about the shortage of agriculture teachers nationwide. One way to address the teacher shortage is to ensure that our beginning teachers have successful experiences and make choices to remain in the teaching profession. NAAE is pleased to be able to recognize those individuals who have made a difference in our profession by sharing themselves with others – specifically, teachers in their induction years.



This award program is sponsored by CEV Multimedia.

Eleven state associations submitted state winning applications. Of those applications, one national winner was chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2008 NAAE Convention in Charlotte, NC.

Region I	Jim Rose	Montana
Region II	Alan Smith	Oklahoma
Region III	Ed Mueller	South Dakota
Region IV	Teresa Briscoe	Missouri
Region V	Marvin "Barry" Burdette	South Carolina
Region VI	Ronald Frederick	Pennsylvania

2008 NAAE AWARD WINNERS



Teachers Turn the Key Award

Another way that NAAE is working to decrease the shortage of qualified teachers is through the Teachers Turn the Key Award program. This program is a means of encouraging young teachers to remain in the profession and to encourage and recognize their participation in professional activities.

Each state is encouraged to submit two applicants for this program. NAAE members who are currently in their second, third, or fourth year of teaching are eligible to apply for this award. Applicants must be a member of NAAE during the year of application (2007-2008) and at the time of the convention at which they receive the scholarship (2008-2009) and they must not have previously attended the NAAE convention.



This award program is sponsored by Dodge as a special project of the National FFA Foundation.

Forty-five applications were submitted by 30 states. All Teacher Turn the Key winners received transportation, lodging and complimentary registration to attend the 2008 NAAE convention in Charlotte, NC. Winners also attended special Teacher Turn the Key professional development sessions conducted by Virginia Tech University.



Above: Smith Valley High School, Smith, NV; ag teacher Randi Hunewill, 2008 Region I Outstanding Teacher
Facing Page: Union County High School, Lake Butler, FL; ag teacher David Harris, 2008 Region V Outstanding Teacher

Region I

Cami Schumann	Idaho
Joylynn Petrosky	Montana
Laura Moore	Montana
Kate Crawford	Oregon
Justin Leighton	Washington
Terra Smith	Washington

Region II

Kelly Becnel	Louisiana
Nathan Wolf	New Mexico
Jeremy Cowley	Oklahoma
Kari Jinkens	Oklahoma

Region III

Trent Steinhart	Iowa
Abbie Wiebbecke	Iowa
Joshua Barron	Minnesota
Veronica Ward	Minnesota
Megan Meyer	Nevada
Adam Franken	South Dakota
Darren Swartz	Wisconsin
Candice Olson	Wisconsin

Region IV

Tim McDermott	Illinois
Toni Saso	Illinois
Sarah Clark	Indiana
Tiffany Felty	Kentucky
Lora Finch	Michigan
Elizabeth Tomac	Michigan
Jennifer Hawkins	Missouri
Brooke Swindler	Missouri
Stephanie Conway	Ohio

Region V

Kirk Smith	Alabama
Robby Vinzant	Alabama
Anthony Peace	Florida
Kathleen Weaver	Florida
Abby Tippens	Georgia
Toni Boatner	Mississippi
Hannah Watts	Mississippi
Kristin Stair	North Carolina
Thomas "Kip" Beam	South Carolina
Spring Brindley	Tennessee
William Lea, Jr.	Tennessee

Region VI

Bethany Royer	Connecticut
Shelley Armour	Maryland
Lynn Telaak	New York
Kelly Bier	Pennsylvania
Sherisa Nailor	Pennsylvania
Laura Grove	Virginia
Rosalea Riley	Virginia



2008 NAAE AWARD WINNERS

Outstanding Service Citation

NAAE awards the Outstanding Service Citation to those who go above and beyond the call of duty and impact our lives the most. They might be doctors, nurses, your best friend ... or perhaps, your teacher. This award is given to those who serve the agricultural education profession through their professional or school activities and community service.



Plaques for this award program were sponsored by the Animal Industry Alliance.

Region I	Frank Downs	Arizona
Region II	Dr. Bradley Leger	Louisiana
Region III	Paul Larson	Wisconsin
Region IV	Keith Dietzschold	Missouri
Region V	Russell Watson	Tennessee
Region VI	Gerald Reichard	Pennsylvania

Lifetime Achievement Awards

NAAE bestows the Lifetime Achievement Award upon persons who have retired from the agricultural education profession and who have contributed to the advancement of agricultural education on a regional or national level throughout their careers.

Region I	Larry Church	Idaho
Region II	Dr. James Tollett	Arkansas
Region III	Dr. Harold Crawford	Iowa
Region IV	Jack Simmerman	Indiana
Region V	John Denmark	Florida
Region VI	O. Beverly Roller	Virginia



2008 Lifetime Achievement Award Winners
 (l-r) Larry Church, Dr. James Tollett, Dr. Harold Crawford,
 John Denmark (not pictured) Jack Simmerman, O. Beverly
 Roller

2008 NAAE AWARD WINNERS



Outstanding Cooperation Award

The Outstanding Cooperation Award is presented to organizations, agribusinesses or individuals who have provided exemplary service to agricultural education at the national level. This year's award recipients contributed their time, their talents and in some case, their finances to ensure the success of agricultural education.



Plaques for this award program were sponsored by Forrest T. Jones & Company

Region I	Doris Hoskin Dark & Delicious Hoskin Family Sheep	Nevada
Region II	Kendall Brashears Oklahoma FFA Foundation	Oklahoma
Region III	William Nelson CHS Foundation	Minnesota
Region IV	Charles Kruse Missouri Farm Bureau Federation	Missouri
Region V	The Honorable Charles H. Bronson Florida Dept. of Agriculture and Consumer Services	Florida
Region VI	Dr. John Hillison Virginia Tech, Professor (retired)	Virginia

Upper Division Agricultural Education Scholarship Recipients

Using proceeds from the 50-50 scholarship raffle at the 2007 NAAE convention and sponsorship from Delmar Cengage Learning, NAAE awarded 15 scholarships to college students majoring in agricultural education. Each scholarship was awarded to a student who would do their student teaching in the 2008-2009 school year. Each winner received \$750 to help defer the costs associated with their student teaching experience.

The 2008 scholarship recipients were:

Hilary Bailey	The Ohio State University
Ronald Baxley	North Carolina State University
Danielle Beard	Louisiana Tech University
Amy Burmeister	Iowa State University
Amanda Cloud	Montana State University-Bozeman
Jaysa Filmore	University of Idaho
Jalisa Fry	California Polytechnic State University
Stephanie Gutshall	University of Missouri
Emily Hogland	Oklahoma State University
Ross Macy	California Polytechnic State University
Megan Schmidt	Northwest Missouri State University
Cynthia Schriener	Western Illinois University
Leann Spinden	Kansas State University
Jamie TePoel	North Carolina State University
Stacy Youse	University of Missouri





2008 NAAE SPONSORS

Outstanding Ag Ed Teacher Awards

Mr. Rich Bame
National Marketing Manager – Truck
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Avenue HQ21
Torrance, California 90501

Ms. Kimberly Kyaw
Toyota Engagement Marketing
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Avenue HQ22
Torrance, California 90501

Outstanding Postsecondary/Adult Ag Ed Program Awards

Mr. Rich Bame
National Marketing Manager – Truck
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Avenue HQ21
Torrance, California 90501

Ms. Kimberly Kyaw
Toyota Engagement Marketing
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Avenue HQ22
Torrance, California 90501

Outstanding Young Member Awards

Ms. Cheryl Salley
Manager, Community Relations and
Sponsored Programs
Deere and Company
1 John Deere Place
Moline, Illinois 61265

Outstanding Middle/Secondary School Ag Ed Program Awards

Mr. Frank Saldaña
Executive Director
National FFA Alumni Association
6060 FFA Drive
P.O. Box 68960
Indianapolis, Indiana 46268-0960

Teachers Turn the Key Awards

Mr. Joseph Benson
Brand Manager, Dodge Marketing
CIMS 485-05-47
1000 Chrysler Drive
Auburn Hills, Michigan 48326-2766

Ideas Unlimited Awards

Ms. Erin Brennan
Delmar Cengage Learning
Executive Woods
5 Maxwell Drive
Clifton Park, New York 12065-2919

Teacher Mentor Awards

Mr. Jeff Lansdell
President
CEV Multimedia
1020 SE Loop 289
Lubbock, Texas 79404

Dr. Gordon Davis
Chairman
CEV Multimedia
1020 SE Loop 289
Lubbock, Texas 79404

Organizational Members and Business Partners Reception

Mr. Jim Flanigan
Director of Marketing
American Veterinary Medical
Association
1931 N. Meacham Road, Suite 100
Schaumburg, Illinois 60173-4360

Mr. Sidney Phelps
Assistant Distribution Manager
Bonnie Plants
1727 Hwy 223
Union Springs, Alabama 36089

Mr. Kenneth Waugh
Director of Industry Liaisons
Ironworker Management Progressive
Action Cooperative Trust (IMPACT)
1750 New York Avenue,
NW West Lobby
Washington, DC 20006

Ms. Anna Demoret
Director of Industry Development
Professional Landcare Network
(PLANET)
950 Herndon Parkway, Suite 450
Herndon, Virginia 20170

Ms. Michelle Rogers
Merchandising Coordinator
Tractor Supply Company
200 Powell Place
Brentwood, Tennessee 37027

Ms. Robyn Nick
Sr. Manager, Organic Stewardship and
Industry Relations
WhiteWave Foods—Horizon Organics
12002 Airport Way
Broomfield, Colorado 80021

State Leaders' Luncheon

Mr. Cliff Ratliff
National Product Manager
Applied Technologies/
Learning Labs, Inc.
366 Switch Road SW
P. O. Box 1419
Calhoun, Georgia 30701

Mr. Mike Williams
Association Sales Director
Forrest T. Jones & Company, Inc.
1760 Reston Parkway, Suite 515
Reston, Virginia 22090-3303



2008 NAAE SPONSORS



Retiring Officer Recognition

Mr. Gary Farmer
Director
AAVIM
220 Smithonia Road
Winterville, Georgia 30683-9527

Outstanding Cooperation Awards

Mr. Mike Williams
Association Sales Director
Forrest T. Jones & Company, Inc.
1760 Reston Parkway, Suite 515
Reston, Virginia 22090-3303

Outstanding Service Citation Awards

Ms. Kay Johnson Smith
Executive Vice President
Animal Agriculture Alliance
2101 Wilson Blvd., Suite 916-B
Arlington, Virginia 22201

Professional State Association Awards

Mr. Al Krysan, President
Hobar Publications
8075 215th Street West
Lakeville, Minnesota 55044

Membership Awards Luncheon

Mr. Steve Schaaf
Community Investment Program
Manager
Pioneer HiBred International, Inc.
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Johnston, Iowa 50131-1014

Mr. Mark Leitman
Director, Agriculture Programs
Propane Education and Research
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DuPont Agriscience Institute

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DuPont
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Wilmington, Delaware 19880-0030

Ms. Belinda Fox
National Sales Manager for SEPUP
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Delmar Cengage Learning/NAAE Upper Division Ag Ed Scholarships

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Delmar Cengage Learning
Executive Woods
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Clifton Park, New York 12065-2919

50 States Addition to NAAE Legislative Action Center

Mr. Frank Saldana
Executive Director
National FFA Alumni Association
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P. O. Box 68960
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Ag Ed Leadership Dinner at ACTE National Policy Seminar

Mr. Jerry Rose
Corporate Vice President
Cargill, Incorporated
P.O. Box 5724
Minneapolis, Minnesota 55440

NAAE/FFA PALS Greenhouse Enhancement Grants

Mr. John Faulkner
Director - Brand Communications
Campbell Soup Company
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Camden, NJ 08103

NAAE Professional Development Webinars

Mr. Jim Flanigan
Director of Marketing
American Veterinary Medical
Association
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Schaumburg, Illinois 60173-4360

Mr. Bill Harley
President and CEO
Outdoor Power Equipment
Institute
341 South Patrick Street
Alexandria, Virginia 22314



*Right: Stratford High School, Stratford, OK, ag teacher
Justin Wright, 2008 Oklahoma Outstanding Teacher
Facing Page: Caddo Kiowa Technology Center, Fort
Cobb, OK, instructors Keith Brownback, & Dale
Beerwinkle, 2008 Region II Outstanding Postsecondary/
Adult Program Winners*



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www.gothicarchgreenhouses.com

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IMPACT Ironworker Management Progressive Action Cooperative Trust

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Instructional Materials Service -- TAMU

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Intelliprep

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President
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charles@intelliprep.com
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Irrigation Association Education Foundation (IAEF)

Mr. Brent Mecham
Industry Development Director
6540 Arlington Blvd.
Falls Church, VA 22042
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brent@irrigation.org
www.iaef.org

ITCS Instructional Materials

Mr. Ken McPheeters
Team Leader, Instructional Support
1401 South Maryland Drive MC-710
Urbana, IL 61801
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kmcphheet@uiuc.edu
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Jaderloon Company, Inc.

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Fax: (803) 798-6584
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www.jaderloon.com

LA-CO Industries, Inc

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Marketing Manager, Farm Division
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Lincoln Electric

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Market Day Family of Fundraisers

Ms. Vicki Merchel
Director of Sales
555 West Pierce Road, Suite 200
Itasca, IL 601143-3155
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Miller-Davis Inc (Novelty Apple)

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2008 NAAE ORGANIZATIONAL MEMBERS

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National Center for Construction Education and Research (NCCER)

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National FFA Organization- LifeKnowledge Center for Agricultural Education

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One Less Thing

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Outdoor Power Equipment Institute (OPEI)

Mr. Bill Harley
President & CEO
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PAQ Interactive, Inc.

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Vice-President
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Parliamentary Procedure Instructional Materials Center

Mr. Shane Dunbar
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dunbar@northwest.net
www.northwest.net/parli-pro

Professional Landcare Network (PLANET)

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Risk Management Agency - USDA

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Rural Electricity Resource Council

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San Luis Video Publishing

Mr. Rick Smith
999 Pismo Avenue
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info@horticulturevideos.com
www.horticulturevideos.com

Stuppy Inc.

Mr. Scott Phillips
Director of Sales & Marketing
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greenhouse@stuppy.com
www.stuppy.com

The Popcorn Board

Ms. Genny Bertalmio
Administrative Manager
401 N. Michigan Avenue
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gbertalmio@smithbucklin.com
http://www.popcorn.org

2008 NAAE ORGANIZATIONAL MEMBERS



Tulsa Welding School

Mr. Roger Hess
President
3500 Southside Blvd.
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Phone: (800) WELD-PRO or
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Vernier Software and Technology

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ViaGen, Inc.

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Ward's Natural Science

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2008 Organizational Members & Business Partner's Reception held during NAAE convention





2007-08 NAAE MEMBERSHIP REPORT

The NAAE membership year runs from July 1st to June 30th of each year. State ag teachers' associations are responsible for submitting rosters for their individual states. Membership can also be submitted directly to the NAAE in states where a state ag teachers' association does not exist. Student and both categories of associate membership can be submitted through the state ag teachers' association, university, or directly to NAAE.

2007-2008 NAAE Membership Totals

The overall membership for the 2007-2008 year increased by 2.26% from the 2006-2007 year. The breakdown by membership categories includes:

Active membership	6276	2% increase
Retired membership	28	56% increase
Student membership	696	5% increase
Associate membership	96	8% decrease
Associate Life membership	7	16% increase
Life membership	773	2% decrease

Life membership includes both active (409) and retired (364).

NAAE Membership Statistics for the Past 10 years

-categorized by region (numbers represent NAAE active, life and student membership)

Region I											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Alaska	0	0	1	2	2	1	2	0	1	1	2
Arizona	80	101	93	69	97	92	90	80	76	88	82
California	170	156	125	135	117	177	174	210	208	208	218
Hawaii	22	20	20	17	18	18	20	13	16	9	11
Idaho	96	103	104	103	102	117	117	114	118	132	107
Montana	102	100	79	84	105	107	96	93	125	94	97
Nevada	29	29	31	31	37	34	29	34	34	35	34
Oregon	62	68	78	87	111	103	100	96	101	97	90
Utah	63	53	65	94	69	61	65	63	75	82	90
Washington	221	235	239	246	203	201	214	226	207	192	197
Wyoming	53	47	44	53	48	49	61	43	63	55	65
TOTAL	898	912	879	921	909	960	968	974	1024	993	993

Region II											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Arkansas	180	166	171	157	171	157	184	176	148	149	156
Colorado	105	101	126	126	113	116	113	118	113	96	104
Kansas	139	196	188	173	155	137	177	189	170	179	174
Louisiana	200	189	184	185	209	212	211	217	197	210	212
New Mexico	94	101	81	67	75	79	101	96	106	74	80
Oklahoma	515	506	501	487	497	464	514	511	516	522	504
Texas	255	193	178	138	150	171	151	130	141	154	142
TOTAL	1488	1452	1429	1333	1370	1336	1451	1437	1391	1384	1372



2007-08 NAAE MEMBERSHIP REPORT

NAAE Membership Statistics for the Past 10 years

-categorized by region (numbers represent NAAE active, life and student membership)

Region III											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Iowa	291	285	262	287	282	213	317	221	227	197	200
Minnesota	317	312	327	339	351	315	319	305	261	301	264
Nebraska	136	140	139	160	139	151	152	144	150	136	142
N. Dakota	104	108	114	119	117	120	114	114	104	118	116
S. Dakota	125	106	99	116	106	102	108	98	92	89	86
Wisconsin	492	485	473	421	406	496	466	414	419	397	430
TOTAL	1465	1436	1414	1442	1401	1397	1476	1296	1253	1238	1238

Region IV											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Illinois	360	362	375	375	385	405	400	418	420	417	407
Indiana	280	290	313	325	287	305	302	304	319	312	303
Kentucky	230	241	228	213	189	220	237	226	230	258	233
Michigan	112	121	119	122	136	160	151	105	100	87	88
Missouri	395	407	427	443	449	538	507	485	499	496	524
Ohio	394	371	354	312	302	271	292	284	289	267	289
TOTAL	1771	1792	1816	1790	1748	1899	1889	1822	1857	1837	1844

Region V											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Alabama	365	355	346	324	277	276	276	281	306	263	279
Florida	106	101	103	77	79	84	126	140	166	162	126
Georgia	279	310	324	338	388	376	384	398	376	424	415
Mississippi	88	108	123	117	132	128	123	94	104	114	107
N. Carolina	257	252	255	255	240	297	289	289	291	299	304
P. Rico	1	2	0	1	1	1	1	1	4	0	0
S. Carolina	79	69	82	85	110	100	96	97	104	95	114
Tennessee	190	177	180	172	187	190	189	188	191	192	212
V. Islands	0	1	1	0	1	1	1	1	1	1	1
TOTAL	1365	1375	1414	1369	1415	1453	1485	1489	1543	1550	1558

Region VI											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Connecticut	40	46	52	50	57	53	66	61	70	72	72
Delaware	39	37	44	47	48	54	47	38	46	34	42
Maine	16	13	12	5	8	6	10	7	8	15	0
Maryland	29	31	29	29	33	30	31	40	43	43	9
Massachusetts	27	26	27	37	7	7	4	0	5	1	43
N. Hampshire	28	23	23	35	34	35	36	33	23	24	2
New Jersey	17	13	14	19	17	21	19	23	26	24	24
New York	94	126	122	116	110	114	110	108	123	112	25
Pennsylvania	139	174	168	170	184	177	176	165	155	133	164
Rhode Island	1	1	1	1	1	1	1	2	3	3	8
Vermont	13	14	14	11	2	3	3	1	8	7	12
Virginia	185	137	128	126	113	144	153	119	138	134	136
W. Virginia	72	80	53	57	56	64	73	70	68	75	144
TOTAL	700	721	687	704	671	709	735	667	716	677	740



NAAE PAST PRESIDENTS

PRESIDENT	YEAR ELECTED	ELECTION CITY	PRESIDENT	YEAR ELECTED	ELECTION CITY
L.E. Cross; San Jose, CA	1948	Milwaukee	John P. Mundt; Meridian, ID	1978	Dallas
Parker Woodul; Portales, NM*	1949	Atlantic City	Albert Timmerman, Jr.; Rockdale, TX	1979	Anaheim
Jess Smith; Lake Geneva, WI *	1950	Miami	Tom Jones; Marana, AZ	1980	New Orleans
A.C. Hale; Camden, AR *	1951	Minneapolis	Layton G. Peters; New Ulm, MN	1981	Atlanta
Max Lampo; Neosho, MO *	1952	Boston	Dale Butcher; W. Lafayette, IN	1982	St. Louis
Robert Wall; Luray, Va *	1953	Chicago	Walter Schuh; Bow, WA	1983	Anaheim
S.F. Peterson; Ayden, NC *	1954	San Francisco	Walter Schuh; Bow, WA	1984	New Orleans
Robert Howey; Sycamore, IL *	1955	Atlantic City	Myron Sonne; Letcher, SD	1985	Atlanta
Robert Bishopp; Powell, WY	1956	St. Louis	Ralph Thomas; Woodward, OK *	1986	Dallas
James Wall; Waverly, NE *	1957	Philadelphia	Caroll L. Shry; Frederick, MD	1987	Las Vegas
Luther Hardin; Searcy, AR *	1958	Buffalo	Duane W. Watkins; Thermopolis, WY	1988	St. Louis
Julian Carter; Wellsville, NY *	1959	Chicago	Douglas B. Spike; Bloomfield Hills, MI	1989	Orlando
Floyd Johnson; York, SC *	1960	Los Angeles	Tom Parker; Casper, WY	1990	Cincinnati
James Hamilton; Audubon, IA	1961	Kansas City	Dennis Jackson; Mankato, MN *	1991	Los Angeles
Wenroy Smith; Saltsburg, PA	1962	Milwaukee	Dale Turner; Holdenville, OK	1992	St. Louis
Walter Bomeli; Bangor, MI*	1963	Atlantic City	Tom Klein; Elko, NV	1993	Nashville
Sam Stenzel; Russell, KS	1964	Minneapolis	Merle Richter; Bloomer, WI	1994	Dallas
James Durkee; Laramie, WY	1965	Miami	Tom Heffernan; Poteet, TX	1995	Denver
Elvin Walker; Norman Park, GA *	1966	Denver	MeeCee Baker; Port Royal, PA	1996	Cincinnati
Tom Devin; Dumas, TX	1967	Cleveland	Duane Fisher; Mt. Auburn, IA	1997	Las Vegas
Wm. G. Smith; E. Brunswick, NJ	1968	Dallas	Tom Kremer; Anna, OH	1998	New Orleans
Millard Gundlach; Montfort, WI	1969	Boston	Mike Cox; Allisonia, VA	1999	Orlando
Glen D. McDowell; Pikeville, KY	1970	New Orleans	Paul Jaure; Beeville, TX	2000	San Diego
Howard Teal; Boonville, NY *	1971	Portland	Bryan D. Gause; Liberty, IN *	2001	New Orleans
Francis Murphy; Madison, SD	1972	Chicago	Sarah Osborn Welty; Walkersville, MD	2002	Las Vegas
W.R. Harrison; Leedy, OK	1973	Atlanta	Roger Teeple; Morganton, NC	2003	Orlando
Lurthel Lalum; Kalispell, MT	1974	New Orleans	Jeff Maierhofer; Seneca, IL	2004	Las Vegas
John Murray; Jackson MN	1975	Anaheim	Allan Sulser; Heber City, UT	2005	Kansas City
Richard Weber; Larose, LA	1976	Houston	Lee J. James, Weir, MS	2006	Atlanta
Jim Guilinger; Sycamore, IL *	1977	Atlantic City	Harold Eckler; Shelbyville, MO	2007	Las Vegas

**indicates deceased*



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



NAAE STRATEGIC PLAN

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)

NAAE STRATEGIC PLAN



- >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



NAAE STRATEGIC PLAN

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 through 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

NAAE STRATEGIC PLAN



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



NAAE STRATEGIC PLAN

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

NAAE STRATEGIC PLAN



- >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.
 - >Bi-monthly electronic News & Views
 - >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
 - >Food, Land and People Representative
4. Hold meetings together with related organizations.
 - >NAAE Convention is held in conjunction with ACTE
 - >NAAE Board of Directors meets at National Ag Ed In-service
 - >Ag Ed Strand at the ACTE NPS Fly-in
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



NAAE STRATEGIC PLAN

>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 (Bank of America 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.

NAAE STRATEGIC PLAN



>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 stakeholders.

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.

NAAE Strategic Plan -- Updated 11/21/06

NAAE Annual Report 2007-2008



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On the Cover (l-r)

Stratford High School, Stratford, OK; ag teacher Justin Wright; 2008 Oklahoma Outstanding Young Member

Greenbrier High School, Greenbrier, AR; ag teachers Rodney Wiedower, Patrick Breeding & Rebecca Wherry; 2008 Arkansas Outstanding Middle/Secondary School Program

Photo courtesy of Bob Brown, retired 30-year ag teacher, currently Washington state FFA Associate Executive Director; 2008 Region I Ideas Unlimited winner

Quincy High School, Quincy, WA; ag teacher Michael Wallace; 2008 Washington Outstanding Teacher (top)

Cotter High School, Cotter, AR; ag teacher Brandy Hughes; 2008 Arkansas Outstanding Young Member (last two photos)

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