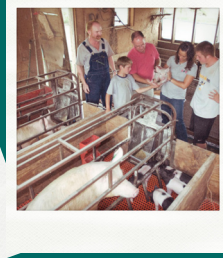
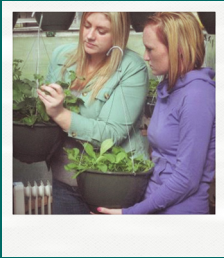


National Association of Agricultural Educators



2010

ANNUAL REPORT





PRESIDENT'S MESSAGE

For NAAE and its members, 2010 was a year of increased professional development opportunities, action toward solving the national ag teacher shortage, and thoughtful discourse about the direction of agricultural education in the United States. We focused on listening to the needs of our members, and on working towards meeting those needs with services requested at the grassroots level.

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.

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



Atwater High School



2010 NAAE Convention



Alpena High School

NAAE BOARD OF DIRECTORS

President
Ray Nash
rnash@alcornschools.org

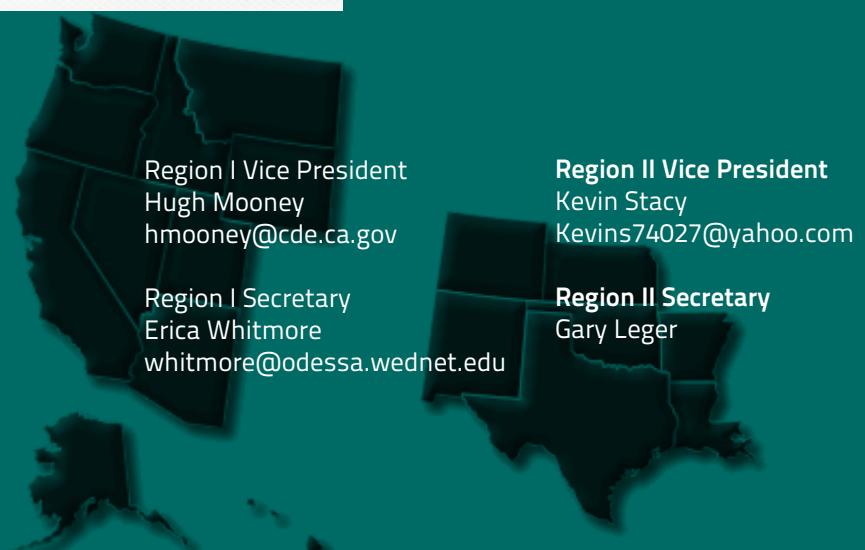
President-Elect
Greg Curlin
gcurlin@switzerland.k12.in.us

Region I Vice President
Hugh Mooney
hmooney@cde.ca.gov

Region I Secretary
Erica Whitmore
whitmore@odessa.wednet.edu

Region II Vice President
Kevin Stacy
Kevins74027@yahoo.com

Region II Secretary
Gary Leger



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 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.



Pontiac Township High School



2010 NAAE Convention



Tri-Valley Central High School

Region III Vice President
Craig McEnany
camcenany@dmacc.edu

Region IV Vice President
Charlie Sappington
csappington@cumberland.k12.il.us

Region V Vice President
Farrah Johnson
fljohnso@volusia.k12.fl.us

Region VI Vice President
Ken Couture
kcouture@killinglyschools.org

Region III Secretary
Barb Lemmer
blemmer@linnmar.k12.ia.us

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

Region V Secretary
Daryl Behel
dlb80@hotmail.com

Region VI Secretary
Michael Harrington
michael.harrington@fcps.org

2010 NAAE AWARDS

TEACHING AND PROGRAM 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 young teachers with outstanding 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.

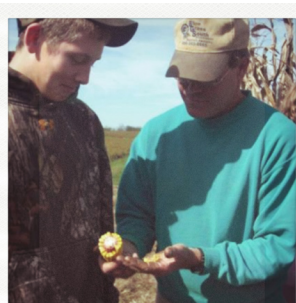


JOHN DEERE

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

Thirty-five 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 received transportation, lodging, and complimentary registration to attend the 2010 NAAE Convention in Las Vegas.

Region I	Shelia Schenk	Montana
Region II	Cody Weber	Colorado
Region III	Michael Miron	Minnesota
Region IV	Jennifer Hawkins	Missouri
Region V	Robby Vinzant	Alabama
Region VI	Rebecca Rose	Connecticut



Astoria High School



Fairview Public Schools



Fairview Public Schools

OUTSTANDING AGRICULTURAL EDUCATION TEACHER

This award program recognizes active NAAE members who are conducting the highest quality agriculture 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 the Outstanding Postsecondary/Adult Ag Ed Program award.

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 received transportation, lodging, and complimentary registration to attend the 2010 NAAE Convention in Las Vegas. In addition to that, Toyota also provided each winner with a two-year lease on a 2010 Toyota Tundra.

Region I	Mike Patrick	Washington
Region II	Bob Mitchell	Oklahoma
Region III	Keith Gundlach	Wisconsin
Region IV	Parker Bane	Illinois
Region V	William Newsom	Tennessee
Region VI	Keith Schiebel	New York



2010 NAAE
ANNUAL REPORT

OUTSTANDING MIDDLE/SECONDARY SCHOOL AGRICULTURAL EDUCATION PROGRAM

The NAAE Outstanding Middle/Secondary School Agricultural Education Program Award recognizes the nation's most successful middle school and secondary school agriculture programs and teachers. Agriscience teachers draw upon a variety of resources to make education more relevant and meaningful to students. The award highlights how 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.

Thirty-two 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 2010 NAAE Convention in Las Vegas.

- | | | |
|------------|---|--------------|
| Region I | Stanwood High School | Washington |
| | Margaret Olson, Chris Carlson, Darryl Main, Ryan Ovenell | |
| Region II | Prescott High School | Arkansas |
| | James Cannon | |
| Region III | Morris Area High School | Minnesota |
| | Natasha Mortenson | |
| Region IV | Alpena High School | Michigan |
| | Ron Worth, Melissa Smith | |
| Region V | McEwen High School | Tennessee |
| | Glenn Ross, Joe Greene | |
| Region VI | Big Spring High School | Pennsylvania |
| | SaraBeth Wanbaugh and E. Sherisa Nailor | |



Fort Loramie High School



Fort Loramie High School



Heritage Hills High School

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 agriculture 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
moving forward

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

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 2010 NAAE Convention in Las Vegas. In addition, Toyota provided each regional winner with a two-year lease on a 2010 Toyota Tundra.

Region I	Columbia Basin College Kerrin Molton	Washington
Region II	Kiamichi Technology Center Clyde Ray Spears	Oklahoma
Region III	Ellsworth Community College Kevin Butt	Iowa
Region V	Chester County Technology Center Thomas Beam	South Carolina



Rosewood High School



Powder River County
District High School



Ben Barber Career &
Technology Academy

2010 NAAE
ANNUAL REPORT

IDEAS UNLIMITED AWARDS

For years, teachers have been exchanging classroom and teaching ideas. Innovative teaching keeps agriculture 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.

Thirty 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 stipend to attend the 2010 NAAE Convention in Las Vegas. In addition, regional winners presented their award-winning ideas at the Organizational Members & Business Partners' Reception on December 3rd, 2010 at the NAAE convention.

Region I	Clyde McBride	Arizona
Region II	Jim Nave	Kansas
Region III	Joshua Christiansen	South Dakota
Region IV	Jaime Chenevey	Ohio
Region V	Kimberly Lough	Florida
Region VI	Tara Berescik	New York

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.



This award program is sponsored by CEV Multimedia.

Thirteen 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 stipend to attend the 2010 NAAE Convention in Las Vegas.

Region I	Susan Poland	Idaho
Region II	William Mike Kirkpatrick	Oklahoma
Region III	Jenifer Erb	Wisconsin
Region IV	Don Wheeler	Michigan
Region V	Damon Morgan	Tennessee
Region VI	Debra Seibert	Pennsylvania



McMinn County Schools



Everett Meredith Middle School



Central High School



Central High School

Another way that NAAE is working to decrease the shortage of qualified teachers is through the Teachers Turn the Key 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. 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 (2009-2010) and at the time of the convention at which they receive the scholarship (2010-2011). Applicants must not have attended the NAAE convention previously. Special Teachers Turn the Key professional development was provided to the award winners during the 2010 NAAE Convention.

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



RAM

All Teacher Turn the Key winners received transportation, lodging and complimentary registration to attend the 2010 NAAE Convention in Las Vegas. Each winner also attended special Teacher Turn the Key professional development sessions conducted by the Virginia Tech University.

Region I

Erin Thompson	California
Joshua Evans	Idaho
Shelia Schenk	Montana
Hannah Brause	Oregon
Megan Haslam	Utah
Sarah Thomas	Washington

Region II

Danica McComb	Colorado
Lindsey Huseman	Kansas
Josh Dahlem	Louisiana
Jerrod Lundry	Oklahoma
Honey Key	Texas

Region III

Scott Smalley	Iowa
Katie Shaw	Minnesota
Tara Beitelspacher	South Dakota
Elizabeth Porior	Wisconsin

Region IV

Jesse Faber	Illinois
Kristen Scott	Indiana
Brandon Davis	Kentucky
Emily Styes	Michigan
Jack Green	Missouri
Sarah Heilers	Ohio

Region V

Stanley Scurlock	Florida
Trisha Lastly	Georgia
Angela Loggains	North Carolina
Ashley Granata	South Carolina
Allie Ellis	Tennessee

Region VI

Jennifer Elman	Connecticut
Erin Colbert	Delaware
Jennifer Morin	Maine
Dene' Bruce	Maryland
Nichole Hirt	New York
Malaree Searle	Rhode Island
Edward McCann Jr.	Virginia



Morris Area High School



USD 216 Deerfield



McMinn High School



McEwen High School

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 doctors, nurses, your best friend ... or perhaps, your teacher. This award is given to those who serve their profession in professional activities, school activities, and community service.

Region I	Allan Sulser	Utah
Region II	Dr. Kenny Beams	Oklahoma
Region III	Douglas Hanson	Minnesota
Region IV	Pam Proffitt-Rowland	Missouri
Region V	Joe Wilson	South Carolina
Region VI	Dr. MeeCee Baker	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.



This award was sponsored by Ford Motor Company, as a special project of the National FFA Foundation.

Region I	Dr. Glenn Miller	Arizona
Region II	Dr. Richard Weber	Louisiana
Region III	Peter Drone	Wisconsin
Region IV	Gary Geswein	Indiana
Region V	Lee James	Mississippi
Region VI	David Miller	Maryland

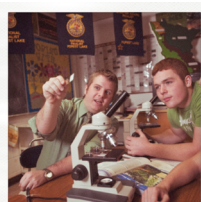
OUTSTANDING COOPERATION AWARD

The Outstanding Cooperation Award is presented to organizations, agribusinesses, 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.

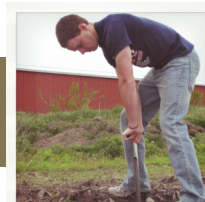
Region I	Sen. Taylor Brown Montana State Senate	Montana
Region II	Randy Gilbert Gilbert and Sons Trucking	Oklahoma
Region III	Don Josko Burton Floral and Garden	South Dakota
Region IV	Greenstone Farm Credit Services	Michigan
Region V	Mississippi FFA Alumni Association	Mississippi
Region VI	Secretary Russell Redding Pennsylvania Department of Agriculture	Pennsylvania



Forest Lake Senior High School



Forest Lake Senior High School



Tri-County High School



Morris Area High School

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 agriculture teachers as members of NAAE. The 100 percent state associations in 2009-2010 were:

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 12 state associations qualified for ten percent membership awards in the 2009-2010 membership year.

Alaska
Iowa
Maine

Maryland
Nevada
Nebraska

North Dakota
Ohio
Rhode Island

South Dakota
Vermont
Wisconsin

LARGEST STUDENT MEMBERSHIP INCREASE—STATE ASSOCIATION

NAAE annually recognizes the state association having the largest numerical increase in student membership. The **Wisconsin Association** received the award for the 2009-2010 membership year with an increase of 28 members from the previous year.

LARGEST STUDENT MEMBERSHIP—STATE ASSOCIATION

NAAE annually recognizes the state having the largest student membership. The **Wisconsin Association** was recognized in the 2009-2010 membership year reporting a total of 152 student members.

LARGEST STATE ASSOCIATION MEMBERSHIP

NAAE annually recognizes the state having the largest membership. The **Oklahoma Association** was recognized in the 2009-2010 membership year reporting a total of 462 active members.

LARGEST NUMERICAL MEMBERSHIP INCREASE—STATE ASSOCIATION

NAAE annually recognizes the state association having the largest numerical increase in membership. The **Wisconsin Association** received the award for the 2009-2010 membership year with an increase of 30 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 **Vermont Association** received the award for the 2009-2010 membership year with an increase of 42 percent from the previous year.

LARGEST NUMERICAL MEMBERSHIP INCREASE—REGION

NAAE annually recognizes the region having the largest numerical increase in membership. **Region III**—Craig McEnany, Vice President, received the award for the 2009-2010 membership year with an increase of 131 members from the previous year.

LARGEST PERCENTAGE MEMBERSHIP INCREASE—REGION

NAAE annually recognizes the region having the largest percentage increase in membership. **Region III**—Craig McEnany, Vice President received the award for the 2009-2010 membership year with an increase of 10 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 2009-2010 membership year with 1893 members.



Smyrna High School



Vernon-Verona-Sherrill High School



Vernon-Verona-Sherrill High School



Lincoln High School

2010 NAAE
ANNUAL REPORT

100 PERCENT STUDENT MEMBER UNIVERSITIES

In the 2009-2010 membership year, 13 agricultural education departments, as listed below, self reported 100 percent student membership and received recognition at the 2010 National Alpha Tau Alpha Conclave in Indianapolis:

Arkansas State University
California State University, Fresno
Northwest Missouri State University
Oklahoma State University
Purdue University
University of California, Davis
University of Florida
University of Missouri
University of Missouri, Columbia
University of Wisconsin, Platteville
University of Wisconsin, River Falls
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 2009-2010 are:

Region I

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

Region II

Arkansas-Professional
Colorado-Professional
Kansas-Professional
Louisiana-Distinguished
New Mexico-Active
Oklahoma-Distinguished
Texas-Professional

Region III

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

Region IV

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



Forest Lake Senior High School



Forest Lake Senior High School



Lawrence County High School

UPPER DIVISION AGRICULTURAL EDUCATION SCHOLARSHIP RECIPIENTS



Using proceeds from the 50-50 scholarship raffle at the 2009 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 2010-2011 school year. Each winner received \$750 to help defer the cost associated with their student teaching experience.

The scholarship recipients were:

Jedidiah Bookman
Amy Coleman
Katie Wirkus
Sarah Kleihauer
Logan Springstun
Brittany Hosselton
Chelsey Mann
Sarah Burleson
Casey Braddock
Robert Hays
Kelli Goodan
Justin Ladd
Lindsey Brown
Alexander Youst
Kayla Shivar

The Ohio State University
Northwest Missouri State University
University of Wisconsin-River Falls
University of Tennessee-Knoxville
Purdue University
University of Illinois Urbana-Champaign
Purdue University
University of Florida
Southern Illinois University-Carbondale
Purdue University
New Mexico State University
Oklahoma State University
University of Minnesota-TC
The Pennsylvania State University
North Carolina State University



Cimarron School



Forest Lake Senior High School



John Browne High School



Rosewood High School

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 & Com-
munity 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, IL 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, IN 46268-0960

Teachers Turn the Key Awards

Ms. Marissa Hunter
Head, RAM Brand Communications
Representing RAM Trucks
1000 Chrysler Drive
Auburn Hills, MI 48326-2766

Ms. Lyndsay Rhoades
RAM Trucks, The Richards Group
100 W. Big Beaver, Ste 250
Troy, MI 48084

Ideas Unlimited Awards

Ms. Erin Brennan
Marketing Manager
Delmar Cengage Learning
Executive Woods
5 Maxwell Drive
Clifton Park, NY 12065-2919

Teacher Mentor Awards

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

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

Membership Awards Luncheon

Ms. Michelle Gowdy
Senior Manager, Community Investment
Pioneer HiBred International, Inc.
9550 White Oak Lane, Ste 100
P.O. Box 1014
Johnston, IA 50131-1014

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

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

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

Mr. Mark Leitman
Director, Agriculture Programs
Propane Education and Research
Council
1140 Connecticut Avenue, N.W. Ste 1075
Washington, DC 20036

State Leaders' Luncheon

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

Mr. Charles O'Brien
Vice President, Agricultural Services
Association of Equipment Manufacturers
6737 West Washington Street, Ste 2400
Milwaukee, WI 53214-5647

Organizational Members and Business Partners Reception

Mr. Michael Campione
Representing the United States Army
Momentum
444 N. Michigan Avenue, Ste 1700
Chicago, IL 60611

Ms. Heather Jensen
Assistant Director of Marketing,
Communications Division
American Veterinary Medical Association
1931 N. Meacham Road, Ste 100
Schaumburg, IL 60173-4360

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

DuPont Agriscience Institute

Ms. Phyllis Buchanan
Office of Education
DuPont
Experimental Station 301/214
P.O. Box 80030
Wilmington, DE 19880-0030



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

Professional State Association Awards

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

Retiring Officer Recognition

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

Lifetime Achievement Awards

Mr. Kevin Schebil
Manager Ford Truck Sponsorships &
Alliances
Ford Motor Company
Regent Court Building, Room 9S134
16800 Executive Plaza Dr.
Mail Drop 9SWE
Dearborn, MI 48126-4207

Ms. Dorothy Lakso
Representing Ford Motor Company
Team Detroit
550 Town Center Drive, 4N3A
Dearborn, MI 48126

Outstanding Cooperation Awards

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

Additional Major Annual Sponsors

Delmar Cengage Learning/NAAE Upper Division Ag Ed Scholarships

Ms. Erin Brennan
Marketing Manager
Delmar Cengage Learning
Executive Woods
5 Maxwell Drive

Clifton Park, NY 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, IN 46268

Ag Ed Leadership Dinner at ACTE National Policy Seminar

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

National Teach Ag Campaign

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

Mr. Jim Prewitt
CEO
Landmark Nurseries
1100 East Sandy Lake Road
Coppell, TX 75019

Ms. Erin Brennan
Marketing Manager
Delmar Cengage Learning
Executive Woods
5 Maxwell Drive
Clifton Park, NY 12065-2919

Pfizer Teacher Workshops

Ms. Vanessa Mariani
Director, Academic and Professional
Affairs
Pfizer Animal Health
5 Giralda Farms, Mailstop DB1
Madison, NJ 07940

Teachers' Internet Café

Kim Skinner
Community Relations Manager
Monsanto
800 North Lindbergh Blvd
St. Louis, MO 63167

SmartEdge by Ally Professional Development Program

Mr. Travis Parman
Director, Communication and Public
Relations
Ally Financial
E-mail: Travis.Parman@ally.com

Ms. Jacqueline J. Howard
Ally Financial
E-mail: Jacqueline.Howard@ally.com

National Agriscience Teacher Ambassador Academy (NATAA)

Ms. Phyllis Buchanan
Office of Education
DuPont
Experimental Station 301/214
P.O. Box 80030
Wilmington, DE 19880-0030

National Agriscience Integration Institute (NAII)

Ms. Michelle Gowdy
Senior Manager, Community
Investment
Pioneer HiBred International, Inc.
9550 White Oak Lane, Ste 100
P.O. Box 1014
Johnston, IA 50131-1014

Ms. Phyllis Buchanan
Office of Education
DuPont
Experimental Station 301/214
P.O. Box 80030
Wilmington, DE 19880-0030

AAVIM

Mr. Gary Farmer
Director
220 Smithonia Road
Winterville, GA 30683
Phone: (706) 742-5355
Fax: (706) 742-7005
E-mail: gary@aavim.com
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

Mr. Rick Parker
Co-PI and Director
6301 Kirkwood Blvd. SW
Cedar Rapids, IA 52406
Phone: (319) 398-7108 or (866) 424-5669
Fax: (319) 398-7109
E-mail: rparker@safelink.net
Website: www.agrowknow.org

American Veterinary Medical Association (AVMA)

Ms. Heather Jensen
Assistant Director of Marketing,
Communications Division
1931 N. Meacham Road, Suite 100
Schaumburg, IL 60173-4360
Phone: (847) 285-6668
Fax: (847) 925-1329
E-mail: smajchrzak@avma.org
Website: www.avma.org

Animal Care Technologies

Mr. Charles Casada
Director of Veterinary Science Education
2701 Hartlee Field Road
Denton, TX 76208
Phone: (800) 357-3182
Fax: (940) 381-1847
E-mail: charles.casada@4act.com
Website: www.4act.com

Applied Technologies

Mr. Cliff Ratliff
Agri-Sciences Specialist
P. O. Box 1419
Calhoun, GA 30703
Phone: (800) 334-4943
Fax: (706) 629-3498
E-mail: cliff.ratliff@lli.com
Website: www.lli.com

Association of Equipment Manufacturers (AEM)

Mr. Charles O'Brien
Vice President, Agricultural Services
6737 W. Washington St., Ste 2400
Milwaukee, WI 53214
Phone: (414) 298-4114
Fax: (414) 272-1170
E-mail: cobrien@aem.org
Website: www.aem.org

Batson Enterprises, Inc.

Mr. Bill Batson
CEO
130 Harrison Street, Suite 8
Sequim, WA 98382
Phone: (877) 875-2381
Fax: (360) 683-3579
E-mail: batson@batsonenterprises.com
Website: www.batsonenterprises.com

CEV Multimedia

Mr. Jeff Lansdell
President
1020 SE Loop 289
Lubbock, TX 79404
Phone: (800) 922-9965
Fax: (806) 745-5300
E-mail: Jeff.Lansdell@cevmultimedia.com
Website: www.cevmultimedia.com

Deere & Company

Ms. Cheryl Salley
Manager of Sponsored Programs
1 John Deere Place
Moline, IL 61265-8098
Phone: (309) 765-4951
Fax: (309) 765-5154
E-mail: salleycheryla@johndeere.com
Website: www.johndeere.com

Delmar Cengage Learning

Ms. Erin Brennan
Marketing Manager
Executive Woods, 5 Maxwell Drive
Clifton Park, NY 12065-2919
Phone: (800) 998-7498
Fax: (518) 881-1250
E-mail: erin.brennan@cengage.com
Website: www.cengage.com

DS SoildWorks Corp.

Ms. Christine Morse
Education Sponsorship Events Manager
300 Baker Ave
Concord, MA 01742
Phone: (978) 371-5000
Fax: (978) 371-5058
E-mail: christine.morse@3ds.com
Website: www.3ds.com

Ford Motor Company

Mr. Kevin Schebil
Manager Ford Truck Sponsorships &
Alliances
Regent Court Building Room 9S134
16800 Executive Plaza Drive
Mail Drop 9SWE
Dearborn, MI 48126-4207
Phone: (313) 594-2086
E-mail: kschebil@ford.com
Website: www.ford.com

Forrest T. Jones & Company

Mr. Mike Williams
Association Sales Director
1760 Reston Parkway, Suite 303
Reston, VA 20190
Phone: (703) 318-8189
Fax: (703) 318-7554
E-mail: mrwilliams@ftj.com
Website: www.ftj.com

Gothic Arch Greenhouses, Inc.

Mr. W. H. (Buzz) Sierke, Jr.
President
PO Box 1564
Mobile, AL 36633-1564
Phone: (800) 531-4769
Fax: (251) 432-2655
E-mail: bsierke@comcast.net
Website: www.gothicarchgreenhouses.com



GSI Group

Ms. Robin Walters
Marketing Communications Manager
1004 East Illinois Street
Assumption, IL 62510-0020
Phone: (217) 226-5193
E-mail: rwalters@gsiag.com
Website: www.gsiag.com

**Hobar Publications
(A division of Finney Company)**

Mr. Alan E. Krysan
President
8075 215th Street West
Lakeville, MN 55044
Phone: (952) 469-6699
Fax: (952) 469-1968
E-mail: akrysan@finney-hobar.com
Website: www.finney-hobar.com

Horizon Organic

Ms. Robyn Nick
Sr. Mgr., Organic Stewardship &
Industry Relations
12002 Airport Way
Broomfield, CO 80021
Phone: (303) 635-4574
Fax: (303) 635-5574
E-mail: robyn.nick@whitewave.com
Website: www.whitewave.com

Hummert International

Mr. Peter Hummert
General Manager
4500 Earth City Expressway
Earth City, MO 63045
Phone: (314) 506-4500
Fax: (314) 506-4510
E-mail: sales@hummert.com
Website: www.hummert.com

Husqvarna

Matt P. McNally
Managing Director
7349 Statesville Rd
Charlotte, NC 28269
Phone: (704) 921-7009
E-mail: matt.p.mcnally@husqvarna.com
Website: www.husqvarna.com

InfoVets - Animal Health Publications

Ms. Kelly Newman
Sales Manager
P.O. Box 494
Brigham City, UT 84302
Phone: (877) 424-7838
Fax: (435) 723-6532
E-mail: office@infovets.com
Website: www.infovets.com

Intelliprep

Mr. Charles Bigo
President
281 S. Vineyard Road, #103
Orem, UT 84058
Phone: (801) 765-9100
Fax: (801) 765-9101
E-mail: bigo@fiber.net;
intelliprep@gmail.com
Website: www.intelliprep.com

Ironworker Management Progressive

Action Cooperative Trust (IMPACT)
Mr. Kenneth Waugh
Director of Industry Liaisons
1750 New York Avenue, NW West
Lobby
Washington, D.C. 20006
Phone: (202) 393-1147 or (800) 545-4921
Fax: (202) 393-1148
E-mail: kwaugh@impact-net.org
Website: www.impact-net.org

ITCS Instructional Materials

Mr. Nick Wherley
Team Leader
1401 South Maryland Drive MC-710
Urbana, IL 61801
Phone: (800) 345-6087; (217) 244-5170
Fax: (217) 333-0005
E-mail: wherley@illinois.edu
Website: www.pubsplus.uiuc.edu

Jaderloon Company, Inc.

Mr. Cal Looney
Sales
P.O. Box 685
Irmo, SC 29063
Phone: (803) 798-4000 or (800) 258-7171
Fax: (803) 798-6584
E-mail: callooney@yahoo.com
Website: www.jaderloon.com

James Allen Insurance Brokers

Mr. Steve Sundling
Marketing Manager
11611 N. Meridian St., Suite 600
Phone: (800) 965-5580 ext. 6992
Fax: (866) 348-1442
E-mail: steve@jamesalleninsurance.com
Website: www.jamesalleninsurance.com

LA-CO Industries, Inc

Mr. Thomas Rynberg
Marketing Manager, Farm Division
1201 Pratt Blvd.
Elk Grove Village, IL 60007
Phone: (847) 956-7600 or (800) 621-4025
Fax: (847) 956-9085
E-mail: trynberg@laco.com
Website: www.allweathermarker.com

**LifeKnowledge Center for Agricultural
Education**

Mrs. Christine White
Program Leader
6060 FFA Drive, P.O. Box 68960
Indianapolis, IN 46268
Phone: (317) 802-4212
Fax: (317) 802-5212
E-mail: cwhite@ffa.org

The Mathile Institute

Dr. Sharon Norton
Director of Development
6450 Poe Avenue, Suite 201
Dayton, OH 45414
Phone: (937) 264-4869
Fax: (937) 264-4001
E-mail: snorton@mathileinstitute.org
Website: www.mathileinstitute.org

Mud Hole Custom Tackle

Mrs. Errin Gimbart
Business Manager
400 Kane Court
Oviedo, FL 32765
Phone: (866) 790-7637
Fax: (800) 420-6049
E-mail: errin@mudhole.com
Website: www.mudhole.com

NASCO

Mr. Jim Felt
Director of Sales
4825 Stoddard Road
Modesto, CA 95356
Phone: (209) 545-1600
Fax: (209) 846-6552
Email: jfelt@enasco.com
Website: www.enasco.com

National Institute for Occupational

Safety & Health (NIOSH)
Ms. Janet Ehlers
Occupational Health Nurse
4676 Columbia Parkway - R 17
Cincinnati, OH 45226
Phone: (513) 841-4205
Fax: (513) 841-4489
E-mail: jehlers@cdc.gov
Website: www.cdc.gov

Outdoor Power Equipment Institute (OPEI)

Mr. Bill Harley
President and CEO
341 South Patrick St.
Alexandria, VA 22314
Phone: (703) 549-7600
Fax: (703) 549-7604
Email: bharley@opei.org
Website: www.opei.org

Propane Education and Research Council

Mr. Mark Leitman
Director of Agriculture Programs
1140 Connecticut Ave., NW Suite 1075
Washington, DC 20036
Phone: (202) 452-8975
E-mail: mark.leitman@propanecouncil.org
Website: www.propanecouncil.org

PAQ Interactive

Mr. Quentin Rund
Vice-President
107 S. State Street, STE 300
Monticello, IL 61856
Phone: (217) 762-7955
Fax: (217) 762-8655
Email: qrund@paqinteractive.com
Website: www.paqinteractive.com

The Popcorn Board

Ms. Genny Bertalmio
Administrative Manager
401 N. Michigan Avenue
Chicago, IL 60611-4267
Phone: (312) 644-6610
Fax: (312) 321-5150
E-mail: gbertalmio@smithbucklin.com
Website: http://www.popcorn.org

Scotchman Industries, Inc

Mr. Jerry Kroetch
President
180 E. Hwy. 14, P.O. Box 850
Philip, SD 57567-0850
Phone: (800) 843-8844
Fax: (605) 859-2499
E-mail: jerrykroetch@scotchman.com
Website: www.scotchman.com

Texas Tech University College of Out- reach and Distance Education

Ms. Constance Barbian
Unit Coordinator, Marketing
Box 42191
Lubbock, TX 79409-2191
Phone: (800) 692-6877
Fax: (806) 742-7212
E-mail: constance.barbian@ttu.edu
Website: www.uc.ttu.edu

Tractor Supply Company

Ms. Katie Newbern
Marketing Manager
200 Powell Place
Brentwood, TN 37027
Phone: (615) 440-4335
Fax: (615) 484-4670
E-mail: knewbern@tractorsupply.com
Website: www.tractorsupply.com

US Army

Michael Campione
Manager, Business Leadership
Momentum Worldwide
444 North Michigan Avenue, Suite 1700
Chicago, IL 60611
Phone: (312) 245-3516
Fax: (312) 245-3550
Email: Michael.Campione@momentu-
mwww.com
Website: www.army.mil

Vernier Software and Technology

Ms. Amy Frame
Trade Show Manager
13979 SW Millikan Way
Beaverton, OR 97005
Phone: (503) 277-2299
Fax: (503) 277-2440
E-mail: aframe@vernier.com
Website: www.vernier.com

Ward's Natural Science

Ms. Jennifer Levanduski
Circulation Manager-VWR Science
Education
777 East Park Drive
Tonawanda, NY 14150
Phone: (800) 242-2042 Ext. 203279
Fax: (800) 635-8439
E-mail: jlevanduski@sciencekit.com
Website: www.vwreducation.com



Shomo High School



Jessamine Career &
Technology Center



Jessamine Career &
Technology Center

2009-2010 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 the NAAE.

2009-2010 NAAE Membership Totals

The overall membership for the 2009-2010 year increased by 1.20% from the 2008-2009 year. The breakdown by membership categories includes: Active membership, Retired membership, Student membership, Associate membership, Associate Life membership, and =Life membership.

The 2009-2010 NAAE Membership numbers are reflected below:

Active	Retired	Associate	Student	Associate Life	Life Active	Life Retired	Total w/o Students	Grand Total
6210	32	92	915	7	360	389	7090	8005

Membership Statistics categorized by Region are listed below for the past 10 years:

Region I

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Alaska	1	2	2	1	2	0	1	1	2	2	4
Arizona	93	69	97	92	90	80	76	88	82	76	65
California	125	135	117	177	174	210	208	208	218	233	223
Hawaii	20	17	18	18	20	13	16	9	11	15	12
Idaho	104	103	102	117	117	114	118	132	107	114	112
Montana	79	84	105	107	96	93	125	94	97	98	93
Nevada	31	31	37	34	29	34	34	35	34	32	37
Oregon	78	87	111	103	100	96	101	97	90	96	101
Utah	65	94	69	61	65	63	75	82	90	106	98
Washington	239	246	203	201	214	226	207	192	197	195	174
Wyoming	44	53	48	49	61	43	63	55	65	63	52
TOTAL	879	921	909	960	968	974	1024	993	993	1030	971

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

Region II

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Arkansas	171	157	171	157	184	176	148	149	156	152	167
Colorado	126	126	113	116	113	118	113	96	104	113	105
Kansas	188	173	155	137	177	189	170	179	174	205	193
Louisiana	184	185	209	212	211	217	197	210	212	204	213
New Mexico	81	67	75	79	101	96	106	74	80	80	80
Oklahoma	501	487	497	464	514	511	516	522	504	498	517
Texas	178	138	150	171	151	130	141	154	142	147	141
TOTAL	1429	1333	1370	1336	1451	1437	1391	1384	1372	1399	1416

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

Region III

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Iowa	262	287	282	213	317	221	227	197	200	207	229
Minnesota	327	339	351	315	319	305	261	301	264	289	260
Nebraska	139	160	139	151	152	144	150	136	142	135	152
North Dakota	114	119	117	120	114	114	104	118	116	115	129
South Dakota	99	116	106	102	108	98	92	89	86	83	108
Wisconsin	473	421	406	496	466	414	419	397	430	417	475
TOTAL	1414	1442	1401	1397	1476	1296	1253	1238	1238	1246	1353

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

Region IV

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Illinois	375	375	385	405	400	418	420	417	407	395	406
Indiana	313	325	287	305	302	304	319	312	303	270	275
Kentucky	228	213	189	220	237	226	230	258	233	203	216
Michigan	119	122	136	160	151	105	100	87	88	98	91
Missouri	427	443	449	538	507	485	499	496	524	540	541
Ohio	354	312	302	271	292	284	289	267	289	269	297
TOTAL	1816	1790	1748	1899	1889	1822	1857	1837	1844	1775	1826

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

Region V

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Alabama	346	324	277	276	276	281	306	263	279	262	264
Florida	103	77	79	84	126	140	166	162	126	137	136
Georgia	324	338	388	376	384	398	376	424	415	446	436
Mississippi	123	117	132	128	123	94	104	114	107	105	112
North Carolina	255	255	240	297	289	289	291	299	304	301	259
Puerto Rico	0	1	1	1	1	1	4	0	0	2	1
South Carolina	82	85	110	100	96	97	104	95	114	115	121
Tennessee	180	172	187	190	189	188	191	192	212	214	231
Virgin Islands	1	0	1	1	1	1	1	1	1	1	1
TOTAL	1414	1369	1415	1453	1485	1489	1543	1550	1558	1583	1561

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

Region VI

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Connecticut	52	50	57	53	66	61	70	72	72	78	64
Delaware	44	47	48	54	47	38	46	34	42	55	53
Maine	12	5	8	6	10	7	8	15	9	7	7
Maryland	29	29	33	30	31	40	43	43	43	44	51
Massachusetts	27	37	7	7	4	0	5	1	2	0	2
New Hampshire	23	35	34	35	36	33	23	24	24	34	25
New Jersey	14	19	17	21	19	23	26	24	25	21	28
New York	122	116	110	114	110	108	123	112	164	121	126
Pennsylvania	168	170	184	177	176	165	155	133	136	135	144
Rhode Island	1	1	1	1	1	2	3	3	12	4	9
Vermont	14	11	2	3	3	1	8	7	8	7	10
Virginia	128	126	113	144	153	119	138	134	144	173	161
West Virginia	53	57	56	64	73	70	68	75	59	70	67
TOTAL	687	704	671	709	735	667	716	677	740	749	747

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



PAST PRESIDENTS

PRESIDENT	YEAR ELECTED	ELECTION CITY	PRESIDENT	YEAR ELECTED	ELECTION CITY
L.E. Cross; San Jose, CA	1948	Milwaukee	Walter Schuh; Bow, WA	1984	New Orleans
Parker Woodul; Portales, NM*	1949	Atlantic City	Myron Sonne; Letcher, SD	1985	Atlanta
Jess Smith; Lake Geneva, WI *	1950	Miami	Ralph Thomas; Woodward, OK *	1986	Dallas
A.C. Hale; Camden, AR *	1951	Minneapolis	Caroll L. Shry; Frederick, MD	1987	Las Vegas
Max Lampo; Neosho, MO *	1952	Boston	Duane W. Watkins; Thermopolis, WY	1988	St. Louis
Robert Wall; Luray, Va *	1953	Chicago	Douglas B. Spike; Bloomfield Hills, MI	1989	Orlando
S.F. Peterson; Ayden, NC *	1954	San Francisco	Tom Parker; Casper, WY	1990	Cincinnati
Robert Howey; Sycamore, IL *	1955	Atlantic City	Dennis Jackson; Mankato, MN *	1991	Los Angeles
Robert Bishopp; Powell, WY	1956	St. Louis	Dale Turner; Holdenville, OK	1992	St. Louis
James Wall; Waverly, NE *	1957	Philadelphia	Tom Klein; Elko, NV	1993	Nashville
Luther Hardin; Searcy, AR *	1958	Buffalo	Merle Richter; Bloomer, WI	1994	Dallas
Julian Carter; Wellsville, NY *	1959	Chicago	Tom Heffernan; Poteet, TX	1995	Denver
Floyd Johnson; York, SC *	1960	Los Angeles	MeeCee Baker; Port Royal, PA	1996	Cincinnati
James Hamilton; Audubon, IA	1961	Kansas City	Duane Fisher; Mt. Auburn, IA	1997	Las Vegas
Wenroy Smith; Saltsburg, PA	1962	Milwaukee	Tom Kremer; Anna, OH	1998	New Orleans
Walter Bomeli; Bangor, MI*	1963	Atlantic City	Mike Cox; Allisonia, VA	1999	Orlando
Sam Stenzel; Russell, KS	1954	Minneapolis	Paul Jaure; Beeville, TX	2000	San Diego
James Durkee; Laramie, WY	1965	Miami	Bryan D. Gause; Liberty, IN *	2001	New Orleans
Elvin Walker; Norman Park, GA *	1966	Denver	Sarah Osborn Welty, Walkersville, MD	2002	Las Vegas
Tom Devin; Dumas, TX	1967	Cleveland	Roger Teeple; Morganton, NC	2003	Orlando
Wm. G. Smith; E. Brunswick, NJ	1968	Dallas	Jeff Maierhofer; Seneca, IL	2004	Las Vegas
Millard Gundlach; Montfort, WI	1969	Boston	Allan Sulser; Heber City, UT	2005	Kansas City
Glen D. McDowell; Pikeville, KY	1970	New Orleans	Lee J. James, Weir, MS	2006	Atlanta
Howard Teal; Boonville, NY *	1971	Portland	Harold Eckler, Shelbyville, MO	2007	Las Vegas
Francis Murphy; Madison, SD	1972	Chicago	Sally Shomo, Staunton, VA	2008	Charlotte
W.R. Harrison; Leedy, OK	1973	Atlanta	Ray Nash, Booneville, MS	2009	Nashville
Lurther Lalum; Kalispell, MT	1974	New Orleans			
John Murray; Jackson MN	1975	Anaheim			
Richard Weber; Larose, LA	1976	Houston			
Jim Guilinger; Sycamore, IL *	1977	Atlantic City			
John P. Mundt; Meridian, ID	1978	Dallas			
Albert Timmerman, Jr.; Rockdale, TX	1979	Anaheim			
Tom Jones; Marana, AZ	1980	New Orleans			
Layton G. Peters; New Ulm, MN	1981	Atlanta			
Dale Butcher; W. Lafayette, IN	1982	St. Louis			
Walter Schuh; Bow, WA	1983	Anaheim			

*indicates deceased

A few of the NAAE past presidents together at the 2007 NAAE Convention in Las Vegas. (l-r) Dale Butcher (IN) 1982-83, Duane Fisher (IA) 1997-98, Paul Juare (TX) 2000-01, Roger Teeple (NC) 2003-04, Jeff Maierhofer (IL) 2004-05, Alan Sulser (UT) 2005-06, Lee James (MS) 2006-07, Wm. Jay Jackman, NAAE Executive Director



2010 NAAE
ANNUAL REPORT

National Association of Agricultural Educators Strategic Plan – Goals and Objectives

Adopted: July 26, 2003

Last Revised: February 13, 2010

NAAE Mission

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

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 work shops 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.

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 cataloged, 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.

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.



Forest Lake Senior High School



Lawrence County High School



Oelwein High School



Lincoln High School



National Association of Agricultural Educators

300 Garrigus Building
Lexington, KY 40546-0215
800-509-0204 (phone)
(859) 323-3919 (fax)
naae@uky.edu
www.naae.org



compiled by Alissa F. Smith, Associate Executive Director
designed by Amaris Ketcham, Graphic Designer & Communications Assistant