



ANNUAL REPORT
2012

FROM THE PRESIDENT



Ken Couture
2011-2012 NAAE President

As I look back on 2012, I see a stronger professional association with two major accomplishments. Our contribution to the Department of Labor's withdrawal of the proposed youth labor regulations showed us that advocacy does matter for our profession and our students. As this crisis demonstrated, our efforts to build relationships with decision makers at all levels have never been more important. Another accomplishment that is critical for our association was the development of a new strategic plan for the next three to five years. Much of what was in our existing plan had become policy and was not strategic or visionary. The board will continue the final steps to implement the new plan.

I met so many great people during my time on the board, and attending regional conferences was definitely a highlight. We had an excellent convention in Atlanta thanks to our great staff, the GVATA, and all of you who attended. I also want to congratulate our 2012 NAAE award winners for their accomplishments.

It has been an honor to serve as NAAE president this year. I am confident that our association is prepared to lead our profession into the future. As you review the annual report, remember that it is the sum of the accomplishments of every single member.

A handwritten signature in black ink that reads "Kenneth M. Couture". The signature is fluid and cursive.

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AG TEACHER'S CREED

I AM AN AGRICULTURAL EDUCATOR BY CHOICE AND NOT BY CHANCE.

I BELIEVE IN AMERICAN AGRICULTURE; I dedicate my life to its development and the advancement of its people.

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

I WILL ENDEAVOR to develop professionally through study, travel and exploration.

I WILL NOT KNOWINGLY WRONG my fellow teachers. I will defend them as far as honesty will permit.

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

I REALIZE that I am a part of the 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.

NAAE MISSION: PROFESSIONALS PROVIDING **AGRICULTURAL EDUCATION** FOR THE GLOBAL COMMUNITY THROUGH VISIONARY **LEADERSHIP, ADVOCACY & SERVICE.**

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**2012 NAAE
ANNUAL REPORT**

NAAE MAJOR INITIATIVE: PROFESSIONAL DEVELOPMENT

NATIONAL FFA CONVENTION TEACHERS' WORLD

31 professional workshops presented on topics ranging from Agriscience to Floral Design • Provided **698** hours of professional development credit to agriculture teachers.

48 teachers from across the nation were selected to attend the NATAA in Chestertown, Maryland in June and July 2012. • Over **50** hours of agriscience integration and inquiry-based training was provided to ag teachers during the week, resulting in **2400** professional development credit hours. • Ambassadors presented **24** agriscience workshops at National FFA Convention and NAAE Convention to over **500** teachers. Provided **4** hours of professional development training for National Agriscience Teacher Ambassadors (NATA) during the NATAA Phase II workshops, resulting in **140** professional development credit hours.

NATIONAL AGRISCIENCE TEACHER AMBASSADOR PROGRAM

NAAE CONVENTION **65** professional development workshops presented on topics specifically related to agricultural education. • Provided **1258** hours of professional development credits to agriculture teachers from across the U.S.

Provided **6** professional development sessions specifically designed for early-career ag teachers during the 2012 Teachers Turn the Key program, resulting in **440** hours of professional development credit to TTTK award winners.

TEACHERS TURN THE KEY PROFESSIONAL DEVELOPMENT PROGRAM



NAAE MAJOR INITIATIVE:

AGRICULTURE TEACHER RECRUITMENT & RETENTION VIA THE NATIONAL TEACH AG CAMPAIGN

BY THE NUMBERS **\$3900** in Teach Ag grants distributed in **22** states.
12 Teach Ag Ambassadors selected from **11** states.
3,875 people registered with the Teach Ag campaign.
11,800 National Teach Ag Day posters distributed.
38 states directly impacted by campaign.



*A project of The National
Council for Agricultural
Education, led by NAAE*

EVENTS WHERE TEACH AG WAS REPRESENTED

National Ag Day 6 future agriculture teachers • 3 mentor agriculture teachers • 75 Washington DC middle school students
Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) National Conference 3 Outstanding Contribution to the Profession teachers honored • booth
National FFA Convention Over 1000 booth participants • 330 new Teach Ag Campaign sign-ups • 2 Teach Ag workshops
Teach Ag in Indy • 12 Teach Ag Ambassadors • 6 mentor agriculture teachers • 6 Indianapolis middle school students • over 600 minutes of agriculture instruction in 6 classrooms
NAAE Convention Networking Reception/Mystery Speaker 220 attendees • 4 Teach Ag Champions • 2 Teach Ag workshops
Collegiate Ambassadors Winter Training Seminar 19 ambassadors
Also NAAE Region 1 Conference • American Association of Agricultural Educators National Conference • American School Counselors Association National Conference • National FFA Alumni Development Conference • Vocational Agriculture Teachers Association of Texas Conference • Agriculture Future of America National Leaders Conference



2012 NAAE
ANNUAL REPORT

NAAE MAJOR INITIATIVE:

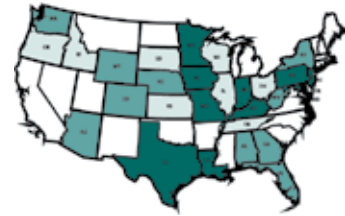
CASE

Curriculum for Agricultural Science Education

A project of The National Council for Agricultural Education, managed by NAAE

YEAR AT A GLANCE **16** CASE Institutes held across the country. **26** states represented by teachers attending CASE Institutes. **32** Lead Teachers selected to provide professional development to the **266** teachers who were certified in CASE courses. All together teachers participated in over **23,840** hours of professional development during CASE Institutes in 2012. (including Lead Teacher participation hours)

23 teachers are field testing Animal and Plant Biotechnology. • The Natural Resources and Ecology course is under development. • Principles of Agricultural Science – Animal and Principles of Agricultural Science – Plant completed course revisions.



In **4** years, **417** teachers and **338** schools from **29** states have adopted CASE.

SCHOLARSHIPS **3** CASE Institute scholarships awarded to Female Ag Ed students - funded by Impact FFA • **5** partial scholarships awarded for the Iowa Animal and Plant Biotechnology field test institute - funded by United Soybean Board • **6** CASE Institute scholarships awarded to Florida teachers - funded by Mosaic • **3** scholarships awarded to Louisiana teachers to attend the Louisiana CASE Institute – funded by Mosaic

COURSE DEVELOPMENT SPONSORS **Animal and Plant Biotechnology** - MetLife and United Soybean Board • **Natural Resources and Ecology** - CSX and Mosaic • **Food Science and Safety** Cargill and General Mills • **Agriculture Power and Technology** - TransCanada



2012 NAAE AWARDS

TEACHING AND PROGRAM AWARD HIGHLIGHTS

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 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 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.

Thirty 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 received transportation, lodging and registration to attend the 2012 NAAE Convention in Atlanta.

Region I	Jessica Grundy	Utah
Region II	Carmelita Goossen	Kansas
Region III	Candice Olson	Wisconsin
Region IV	Sarah Heilers	Ohio
Region V	Jill Wagner	Mississippi
Region VI	Sherisa Nailor	Pennsylvania



In the group photograph are Jessica Grundy, Carmelita Goossen, Candice Olson, Sarah Heilers, Jill Wagner, and Sherisa Nailor.

OUTSTANDING AGRICULTURAL EDUCATION TEACHER

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



TOYOTA

We are delighted to have Toyota as our sponsor for this program as well as for the Outstanding Postsecondary/Adult Ag Ed Program award.

Thirty-one 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 received transportation, lodging and registration to attend the 2012 NAAE Convention in Atlanta. In addition Toyota also provided each winner with a two-year lease on a 2012 Toyota Tundra.

Region I	Larin Crossley	Idaho
Region II	Lance Jagers	Colorado
Region III	Adam Wehling	Wisconsin
Region IV	Dennis Riethman	Ohio
Region V	Bill Waldrep	Georgia
Region VI	Tina Miner-James	New York



In the photograph are Tina Miner-James, Bill Waldrep, Dennis Riethman, Adam Wehling, Lance Jagers, Larin Crossley, and Jim Baudino, Engagement Marketing, Toyota.



NATIONAL AGRISCIENCE TEACHER OF THE YEAR

This program distinguishes NAAE members who emphasize science concepts, principles, and applications in their curricula. The award recognizes leadership in agriscience, civic, community, agriculture/agribusiness, and professional activities. Outstanding agriscience educators are innovators and catalysts for student success in agriscience education.



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

Eighteen 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 \$1500 grant to purchase agriscience supplies/equipment, recognition at a National FFA Convention general session, transportation, lodging and registration to attend the 2012 NAAE Convention in Atlanta.

Region I	Wes Crawford	Oregon
Region II	Kim O'Byrne	New Mexico
Region III	Roger King	Wisconsin
Region IV	Jesse Faber	Illinois
Region V	Amy Kidd	North Carolina
Region VI	Bethany Knowlton	Connecticut



In the photograph are Wes Crawford, Kim O'Byrne, Roger King, Jesse Faber, Amy Kidd and Bethany Knowlton.

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 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 teachers integrate 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 partially sponsored by Monsanto as a special project of the National FFA Foundation.

Twenty-six 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 registration to attend the 2012 NAAE Convention in Atlanta.

Region I	Snohomish High School	Washington	Stacy Lischke, Michael Hougan
Region II	Cushing High School	Oklahoma	Alan Smith, Katie Gruntmeir
Region III	Mt. Horeb High School	Wisconsin	Pam Allen
Region IV	South Shelby High School	Missouri	Tim Larrick
Region V	Pendleton County High School	South Carolina	Blake Berry, Joshua Murdock
Region VI	Cazenovia Central High School	New York	Mandi Millen




In the photograph are Mandy Millen, Blake Berry, Joshua Murdock, Tim Larrick, Serena Gregory, Monsanto; Pam Allen, Alan Smith, Stacy Lischke, and Michael Hougan.



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 technical 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.

 **TOYOTA** We are delighted to have Toyota as our sponsor for this program as well as for the Outstanding Agriculture Teacher award.

Eight state associations submitted state-winning applications. Of those applications one winner was chosen for each of the NAAE regions representing the application pool. The regional winners received transportation, lodging and registration to attend the 2012 NAAE Convention in Atlanta. In addition Toyota provided each regional winner with a two-year lease on a 2011 Toyota Tundra.

Region I	Blue Mountain Community College	Oregon	Nick Nelson, Dale Wendt, Preston Winn
Region II	Pontotoc Technology Center	Oklahoma	Hershel Williams
Region III	Des Moines Area Community College	Iowa	Craig McEnany
Region IV	Linn State Technical College	Missouri	Ryan Klatt, Nick Rackers
Region V	Effingham County Young Farmers	Georgia	Freddie Waltz
Region VI	State College High School	Pennsylvania	Paul Heasley



In the group photograph are Paul Heasley, Freddie Waltz, Ryan Klatt, Nick Rackers, Craig McEnany, Hershel Williams, Nick Nelson, Preston Winn, and Jim Baudino, Engagement Marketing, Toyota.

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.

Eighteen 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 stipend to attend the 2012 NAAE Convention in Atlanta. In addition regional winners presented their award winning ideas at the Organizational Members & Business Partners' Reception on November 30th, 2012 at the NAAE convention.

Region I	Trent Van Leuven	Idaho
Region II	Tanner Thompson	Oklahoma
Region III	Jim Melby	Wisconsin
Region IV	Zach Crews	Missouri
Region V	Robert Bollier	South Carolina
Region VI	Sally Shomo	Virginia



In the group photograph are Jessica Jones (accepting on behalf of Sally Shomo), Robert Bollier, Zach Crews, Erin Brennan, Delmar Cengage Learning; Jim Melby, Tanner Thompson, and Trent VanLeuven.



TEACHER MENTOR AWARDS

We hear a lot about the nationwide shortage of agriculture teachers. 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.

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 stipend to attend the 2012 NAAE Convention in Atlanta.

Region I	Todd Rightmire	Washington
Region II	Rodney Arthur	Oklahoma
Region III	Tim Larson	Minnesota
Region IV	Alan Merriman	Illinois
Region V	Bob Melton	Tennessee
Region VI	Tina Miner-James	New York



In the group photograph are Todd Rightmire, Rodney Arthur, Tim Larson, Alan Merriman, Bob Melton, Tina Miner-James, and Gordon Davis, CEV Multimedia.

2012 Teachers Turn the Key recipients and 2011-2012 NAAE board members.



TEACHERS TURN THE KEY AWARD

Another way that NAAE works to decrease the shortage of qualified teachers is through the Teachers Turn the Key program. This program encourages young teachers to remain in the profession and recognizes 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 (2011-2012) and at the time of the convention at which they receive the scholarship (2012-2013). Applicants must not have attended the NAAE convention previously.



RAM

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

Thirty-eight state associations submitted state-winning applications. All Teacher Turn the Key winners received transportation, lodging and registration to attend the 2012 NAAE Convention in Atlanta. Each winner also attended special Teacher Turn the Key professional development sessions specifically designed for early career agricultural educators.

Region I

Casey Lunceford	Montana
Joshua Perkins	Montana
Meghan Biggs	Oregon
Bibiana Giff	Oregon
Joshua Krieg	Washington
Christin Shorma	Wyoming

Region II

Clayton Sallee	Kansas
Anna-Maria Bauler	New Mexico
Dexter Matlock	Oklahoma
Wendy Slusher	Oklahoma
Carin Cason	Texas

Region III

Amy Grantz	Iowa
Jordan Pollock	Minnesota
Jessica Rehak	Minnesota
Desiree Severance	North Dakota
Bridgett Twedt	South Dakota
Charlene Weber	South Dakota
Jeanna James	Wisconsin
Jennifer Schultz	Wisconsin

Region IV

Ann Ochs	Illinois
Lisa Oellerich	Illinois
Sara Rapp	Indiana
Tamara Miller	Kentucky
Stacy Bender	Michigan
Jenna Genson	Ohio

Region V

Keri Milligan	Florida
Brittany Bearden	Georgia
Susannah Lanier	Georgia
Meredith McCurdy-Rhodes	Mississippi
Ashley Yopp	North Carolina
Christina Alexander	South Carolina

Region VI

Danielle Jeffries	Connecticut
Alison Scott	Delaware
Dale Cruzan	New Jersey
Tiffany Morey	New Jersey
Johanna Fox-Bossard	New York
Ayla Detwiler	Pennsylvania
Elizabeth Duncan	Virginia



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	Jim Barbee	Nevada
Region II	Tim Vanover	Oklahoma
Region III	Brenda Scheil	Wisconsin
Region IV	Jay Runner	Illinois
Region V	Roger Teeple	North Carolina
Region VI	Tracy Hoover	Pennsylvania



In the group photograph are Roger Teeple, Jay Runner, Tracy Hoover, Serena Gregory, Monsanto; Brenda Scheil, Tim Vanover, and John Koontopp (accepting on behalf of Jim Barbee).

OUTSTANDING COOPERATION AWARD

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



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

Region I	Marshall Judy	Washington	Central Welding Supply
Region II	Ron Hays	Oklahoma	Radio Oklahoma News Network
Region III	Robert Johnson	Iowa	MinnTex Citrus Inc.
Region IV	Dr. B. Allen Talbert	Indiana	Purdue University
Region V	Walt Warren	North Carolina	Gregory Poole Equipment Company
Region VI	Dr. Travis Park	New York	Cornell Agricultural Education Outreach

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 program is sponsored by Ford Motor Company as a special project of the National FFA Foundation.

Region I	James Cooney	Nevada
Region II	David Maxey	Oklahoma
Region III	Duane Fisher	Iowa
Region IV	Terry Heiman	Missouri
Region V	Wilbur Chancellor	Mississippi
Region VI	Ronald Frederick	Pennsylvania



In the group photograph are Mike Clark (accepting on behalf of Ronald Frederick), Wilbur Chancellor, Terry Heiman, Glen Simms, National FFA Foundation representing Ford; Duane Fisher, David Maxey, and Wasley Wilson (accepting on behalf of James Cooney).



In the group photograph are Travis Park, Joshua Starling (accepting on behalf of Walt Warren), Allen Talbert, Mike Williams, Forrest T. Jones; Robert Johnson, Robert Hays, and Todd Rightmire (accepting on behalf of Marshall Judy).



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 2011-2012 were: [Nevada](#), [Oklahoma](#)

10 PERCENT 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 eight state associations qualified for 10 percent plus membership awards in the 2011-2012 membership year: [Arizona](#), [Colorado](#), [Delaware](#), [Maine](#), [Mississippi](#), [Montana](#), [New Jersey](#), [North Carolina](#).

LARGEST STUDENT MEMBERSHIP INCREASE—STATE ASSOCIATION

NAAE annually recognizes the state association having the largest numerical increase in student membership. The [Georgia](#) Association received the award for the 2011-2012 membership year with an increase of 38 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 2011-2012 membership year, reporting a total of 167 student members.

LARGEST STATE ASSOCIATION MEMBERSHIP

NAAE annually recognizes the state having the largest membership. The [Missouri](#) Association was recognized in the 2011-2012 membership year, reporting a total of 522 members.

LARGEST NUMERICAL MEMBERSHIP INCREASE—STATE ASSOCIATION

NAAE annually recognizes the state association having the largest numerical increase in membership. The [North Carolina](#) Association received the award for the 2011-2012 membership year, with an increase of 52 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 [Colorado](#) Association received the award for the 2011-2012 membership year, with an increase of 33 percent from the previous year.

LARGEST NUMERICAL MEMBERSHIP INCREASE—REGION

NAAE annually recognizes the region having the largest numerical increase in membership. [Region V](#)—Daryl Behel, Vice President, received the award for the 2011-2012 membership year, with an increase of 106 members from the previous year.

LARGEST PERCENTAGE MEMBERSHIP INCREASE—REGION

NAAE annually recognizes the region having the largest percentage increase in membership. **Region V**—Daryl Behel, Vice President, received the award for the 2011-2012 membership year, with an increase of 6.6 percent from the previous year.

LARGEST REGIONAL MEMBERSHIP

NAAE annually recognizes the region having the largest membership. **Region IV**—Charlie Sappington, Vice President, was recognized in 2011-2012 membership year, with 1708 members.

100 PERCENT STUDENT MEMBER UNIVERSITIES

In the 2011-2012 membership year fifteen agricultural education departments, as listed below, self-reported 100 percent student membership and received recognition at the 2012 National Alpha Tau Alpha Conclave in Indianapolis:

California Polytechnic State University, San Luis Obispo	The University of Arizona
Colorado State University	University of Connecticut
Murray State University	University of Florida
New Mexico State University	University of Wisconsin, Platteville
North Carolina State University	University of Wisconsin, River Falls
Northwest Missouri State University	Utah State University
Oklahoma State University	Virginia Tech
Purdue University	

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 2011-2012 are:

Region I		Region III		Region V	
Arizona	Distinguished	Iowa	Distinguished	Alabama	Professional
Idaho	Professional	Minnesota	Distinguished	Georgia	Distinguished
Montana	Distinguished	Nebraska	Professional	Tennessee	Distinguished
Nevada	Active	North Dakota	Professional	North Carolina	Distinguished
Oregon	Distinguished	South Dakota	Professional	Mississippi	Professional
Washington	Distinguished	Wisconsin	Distinguished	South Carolina	Active
Region II		Region IV		Region VI	
Arkansas	Professional	Illinois	Distinguished	Connecticut	Active
Colorado	Professional	Indiana	Distinguished	Maryland	Professional
Kansas	Professional	Kentucky	Distinguished	Virginia	Distinguished
Louisiana	Distinguished	Michigan	Active	Pennsylvania	Distinguished
Oklahoma	Distinguished	Missouri	Distinguished		
Texas	Professional	Ohio	Active		



UPPER DIVISION AGRICULTURAL EDUCATION SCHOLARSHIP RECIPIENTS

Using proceeds from the 50-50 scholarship raffle at the 2011 NAAE Convention and sponsorship from Delmar Cengage Learning, NAAE awarded 15 scholarships to college students majoring in agricultural education. Each \$750 scholarship was awarded to a student who would do their student teaching in the 2012-2013 school year.

The scholarship recipients were:

Kaylie Ackerley	Cornell University
Amanda Corban	University of Illinois Urbana-Champaign
April Johnson	South Dakota State University
Emilie Kuhn	Purdue University
Britney Lardner	New Mexico State University
Sarah Marques	California Polytechnic State University-San Luis Obispo
Mackenzie McCollum	Pennsylvania State University
Kathleen Miron	University of Minnesota-Twin Cities
Shannon Norris	New Mexico State University
Heather Pray	Pennsylvania State University
Jacob Ralph	University of Illinois Urbana-Champaign
Jamie Renier	University of Wisconsin-River Falls
Kimberly Schadrie	University of Wisconsin-River Falls
Taliah Scheibinger	University of Wisconsin-River Falls
Amanda Workman	Purdue University



Classroom Instruction. Photo courtesy of Bibiana Gift, Crane High School, Oregon.

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	1964	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
Lurthel Lalum; Kalispell, MT	1974	New Orleans	Greg Curlin, Vevay, IN	2010	Las Vegas
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



Students take part in a soil lab. Picture courtesy of Jeanna James, Southern Door High School, Wisconsin.



2011–2012 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 or university. Membership can be submitted directly to the NAAE as well. These totals represent NAAE active, life and student membership.

Region 1

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Alaska	2	1	2	0	1	1	2	2	4	2	1
Arizona	97	92	90	80	76	88	82	76	65	71	91
California	117	177	174	210	208	208	218	233	223	205	174
Hawaii	18	18	20	13	16	9	11	15	12	12	9
Idaho	102	117	117	114	118	132	107	114	112	114	125
Montana	105	107	96	93	125	94	97	98	93	85	95
Nevada	37	34	29	34	34	35	34	32	37	30	31
Oregon	111	103	100	96	101	97	90	96	101	108	103
Utah	69	61	65	63	75	82	90	106	98	119	98
Washington	203	201	214	226	207	192	197	195	174	175	17
Wyoming	48	49	61	43	63	55	65	63	52	57	55
TOTAL	909	960	968	974	1024	993	993	1030	971	978	959

Region 2

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Arkansas	171	157	184	176	148	149	156	152	167	150	145
Colorado	113	116	113	118	113	96	104	113	105	98	138
Kansas	155	137	177	189	170	179	174	205	193	191	182
Louisiana	209	212	211	217	197	210	212	204	213	189	197
New Mexico	75	79	101	96	106	74	80	80	80	88	89
Oklahoma	497	464	514	511	516	522	504	498	517	506	505
Texas	150	171	151	130	141	154	142	147	141	123	97
TOTAL	1370	1336	1451	1437	1391	1384	1372	1399	1416	1345	1353

Region 3

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Iowa	282	213	317	221	227	197	200	207	229	232	231
Minnesota	351	315	319	305	261	301	264	289	260	284	299
Nebraska	139	151	152	144	150	136	142	135	152	134	125
North Dakota	117	120	114	114	104	118	116	115	129	138	127
South Dakota	106	102	108	98	92	89	86	83	108	100	96
Wisconsin	406	496	466	414	419	397	430	417	475	475	465
TOTAL	1401	1397	1476	1296	1253	1238	1238	1246	1353	1363	1343

Region 4

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Illinois	385	405	400	418	420	417	407	395	406	395	386
Indiana	287	305	302	304	319	312	303	270	275	251	262
Kentucky	189	220	237	226	230	258	233	203	216	234	222
Michigan	136	160	151	105	100	87	88	98	91	101	68
Missouri	449	538	507	485	499	496	524	540	541	556	504
Ohio	302	271	292	284	289	267	289	269	297	262	219
TOTAL	1748	1899	1889	1822	1857	1837	1844	1775	1826	1799	1661

Region 5

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Alabama	277	276	276	281	306	263	279	262	264	254	245
Florida	79	84	126	140	166	162	126	137	136	187	192
Georgia	388	376	384	398	376	424	415	446	436	408	458
Mississippi	132	128	123	94	104	114	107	105	112	101	117
North Carolina	240	297	289	289	291	299	304	301	259	303	355
Puerto Rico	1	1	1	1	4	0	0	2	1	3	3
South Carolina	110	100	96	97	104	95	114	115	121	100	97
Tennessee	187	190	189	188	191	192	212	214	231	232	236
Virgin Islands	1	1	1	1	1	1	1	1	1	1	1
TOTAL	1415	1453	1485	1489	1543	1550	1558	1583	1561	1589	1704

Region 6

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Connecticut	57	53	66	61	70	72	72	78	64	81	82
Delaware	48	54	47	38	46	34	42	55	53	53	60
Maine	8	6	10	7	8	15	9	7	7	6	7
Maryland	33	30	31	40	43	43	43	44	51	45	50
Massachusetts	7	7	4	0	5	1	2	0	2	2	2
New Hampshire	34	35	36	33	23	24	24	34	25	27	23
New Jersey	17	21	19	23	26	24	25	21	28	30	33
New York	110	114	110	108	123	112	164	121	126	117	106
Pennsylvania	184	177	176	165	155	133	136	135	144	154	171
Rhode Island	1	1	1	2	3	3	12	4	9	9	3
Vermont	2	3	3	1	8	7	8	7	10	8	0
Virginia	113	144	153	119	138	134	144	173	161	157	148
West Virginia	56	64	73	70	68	75	59	70	67	68	15
TOTAL	671	709	735	667	716	677	740	749	747	757	700



2012 NAAE CONVENTION SPONSORS

Outstanding Ag Ed Teacher Awards

Mr. Jim Baudino
Engagement Marketing
Toyota Motor Sales, U.S.A., Inc.*
19001 S. Western Ave.
Torrance, CA 90509

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

Outstanding Postsecondary/Adult Ag Ed Program Awards

Mr. Jim Baudino
Engagement Marketing
Toyota Motor Sales, U.S.A., Inc.*
19001 S. Western Ave.
Torrance, CA 90509

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

Outstanding Young Member Awards and Welcome Reception

Ms. Amy Allen
Manager, Corporate Contributions,
Corporate Citizenship Center of
Excellence
Deere and Company*
1 John Deere Place
Moline, IL 61265

Outstanding Middle/Secondary School Ag Ed Program Awards (partial sponsorship)

Ms. Elizabeth Vancil
Customer Advocacy Outreach
Manager
Monsanto*
800 North Lindbergh Boulevard
St. Louis, MO 63167

Teachers Turn the Key Awards

Ms. Marissa Hunter
RAM Marketing Integrations
RAM Trucks*
Chrysler LLC
1000 Chrysler Drive
Auburn Hills, MI 48326-2766

Ms. Eliza Ollinger
Experiential Marketing Manager
Chrysler LLC*
1000 Chrysler Drive
Auburn Hills, MI 48326-2766

General Convention Sponsorship and Membership Awards Luncheon

Mr. Dennis Branch
Vice President, Human Resources,
North America
AGCO Corporation*
4205 River Green Parkway
Duluth, GA 30096

Mr. Mark Leitman
Director, Business Development &
Marketing
Propane Education and Research
Council (PERC)
1140 Connecticut Ave. NW, Suite 1075
Washington, DC 20036

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

Networking Reception

Ms. Michelle Gowdy
Director, Community & Academic
Relations
DuPont Pioneer*
7100 NW 62nd Avenue
P. O. Box 1000
Johnston, IA 50131-1000

State Leaders' Luncheon

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

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

Ms. Lisa White
Director of Store Marketing
Tractor Supply Company*
200 Powell Place
Brentwood, TN 37027

Organizational Members and Business Partners Reception

Mr. Kelvin Frye
National Sales Manager
steadyGROWpro*
2025 N. Wabash Street
Kokomo, IN 46901

Mr. W. H. (Buzz) Sierke, Jr.
President
Gothic Arch Greenhouses, Inc.
P.O. Box 1564
Mobile, AL 36633

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

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

Outstanding Service Awards

Ms. Elizabeth Vancil
Customer Advocacy Outreach Manager
Monsanto*
800 North Lindbergh Boulevard
St. Louis, MO 63167

Outstanding Cooperation Awards

Mr. Mike Williams
Association Sales Director
Forrest T. Jones & Company, Inc.
1760 Reston Parkway, Suite 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

Ms. Julie Tesch
Executive Director
National FFA Alumni Association*
6060 FFA Drive
Indianapolis, IN 46268-0960

Ms. Anita Schneider
President
National FFA Alumni Association*
25063 283 Highway
P.O. Box 68960
WaKeeney, KS 67672

National Teach Ag Campaign

Mr. William J. Nelson
Vice-President, CHS Corporate Citizenship
CHS Foundation*
5500 Cenex Drive
Inver Grove Heights, MN 55077-1733

Pfizer Teacher Workshops (at the National FFA Convention)

Ms. Jean Lonie
Marketing Communications Team, Beef Segment
Pfizer Animal Health*
5 Giralda Farms DB-1
Madison, NJ 07940

Teachers' Internet Café (at the National

FFA Convention)

Ms. Elizabeth Vancil
Customer Advocacy Outreach Manager
Monsanto*
800 North Lindbergh Boulevard
St. Louis, MO 63167

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 Teacher of the Year Awards

Ms. Diane Kooistra
Corporate Relations Coordinator
PotashCorp*
1101 Skokie Boulevard, Suite 400
P.O. Box 3320
Northbrook, IL 60062

*special project of the National FFA Foundation



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American Veterinary Medical Association (AVMA)

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Denton, Texas 76208

Barefoot Athletics

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CareerSafe Online

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Hobar Publications (A division of Finney Company)

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Husqvarna

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International Greenhouse Company

Mr. David George
1644 Georgetown Road
Danville, Illinois 61832

Ironworker Management Progressive

Action Cooperative Trust
Mr. Kenneth Waugh
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Washington, DC 20006

ITCS Instructional Materials

1401 South Maryland Drive MC-710
Urbana, Illinois 61801

LA-CO Markal Industries, Inc

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Lincoln Electric

Tom Myers
22801 Saint Clair Ave.
Cleveland, OH 44117

LS Training System

Arden Urbano
2026 Oxford St. E.
London, Ontario N5V2Z8

Milwaukee Tool

13135 West Lisbon Rd.
Brookfield, Wisconsin 53005

Monsanto

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Mud Hole Custom Tackle

Mr. Todd Vivian
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Propane Education and Research

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RAM Trucks

Ms. Marissa Hunter
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Auburn Hills, Michigan 48326-2766

Scientific Minds, LLC

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SteadyGROWpro

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Tractor Supply Company

Katie Newbern
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Brentwood, Tennessee 37027

USA Today Education

Debby Dodge
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McLean Virginia 22102

Vernier Software and Technology

Ms. Angie Harr
13979 SW Millikan Way
Beaverton, Oregon 97005



Students observing corn crop.
Picture courtesy of Christine
Joehl, Calhoun CUSD, Illinois.



NATIONAL ASSOCIATION OF AGRICULTURAL EDUCATORS STRATEGIC PLAN—GOALS AND OBJECTIVES

ADOPTED: JULY 26, 2003

LAST REVISED: JULY 21, 2011

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 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 diverse populations.
4. Provide professional development for state agricultural education officers to be trained by NAAE.

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, administrators, business partners, stakeholders, and other school staff 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. Teacher educators will 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. Build financial stability through savings and investments.
3. Manage the organization to ensure its long-term financial stability.
4. 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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