

NATIONAL ASSOCIATION OF AGRICULTURAL EDUCATORS
ANNUAL REPORT 2009





2009 was an exciting and challenging year for Agricultural Education and as we look into the future we know those challenges will continue for our programs. As agricultural educators, we know the importance of networking , professional development and advocacy that will enable us to continue the progress towards making agricultural education even more essential in our local and state educational programs. Thanks for all that you do to make this happen. As we, I want to congratulate the award winners – you make us so proud –

PRESIDENT'S MESSAGE

and thank the membership for your continued support of our professional organization and

our students. Continue the progress and wonderful work that you do in developing our future for agriculture.

Thank you for allowing me to serve the NAAE as your president.

Sally Shomo
2008-2009 NAAE President

NAAE MISSION

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



NAAE BOARD OF DIRECTORS

President

Sally Shomo
sshomo@augusta.k12.va.us

President-Elect

Ray Nash
rnash@alcorn.k12.ms.us

Region I Vice President

Hugh Mooney
hmooney@cde.ca.gov

Region I Secretary

Erica Whitmore
guhlike00@hotmail.com

Region II Vice President

Kathy Conerly
kconerly1@bellsouth.net

Region II Secretary

Kevin Stacy
kevins74027@yahoo.com





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.



Region IV Vice President
 Greg Curlin
gcurlin@switzerland.k12.in.us

Region IV Secretary
 Archie Sauerheber
asauerheber@nhcs.k12.in.us



Region VI Vice President
 Ken Couture
kcouture@killinglyschools.org

Region VI Secretary
 Michael Harrington
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Region III Vice President
 Craig McEnany
camcenany@dmacc.edu

Region III Secretary
 Barb Lemmer
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Region V Vice President
 Farrah Johnson
fjohnso@volusia.k12.fl.us

Region V Secretary
 Daryl Behel
dlb80@hotmail.com





2009 NAAE Annual Report

2009 NAAE AWARDS

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. The Outstanding Young Member Award encourages young teachers to remain in the profession. Innovative, aggressive young teachers with 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 eligible to apply.



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

JOHN DEERE

Thirty-four 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 2009 NAAE Convention in Nashville.

Region I	Shay Williams-Hopper	California
Region II	Gaea Wimmer	Kansas
Region III	Adam Wehling	Wisconsin
Region IV	Tim McDermott	Illinois
Region V	Jason Chester	North Carolina
Region VI	Susan Sanger	Maryland



Students in ag program at Middletown High School, Middletown, Connecticut. Courtney Johnson instructor.



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.



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 NAAE sponsorship is part of a total sponsorship package from Toyota to the National FFA Foundation in the amount of \$1.4 million.

Thirty-five 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 2009 NAAE Convention in Nashville. In addition to that, Toyota also provided each winner with a two year lease on a 2009 Toyota Tundra.

Region I	William Lombardi	Montana
Region II	Mark Sneary	Oklahoma
Region III	Dave VanderWal	South Dakota
Region IV	Tim Larrick	Missouri
Region V	Doug Latta	North Carolina
Region VI	Tara Berescik	New York





2009 NAAE Annual Report

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 symbolizes 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-five state associations submitted state winning applications. Of those applications, one winner was chosen for each of the six NAAE regions. The regional winners received transportation, lodging, and complimentary registration to attend the 2009 NAAE Convention in Nashville.

Region I	Buena Park High School	California	Jessica Weisbart
Region II	Ponchatoula High School	Louisiana	Alice Dubois, Donna Heinrich
Region III	Marshfield High School	Wisconsin	Tim Heeg, Mark Zee
Region IV	Ravenna High School	Michigan	Melanie Block
Region V	West Rowan High School	North Carolina	Clark Adams, Jason Chester
Region VI	Manheim Central High School	Pennsylvania	Debra Seibert, Heather Anderson



Ag program at Walker High School, Walker, Louisiana. Donna Jean Heinrich instructor.



OUTSTANDING POSTSECONDARY/ADULT AGRICULTURAL EDUCATION PROGRAM

The NAAE Outstanding Postsecondary/Adult Agricultural Education Program Award recognizes the nation's most successful two year postsecondary and full-time adult agricultural education programs and teachers. Most careers in modern agriculture and related sciences are high-tech careers that 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.



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

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

Region I	Wenatchee Valley College Leo Garcia, Bob Gillespie, George Ruddell, and Francisco Sarmiento	Washington
Region II	Great Plains Technology Center Kent Murray	Oklahoma
Region III	Western Technical College Warren Pickar, Tracy Harper, Pete Bemis	Wisconsin
Region IV	Eastbrook Young Farmers/Adult Education Program Kevin Pluimer	Indiana
Region V	Midland Valley Young Farmers Jeremy Brooks	South Carolina
Region VI	Harrisburg Area Community College Allen Wenger	Pennsylvania





2009 NAAE Annual Report

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.



This award program is sponsored by Delmar Cengage Learning.

Twenty-four state associations submitted state winning applications. Of those applications, one winner was chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2009 NAAE Convention in Nashville. In addition, regional winners presented their award winning ideas at the NAAE Organizational Members & Business Partners Reception at the convention.

Region I	Janna Volkers	Indiana
Region II	Lee Weis	Kansas
Region III	Natasha Mortensen, Ellen Thompson	Minnesota
Region IV	James McCormack	Missouri
Region V	Kathi Weaver	Florida
Region VI	Debra Seibert	Pennsylvania

TEACHER MENTOR AWARDS

We hear a lot about the shortage of agriculture teachers nationwide. Most states are in dire need of more teachers. 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.

The award program is sponsored by CEV Multimedia.

Twelve state associations submitted state winning applications. Of those applications, one winner was chosen for each of the six NAAE regions. The regional winners received a \$400 travel stipend and complimentary registration to attend the 2009 NAAE Convention in Nashville.

Region I	Kevin Fochs	Montana
Region II	Tim Vanover	Oklahoma
Region III	Rachel Sauvola	Wisconsin
Region IV	Scott Stone	Missouri
Region V	John "Mike" Blankenship	Tennessee
Region VI	Krista Pontius	Pennsylvania



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. Special Teachers Turn the Key professional development was provided to the award winners during the 2009 NAAE Convention. 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 (2008-2009) and be a member of NAAE at the time of the convention at which they receive the scholarship (2009-2010). Applicants must not have attended the NAAE convention previously.



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

Fifty applications were submitted by 31 states. All Teacher Turn the Key winners received transportation, lodging and complimentary registration to attend the 2009 NAAE Convention in Nashville. Each winner also attended special Teacher Turn the Key professional development sessions conducted by Virginia Tech University.

REGION I

Katharyn Kubista	Arizona
Caitlin McSpadden	Arizona
Travis Edwards	Idaho
Cody Park	Idaho
Robin Allen	Montana
Scott Rieger	Montana
Wes Crawford	Oregon
Melissa Ladner	Oregon
Jacob Munden	Washington
Denine Trump	Washington
Lacy Bangert	Wyoming
Kristi Holum	Wyoming
Jessica Grundy	Utah
Chad Warnick	Utah

REGION II

Bethany Marsh	Colorado
Mandy Kern	Kansas
Devin Grissom	Oklahoma
April Offolter	Oklahoma

REGION III

Thomas Brown	Minnesota
Leann Pietrzak	Minnesota
Tonya Mortensen	Nebraska
Rocky Brown	North Dakota
Kelly O'Donnell	South Dakota
Sarah Stratmeyer	South Dakota
Michelle Meier	Wisconsin
Stacy Skemp	Wisconsin

REGION IV

Jean Bond	Illinois
Donna Page	Illinois
Joe Martin	Indiana
Jarrod Hankins	Kentucky
Erin Bosch	Michigan
Matthew Jakubik	Michigan
Joey Blackburn	Missouri
Marie Davis	Missouri
Mike Derringer	Ohio

REGION V

Kelly Pritchett	Alabama
Jessica Blythe	Florida
Amanda James	Florida
Krista Johns Morris	Georgia
David Nowell	Mississippi
Aaron Miles	South Carolina
Meghan Wood	South Carolina
Michael Coley	Tennessee

REGION VI

Dollie Harvey	Connecticut
Courtney Johnson	Connecticut
Derek Hill	New York
Mark Smith	Maryland
Cristen Black	Pennsylvania
Lawrence Cox	Virginia
Jonathan Wood	Virginia



2009 NAAE Annual Report

OUTSTANDING SERVICE CITATION

The 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 a doctor, your best friend ... or perhaps, your teacher. This award is given to those who serve their agricultural education through involvement in professional activities, school activities, and community service.

Region I	Dennis Digenan	Nevada
Region II	Larry Long	Oklahoma
Region III	Richard Aide	Wisconsin
Region IV	Robert Juncker	Indiana
Region V	William 'Pat' Cockrell	Florida
Region VI	Clifford Day, Jr.	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	Dr. John Peter Mundt	Idaho
Region II	Floyd Jenkins	Louisiana
Region III	Richard J. Carter	Iowa
Region IV	Charles Arensmeier	Michigan
Region V	Raymond Helton	Tennessee
Region VI	Dr. William Camp	New York

OUTSTANDING COOPERATION AWARD

The Outstanding Cooperation Award is presented to organizations, agribusinesses, industry or individuals that 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	NORCO, Inc	Idaho
Region II	Rep. Dale DeWitt Oklahoma House of Representatives	Oklahoma
Region III	Steve DeWitt Iowa State Farmer	Iowa
Region IV	George Clark Missouri State Chapter of the National Wild Turkey Federation	Missouri
Region V	Charlotte Emerson University of Florida	Florida
Region VI	Pennsylvania Farm Bureau	Pennsylvania



MEMBERSHIP & STATE ASSOCIATION AWARDS

100 PERCENT STATE ASSOCIATION AWARDS

NAAE annually recognizes the state associations that have the distinction of having all of the respective state's agricultural education teachers as members of the NAAE. The 100 percent state associations in 2008-2009 included:

Michigan
Nevada
Oklahoma

"10% PLUS" AWARDS – 10 PERCENT INCREASE STATE ASSOCIATIONS

NAAE annually recognizes state associations which surpass their previous year's membership by 10 percent or more. The following 8 state associations qualified for "10% Plus" membership awards in the 2008-2009 membership year.

Hawaii	Puerto Rico
Kansas	Utah
Michigan	Virginia
New Hampshire	West Virginia

LARGEST STATE ASSOCIATION MEMBERSHIP

NAAE annually recognizes the state having the largest membership. The **Missouri** Association was recognized in the 2008-2009 membership year reporting a total of 557 members.

LARGEST NUMERICAL MEMBERSHIP INCREASE -- STATE ASSOCIATION

NAAE annually recognizes the state association having the largest numerical increase in membership. The **Kansas** Association received the award for the 2008-2009 membership year with an increase of 34 members from the previous year.

LARGEST PERCENTAGE MEMBERSHIP INCREASE -- STATE ASSOCIATION

NAAE annually recognizes the state association having the largest percentage increase in membership. The **Puerto Rico** Association received the award for the 2008-2009 membership year with an increase of 100 percent from the previous year.

LARGEST NUMERICAL MEMBERSHIP INCREASE -- REGION

NAAE annually recognizes the region having the largest numerical increase in membership. **Region I**-Hugh Mooney, Vice President, received the award for the 2008-2009 membership year with an increase of 34 members from the previous year.

LARGEST PERCENTAGE MEMBERSHIP INCREASE -- REGION

NAAE annually recognizes the region having the largest percentage increase in membership. **Region I**-Hugh Mooney, Vice President received the award for the 2008-2009 membership year with an increase of 3.4 percent from the previous year.

LARGEST REGIONAL MEMBERSHIP

NAAE annually recognizes the region having the largest membership. Region IV—Greg Curlin, Vice President was recognized in 2008-2009 membership year with 1,833 members.



2009 NAAE Annual Report

100 PERCENT STUDENT MEMBER UNIVERSITIES

In the 2008-2009 membership year, 20 agricultural education departments, as listed below, self reported 100 percent student membership and received recognition at the 2009 National Alpha Tau Alpha Conclave in Indianapolis, Indiana:

Cal Poly-San Luis Obispo
 Fresno State University
 Murray State University
 New Mexico State University
 North Carolina State University
 Northwest Missouri State University
 The Ohio State University
 Oklahoma State University
 Oregon State University
 Purdue University

Tarleton State University
 University of Arkansas
 University of Connecticut
 University of Idaho
 University of Missouri- Columbia
 University of Wisconsin- River Falls
 University of Wisconsin- Platteville
 University of Wyoming
 Utah State University
 Virginia Tech

PROFESSIONAL STATE ASSOCIATION AWARDS

The national organization is strong when its affiliated state associations aggressively engage in well-planned activities that serve the interests of members and the profession. To encourage professional activities, NAAE presents plaques to state associations meeting specific standards and goals.



This award program is sponsored by Hobar Publications.

States qualifying for Distinguished, Professional, and Active achievement in 2008-2009 are:

Region I

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

Region II

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

Region III

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

Region IV

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

Region V

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

Region VI

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



SCHOLARSHIPS

UPPER DIVISION AGRICULTURAL EDUCATION SCHOLARSHIP RECIPIENTS

Using proceeds from the 50-50 scholarship raffle at the 2008 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 cost associated with their student teaching experience.



The scholarship recipients were:

Sarah Beaver	Iowa State University
Timothy Bolin	Southern Illinois University-Carbondale
Margaret Brown	University of Kentucky
Heather Clement	California Polytechnic University
Nicole Fitzsimmons	Purdue University
Johanna Fox-Bossard	Oswego State University
Meredith Gilbert	The Ohio State University
Christy Huffman	Virginia Tech
Ashlee Lambrich	Southern Illinois University-Carbondale
Jenelle Laska	University of Wisconsin-River Falls
Aaron McKim	Purdue University
Miranda Schack	University of Kentucky
Rebecca Schneider	University of Missouri-Columbia
Mary Shivers	New Mexico State University
Sara Vandenbos	Utah State University



Students learn about mixing rations at Western Technical College in LaCrosse, Wisconsin. Warren Pickar, Tracy Harper and Pete Bemis instructors.



2009 NAAE Annual Report

NAAE SPONSORS

2009 NAAE CONVENTION SPONSORS

Outstanding Ag Ed Teacher Awards

Mr. Keith Dahl
National Manager, Engagement
Marketing
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Ave.
Torrance, CA 90509

Mr. Michael Rouse
Vice President, Philanthropy &
Community Affairs
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Ave.
Torrance, CA 90509

Outstanding Postsecondary/Adult Ag Ed Program Awards

Mr. Keith Dahl
National Manager, Engagement
Marketing
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Ave.
Torrance, CA 90509

Mr. Michael Rouse
Vice President, Philanthropy &
Community Affairs
Toyota Motor Sales, U.S.A., Inc.
19001 S. Western Ave.
Torrance, CA 90509

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. Mark Spencer
Head of Dodge Brand Communications
Chrysler LLC
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

Membership Awards Luncheon

Mr. Steve Schaaf
Community Investment Program
Manager
Pioneer HiBred International, Inc.
9550 White Oak Lane, Suite 100
P.O. Box 1014
Johnston, Iowa 50131-1014

Mr. John Wendler
Senior VP of Marketing
Tractor Supply Company
200 Powell Place
Brentwood, Tennessee 37027

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

State Leaders' Luncheon

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

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

Organizational Members and Business Partners Reception

Ms. Susan Majchrzak
Marketing Coordinator, Communications
Division
American Veterinary Medical Association
1931 N. Meacham Road, Suite 100
Schaumburg, Illinois 60173-4360

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



DuPont Agriscience Institute

Ms. Phyllis Buchanan
DuPont
P.O. Box 80030
Wilmington, Delaware 19880-0030

Ms. Belinda Fox
National Sales Manager for SEPUP
Lab-Aids
634 US 224
Greenwich, Ohio 44837

**National Teach Ag Campaign
Computer Lab**

Mr. Steve Sundling
Marketing Manager
James Allen Insurance Brokers
11611 N. Meridian Street, Suite 600
Carmel, Indiana 46032

Professional State Association Awards

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

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

**ADDITIONAL MAJOR
ANNUAL SPONSORS**

**Delmar Cengage Learning/NAAE
Upper Division Ag Ed Scholarships**

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

**50 States Addition to NAAE Legislative
Action Center**

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

**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
1 Campbell Place
Camden, NJ 08103

**NAAE Professional Development
Webinars**

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

National Teach Ag Campaign

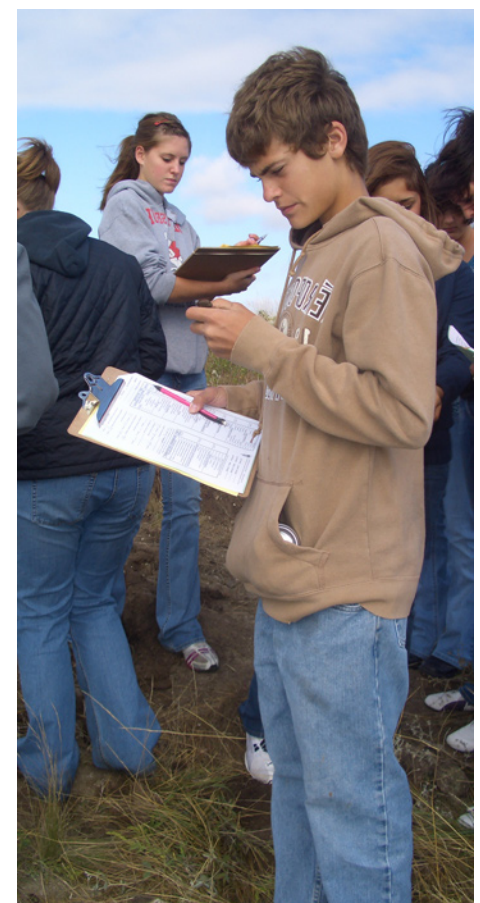
*an initiative of The National Council for
Agricultural Education, led by NAAE*

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Director - Brand Communications
Campbell Soup Company
1 Campbell Place
Camden, NJ 08103

Mr. Jim Prewitt
CEO
Landmark Nurseries
jprewitt@landmarknurseries.com

Teach Ag Video

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



*Students in the Faulkton Ag program, S.D.,
practice land judging. Sarah Stratmeyer
instructor.*



2009 NAAE Annual Report

NAAE ORGANIZATIONAL MEMBERS

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Website: www.aavim.com

AgEdNet.Com - Stewart-Peterson Group

Ms. Janet Schneider
Director of AgEdNet.com
137 South Main Street
West Bend, WI 53095
Phone: (800) 236-7862 or (262) 334-9779
Fax: (262) 334-6225
E-mail: info@stewart-peterson.com
Website: www.stewart-peterson.com

AgrowKnowledge

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Co-PI and Director
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52406
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Fax: (319) 398-7109
E-mail: rparker@safelink.net
Website: www.agrowknow.org

American Veterinary Medical Association (AVMA)

Mrs. Sue Majchrzak
Market Research Coordinator,
Communications Division
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Schaumburg, IL 60173-4360
Phone: (847) 285-6668
Fax: (847) 925-1329
E-mail: smajchrzak@avma.org
Website: www.avma.org

Animal Care Training

Mr. Charles Casada
Director of Veterinary Science Education
2701 Hartlee Field Road
Denton, TX 76208
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E-mail: charles.casada@4act.com
Website: www.4act.com

Applied Technologies

Mr. Cliff Ratliff
Agri-Sciences Specialist
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Calhoun, GA 30703
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Fax: (706) 629-3498
E-mail: cliff.ratliff@lli.com
Website: www.lli.com

Association of Equipment Manufacturers (AEM)

Mr. David Bannister
Workforce Development Manager
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Milwaukee, WI 53214
Phone: (414) 298-4114
Fax: (414) 272-1170
E-mail: dbannister@aem.org
Website: www.aem.org

Bonnie Plants

Mr. Sidney Phelps
Assistant Distribution Manager and
FFA Consultant
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Union Springs, AL 36089
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E-mail: Sidney.Phelps@bonnieplants.com
Website: www.bonnieplants.com

CEV Multimedia

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Website: www.cevmultimedia.com

Curriculum Materials Service- The Ohio State University

Ms. Jacqueline Stuts
Curriculum Projects Administrator
1114 Chambers Road
Columbus, OH 43212
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Fax: 800-292-4919
E-mail: stuts.1@osu.edu

Deere & Company

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Manager of Sponsored Programs
1 John Deere Place
Moline, IL 61265-8098
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Website: www.johndeere.com

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Website: www.cengage.com

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Fax: (703) 318-7554
E-mail: fwheeler@ftj.com
Website: www.ftj.com

Gothic Arch Greenhouses, Inc.

Mr. W. H. (Buzz) Sierke, Jr.
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2009 NAAE Annual Report

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2008-2009 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 the NAAE.

2008-2009 NAAE MEMBERSHIP TOTALS

The overall membership for the 2008-2009 year increased by 0.15% from the 2007-2008 year. The breakdown by membership categories includes:

- Active membership demonstrated a less than 1% increase
- Retired membership decreased by 61%
- Student membership increased by 6%
- Associate membership demonstrated an 18% decrease
- Associate Life membership stayed the same
- Life membership decreased by 4%

The 2008-2009 NAAE Membership numbers are reflected below:

Active	Retired	Associate	Student	Associate Life	Life Active	Life Retired	Total w/o Students	Grand Total
6321	11	79	735	7	369	368	7155	7890



Students in the ag program at Marshfield Middle/High School in Marshfield, Wisconsin practice laboratory skills. Mark Zee and Tim Heeg instructors.



2009 NAAE Annual Report

MEMBERSHIP STATISTICS

CATEGORIZED BY REGION AND LISTED FOR THE LAST 10 YEARS

**Numbers represent NAAE active, life & student membership*

REGION I

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alaska	0	1	2	2	1	2	0	1	1	2	2
Arizona	101	93	69	97	92	90	80	76	88	82	76
California	156	125	135	117	177	174	210	208	208	218	233
Hawaii	20	20	17	18	18	20	13	16	9	11	15
Idaho	103	104	103	102	117	117	114	118	132	107	114
Montana	100	79	84	105	107	96	93	125	94	97	98
Nevada	29	31	31	37	34	29	34	34	35	34	32
Oregon	68	78	87	111	103	100	96	101	97	90	96
Utah	53	65	94	69	61	65	63	75	82	90	106
Washington	235	239	246	203	201	214	226	207	192	197	195
Wyoming	47	44	53	48	49	61	43	63	55	65	63
TOTAL	912	879	921	909	960	968	974	1024	993	993	1030

REGION II

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Arkansas	166	171	157	171	157	184	176	148	149	156	152
Colorado	101	126	126	113	116	113	118	113	96	104	113
Kansas	196	188	173	155	137	177	189	170	179	174	205
Louisiana	189	184	185	209	212	211	217	197	210	212	204
New Mexico	101	81	67	75	79	101	96	106	74	80	80
Oklahoma	506	501	487	497	464	514	511	516	522	504	498
Texas	193	178	138	150	171	151	130	141	154	142	147
TOTAL	1452	1429	1333	1370	1336	1451	1437	1391	1384	1372	1399

REGION III

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Iowa	285	262	287	282	213	317	221	227	197	200	207
Minnesota	312	327	339	351	315	319	305	261	301	264	289
Nebraska	140	139	160	139	151	152	144	150	136	142	135
North Dakota	108	114	119	117	120	114	114	104	118	116	115
South Dakota	106	99	116	106	102	108	98	92	89	86	83
Wisconsin	485	473	421	406	496	466	414	419	397	430	417
TOTAL	1436	1414	1442	1401	1397	1476	1296	1253	1238	1238	1246



REGION IV

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Illinois	362	375	375	385	405	400	418	420	417	407	395
Indiana	290	313	325	287	305	302	304	319	312	303	270
Kentucky	241	228	213	189	220	237	226	230	258	233	203
Michigan	121	119	122	136	160	151	105	100	87	88	98
Missouri	407	427	443	449	538	507	485	499	496	524	540
Ohio	371	354	312	302	271	292	284	289	267	289	269
TOTAL	1792	1816	1790	1748	1899	1889	1822	1857	1837	1844	1775

REGION V

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alabama	355	346	324	277	276	276	281	306	263	279	262
Florida	101	103	77	79	84	126	140	166	162	126	137
Georgia	310	324	338	388	376	384	398	376	424	415	446
Mississippi	108	123	117	132	128	123	94	104	114	107	105
North Carolina	252	255	255	240	297	289	289	291	299	304	301
Puerto Rico	2	0	1	1	1	1	1	4	0	0	2
South Carolina	69	82	85	110	100	96	97	104	95	114	115
Tennessee	177	180	172	187	190	189	188	191	192	212	214
Virgin Islands	1	1	0	1	1	1	1	1	1	1	1
TOTAL	1375	1414	1369	1415	1453	1485	1489	1543	1550	1558	1583

REGION VI

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Connecticut	46	52	50	57	53	66	61	70	72	72	78
Delaware	37	44	47	48	54	47	38	46	34	42	55
Maine	13	12	5	8	6	10	7	8	15	0	7
Maryland	31	29	29	33	30	31	40	43	43	9	44
Massachusetts	26	27	37	7	7	4	0	5	1	43	0
New Hampshire	23	23	35	34	35	36	33	23	24	2	34
New Jersey	13	14	19	17	21	19	23	26	24	24	21
New York	126	122	116	110	114	110	108	123	112	25	121
Pennsylvania	174	168	170	184	177	176	165	155	133	164	135
Rhode Island	1	1	1	1	1	1	2	3	3	136	4
Vermont	14	14	11	2	3	3	1	8	7	12	7
Virginia	137	128	126	113	144	153	119	138	134	8	173
West Virginia	80	53	57	56	64	73	70	68	75	144	70
TOTAL	721	687	704	671	709	735	667	716	677	740	749



2009 NAAE Annual Report

PRESIDENT	YEAR ELECTED	ELECTION CITY	PRESIDENT	YEAR ELECTED	ELECTION CITY
L.E. Cross; San Jose, CA	1948	Milwaukee	Albert Timmerman, Jr.; Rockdale, TX	1979	Anaheim
Parker Woodul; Portales, NM*	1949	Atlantic City	Tom Jones; Marana, AZ	1980	New Orleans
Jess Smith; Lake Geneva, WI *	1950	Miami	Layton G. Peters; New Ulm, MN	1981	Atlanta
A.C. Hale; Camden, AR *	1951	Minneapolis	Dale Butcher; W. Lafayette, IN	1982	St. Louis
Max Lampo; Neosho, MO *	1952	Boston	Walter Schuh; Bow, WA	1983	Anaheim
Robert Wall; Luray, Va *	1953	Chicago	Walter Schuh; Bow, WA	1984	New Orleans
S.F. Peterson; Ayden, NC *	1954	San Francisco	Myron Sonne; Letcher, SD	1985	Atlanta
Robert Howey; Sycamore, IL *	1955	Atlantic City	Ralph Thomas; Woodward, OK *	1986	Dallas
Robert Bishopp; Powell, WY	1956	St. Louis	Caroll L. Shry; Frederick, MD	1987	Las Vegas
James Wall; Waverly, NE *	1957	Philadelphia	Duane W. Watkins; Thermopolis, WY	1988	St. Louis
Luther Hardin; Searcy, AR *	1958	Buffalo	Douglas B. Spike; Bloomfield Hills, MI	1989	Orlando
Julian Carter; Wellsville, NY *	1959	Chicago	Tom Parker; Casper, WY	1990	Cincinnati
Floyd Johnson; York, SC *	1960	Los Angeles	Dennis Jackson; Mankato, MN *	1991	Los Angeles
James Hamilton; Audubon, IA	1961	Kansas City	Dale Turner; Holdenville, OK	1992	St. Louis
Wenroy Smith; Saltsburg, PA	1962	Milwaukee	Tom Klein; Elko, NV	1993	Nashville
Walter Bomeli; Bangor, MI*	1963	Atlantic City	Merle Richter; Bloomer, WI	1994	Dallas
Sam Stenzel; Russell, KS	1964	Minneapolis	Tom Heffernan; Poteet, TX	1995	Denver
James Durkee; Laramie, WY	1965	Miami	MeeCee Baker; Port Royal, PA	1996	Cincinnati
Elvin Walker; Norman Park, GA *	1966	Denver	Duane Fisher; Mt. Auburn, IA	1997	Las Vegas
Tom Devin; Dumas, TX	1967	Cleveland	Tom Kremer; Anna, OH	1998	New Orleans
Wm. G. Smith; E. Brunswick, NJ	1968	Dallas	Mike Cox; Allisonia, VA	1999	Orlando
Millard Gundlach; Montfort, WI	1969	Boston	Paul Jaure; Beeville, TX	2000	San Diego
Glen D. McDowell; Pikeville, KY	1970	New Orleans	Bryan D. Gause; Liberty, IN *	2001	New Orleans
Howard Teal; Boonville, NY *	1971	Portland	Sarah Osborn Welty; Walkersville, MD	2002	Las Vegas
Francis Murphy; Madison, SD	1972	Chicago	Roger Teeple; Morganton, NC	2003	Orlando
W.R. Harrison; Leedy, OK	1973	Atlanta	Jeff Maierhofer; Seneca, IL	2004	Las Vegas
Luther Lalum; Kalispell, MT*	1974	New Orleans	Allan Sulser; Heber City, UT	2005	Kansas City
John Murray; Jackson MN	1975	Anaheim	Lee J. James, Weir, MS	2006	Atlanta
Richard Weber; Larose, LA	1976	Houston	Harold Eckler, Shelbyville, MO	2007	Las Vegas
Jim Guilinger; Sycamore, IL *	1977	Atlantic City	Sally Shomo, Staunton, VA	2008	Charlotte
John P. Mundt; Meridian, ID	1978	Dallas			

**indicates deceased*



NAAE STRATEGIC PLAN

NATIONAL ASSOCIATION OF AGRICULTURAL EDUCATORS STRATEGIC PLAN – GOALS, OBJECTIVES, STRATEGIES AND ACTIVITIES

Adopted: July 26, 2003

Last Revised: July 21, 2009

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 National Quality Program Standards (NQPS) to identify quality indicators of agricultural education teachers and programs.
2. Encourage state regulators to cooperate to recognize and transfer valid credentials.
3. NAAE provides incentives that encourage outstanding performance through award programs.
4. NAAE provides the education and knowledge needed to excel in an environment of accountability through workshops and professional meetings.

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.
2. Provide educational opportunities to discuss professional ethics.

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.
3. Provide educational opportunities to effectively deliver services to a diverse population.

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.
2. NAAE will coordinate meetings during which public policy positions may be developed.
3. Promote public policy positions to membership for individual involvement.

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.
2. Provide a NAAE spokesperson for all related public policy topics.
3. NAAE's policy statements will be based on facts and research.
4. NAAE will serve as an advocate for agricultural education.
5. NAAE will have access to a registered lobbyist.



2009 NAAE Annual Report

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.
2. Recommend to universities the utilization of National Quality Program Standards (NQPS) in the agricultural education program.
3. Provide upper division scholarship opportunities to university students who intend to teach agriculture.

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

1. Identify potential agricultural educators.
2. Utilize the Internet to reach potential teachers.
3. Target high school and college students who belong to key organizations.
4. NAAE will actively promote the profession on college campuses.
5. NAAE secures funded scholarships to help students finance tuition.
6. Encourage agricultural education students to attend professional meetings.

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

1. NAAE will post career opportunities related to agricultural education.
2. Encourage states to implement a mentorship program.
3. Recognize quality mentors through mentorship award program.
4. NAAE will actively recruit beginning teachers to the professional organization.

B. The NAAE Members

Provide valuable programs and services for members.

1. **Knowledge Management**

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.

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

1. Research results will be published, stored, and catalogued, and be made available to members.

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.
2. NAAE stores, organizes and provides access to relevant content information.
3. NAAE coordinates the acquisition and sharing of knowledge with other organizations.
4. NAAE will collect and disseminate data on local program characteristics.
5. NAAE will provide a source of relevant materials to the general public about the profession.

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

1. NAAE provides leadership guides to state associations and members.
2. NAAE publishes newsletters to share news of interest to the profession.



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.
2. NAAE will provide a list of publishers or providers of instructional materials related to agricultural education.

2. **Professional Development**

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.

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.
3. NAAE will survey members and summarize future member issues.

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.

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

1. NAAE will provide activities and materials that promote leadership education and opportunities.

3. **Programs and Benefits**

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.
2. Members will share through special interest groups.
3. Members will have access to on-line tools for sharing with colleagues.

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.
2. Outstanding professional and association service will be recognized by colleagues.

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.



2009 NAAE Annual Report

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.
2. Use standing and ad hoc advisory committees to fill clearly defined roles and to provide clear recommendations and support for board decisions.
3. Elect a board of directors that reflects the composition of the membership and provides continuity.
4. Ensure that strategic and operations decisions are separated, allowing responsive actions as needed.

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.
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.
2. Survey the needs of state associations and members and share the information annually.
3. Promote sharing and cooperation among states.
4. Provide evaluation and management consulting to state associations.

2. Management

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.
2. Establish and adhere to human resources policies that maximize the value of the staff.
3. Use measurements to evaluate success.
4. Hire quality employees.
5. Employ effective management practices.

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.

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

1. Participate actively in umbrella education organizations.
2. Participate actively in other agricultural education organizations.
3. Participate actively in other agricultural organizations.
4. Hold meetings together with related organizations.
5. Seek opportunities to conduct joint public relations.
6. Seek joint education and professional development resources.
7. Leverage the work of other organizations through partnerships.

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.
2. Manage the organization to ensure its long-term financial stability.
3. Allocate financial resources to highest priority programs through a standard review process.



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.
2. Secure industry and government grants and scholarships.

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.
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.
2. Provide a membership category that connects persons other than professional agricultural educators to the agricultural education profession.
3. Provide a membership category that connects retired agriculture teachers with active NAAE members.
4. Membership categories reflect the interests of all related parties.

4. **Marketing**

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.
2. Ensure that the public recognizes the value of the association's code of ethics.
3. Ensure that the public perceives agricultural educators consistent with the values of the agricultural education profession and of agricultural educators.

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.
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.
3. Encourage members to make a lifetime commitment to the success of the profession and association.
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.
2. Provide analysis and facts to support marketplace compensation.
3. Develop and deliver presentations to inform and persuade local decision makers of member value.



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