

2008 NALC  
LEADERSHIP NOTEBOOK



JULY 7-9, 2008  
AUSTIN, TX

# **NALC BOARD and DELEGATE MEETING AGENDA**

Board 7/6/08 and Delegates 7/8/08

## **Officer/Board Business**

- A.** Welcome - JM
  - a.** – Officers JL, CJ, RW, JAW,
  - b.** – Advisor Reports - LC
- B.** - Treasurer and Secretary Report
  - a.** - Treasurers - GS
  - b.** - Minutes - JAW
- C.** EAA Overview/Discussion - JE
  - a** – Educational Programs
  - b** – Contests
  - c** – Community Service Projects
  - d** – Degrees
- D.** Executive Secretary Report - SS

## **Reports -**

- E.** Communications Report- GS
- F.** Board Policy/Constitution/Officer
  - a.** Candidate Report – JL
- G.** Partner report - GS
- H.** NALC/Washington Initiative – GS
- I.** Membership Items – GS
- J.** YALE Report – GS
- K.** LEAD Program - GS
- L.** Exchange Program Update -GS
- M.** Research Report – JP
- N.** President’s Council Report– WN
  - a.** New member recruitment - CN
  - b.** Fall Meeting for Pres Council - WN
- O.** Fund Raising Report - JE
- P.** Institute Reports – EW, JL/KB, MAH, GS
  - a.** - **2008 - Baltimore**
  - b** – **2009 - Mobile**
  - c** – **2010 - Monterrey**
  - d** – **2011 - ????**
  - e-** Institute Marketing - GS
- Q.** – NALC Reports - GS
  - a.** – **2009** San Diego
  - b.** – **2010** Central Florida
  - c.** – **2011** Williamsburg

## **Old Business -**

- a.** Affiliate Membership Dues Discussion – JM
- b.** Regular Dues - JM

## **New Business –**

- a.** AFLAC proposal - JAW

## Committee Agendas

### Publicity Committee:

How do we promote greater participation in the Saturday activities during the Institute?  
What would be the qualifications for the Salute to the Ag Journalist Award?

### Membership Committee

Provide feedback and input into the utilization of the Affiliate Membership program.  
Can we get states to activate and what is a reasonable goal for the states to recruit into the program?

### Futures & Guidelines

Review and provide feedback into the Washington Initiative?  
What is the best way to promote the value of the Washington program?

### Institute Review

Review institute schedule to enhance attendance in each state.  
Discuss target audiences at state level and how to gain local attendance at the 2009, 2010 and 2011 conventions.

### Finance

Review financial reports.  
Outline the recommended tasks for the auction. IT IS THE COMMITTEES JOB TO MANAGE THE AUCTION. Establish a plan for auction. Be prepared to recruit items for the auction.

### Education

Develop a recommendation on the strategy for the current Salutes, Awards and Recognitions program. With three year evaluation, the program is set to undergo a re-think after 2009, what should be the measures of success?  
Discuss recruitment into the Ag Communication Award Program?

---

## Mission, Vision and Other Policy

The mission is to promote the personal and professional growth of all people involved in agriculture.

The purpose is to develop leaders, inspire service, strengthen communities, and enhance the success potential for American agriculture, especially the beginning farmers.

The objective is to accomplish this mission through programs and services designed to provide:

a. a national framework to inspire personal achievement; b. educational opportunities to build business and environmental stewardship skills; and c. leadership and service opportunities for living and working in a local and global community.

The vision is a world where all people value and understand the vital role

of agriculture, food, fiber and natural resource systems in advancing personal and global well being.

The focus is on answering the question: "Where will we find the next generation of young and beginning producers and young agribusiness professionals?"

---

## Organizational Facts

NYFEA – The Association for Educating Agricultural Leaders is a non-profit 501 (c)(3), non-political, educational association for agriculture. Originally established in central Illinois, the national office was relocated to Alexandria, Virginia in the National FFA Center. In June 1994, the national office was relocated to Montgomery, Alabama, its current location.

The association has received recognition by both the United States Department of Education and the Assistant Secretary for Vocational and Adult Education as an integral part of adult education in agriculture. NYFEA welcomes the responsibility of addressing the needs for education, recognition and leadership training directed toward the next generation of agriculture.

The association has participants that include progressive farmers, ranchers, agribusiness professionals and interested consumers. Participants are involved in worthwhile community service opportunities. NYFEA participants represent a cross section of the country. From the hobby farmer to the plantation owner and from the co-op manager to the Fortune 500 executive, the association has participants in over two-thirds of the states in the nation.

NYFEA offers a variety of programs and benefits to its participants. These services include but are not limited to the following:

*Education for American Agriculture:* In 1991 through its delegate body, NYFEA developed an educational strategic plan. The plan of work known as Education for American Agriculture (EAA) is based on three basic components: learning, practicing and applying. NYFEA believes that the organization should enhance the opportunities of people to be successful while at the same time share the blessings that have been provided. NYFEA is proud of the "EAA" plan and its goals to provide opportunities for individual growth in the home, for the office or on the farm. The EAA plan calls for the association to offer distance learning programs that promote the personal and professional growth of people in agriculture.

*National Agricultural Leadership Conference:* The association is focused on helping individuals reach their full potential. Therefore, an annual leadership training conference is offered. The National Agricultural Leadership Conference (NALC) is designed to encourage individuals with an interest in the future of the industry to have a summer meeting where they can learn about issues and receive insight on "how to make a difference for the next generation." The NALC is the annual summer conference. It includes tours, an Ag Decision Makers College (policy discussion) and a Young Ag Leaders Event (career training for agriculturalists ages 18-22).

*Young Ag Leaders Event (YALE):* NYFEA hosts programs at the National Ag Leadership Conference and the National Institute designed to provide career information to audiences of ages 15 – 18 and 18 - 22. These typically involve networking with 4H, FFA and collegiate agricultural programs from locations near the meeting sights.

*Agricultural Decision Makers College:* NYFEA provides educational programs and conferences that are delivered to individuals from around the country. The college is designed to provide an overview of agricultural policy and practices that will assist the attendee in making decisions that will improve both his/her personal business as well as the business of agriculture. The material presented will encourage additional and more intensive study. The subject matters include national farm bill issue discussions, international trade forums, new farm practices, advanced technologies, etc.

*Community Service Projects:* The association provides resources for “how to host” service projects to impact critical issues in agriculture.

*Local Emphasis Agricultural Development (LEAD):* The association recognizes that its educational offerings (EAA) need to be accompanied by a systematic networking and recognition program. LEAD is the vehicle utilized for developing the national network.

*Leader for Agriculture:* The association provides this annual report for its national participants and sponsors.

*National Agricultural Communication Award:* Each year contestants compete to be selected as accomplished communicators. They are selected through a national competition that involves the entire network of YBS and YAP Advisory Boards, local organizations, partners, etc. The ultimate result of this national competition is that it promotes a refinement of the skills needed to be effective promoters of agriculture.

*International Exchanges:* The International Exchange has a long history of involving delegations between NYFEA and international organizations of similar concern. These travel experiences allow both international and American delegations to learn about their differences in agriculture, agribusiness, social concerns and other related issues.

*Salute to Outstanding Young and Beginning Producers, Salute to Outstanding Young Agribusiness Professionals and Salute to Agricultural Leadership:* The NYFEA recognition programs allow the association to identify excellence and recognize the individuals and organizations that are setting great examples of how to address the questions of the next generation. Success and results will be highlighted and will be utilized to educate and encourage others. The salute programs are internally defined as the “Oscars for Agriculture.”

*Washington Initiative:* NYFEA has discovered a bounty of opportunity. From visits to the historically significant and extremely motivational monuments to the discussions with key policy makers at both USDA and in Congress, the attendees have found this to be an extraordinary experience. All organizations with an emphasis group (council, committee, advisory board...) focusing on training and encouraging the next generation are invited to attend. All that is required is a willingness to join in the group policy discussion. This event is hosted at the headquarters hotel and coordinated by NYFEA. Otherwise, individuals and groups are encouraged to canvas “the hill” and share their story of why the

United States must make a commitment to the next generation of agricultural leaders. Better access to credit, good rural leadership support (easy access to the dollars), added funding for collegiate scholarships for rural ag kids, etc.

*National Institute:* The NYFEA Institute, held annually, serves three major purposes:

Agricultural educational programs - Through workshops, seminars and trade shows, participants have the opportunity to refine their leadership skills, business management techniques and knowledge about technological advancements.

National association business - During this time delegate business sessions are conducted and national officers are elected.

Showcase outstanding agriculture, agribusiness and leadership – Tours of local agricultural industry, farms, museums and historical sites are offered. Salute programs are featured.

Fun - National entertainers and motivational speakers uplift and encourage members.

*Members and Mentors Award:* Designed to encourage more mature participants to serve as mentors of the next generation.

Today, many in the agricultural industry have concerns about the future of agriculture in this country. Due to the decline in the number of U.S. agricultural college graduates, many agribusiness leaders are uncertain about who will produce the quality products needed in the future. Therefore, NYFEA is committed to helping recruit additional people into agricultural careers.

The association is addressing the agricultural issues by providing personal and business development opportunities. As an organization dedicated to education, recognition and leadership training for the next generation of Young and Beginning Producers and Young Agribusiness Professionals, NYFEA understands the seriousness of this challenge. NYFEA also feels a tremendous responsibility to keep young people from leaving the agricultural arena. NYFEA is proud of our diverse agenda, which we feel allows us to meet these challenges.

NYFEA is a diverse organization with membership covering the entire spectrum of agriculture. NYFEA is the only national organization specifically dedicated to the next generation of young agriculturalists. The association has no specific commodity focus or a definite political motivation so it can focus on answering the question "Where will we find the next generation of young and beginning producers and young agribusiness professionals?"

-----  
**NYFEA - PLAN AND GOALS - "Making It Happen"**

The mission of the NYFEA is to promote the personal and professional growth of all people involved in agriculture.

The objective of the NYFEA is to accomplish this mission through programs and services designed to provide: a. a national framework to inspire personal achievement; b. educational opportunities to build business and environmental stewardship skills; and c. leadership and service opportunities for living and working in a local and global community.

The focus is on answering the question: "Where will we find the next generation of young and beginning producers and young agribusiness professionals?"

### **National Goals for State Support (Budget):**

#### **Cost:**

- (1) One educational conference/recognition program for every state. **\$ 4,000/state**  
Core group of Affiliate Members per State. **\$ 5,000/state**
- (2) A system of correspondence activities to support local members. **\$ 1,000/state**
- (3) Administrative Support **\$ 5,000/state**  
Total **\$15,000/state**

### **Short Term National Goals (Budget):**

- (1) Regular communications:
    - "Quarterly conference calls & mailing (24 conf. calls+1 mailing) **\$ 10,000**
    - "The Leader for Agriculture" (2 issues) \$ 15,000/issue x 2 = **\$ 30,000**
    - "NYFEA Notes" (internet) (6 x \$1000) = **\$ 6,000/year**
  - (2) Annual "Ag Decision Makers College"& LEAD training program **\$15,000/meeting**  
National Ag Leadership Conference **\$ 10,000/meeting**  
YALE **\$ 25,000**
  - (3) Salutes/Recognition program / outstanding member accomplishments-EAA **\$ 9,000/year**
  - (4) Administrative program to support the efforts **\$200,000/ year**
  - (5) Scholarships \$ 3000/year x 50 = **\$150,000**
  - (6) Online education programs, \$ 50000/year = **\$50,000**  
Ag Communication Award \$ 4,000 x 3 = **\$15,000**
  - (7) Fund Raising **\$ 20,000**
  - (8) Washington Initiative **\$ 25,000**
  - (9) Institute Budget **\$150,000**
- Total **\$715,000**

#### Long Term National Goal

- (1) A national endowment to allow for these activities to be accomplished and to provide staffing for them. **\$2,000,000 endowment**

### **Plan**

- (1) Develop and follow a long-range strategy.
- (2) Establish a sound financial (fund raising and accountability), educational and marketing plan.
- (3) Recruit leaders.
  - (a) Board and Delegates
  - (b) President's Council
  - (c) Young Farmer Founders.
- (4) Design programs, projects and budgets.
- (5) Develop operational and administrative systems.
- (6) Implement fund raising activities. (Board, PC, YF Founders, Delegates and staff)
- (7) Promote education and service initiatives
- (8) Provide recognition for participation.

### **Who and How of Participation:**

**"Make It Happen"** (NYFEA members) - Individuals in organized national ag education programs. Members usually have local and state chapters. **COST: \$15.00 per member.** (lifetime = \$300)

**"Difference Makers"** (NYFEA Plus members) - Individuals in organized state and national ag ed programs. Members usually have local & state chapters. **COST: \$35.00 per member.**

**"Leaders for Ag"** (NYFEA Contributor members) - Individuals who desire an increased amount of NYFEA services will participate in the ALC. Their unique benefits will include additional money savings. **COST: \$100.00 per person.**

**Sponsors** - Individuals, corporations and foundations who make a contribution to support NYFEA's programs or projects. **COST: depends on project.**

**Young Farmer Founders** - Individuals, who recruit contributions. **GOAL: To achieve maximum financial contribution from each member and/or sponsor.**

**Corporate Members** - Individuals, companies or agribusiness groups who support NYFEA's general operations on an annual basis. **COST: \$1,000.00 minimum gift per donor.**

**President's Council** - Select corporate representatives. Serve as advisors and fund raisers for NYFEA. **COST: A show of support to NYFEA.**

**Partners** – Individuals or corporations that support on-going activities designed to engage Young and Beginning Producers and Young Agribusiness Professionals in NYFEA activities. **COST: \$500.00 to \$5000.00 range**

**Affiliates** – (Organizational Members) – Entities desiring to support the mission and objectives. Plus, seeking to include a selection of individuals in communications and educational offerings

The amount is as follows: A. For all entities with 100 to 999 members, they could join as affiliates for \$500 base and \$4 per person. B. For organizations with 1000 or more members the amount would be \$1000 base \$3 per person .

**National Agriculture Advisor Subscription (NAAS)** - Individuals/chapters joining the accelerated advisor support program.

**Members and Mentors Award (MAMA)** – A program featuring on-going support for youth from experienced professionals in agricultural careers.

## **NYFEA - Yearly Activities**

### **WINTER**

- NYFEA Institute
- Ag Decision Makers' College
- Young Ag Leader Event
- "Salute Program"
- Recruit Sponsors (private and public sources)
- "NYFEA Notes"
- YBP/YAP Advisory Council
- Seminars & Community Service
- Monthly Conference Calls
- President's Council meeting
- Leaders' for Ag mailing
- Degrees Presentation
- Meeting Planning
- On-Line Programs
- Sell Partners
- Ag Communication Program

### **SPRING**

- 
- "NYFEA Notes"
- Recruit Sponsors (private and public sources)
- State Seminars & Community Service
- YBP/YAP Advisory Council
- Collect Dues
  
- Awards/Salutes/Recognition mailing
- Monthly Conference Calls
- YF Founder Solicitation

- Invitations to National Ag Leadership Conference
- Recruit Affiliate Members
- "Washington Initiative"\*
- Travel Opportunities and Meeting Planning
- Ag Communication Program
- Sell Partners
- Washington Initiative

### **SUMMER**

- National Ag Leadership Conference
- "NYFEA Notes"
- Recruit sponsors (private and public sources)
- "Agricultural Leaders' Update"\*
- Recruit LEAD, YBP, YAP, Partners & President's Council
- Recognition of Outstanding YBP & YAP
- Meeting Planning
- NYFEA Golf Tournament
- "The Leader for Agriculture"\*
- Profile Children's Program
- Set up International Program
- Sell Partners
- Washington Initiative

### **FALL**

- "NYFEA Notes"
- "Agricultural Leaders' Update"\*
- Leader's for Ag promotion
- Sponsor & Founders Stewardship (private and public sources)
- Promotion of Institute
- Meeting Planning
- Promotion of State Seminars and Web Projects
- Recruit Sponsors
- "The Leader for Agriculture"\*
- Sell Partners
- Washington Initiative

\* Publication goal. Realization depends on having adequate funding.

### **NYFEA PLAN AND GOALS - OPTIMAL INCOME**

- | Current Income                 | Goal  |
|--------------------------------|---|
| -State Affiliates Drive        | <b>\$250,000</b>  |
| -Collaborative Partner         | 50 x \$3,500 = <b>\$175,000</b> - LEAD marketing campaign                 |
| -Partner Underwrite            | <b>\$115,000</b> - Host corporate member contest                          |
| - Government and Grants        | <b>\$100,000</b>  |
| -President's Council           | 10 x \$1000 = <b>\$10,000</b> - Managed by NYFEA staff                    |
| -Auction                       |   |
| a) Live                        | = <b>\$2,500</b> - Managed by Finance Committee                           |
| b) Silent                      | = <b>\$2,500</b> - Managed by Finance Committee, Recruit high dollar item |
| -Magazine Sponsor              | <b>\$15,000</b> - Managed by contract service provider                    |
| -DRIVE Committee               |   |
| a) Small cost to participate   |   |
| b) Sell tickets                |   |
| c) Managed by Institute Review |   |
| -LEAD Partner                  | \$5,000 x 50 = <b>\$250,000</b>   |
| -Golf Tournament/Fund Raiser   | \$500 x 10 = <b>\$5000</b> - Host at NALC                                 |
| -Life Membership               |   |
| -Educational Program           | - Sale through Education Committee  |

-NAAS 100 x \$250 = **\$25,000** - Contract service  
 -Institute Recruitment and Sponsorship **\$150,000** - Institute attendance contribution Institute donors  
 -Product Sales  
 a) Sell videos, books, guidelines, etc.  
 b) Managed by NYFEA staff  
 -USDE Sponsorship& FFA Sponsorship **\$100,000**  
 -NYFEA Sponsorship  
 a) Grant Money raised to support operating

TOTAL **\$1,200,000**

### **NYFEA PLAN AND GOALS - ENDOWMENT BUDGET**

Endowment Income \$2,000,000 x 7% /year = **\$140,000**

---

SUBJECT: Priority Fund Raising Projects

In order to be effective as chief volunteers for fund raising, we want you to have the opportunity to be very familiar with the programs for which we are working to generate funds. Therefore, we have attached a list for your review. Understanding this document will provide insight into the full scope of fund raising projects.

#### **The fund raising priorities are as follows.**

1. *NYFEA Collaborative Partners and Young & Beginning Producers/ Young Agribusiness Professionals* It is designed to provide opportunities for NYFEA to involve a target audience of new, young participants and help the organization serve the mission of reaching Young and Beginning Producers/ Young Agribusiness Professionals. The Institute is a primary vehicle for implementing the program.. Chief volunteer is NYFEA Board and President's Council.

\* Targeted amount of money is 50 at \$3500. Long-term objective to raise \$175,000 annually for the project.

2. *LEAD Partners* - Designed to provide opportunities for NYFEA to engage local staff support in Young Beginning Producer Advisory Councils. The staff would provide leadership for engaging statewide and regional groups in collaborative activities promoting the next generation and recognizing the leaders in the next generation. Identified as a primary project by the NYFEA board of directors.

\* Targeted amount is \$5000 x 50 = \$250,000 annually.

3. *Washington Initiative* - It is designed to provide opportunities for NYFEA and other collaborators to bring young/beginning producers and young ag professionals to the Washington area for leadership training and to learn valuable information on issues. They will also help remind Washington policy-makers that the next generation is important and must be considered when decisions are made. \* Targeted for this project is \$250,000 annually.

4. *The Leader for Agriculture and other NYFEA communication pieces.* This is an annual project. In the event that the total goal is not completely reached, portions of the project may be covered for smaller amounts of money. Each "Update" currently costs about \$5,000. In addition, the annual magazine costs around \$15,000. NYFEA postcards and briefings can be funded for about \$3,500. All of these communication pieces go to the same address as the newsletter.

\* The total budgeted cost for this item is \$45,000 annually.

#### 5. LEAD Initiative

The \$1,000,000 endowment will establish a long-term means for the Local Emphasis Agricultural Development activities. The stability that would come from a \$1,000,000 endowment would be a tremendous asset. It would allow the organization to have long-term planning for programs.

\* Targeted amount is \$1,000,000.

#### 6. Auction

This original goal was set to help make the annual payment to the FFA Foundation for the NYFEA debt. Currently, the majority of the dollars assist with the general fund. Our participants understand auctions. It also seems to be easier for us to raise in-kind gifts than cash. \*

Targeted amount is \$20,000 annually.

---

## **MEMBERSHIP ISSUES for NALC in Austin**

The NYFEA Board of Directors is excited about the possibilities associated with the NYFEA Affiliate membership and the NYFEA dues proposals. The Affiliate Membership vote is a constitutional change proposal and will be voted up or down. The amounts will be set by the board at a later time; however, these are the suggested levels. For the Regular, NYFEA Plus and the Ag Leaders Club membership; the delegates can decide to “do nothing” or can recommend to the board that action be taken on the option to make a change. The Board of Directors during the Spring Board meeting affirmed that the two options on the table for votes this summer are:

### **I. Affiliate Membership:**

Adding the Affiliate Membership category to the NYFEA constitution. This will be considered at the NALC the summer of 2008. The bottom-line is that it does not change the current membership. Rather, it adds an additional all-inclusive category. The definition of all-inclusive is: 1) a state signs-up every state member as a national member, 2) Affiliate Members receive full voting privileges as delegates and 3) Affiliate Members receive the opportunity to participate in all membership programs such as the Salutes, Awards and Recognitions.

***The proposed dues level for the Affiliate Membership could be one of the following: This would not be set in the constitution but would be brought to the delegates by the board.***

The proposed amount is as follows:

- (A) For all entities with 100 to 999 members, they could join as affiliates for \$500 base and \$4 per person.
- (B) For organizations with 1000 or more members the amount would be \$1000 base \$3 per person .

(SAMPLE) Affiliate cost comparison:

1. At the (A) category, the Affiliate Member cost for 100 persons would be \$900. For 100 people at \$15, the cost would be \$1500.

2. At the (B) category, the Affiliate Member cost for 1000 persons would be \$4000. For 1000 people at \$15, the cost would be \$15000.

### **CONSTITUTIONAL CHANGE LANGUAGE:**

#### Section ??: Affiliate Membership

##### 1. Any local/state/national organization who:

- a. accepts the provisions of this constitution and by-laws.
- b. furnishes the national executive director with names, addresses, telephone numbers and appropriate contact data of all participating individuals in the respective entity.
- c. submits annual dues.

##### 2. Affiliate Members fall under the following guidelines:

a. They are an organized group which desires to engage in the ongoing learning, service and recognition programs of NYFEA.

b. Participation as an affiliate organization provides the entities participants with the opportunity to:

- i) seat delegates,
- ii) attend national meetings,
- iii) participate in educational and service programs,
- iv) participate in Salutes, Awards and Recognitions and
- v) receive an annual report of the organization in an annual mailing.

c. Participation as an affiliate organization does not provide participants with the benefit package.

##### 3. Affiliate membership dues require all-inclusive participation.

## **II. Regular, NYFEA Plus and Ag Leaders Membership**

The membership proposal was to either do one of two things:

### *a) Option 1 - Stay the same*

- a. NYFEA Regular - \$15 for general benefits
  - i. Rx Walk-in
  - Online pharmacy store locator
  - Walk-in retail pricing online
  - US Mail order and online pricing
  - International Mail with online pricing, including vitamins and pet items
  - OTC Meds by mail and online pricing
  - Durable Meds by mail
  - Diabetic Supplies and Free Glucose Meter
  - Hearing Aid Savings & Professional Services

- Hotel Savings
- Flower & Gift
- Plow & Hearth
- Popcorn Factory
- Car & Truck Buying & Leasing
- Moving Services
- RV Rental and Sales
- Car Rental Savings
- Travel Agency Services
- b. NYFEA Plus - \$35 for general benefits with the addition of vision
  - i. Vision Care
- c. Ag Leaders Club - \$100 for a 125 discount on the Institute
- b) *Option 2 – Change*
  - a. NYFEA Regular - \$5 for no benefits
  - b. NYFEA Plus - \$35 for general benefits with the addition of vision
    - i. Rx Walk-in
    - Online pharmacy store locator
    - Walk-in retail pricing online
    - US Mail order and online pricing
    - International Mail with online pricing, including vitamins and pet items
    - OTC Meds by mail and online pricing
    - Durable Meds by mail
    - Diabetic Supplies and Free Glucose Meter
    - Hearing Aid Savings & Professional Services
    - Hotel Savings
    - Flower & Gift
    - Plow & Hearth
    - Popcorn Factory
    - Car & Truck Buying & Leasing
    - Moving Services
    - RV Rental and Sales
    - Car Rental Savings
    - Travel Agency Services
  - c. Ag Leaders Club - Eliminate
- c) Life member equals the regular Membership at either level that is approved

As of 03/03/08

---

## **NYFEA’s Education for American Agriculture**

The NYFEA educational strategic plan is entitled Education for American Agriculture. It is designed to take NYFEA into the future as agriculture’s motivator of the next generation of young and beginning producers and young agribusiness professionals. NYFEA will offer leadership development, agribusiness management training, community service and recognition programs to facilitate this outcome. The purpose of Education for American Agriculture is to provide the tools needed for NYFEA to address the question: “Where will we find the next generation of young and beginning producers and young agribusiness professionals?” NYFEA participants have the opportunity to participate in Education for American Agriculture’s four pronged approach to success. NYFEA believes that leadership is a skill that every person can learn. However, to become a leader for agriculture, a person must follow a simple formula:

1. *Attain knowledge* - Through courses on leadership, management and agriculture, participants are able to gain knowledge.
2. *Practice implementing the information* - Using the NYFEA menu of activities, a person can practice effective leadership and refine business practices.
3. *Apply what has been learned* - Through the community service programs, NYFEA participants apply information.
4. *Encourage and Recognize Success (Salute the Best)* - The purpose of the salutes is to encourage the future generations.

**Educational Programs**

1. *Series of on-line learning options* that make great individual or group-based learning resources. See [www.nyfea.org](http://www.nyfea.org)
2. *Agricultural/Professional Development* –the association offers educational programs at its national meetings. Educational programs include leadership training, motivation, and skills enhancement.
3. *National Agricultural Online Degree Program* offering accredited educational courses.

**Salutes, Awards & Recognitions (SAR)**

The guidelines are designed to provide NYFEA participants with the tools they need to become great leaders. This NYFEA handbook contains the guidelines for entering the SAR. It also outlines the requirements for competing and the level of performance expected. Programs provide the opportunity for individuals to practice their communications, farm business, writing and other skills.

**NYFEA - Service Projects**

Service projects are designed to provide NYFEA participants with the tools they need to apply their skills. They provide a sample of how to get involved with the community. Sample project can be gained from NYFEA and its partners. Contact [office@nyfea.org](mailto:office@nyfea.org) for more information.

**NYFEA – Salutes and Meetings**

The NYFEA Annual Convention (Institute), the National Ag Leadership Conference (summer) and Washington Initiative (Spring) are held in fun and desirable locations. They are the feature location for the annual Salute to Outstanding Young & Beginning Producers and Young Agribusiness Professional. These are national and international recognitions designed to identify and encourage through real-world examples. The annual meetings also provide leadership training, policy setting conferences, ag tours, training in career opportunities for the 18-25 year old (Young Ag Leaders Event), etc.

**SIGN UP FORM:**

Mail to: NYFEA, P. O. Box 20326, Montgomery, AL 36120 - Fax 334-213-3276

Partner (Company/Association):

Contact Person:

Address: City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

I want information on: Educational programs \_\_\_\_\_

Salutes/Awards/Recognitions \_\_\_\_\_ Service Projects \_\_\_\_\_

The Institute \_\_\_\_\_ The NALC \_\_\_\_\_ Washington initiative \_\_\_\_\_

Signature \_\_\_\_\_

---

## **AFFILIATE PROGRAM**

### **Objectives**

To build a stronger network of Young / Beginning Producers and Young Agribusiness Professionals through the involvement of local organizations. NYFEA will provide the tools that assist affiliate organizations with meetings and offer educational options.

To tie affiliates to a national network that lets their individual participants stay aware of the opportunities available at the National Ag Leadership Conference (annual summer meeting), Washington Initiative (annual spring event) and the National Institute (annual winter meeting).

To provide individual members of affiliates the opportunity to benefit from leadership programs sponsored by NYFEA.

To strengthen the involvement in NYFEA by encouraging commodity groups, corporations, civic entities and other educational organizations to work together to create a more diverse voice and greater assortment of educational perspectives on issues

### **Why should an organization become a NYFEA Affiliate?**

Activities will be coordinated to address important issues in agriculture that cover the spectrum of the next generation.

NYFEA will develop networking opportunities and educational programs that enhance the success potential of local participants.

While many young/beginning producers are affiliated with specific commodity groups, the idea of the affiliate membership program is to provide a place for the membership of these entities to be able to work together with participants from other agricultural groups.

### **Affiliate Support Activities**

By connecting to NYFEA, affiliate participants receive learning materials that give the participants the chance to have current and relative agricultural learning materials that are designed to be presented to local groups.

Further, the participants have the chance to be recognized through state and national awards.

Through the activities of NYFEA – The Association for Educating Agricultural Leaders, affiliates will have the opportunity to participate in the National Institute, the Washington Initiative and the National Ag Leadership Conference. Affiliates can offer their participants a chance to learn with and from others around the nation and internationally.

### **How to organize?**

Affiliate organizations may be formed by simply organizing a group of interested individuals or engaging a group that is already organized into the NYFEA network. .

To register an affiliate, first submit a contact and dues.

Then submit a roster of local participants. The roster should be complete with emails.

### **Participant Information**

Participation covers a twelve-month period beginning on January 1.

Participant support paid after July will be credited with the coming year.

The affiliate organization's dues include

(A) For all entities with 100 to 999 members, they could join as affiliates for \$500 base and \$4 per person.

(B) For organizations with 1000 or more members the amount would be \$1000 base \$3 per person .

### **Benefits Received By Affiliate Organizations and Their Participants:**

Leadership Retreats, Tours, Seminars and Entertainment (in summer at NALC, in winter at Institute and in spring at the Washington initiative).

- Networking, Farm Tours and Motivational Speakers

- Individuals interested in participating in the above designated programs will be sent a registration form to complete.

Leader for Ag Annual Report

Mailings designed to allow individuals the chance to know the opportunities for independent study and for attending the national conferences.

Self Study Programs focused on leadership and advocacy training are available for affiliate organizations

### **Stipulation of Affiliate Organizations:**

Affiliate participants do not receive money-saving benefits.

-----

## **PARTNERS PROGRAM**

A program of NYFEA – The Association for Educating Agricultural Leaders, Box 20326, Montgomery, AL 36120 – 334-213-3276.

The Official National Underwriter is The Farm Credit Foundation.

**Mission** - To promote the personal and professional growth of all people in agriculture - especially the young and beginning producers and young agribusiness professionals.

**Objectives** - To build a stronger agricultural community through organized activities and to have a nationwide organization providing the services that partners feel will help young and beginning producers and young agribusiness professionals succeed. To allow partners to register individuals in a national network focused on bringing opportunities for personal development to all involved. To strengthen the understanding of agricultural by encouraging community service.

### **Collaborative Partner\***

What is a Collaborative Partner? A collaborative partner is an organization and/or business that agrees to join with National Young Farmer Educational Association (NYFEA) to promote the personal and professional development of Young and Beginning Producers (YBP) and Young Agribusiness Professionals (YAP) (both ages 22-40). The collaborative partner contribution is set at a minimum of \$3500 annually. The options for involving YBP and YAP are:

**Option 1.** The partner may choose participants to be given free tickets to an education activity dedicated to a young segment of YBP and YAP, known as Young Ag Leaders (YAL). YAL ages 15-22. The activity is the Young Ag Leaders Event (YALE). YALE activities are held during the NYFEA Institute. YALE features a three-hour training program on career enhancement, personal skill

development and issue orientation. For each Collaborative Partner, up to 100 people receive free tickets to the YALE.

**Option 2.** The partner may choose to invite 50 participants who would receive 12 percent off their total registration cost for the Institute, the Washington Initiative or the NALC.

**Option 3.** The partner may identify 20 participants and give them 5 percent off registration for the Institute, the Washington Initiative or the NALC. Also, they would receive one (1) free room night for each of the 20 participants and a year of communication.

**Option 4.** The partner may send ten (10) people to the annual meeting for 10 percent off registration for the Institute, the Washington Initiative or the NALC. NYFEA will provide a rebate equal to 1.5 room nights for each of the 10 participants.

**Option 5.** The partner may send eight (8) people to an annual meeting for 30 percent off registration for the Institute, the Washington Initiative or the NALC. NYFEA will provide a rebate equal to 1.5 room nights for each of the 8 participants.

**Option 6.** The partner may send six (6) people to the annual meeting for 60 percent off registration for the Institute, the Washington Initiative or the NALC. NYFEA will provide a rebate equal to 1.5 room nights for each of the 6 participants.

**Option 7.** The partner may send four (4) people to the annual meeting for 100 percent off registration for the Institute, the Washington Initiative or the NALC. In other words, base registration cost is waived. NYFEA will provide a rebate equal to 1.5 room nights for each of the 4 participants. Also, NYFEA agrees to include airfare for each year for the 4 people to attend a convention (if a participant lives within 300 miles to the convention site, he/she is not eligible for airfare add-on.)

Also, NYFEA encourages collaborative partners to work together in their respective states. NYFEA intends to develop a YBP/YAP Advisory Council in each state to encourage partner activity. Annually, NYFEA will give awards to the top YBP & YAP in each state. NYFEA will provide an award for each collaborative partner. The award will be presented to the most deserving YBP & YAP.

#### **LEAD Partner\***

LEAD (Local Emphasis Agricultural Development) is the title of a partner program where NYFEA sets up support people (known as LEAD Professionals) in a state to assist with the organization and implementation of YBP & YAP activities. If a state has a LEAD program to go with the collaborative partners, NYFEA will assist with efforts to host a banquet for these top leaders. The LEAD Partner cost is \$5000.

#### **Young Ag Leaders Partner\***

The NYFEA plan for involving YBP and YAP includes a special emphasis on the youth of America. Young Ag Leaders (YAL) are ages 15-22. YAL are encouraged to actively participate in the Institute through the Young Ag Leaders Event (YALE). The YALE is held during the NYFEA Institute. YALE features a training program on career enhancement, personal skill development and issue orientation.

The Young Ag Leaders Partner provides room and registration scholarships for four people. It provides tickets to the entire meeting and allows \$25 per person per room night for three nights. The cost is \$1400. If four stay per room, room and registration are covered. Transportation is not covered.

If the partner would like to sign-up for this option under the Weekend Plan, the cost would be \$900 for Friday night, Saturday and Sunday events. Under the weekend plan, the \$25 per person per room night is for two nights. Four people per room are still required for non-transportation

costs to be covered. However, if a partner wants to send one YAL and provide that person a complete sponsorship, which includes airfare (over 300 miles), registration and rooms, then the sponsorship cost would be \$1000 per person for three nights or \$800 for two nights.

#### **Table Partner\***

If an organization would like to become a sponsor of the Institute, the Washington Initiative or the NALC but would like a lower cost approach, NYFEA would provide them the opportunity to sponsor a table for an event. By virtue of supporting the association at this level, the Table Partner would be provided 10 tickets to a specific Institute, the Washington Initiative or NALC event. (Tickets may not be split between events.) Plus, they would be offered the chance to set up a table top exhibit (no electricity included). The exhibit opportunity is available from day one to day three of the event. Additional activities could be purchased on a per event basis. The cost of a Table Partner is \$1000.

#### **Granting/Scholarshipping Partner\***

NYFEA, as a 501-c-3 entity, is seeking resources from corporate, foundation and/or government entities that will allow it to underwrite the cost of its programs and serve under-represented populations. Geographic, economic and racial diversity are critical goals for the association. NYFEA believes that education in agriculture must include recognition and support for a broad based population. Granting Partners help the association reach across barriers and borders to encourage and motivate the isolated and undercapitalized populations. For the different levels of contribution, NYFEA will scholarship people into the programs of the Institute, the Washington Initiative or the NALC.

#### **Granting Partner Options:**

- A. \$5000 = 8 people from an underserved population
- B. \$10,000 = 20 people from an underserved population
- C. \$20,000 = 50 people from an underserved population
- D. \$50,000 = 150 people from an underserved population

#### **Exhibit Partner\***

If an organization would like to be an exhibitor, they would be offered the chance to set up a table top exhibit (no electricity included). Additional activities could be purchased on a per event basis. The cost of an Exhibit Partner is \$500. The exhibit opportunity is available from day one through day three.

\*Includes recognition as a meeting sponsor, ads in the program, banners, magazine recognition to all members, etc. Also, if requested and a state has 10 or more registered YBP/YAP/YAL sponsored by partners and traveling together, NYFEA will offer transportation assistance which is maximized at \$1000 for the group.

---

## **LEAD INITIATIVE**

NYFEA- The Association for Educating Agricultural Leaders is a 501-c-3 organization recognized by the United States Department of Education as the official adult student organization for agricultural education. The association reaches local, state and national participants in over 35

states. These individuals receive NYFEA's educational, recognition and leadership programs. Each of these individuals understands the importance of the NYFEA focus "Where will we find the next generation of young and beginning producers and young agribusiness professionals?"

It is with this concept in mind that NYFEA is seeking a partnership with national sponsors. NYFEA members are keenly aware of the need to expand the national network of support for the next generation. We are the nation's premiere provider of educational, recognition and leadership programs specifically addressing the needs of tomorrow's agricultural population. Since NYFEA is not a political voice for a specific commodity or a certain region, we are in the unique position of being able to network with all of the organizations concerned about the next generation.

As with all non-profit organizations, NYFEA has a constant evaluation and renewal process. We coordinate this through a national network of farmers, industry advisors and consultants. Although we have 40 years of success hosting our national convention, we understand that the fast-paced world of agriculture and the food systems demands a continuous "refreshing" of our plan. With this in mind, we are pleased to present:

## **The Program: Local Emphasis Agricultural Development (LEAD) Initiative.**

LEAD (Local Emphasis Agricultural Development) is the title of a partner program where NYFEA develops a national network to assist in the education, recognition and leadership training of the next generation of agriculture. Through LEAD, the association places support people in a state/region to assist with the organization and implementation of Young and Beginning Producer (YBP) and Young Agribusiness Professional (YAP) programs.

LEAD will be valuable to the development of the human resource. The LEAD Initiative is instrumental in having an on-going impact and is coordinated and implemented through the investment in a LEAD Professional. The LEAD Professional ultimately is responsible for implementing NYFEA's education, recognition and leadership programs. A LEAD Professional will serve by:

- 1) Organizing a Statewide YBP and YAP Advisory Board.** The board, which consists of corporate and agricultural leaders, helps in the identification of Outstanding YBP and YAP Award winners. Having the board allows for the multiple entities they represent to nominate individuals for recognition for the excellent work that is already being conducted by YBP and YAP. Plus, the LEAD Professional will see that top YBP and YAP are recognized for their achievements. In summary, the LEAD Professional will coordinate recognition for excellence, network with YBP and YAP participants and promote on-going support for personal and professional development.
- 2) Soliciting nominations for Outstanding YBP and YAP Award winners.** The LEAD Professional will coordinate the recruitment of nominations. Further, the LEAD Professional will manage the selection process by presenting the nominees to the YBP and YAP Advisory Board for determining the winners.

**3) Organizing and arranging for an annual YBP and YAP Award Banquet.**

The banquet may be held in conjunction with activities already held by other entities with similar goals. The banquet will allow NYFEA to recognize the outstanding production-related work of individuals. Further, recognition will be given to commodity groups, educational providers, advocacy organizations, individual producers and agribusiness professionals who go the extra-mile in the area of YBP and YAP encouragement and education. The annual banquet will provide a statewide setting for promoting and encouraging additional YBP and YAP work. The LEAD Professional will develop the program, make banquet arrangements and invite the guests.

**4) Providing media for the award program and for submission to the national competition.**

The LEAD Professional will coordinate attendance of the state and/or regional award recipient at the annual NYFEA convention. NYFEA will provide a free trip to the winner of the state recognitions, one for the YBP and YAP winner and one for the facilitator. Further, the LEAD Professional will provide a media-friendly, educational illustration on each of the state nominees. These will allow for a national library of peer to peer learning resources to be available for agricultural educators, as well as, active YBP and YAP.

**5) Developing an electronic network for communicating with YBP and YAP participants.**

The LEAD Professional will promote a state and national electronic communication network. Through the network, the learning resources will be made available. The LEAD professional will also encourage and engage participation in the NYFEA Ag Leader On-Line education program. The LEAD professional will certify that people are pursuing proficiency awards and accredited four year degrees will be encouraged. Ongoing educational opportunities will be provided.

**6) Connecting the YBP and YAP award nominees back into the advisory board.**

The LEAD Professional will recruit a minimum of five YBP and YAP to join the state YBP and YAP Advisory Board each year. Through the state advisory board, they will be encouraged to foster new community-based activity to promote the next generation. Further, they will promote: 1) the utilization of the learning resources by their peers at the local, state and national level and 2) the attendance of their peers at the annual NYFEA meetings and conventions.

**LEAD costs to be covered through fund raising at the state, regional or national level.** LEAD Professional to be an employee of NYFEA. Through NYFEA, LEAD has a national support mechanism for training, administrative, communication and other assistance. NYFEA manages the state and the national component. The cost of a LEAD Professional is \$5000 annually.

-----  
**NYFEA – The Association for Educating Agricultural Leaders:  
Who and what are we?**

**WHO & WHAT WE ARE!**

NYFEA is “the association for educating agricultural leaders!”  
The mission is to promote the personal and professional growth of all people involved in agriculture.  
The focus is on answering the question: “Where will we find the next

generation of young and beginning producers/young agribusiness professionals?"

### **PURPOSE AND HISTORY**

NYFEA – The Association for Educating Agricultural Leaders is proud to be an association that educates, recognizes and encourages the next generation. Founded in 1966, it is an organization dedicated to:

leadership/ education,  
community development,  
community service and  
encouragement.

It is focused on young / beginning producers and young agribusiness professionals.

NYFEA has adopted a long-range educational plan entitled "Education for American Agriculture" (EAA).

This dynamic undertaking provides educational seminars and resources to train individuals in leadership, business management, and issues awareness.

The association encourages community service projects to assist the general public in understanding more about agriculture.

The association seeks to provide support for the next generation by helping them understand the opportunities found in agriculture. Finally, NYFEA recognizes individuals who participate in this educational plan by providing online education and numerous national awards. NYFEA annually salutes the top producers and agribusiness leaders.

### **PARTICIPANTS**

Presently, NYFEA serves people with activity at the national, state, and local level. Participation is open to all interested individuals. The association places a major emphasis on programs that salute and encourage young and beginning producers, recognize agribusiness success and assist with community development.

### **NATIONAL INSTITUTE/ NATIONAL AG LEADERSHIP CONFERENCE/ WASHINGTON INITIATIVE**

NYFEA holds the National Ag Leadership Conference (NALC) in the summer, Washington Initiative in the spring and the National Institute in the winter. The NALC and Institute are rotated to provide access. They serve three major purposes:

Education - Through workshops, seminars and motivational speakers, members have the opportunity to refine their leadership abilities, business management techniques, knowledge about issues and communication skills.

Showcase local agriculture, agribusiness and culture - Agricultural industry tours are offered. Also featured are tours of local farms, museums and historical sites. Entertainment is exceptional.

Salutes of Young and Beginning Producers, Young Ag Professionals, and Agricultural Leaders – Programs designed to encourage and motivate the next generation of agricultural leaders.

### **NYFEA's SALUTES**

3 Kinds of Salutes

Salute of Outstanding Young and Beginning Producers

Salute of Outstanding Young Agribusiness Professionals

Salute of Agricultural Leaders

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120 –  
334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

NYFEA's salutes are also known as the "Oscars for Agriculture." The goal of these salutes is to identify:  
outstanding young and/or beginning producers,  
young agribusiness professionals and  
agricultural leaders from every state and from international markets. These trendsetters are selected based on a set of standards that are developed by their peers. The outstanding participants are recognized at the annual NYFEA Institute and received national and international acclaim for their example setting work. Stewardship, profitability, selflessness and innovation are critical components.

### **NYFEA PARTNERS**

Programs where corporate friends assist the next generation:

#### *A) Collaborative Partner –*

By scholarshiping young agricultural people to attend the annual convention (Institute) or the NALC, the Collaborative Partner serves to engage individuals served by their organization in this annual learning, recognition and entertainment program.

#### *B) The Local Emphasis Agricultural Development (LEAD) Partner—*

By sponsoring a leader for a local advisory committee of agricultural leaders, the LEAD Partner ensures that the state or region will have collaborative efforts engaging local agricultural entities in young/beginning producer activity. For instance, they will have nominations for the national and international salutes.

### **AGRICULTURAL DECISION MAKERS' COLLEGE**

The association offers an opportunity for individuals to participate in a learning experience that will enlighten them on important topics that will help them make better decisions. Through internet training materials and convention programs, the association will provide valuable information to its members. The feature activity is the intense policy-based the panel discussion at the annual Institute. The Ag Decision Makers' College brings policy to the people.

### **YOUNG AG LEADERS EVENT & MEMBERS AND MENTORS AWARD**

The association offers an opportunity for Young Agricultural Leaders (students, particularly college age) to participate in a learning experience that will enlighten them on important career topics. Further, the association offers individuals over age 41 the opportunity to assist young and beginning producers and young agribusiness professionals by serving as mentors. This Members and Mentors Award program is a way to serve others as the improve their personal and professional skills.

-----

## **STRATEGIC PLAN – LOCAL EMPHASIS AGRICULTURAL DEVELOPMENT (LEAD)**

"Young and Beginning Producers" & "Young Agribusiness Professionals" in NYFEA

### **Local Emphasis Agricultural Development (LEAD) - The Team**

NYFEA Leadership Team is experienced.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120 –  
334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

Over 40 years in planning and managing national based programs for Young and Beginning Producers & Young Agribusiness Professionals  
Developed and implemented Education for American Agriculture, Local Emphasis Agricultural Development (LEAD), Collaborative Partners, Ag Decision Makers' College and other key programs

### **Local Emphasis Agricultural Development (LEAD) - Desired Outcome**

Who and What is LEAD? LOCAL EMPHASIS AGRICULTURAL DEVELOPMENT  
Engage individual Young and Beginning Producers & Young Agribusiness Professionals (22 to 40 years) in a network of their peers  
Educate, Recognize and Encourage

### **Local Emphasis Agricultural Development (LEAD) - Past**

How did we get here? Look at the 1970s:  
Young Farmer Education had financial support in over 30 states, chapters and membership prospered, ag teachers - focusing on adult students - were instrumental in the success, adults of all ages found value in the vocational enhancement curriculum.

How did we get here? Look at the 1980s and 1990s:  
In many states, re-engineering of agricultural education led to state-level, professional staffing being dropped to part time or eliminated for adult-oriented "ag ed"  
Limited state staffing has led to:  
decline in the amount of educational programs for state participants  
decline in the number of organized state chapters.  
need for additional NYFEA participation in a nationwide initiative to support Young and Beginning Producers & Young Agribusiness Professionals education and encouragement.

### **Local Emphasis Agricultural Development (LEAD) - Future**

Where are we now? LEADing into the future:  
LEAD Initiative supporting Young and Beginning Producers (YBP) & Young Agribusiness Professionals (YAP)  
Utilize corporate partnering  
Secure a LEAD Professional (staff person)  
Setup YBP & YAP Advisory Board  
Nominate Outstanding YBP and YAP for recognition  
Attend the national meetings (Institute, Washington Initiative and National Ag Leadership Conference) for education  
Involved in the distance learning program for encouragement and leadership.

### **Local Emphasis Agricultural Development (LEAD) - How To Get It Done!**

How to recruit a LEAD Professional?  
Working with NYFEA, identify and hire a person to manage the state-level activity.  
Recruits YBP and YAP Advisory Board  
Solicits nominations for Outstanding YBP and YAP Award  
Arranges an award banquet  
Develops promotional/educational material on OYBP and OYAP  
Coordinates attendance at NYFEA meetings  
Develop an electronic network for communicating with YBP and YAP participants.  
Engages previous nominees in the nomination role and in distance education

Recruiting Corporate Partners and the LEAD Professional  
Organize a Statewide YBP and YAP Advisory Board.  
consists of industry and production agricultural leaders,  
helps in the nomination of Outstanding YBP and YAP Award winners.  
Promotes distance education

#### **The OYBP and OYAP Award and the LEAD Professional**

Solicits nominations for Outstanding YBP and YAP Awards from:  
producers,  
ag teachers,  
commodity leaders,  
farm organizations,  
industry reps

#### **YBP and YAP Award Banquet and the LEAD Professional**

Arranges an award banquet  
may be held in conjunction with activities already held by other entities  
with similar goals.  
recognition for the entities going the extra-mile in the area of YBP and  
YAP encouragement and education.

#### **Educational Material and the LEAD Professional**

Develops promotional/educational material on OYBP and OYAP  
provide media-friendly, educational illustration on each of the state  
nominees,  
Submit media for educational value in the Proficiency Award program and  
the Online Degree  
Submit media to NYFEA for national award consideration

#### **NYFEA Meetings and the LEAD Professional**

Coordinate attendance at the annual NYFEA Convention, Washington Initiative or National Ag  
Leadership Conference

#### **Communication and the LEAD Professional**

Develop an electronic network for communicating with YBP and YAP  
participants.  
Learning resources will be made available for Proficiency program  
and distance education

Connect the YBP and YAP award nominees back into the advisory board. (a  
minimum of five YBP and YAP nominees will join the state YBP and YAP State  
Advisory Board each year).

#### **Continued Involvement and the LEAD Professional**

Engages previous OYBP and OYAP nominees in the future nomination and  
certification role.  
Recruit nominations for OYBP and OYAP Awards  
Community-based YBP and YAP Advisory Boards will evolve  
Promote the Proficiency program and distance education

#### **Local Emphasis Agricultural Development (LEAD) – Compliments**

A career opportunities program for Young Ag Leaders (15-22 years of age).  
a learning experience for young people invited to NYFEA Convention and NALC  
participants recruited from local 4H, FFA, etc.  
exercises designed to build career related skills

identify paths to success and encourage action

**A mentoring program for Members and Mentors (ages 41 and older) .**

Individuals will be encouraged to stay involved, attend meetings, network with young people and ultimately, assist the young people by sharing their collective years of wisdom.

A partner may ultimately recognize an outstanding participant through the Members and Mentors Award program at the local, state and/or national level.

**A recognition program for International Exchange**

Recognition for international agriculture. Promote the Outstanding YBP/YAP in other countries.

**Affiliate Membership**

Learning and service opportunities  
Organizational and networked travel  
Policy setting opportunities

**Local Emphasis Agricultural Development (LEAD) – Learning Programs**

A Young and Beginning Producer and Young Agribusiness Professional may receive advanced recognition by earning Proficiency Awards and/or online degrees.

**Local Emphasis Agricultural Development (LEAD) – Five-Year Goals**

Goals for Success

- Specific participation objectives – 50 YBP/YAP Affiliate participants annually and 20 local, state and/or regional Outstanding YBP/YAP Awards
- Specific partner objectives on annual basis - 50 Collaborative Partners @ \$3500, 20 LEAD Partners @ \$10000, Granting Partners = \$250,000
- Revenue objectives - \$325,000 annually

**Keys to Success**

Continue to recruit new partners  
Pilot the Local YBP/YAP advisory committee and awards  
Sustain underwriting support  
Add quality to educational programs  
Sustain quality of salute and recognition program

---

## **Participation Plan**

**Membership Plan Mission:** To attract new participants that will be committed to the goals and objectives of NYFEA. To retain current participants by continuing to refine and strengthen the overall plan of work.

**Objectives:**

1. To have a sound plan that will allow a concentrated participation effort.
2. To have a plan that transcends from year to year.

**Goal #1:** Establish a two-step rebate for active state organizations. One for states below 1000 active (regular) members and one for 1000 active (regular) or more members in the association. Encourage each state to strive for 1000 active (regular) members.

*Keys to Success:*

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120 –  
334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

- a) Membership recruitment commitment from all levels of the organization.
- b) Leadership recruitment efforts

*Plan for Implementation:*

Contact state leaders. Send promotional letters. Attract a national sponsor to support training of members as recruiters.

**Goal #2:** Attract 200 state leaders participants through Collaborative Partners program.

*Keys to Success:*

- a) Recruit \$175,000 of sponsorship.

*Keys to Success:.*

- 1) Good return on investment
- 2) Involve participants in on-going education.

*Plan for Implementation:*

Ask President's Council for assistance. Promote, provide and train. Service all new members.

**Goal #3:** Encourage 50 Affiliate Memberships

*Keys to Success:*

- a) Good advisory council relations.
- b) Easy to use classroom tools.

*Plan for Implementation:*

Contact advisors. Encourage delegates to recruit chapters to participate. Attract a national sponsor to support the program.

## **ACTIVE STATE REBATE PROGRAM**

**Mission:** To provide a rebate program to encourage membership growth.

**Objective:**

- 1) To encourage all state associations to submit additional members.
- 2) To provide added value to members.
- 3) Increased impact for all NYFEA programs.
- 4) More exposure for sponsors.

**Options for Rebate:**

To qualify for a rebate a state must meet the following criteria:

- 1) A state must have a minimum of 250 annual dues paying active (regular) members to be eligible for a rebate:
- 2) A state with annual dues paying active (regular) membership between 250 - 999 may earn rebates for the following:
- 3) Having mandatory state and national active (regular) membership. Every person paying state dues also pays national dues. - \$2 rebate per member.

4) Submitting email addresses for over 75% of the active (regular) members - \$1 rebate per member.

5) A state with 1000 or more annual dues paying active (regular) members may receive a \$5 rebate per member. By accepting this rebate offer the state agrees to void all other membership-based rebates (based on individual membership).

-----  
**National Institute Rotation**

To: NYFEA Executive Secretaries/Contacts

From: Gordon Stone

Subject: National Institute Rotation

Below is a list of the states that have hosted or committed to host institutes. Beginning at this point, the states are listed in the order proposed by the rotation process. As you can note from the list, we will insert the national association in the rotation for every third year. The order will not change. Simply, the year that the opportunity comes will change.

Thanks and God Bless!  
National Institutes

Eastern	///	Western
1967 Ohio	///	1968 Texas
1969 Pennsylvania	///	1970 Kansas
1971 South Carolina (5th)	///	1972 California
1973 Indiana	///	1974 Oklahoma
1975 Georgia	///	1976 Colorado (10th)
1977 Kentucky	///	1978 Missouri
1979 Ohio	///	1980 Nebraska
1981 Pennsylvania (15th)	///	1982 Texas
1983 Virginia	///	1984 Wyoming
1985 Indiana	///	1986 Oklahoma (20th)
1987 Illinois	///	1988 Utah
1989 Ohio	///	1990 Colorado
1991 Alabama (25th)	///	1992 Iowa
1993 Kentucky	///	1994 Missouri
1995 South Carolina	///	1996 Texas (30th)
1997 Tennessee	///	1998 Nebraska
1999 Pennsylvania	///	2000 Wyoming
2001 Virginia (35th)	///	
2002 Oklahoma		
2003 Indiana		
2004	/// Orlando- NYFEA	///
2005	Colorado	
2006	Ohio	
2007	/// Tucson - NYFEA	///
2008	- Baltimore - NYFEA	
2009	Alabama	///
2010	- Monterey - NYFEA	///
2011	Missouri	
2012	Kentucky	///

2013 - Florida - NYFEA /// Texas  
Georgia /// NYFEA /// California  
South Carolina /// NYFEA /// Kansas  
Pennsylvania /// NYFEA /// Wyoming  
Virginia /// NYFEA /// Oklahoma  
Illinois /// NYFEA /// Utah  
Indiana /// NYFEA /// Iowa  
Ohio /// NYFEA /// Nebraska  
????? /// NYFEA /// Colorado  
????? /// NYFEA /// California

---

## **National Agricultural Leadership Conference And Institute Schedule**

To: NYFEA Executive Secretaries/Contacts  
From: Gordon Stone  
Subject: Preliminary Meetings

2005 Institute – Denver, Colorado  
2006 NALC – Sacramento, California  
2006 Institute – Columbus, Ohio  
2007 NALC- Deerfield Beach, Florida  
2007 Institute - Tucson, Arizona  
2008 NALC – Austin, Texas  
2008 Institute – Baltimore, Maryland  
2009 NALC – San Diego, California/Mexico  
2009 Institute – Mobile, Alabama  
2010 NALC – Sarasota, Florida  
2010 Institute –Monterey/Sacramento, California  
2011 NALC – Williamsburg, VA

Thanks and God Bless!

---

---

**To: State Executives/ State Contacts/ Delegates**  
**From: Gordon Stone**  
**Date: June 2008**  
**Subject: Transportation to and from airport in Austin**

**Contact Christi about shuttle, cab and car rental options.**

**[natloffice@nyfea.org](mailto:natloffice@nyfea.org) or 334-213-3276.**

**Thanks and God Bless!**

-----  
**MEMO – REPORT FOR THE INSTITUTE ON PLAN OF WORK FOR 2008 –**

To: NYFEA Board of Directors

From: Gordon Stone

As we move from the Spring Board Meeting to the NALC, it is important for us to understand the status and the work to be performed. Please review the following Next Step document.

We want to remind each of you of the agenda items to which you committed your assistance.

1. Relative to the YALE activity, NYFEA will recruit collegiate organizations to participate in Tucson and future Institutes. Further, we agreed that we would like to focus the service activity on a project that was transferable from year to year. In addition, we discussed the possibilities of identifying a children's organization within the municipality that we were hosting the annual winter Institute. **JoAnn and Edsel will identify a group with the University of Maryland to invite to be the official hosts of the YALE activity. The State of Maryland has the names of certain children's groups with whom we can work. We need to identify at least two university student groups and get a firm commitment that they will attend. The best way to handle this is for a meeting on campus in the fall with targeted agricultural groups ( all of the student agricultural organizations, fraternities, etc.)** With the children's organization (foster children, hospital with many children, first grade classes, etc.) we agreed to provide the YALE participants the opportunity to deliver an agriculturally related toy. The toy would allow the YALE participants to tell the story of agriculture. With the toy as a tool and the children in attendance at the Saturday evening banquet, we could create a promotional opportunity. NYFEA would facilitate the identification of the collegiate organization. NYFEA will identify the organizations to participate. Further, NYFEA will recruit the organizations on the campuses who are interested in serving. NYFEA will recruit the affiliated children's entity in the municipality. NYFEA will facilitate the identification of the toys to be delivered. The association will also provide the training for the service agenda

during the YALE activity. In addition, NYFEA will solicit the participation of the media at the promotion. Finally, NYFEA will deliver the invitation to the participants and will provide for the organized seating to facilitate the delivery of the items. Promotion and marketing of this activity will be critical to its long-term success. The NYFEA staff will agree to carry out this activity.

2. NYFEA will continue to work on the national roundtable or forum for the “next generation.” NYFEA will continue to identify national partners. The association’s objective with these partners will be to facilitate a national advisory council to help develop this policy forum. With the current support of USDA for planning NYFEA would like to host the first forum in 2009. It is designed to occur in Washington. A part of the planning will involve the other agricultural organizations. NYFEA will need to solicit the support of agricultural associations, businesses and others with an interest in the next generation. NYFEA will attempt to bring the willing players together between now and the end of the year.
3. Your encouragement relative to the affiliate program is appreciated. Adding the Affiliate Membership category to the NYFEA constitution will be considered at the NALC the summer of 2008. The bottom-line is that it does not change the current membership. Rather, it adds an additional all-inclusive category. The definition of all-inclusive is:
  - 1) a state signs-up every state member as a national member, 2) Affiliate Members receive full voting privileges as delegates and 3) Affiliate Members receive the opportunity to participate in all membership programs such as the Salutes, Awards and Recognitions. ***The proposed dues level for the Affiliate Membership could be one of the following: This would not be set in the constitution but would be brought to the delegates by the board.*** The proposed amount is as follows: For all entities with 100 to 999 members, they could join as affiliates for \$500 base and \$4 per person. For organizations with 1000 or more members the amount would be \$1000 base \$3 per person .

NYFEA will solicit all of our sponsors and collaborative partners to provide up to 50 participants for every \$700 contributed. In return for those 50 names, NYFEA will begin to identify communication vehicles. In an attempt to add additional exposure of our organization to those individuals, the NYFEA staff will continue to work to identify a provider of the training necessary to finalize the on-line degree program. It is NYFEA's goal to develop an item that will complement the entity's programs as well as provide excellent learning opportunities to the individual NYFEA participant. **The possibility of an on-line degree has been greatly enhanced by the achievement of the grant to work with the University of West Alabama.** The current plan of action is for NYFEA to offer three options for course application: 1) interest only 2) proficiency and 3) Bachelor's Degree.

4. With board input and the assistance of a committee from Indiana NYFEA has reviewed the constitution and activities. Action is being taken to address recognized areas of need. The board reviewed these with the delegates in Tucson and then again in the spring.
5. The board visited the challenge with the vision care program and its cost. It was explained that NYFEA would be offering the following benefits: **II. Regular, NYFEA Plus and Ag Leaders Membership** - The membership proposal was to either do one of two things: **NYFEA Regular** - \$15 for general benefits ( Rx Walk-in, Online pharmacy store locator, Walk-in retail pricing online, US Mail order and online pricing, International Mail with online pricing, including vitamins and pet items, OTC Meds by mail and online pricing, Durable Meds by mail, Diabetic Supplies and Free Glucose Meter, Hearing Aid Savings & Professional Services, Hotel Savings, Flower & Gift, Plow & Hearth, Popcorn Factory, Car & Truck Buying & Leasing, Moving Services, RV Rental and Sales, Car Rental

Savings, Travel Agency Services. **NYFEA Plus** - \$35 for general benefits with the addition of vision. **Ag Leaders Club** - \$100 for a 125 discount on the Institute

6. The Salutes, Awards and Recognition program has been refined and has been submitted to every member for implementation. The Ag Communication Award experienced dramatic changes and is scheduled for additional changes in the 2008 year. New guidelines are illustrated in the notebook. John Deere is adding sponsorship and the new project will have exciting results. Carl Jessen did a good job on the program in Tucson. How many are actively pursuing an implementation phase? All contests in the 2007 version of the Salutes, Awards and Recognition program are to be reviewed after 2009. Keep in mind the overall effectiveness will determine if the program is to be continued. The three year trial ends after 2009.
  
7. The 2008; 2009 and 2010 Institute promotion programs were discussed. It was agreed that everyone felt comfortable that these programs would be similar in the approach to recruiting participants. The agenda for 2008 was reviewed and questions were answered. A marketing plan was discussed. The new marketing strategy for 2008 must be developed at the NALC. **To achieve the 100 Maryland participants, NYFEA needs to identify the organizations that will provide participants (guaranteed). Second, NYFEA will want to identify groups that have a high likelihood of their participants being interested in the NYFEA Institute. The first group may have to receive group discounts. However, they will need to be almost certain attendees. To achieve this goal, these groups need to be firmly committed. Each of the NYFEA Board Members should consider asking to identify two Maryland groups to secure ten people from those groups.** These Maryland participants would be provided access to the Saturday activities. The board recognized that this could help strengthen the YALE

activity. It was also determined to build on the LEAD initiatives, it would be worthwhile as an investment. In discussing this marketing activity, specific individuals agreed to take on responsibilities. Some should agree to contact the leadership at the University of Maryland concerning the 4H advisors and FFA leaders within 100 miles of Maryland. A list of the individuals would need to be identified and returned to NYFEA as quickly as possible. The list should include contact information. The association would attempt to recruit at least 25 individuals from those organizations to attend the Institute program. The program identified as most likely to be attractive to the audience was the YALE activity. The association further agreed to recruit 25 individuals from the Maryland LEAD program. It was recognized that the key individual for accomplishing this goal the University of Maryland must be contacted.

8. **Edsel and Jo Ann, your best route for gaining information about the Ag Decision Makers' College** other organizations within the state is to ask Kenny Bounds to recruit 25 individuals from within the commodity organizations as participants. Another contact to be made would be handled by Jimmy Emmons; he would contact Bob Frazee. NYFEA would attempt to identify 6 key individuals to serve on the Ag Decision Makers College panel. **Jimmy, can you follow up with John Hays. We need to ask him to help us identify the 6 people for the Ag Decision Makers' Panel. We would VERY MUCH like to have the United States Senate and/or House Ag Committee on the panel.**
9. Another item of interest in Institute planning would be the relationship of identifying a public relations onsite assistant in Baltimore. Christi will need to follow-up to determine whom the Convention and Visitors Bureau will recommend and then contact each of them).
10. **I am happy to say that we have the \$1400 identified for 4 Purdue, 4 Clemson and 4 Colorado State and 4 University of Arizona students to attend the Institute. Ideally, we need them to share rooms – 4 per room). It is our goal to be able to identify at least 4. If you can get eight people from each institution,**

**we will add \$1000 of travel reimbursement to the free registration and the three room nights. It was recommended that JoAnn Williams contact Clemson students, Robin Whaley contact Purdue students, and Dave Lieber contact Colorado State and the University of Arizona to identify individuals who would be interested in attending the Tucson convention** and participating in the YALE program. NYFEA would like to recruit YALE partners to facilitate their participation. A YALE partner sponsorship is recognized to be \$1,400 per group of four students.

11. William Nelson stated his desire to increase President's Council participation and sought input on particular ways the council could be of greater assistance. It was identified by the board that the additional participation of collaborative partners and possibly past national officers might be a good start. Cindy Johnston is working with William on this idea. President's Council representatives are certainly welcome to join the group in the planning of the Washington Initiative
12. The association is particularly interested in continuing to develop local and regional Young Beginning Producer Advisory Councils and is excited about potential partnership's with Farm Safety 4 Just Kids in this endeavor. Other potential partners are also being solicited.

As you can tell many items have been a part of the on-going planning with the association. Board meetings have been filled with innovative ideas. This certainly does not encompass the complete list of topics.

---

### **Ag Communication Award sponsored by John Deere**

- *Summary*
- The Agricultural Communication Award has been established by NYFEA - The Association for Educating Agricultural Leaders in order to offer a select audience of 20 young and beginning agricultural producers an opportunity to complete communication training. Further, they will develop a communication plan to deliver a positive message about agriculture. The message should accurately describe agricultural career opportunities. Further, the message should illustrate positive action that can be taken to encourage the next generation of young people to consider agricultural careers. The training and plan development will occur during the NYFEA Institute (annual convention held the second week of December). The plan will include a strategic component to be implemented in Washington D.C. Participants will be graded based on their plan and "how it concurs with the training that has been offered." The top 5 plans will be selected prior to the end of the NYFEA Institute. They will be awarded an opportunity to travel to the NYFEA Washington

Initiative in the following Spring. They will implement their plans during the Washinton Initiative. At the Washington Initiative, the most outstanding presentation will be selected as the overall winner for the year. The winner will receive a free trip to the following institute to tell the story his/her success.

- *Goals*

- Provide an opportunity for personal and professional growth through the communication of the story of agriculture to state, local and national audiences
- Provide an educational, training program that inspires participation from across the agricultural horizon
  - Enhance communication skills of young men and women by encouraging the development and implementation of a plan
  - Educate the general public about opportunities in agriculture in the nation and world
  - Provide a rewarding and fun-filled experience where participants and sponsors can be excited.

- *Format*

- Pre-Institute:

- NYFEA will recruit participants from a diverse agricultural audience. Strong emphasis will be areas near the convention.

- Inside the Institute:

- During the convention, the participants will develop a plan and the plan will be carried out in a manner that is consistent with the goal of communicating positive stories about opportunities in agriculture. Particularly, the plans will address career opportunities for implementation in Washington D.C. Plans will be compiled and judged. The top five plans will be recognized during the convention. Each participant will have their plan judged according to what was taught in the seminar and the effectiveness of the strategy for implementation. The developers of the top five plans will receive a free trip to the next Washington Initiative. This trip will include travel, room and meals.

- After the Institute:

- At the Washington Initiative, the top five plans will be implemented. The best plan will be selected and the winner will be awarded an expense free trip to the upcoming Institute to share about his/her experiences.

- *Rules*

- The first 20 participants to participate in the Institute portion of the program.
- Selection of the National Agricultural Communication Awards will be made by a judge familiar with the program and the local training.
- NYFEA agrees to encourage participation from an ethnically, economically and geographically diverse group of participants.

---

## **Institute Management Plan**

Mission: To follow a management plan that allows the local members, state organizations and the national organization to maximize their level of benefits from the annual convention (Institute).

Vision: To annually host an institute that attracts individuals into NYFEA's education and community service work.

Mission: To create an exciting and profitable annual convention where agricultural awareness is heightened and both current and future young farmers are encouraged to become agricultural leaders.

Objectives:

1. To maximize the profitability of the institute for the whole: state organizations and NYFEA.
2. To capitalize on efficiencies in the planning and hosting of the annual meeting so as to enhance the profitability.
3. To create a consistent marketing mechanism and message that is efficiently and effectively delivered.
4. To create an exciting program that attracts a broad base of current members.
5. To create enthusiasm and interest among non-NYFEA members as a vehicle for enticing them to join the association.
6. To have a profile event where the association's annual activities are highlighted.
7. To develop an annual occasion for recognizing and rewarding successful NYFEA leaders and associational supporters.
8. To develop networking opportunities that allow attendees to secure relationships with people of similar interests from across the United States and around the world.

Plan:

The first step in the plan is to study the past institutes and understand the reason for hosting an institute. Each of the states serving as hosts of the institutes has had the opportunity to add their local twists to the agenda. The agendas of previous institutes have remained fairly consistent. Therefore, understanding the strengths and weaknesses of the current process is fairly easy.

- a. The strengths of a management plan for hosting the institute are evident. It has a long-standing tradition of offering unique educational programs. The first-class tour program where visitors see farms in the host area is an aspect of the institute that is unique. In addition, the involvement of members in hosting the national convention is also unique.
- b. The weakness of the past process was the inefficiencies that were created by having a new group of inexperienced meeting planners working the project each year. The association had three institute committees working on the convention for three different cities in three different states at the same time. For example, if Montana, Washington and Hawaii were hosting the institute, there would be three registration chairs, three entertainment chairs, three food chairs, etc. This plan resolves that concern.

This management plan focuses on marketing and promoting the event. One of the objectives of this new plan is to continue to involve local members and to give them a great opportunity to showcase their state's agriculture and people. Local members will also be utilized for promotion, publicity and marketing. Implementing this plan will reduce the strain on the local member by reducing their involvement in the daily management of the convention.

Plan:

The goal of the plan is to outline and describe the key aspects of the process for the institute and its management. The document is to be distributed to appropriate individuals to ensure that smooth implementation is achieved.

Bidding:

The institute sight will be selected based on an adapted version of the traditional rotation between states. One change in the procedure occurs when a state chooses not to serve at the host state. Under the conditions of the new plan, if two consecutive states refuse their turn, the opportunity to select the host sight falls directly upon the national association. Under those circumstances, the location for the institute is totally at the discretion of the NYFEA board of directors.

In addition, the rotation will be altered to include an every third year where the choice of the location falls directly upon the shoulders of the NYFEA board. The east/west issue will not be in effect when the national board makes its selection.

If the national board serves as the host the rotation will be reset so that national assumes responsibility again in three years. Also, the states refusing their turn will fall to the end of the order.

Host City:

Once a state agrees to accept the opportunity to serve as the host state, the choice of cities within the state will be limited to locations that provide easy and affordable transportation, appropriate meeting facilities, competitive pricing for the facilities, and an attractive marketing program. The decision as to whether these parameters are met will be based on the research of the national staff and will be made by the national board of directors. The national will give strong consideration to any city recommended by the local state.

Selection of Meeting Dates:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120 –  
334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

The NYFEA board of directors with input from the host state will determine the selection of the dates for the meeting. The selection will take into consideration the AAAE annual meeting and other potential conflicts. It is the desire of the national organization to avoid as many conflicts as possible.

#### Preliminary Schedule of Events:

The schedule for the week will be determined by the NYFEA board with input from the host state. The schedule will be set in advance so the host state will have an opportunity to plan its tours and local offerings. Early indications will allow for more efficient planning for all parties.

#### National Institute Committee:

The national institute committee will consist of co-chairs: one selected by the national board and one by the host state. Unless the national board designates otherwise, the national co-chair will be the Executive Vice President. The state chair will have to be approved by the delegates at the meeting immediately following the recommendation of the NYFEA board. The state institute chair will fall into the board slots as designated in the board structure. The chair will rotate on an even basis.

The committee will be selected by the board. The committee will most likely consist of, but is not limited to, individuals from the board, the host-state and the general membership who serve in the following capacities:

- Regional Participation Coordinator (broken into three state regions)
- Publicity Coordinator (divided into geographic regions)
- Regional Fund Raising Coordinators (divided into geographic regions)
- Volunteer Coordinator
- Volunteer Leader
- Registration Leader
- Communication Leader
- Sponsor Relations
- Program Leader
- Banquet Leader
- Entertainment Leader
- Tour Leader
- Local-Flavor Leader
- Hospitality Leader
- Quality Control Leader
- Feedback Leader
- Trade-Show Leader
- Advertisement Coordinator
- Auction Leader
- Service Project Leader
- Contest Leader
- Media Leader
- Other potential positions.

Each of these positions may be filled by a different individual. However, one person may handle multiple positions. Each position will have specific assigned responsibilities. Individuals will be asked to perform a limited scope of responsibilities that fit their personal budget and time allotments. Individuals in these positions will be encouraged to not overload their personal capacity. They will be encouraged to recruit sub-committees to work with them. Individuals will be selected from across the country to serve in these capacities. If a host state is in place, attempts will be made to recruit local people.

Attempts will be made to involve a diverse amount of individuals in the organizational program. The goal will be to have representation from all states. In addition, an objective will be to include individuals from different age groups (20-30, 30-40, 40-50, 50+, etc.). Ethnic and gender make up will also be taken into consideration. Each individual serving on the committee will have an added responsibility of helping encourage attendance and recruiting to meet that goal.

#### Host State Activities:

The host state will be responsible for participating in activities that will bring a local flavor to the Institute. Areas where the host state will make a significant impact include: tours, on-site publicity and promotion, Thursday evening, Friday breakfast, Friday lunch, Friday evening's banquet, local trade show exhibitors, door prizes, table favors, centerpieces, local presenters, etc.

In an effort to keep the local flavor strong, the host state will have the opportunity to have total control over tours. The host state will have control over the tours and the national would begin to promote them as a part of the overall program. The deadline for the host state finalizing a budget and the preliminary details of the tours would be two years in advance of the start of the meeting. Other stipulations designed to ensure year-in-year-out consistency would include a certain time frame for tours. Tours will depart and arrive in sync with the evening's activities. Tours will have a mixture of agricultural, historical and cultural opportunities.

A phase of the tours that is designed to be attractive to the host state, is the opportunity to solicit sponsorship for tour activities. Proceeds from tour sponsorship go strictly to the host state. Any funds solicited by the host state for the tour would be retained by the host state. They would utilize those funds to conduct the program and then have the opportunity to improve their state's financial structure. Each tour would be budgeted as a part of the registration. This portion of the registration would be provided to the host state to offset costs.

The host state would have the opportunity to host the breakfast, lunch and evening meal on Friday. The meals and their programs would be at the sole discretion of the local committee. Dollars will be set aside in the registration budget, so they could be profit centers if costs are offset by sponsorship. Again, all dollars generated for the meals would be at the discretion of the host state.

The host state would also have the responsibility of involvement of the local media. A media room would be established at each Institute. It would be the host state's responsibility to ensure that media representatives attended the meeting.

The state association will handle the Institute in Review.

Additionally, the host state will be asked to help with the selection of the three award winners and the production of the Salute material.

The selection of 6 panelists for the Ag Decision Makers College will also engage the host state.

Airport transportation will be the responsibility of the host state. This is not a required activity and is not budgeted in registration. However, if a state can generate the dollars needed to provide this service it is an acceptable option.

Another aspect of the Institute that would fall under the direction of the host state would be home-state attendance recruiting. Traditionally, a large percentage of attendees at the Institute were individuals from the host state. It would be the responsibility of the host state to see that this trend continued. For every registered attendee at the Institute from the host state, the host state would receive \$5.00 per attendee.

In addition, the host state would have the opportunity to provide table favors and centerpieces for the attendees.

If the host state were able to generate funds to sponsor the Thursday or Friday lunch meal, the profit from that sponsorship would return to the host state. However, no dollars are set aside in the registration budget for these lunches.

Finally, the host state would be responsible for providing volunteer workers to assist with the meeting during the week of the convention. At least 10 volunteer workers should be available on a daily basis to assist the institute meeting planners.

Responsibilities of the National Committee:

All activities not falling under the responsibility of the host state committee will be the responsibility of the national. The national committee activities will range from program scheduling, itineraries, scripts, presenters, entertainers, food, banquets, registration, transportation (with the exception of tours), hotel, hospitality, contests, media follow up, etc.

Memorandum of Understanding:

The institute began in 1966 as an adult networking opportunity. It was hosted by states that featured active young farmer associations. As the popularity of the meeting grew, a structure and guidelines were developed. Eventually, the structure became the National Young Farmer Educational Association (NYFEA). In 1982, NYFEA was incorporated and the association began to develop a cooperative arrangement for the national and state to work together on the meeting. In 1996, NYFEA changed to a rotational procedure for selecting a host site of the meeting. States continue to have first priority for hosting the Institute and continue to utilize a Memo of Understanding as a vehicle for coordinating activities with NYFEA. This plan document provides the details to which both parties agree. It is, therefore, to be an addendum to the Memo of Understanding.

Schedule of Events:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

Generally, the schedule of events has started with a board meeting, the delegate session and the contests on the first day. The historical program is as follows: The first evening typically consisted of the opening banquet and flag ceremony. The next morning included a breakfast banquet, which was followed by tours. That evening there was local entertainment. The third full day is similar to the second day. The fourth day included educational programs, the auction, the trade show, and an evening banquet. Traditionally the fourth day would feature a more outstanding speaker or better known entertainment. Occasionally, institute committees took the second, third or fourth day evening banquets to different locations in order to add local flavor to the evening's activities. Two of the four evening banquets might be held off-site. In some cases, only one day of tours is hosted and the final banquet was held on Sunday morning. The traditional institute program includes important association business. Among those features was the presentation of awards to contest winners. Presentations were also given by officer candidates, election winners, local dignitaries, motivational speakers and representatives of future institutes and activities. The history of the institute programs has been taken into consideration during each stage of the development of this plan.

The following is a day-by-day breakout of the proposed new institute schedule. The program begins on Wednesday with delegate, contest and board activities. Thursday morning is a day of optional activities. Individuals desiring to participate in local tours of agricultural and cultural events may register for optional tours beginning on Thursday. The optional tour will be handled by the state committee. In addition to the optional tours, Thursday may include an opportunity for athletic or community service competition. These athletic style competitions will be designed to serve as organizational fund raisers, as well as, fun team-building events. For example, the association may host a golf tournament or fishing tournament during the day on Thursday.

Thursday late afternoon/early evening, the group will convene for an opening reception/banquet. The official opening activity of the institute will be the Thursday reception/banquet. The meal is budgeted for a light meal or reception. The host state will be responsible for the program and/or entertainment. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. However, host states will have the option of setting the room as they desire for the program. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. Signs and banners must be approved through NYFEA. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

A breakfast meeting will follow on Friday morning. The host state committee will have the opportunity to put together the breakfast meeting. The meal is budgeted for a plated meal. The host state will be responsible for the program and/or entertainment. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. However, host states will have the option of setting the room as they desire for the program. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Friday will feature a full day of tours. The host state will have the option of developing tours. The tours will be based on the discretion of the host state. Lunch will also be at the state's discretion. NYFEA will provide a budgeted portion of the registration (tour) dollars to help with this cost.

The Friday evening banquet will feature the state committee which will have the option of hosting the evening's activities. It will feature local entertainment and festivities as planned by the host state committee. The meal is budgeted. The host state will be responsible for the program and/or entertainment. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. However, host states will have the option of setting the room as they desire for the program. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Saturday will emphasize the classroom educational component of the institute. The conference will feature national speakers and be built around the theme for the upcoming year. It will be the kick-off for the association's annual service agenda. The institute will have an honorary chair/cause that will be introduced at this time. In addition, the institute will have three major awards and panel discussions for visitors who are interested in learning more specific information about the topic. To add flair, there could be decorations and possibly even musical performances to make the event as lively as possible. It will be an action packed day, with breaks between all presentations. Saturday evening will feature an exciting entertainment venue that allows attendees to experience the local entertainment offerings. For instance, the WildHorse Saloon in Nashville or one of the shows in Las Vegas would be good examples.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

A breakfast meeting will start Saturday morning. NYFEA will put together the breakfast meeting. The meal is budgeted for a buffet meal. The program will be the Ag Decision Makers' College. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

The program during the day on Saturday would consist of the Ag Decision Makers' College. The activities would include the panel discussion and numerous service oriented activities. NYFEA will negotiate the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Lunch on Saturday would be the start of the award program, the Institute Previews, the auction and the showcase for the spokesperson winners. The meal is budgeted for a deli meal. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Saturday afternoon would offer a continuation of the morning activities. State related educational programs can be held on Saturday afternoon. NYFEA may choose to host a general session on Saturday afternoon. If so, the awards will be presented at that time. NYFEA will negotiate the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

The Young Ag Leaders Event will be held on Saturday. It will feature educational material and motivational information for the group of farmers under the age of thirty. The event will be managed by NYFEA. The association will coordinate with a state contact to assist with the event. The meal is budgeted for snacks. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will negotiate with entertainers. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Saturday evening's program will include the Salute to Agricultural Leaders, the swearing-in of new officers, Institute Review, and the BIG SHOW (National Act). Plus, the Institute Committee will be recognized. All other activities for Saturday night will be the responsibility of NYFEA. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost.

Sunday morning may allow for a breakfast banquet and closing activities. Associational business would be the focus of the program. However, motivational speakers would be considered. Attendees will be clear to leave before noon on Sunday. NYFEA will put together the breakfast meeting. The meal is budgeted for a plated meal. NYFEA will negotiate the meal and the audio visual. NYFEA will be the final contact for hotel interaction. All hotel related expenditures must be approved through NYFEA because all expenditures must stay within the budget or additional sponsorship must be found. NYFEA will provide a budgeted portion of the registration dollars to help with this cost. These activities may also be addressed on Saturday afternoon.

Additional features that will be plugged into the program will include a time for delegate orientation and training for attendees to take back to the local level for implementation. This training could be a feature of the Thursday morning programs; however, it could also be included in other aspects of the institute. No budgeting provided for this activity.

Depending on funds raised and overall popularity, the Friday and Saturday aspects of the schedule could be adapted to meet preferences of the attendees and personalities of the local area. For instance, if no agricultural tour opportunities surfaced, ag leadership seminars on Friday could be substituted. NYFEA must approve of the change prior to implementation.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

Key aspects of this scheduling will be the optional components for various programs.

The demands of society and limitations on personal time, make a shorter program attractive to a large group of people.

The flexibility for Friday and Saturday programs is designed to allow for partnership with other entities that might have similar goals as NYFEA and would be a good way to merge activities during those time-frames.

The national institute committee will have responsibility for identifying speakers and entertainers that fall in line with the overall theme selected for their activities of the meeting. Likewise, the state will have the opportunity to select the speakers and presenters for their portion of the meeting. Each aspect of the program will focus on young farmer recruitment, education, leadership development, community service and increased awareness of ag issues.

#### Finances:

The majority of the money raised for the institute will come from the work of the volunteers. No sponsors should be solicited outside of the host state without clearance from NYFEA. Obviously, the amount of funds raised will greatly impact the flexibility of the agenda.

#### BUDGET

Currently, the budget is designed to look as follows:

#### Ag Policy Conference:

The first budgeted item is the Ag Decision Makers' College (ADMC). The ADMC is currently designed to be held on Saturday. Major components of the budget for the ADMC include educational programs, awards, degree ceremony, contests, community service examples and fund raising events. Under the current bare-bones budget, the variable cost set aside for the Saturday morning program is \$16.00 per person. Also, \$16.00 per person is set aside for Saturday's Young Ag Leader Event (YALE).

#### Evening Banquet:

The next major item is the evening banquet. The evening banquet is set up with categories for both Friday and Saturday night. In order to consolidate the variable cost, it will be budgeted in conjunction with the meal function.

#### Entertainment:

The entertainment section will focus on Saturday night programs. The current bare-bones budgeting approach allows for a \$30.00 per person charge for the Saturday night and the Big Show. .

#### Awards:

The next major function is the awards section. The awards would be based on a charge of \$10.00 per person in the bare-bones budget program.

#### Involvement:

The next major section would be involvement of the states. This is designed to create activities where states are encouraged to take a role in one of the major educational aspects of the institute. For instance, provide a community service example on Saturday morning as a part of the Saturday morning program. In order to provide a bare-bones budget; this is not a budgeted item.

#### Meals:

The next major section concerns meal functions. Currently, the meal functions are designed to include the Thursday night reception at \$18.00 per person, Friday morning breakfast at \$14.00 per person, a tour-related lunch on Friday at \$10, a Friday night program at \$27, a Saturday breakfast budgeted at \$15.00 per person, a Saturday lunch at \$20, and a Saturday night meal is budgeted at \$35.00 per person.

#### Tours:

The next major item of significance is the tour program. Currently, under the bare-bones recommendation there is only a tour scheduled for Friday. This is budgeted at \$35.00 per person. Tours may be hosted for a half-day on Thursday. However, the dollars used to support them will come from funds raised by the state.

#### Community Service:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

The next major section is community service. The community service section of the budget is designed to allow for the organization to include a major community service initiative in the host city. Under the bare-bones budget it is not included.

**Speakers:**

The next major section concerns speakers. Under this category, the speaker aspect of the program is budgeted to allow for \$5 for a Friday speaker and \$5 for a Saturday speaker (per person registered).

**Trade Show:**

The trade show is an important feature that can be offered at the meeting. However, in the bare-bones budget it is not covered.

**Transportation:**

The next major section is transportation. Due to the fact that this is a bare-bones budget, the transportation costs have been incorporated into the costs of the entertainment and/or tours. In an attempt to allow for minimal budgeting concerns, the providing of transportation to and from the airport is not included. This may be offered by the host state from sponsored funds.

**Programs and Publications:**

Programs and publications include the development of handouts/books for the meeting. The handouts/books are used to guide people through the activity of each day. This is to be budgeted at \$5.00 per person.

**Membership and Partner Progress (Registering Attendees):**

Membership participation is designed to encourage activity both before and after the meeting. The bare-bones budget includes a \$5.00 per person cost for this category. It will allow for promotion and follow-up to occur.

**Registration:**

The next section to be included in the budget is registration. In order to add special warmth to the meeting, the bare-bones budget has a \$6.00 per person charge for on-site activity.

The pre-meeting cost of registering attendees is provided for in the membership participation category associated with the budget. It is currently budgeted at \$8.00 per person.

**Sponsors:**

The sponsor category is budgeted for \$5.00 per person. It is important for developing and maintaining sponsor relations at the national level. This category will also need to increase as the sponsorship area increases.

**Media and Marketing Plan:**

The media and marketing section has a, magazine, radio, videotape and newspaper component. Due to the bare-bones budget, it will be set at \$10.00 per person.

**Alumni Activities:**

The alumni focus is set up to allow for the encouragement of previous associational spokesperson, farm management, and other contest winners to be invited to attend. Along with former contest winners, the alumni activities would include invitations and special receptions for former institute chairs and institute committee members. The bare-bones budget does not allow for dollars to be set aside for the alumni.

**Special Guests:**

The special guest section is similar to the sponsor area. As more dignitaries are invited, the organization will want to offer them special treatment. The bare-bones budget does not allow for money to be set aside for this area.

**Photography and Documentation:**

Photography and documentation are a significant part of any successful meeting. However, under the bare-bones budget it is not covered. The individuals would be encouraged to take pictures and a creative mechanism would be established to allow for these pictures to be collected and utilized.

**Souvenirs and Favors:**

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

Again under a bare-bones budget, souvenirs and favors are not included. While everyone would like to have souvenirs and special unique and memorable items to provide for the attendees, the bare-bones budget does not include this item.

*Institute Highlights:*

The Institute Highlights is an important feature of the post meeting. Under the current scenario, it would be included in the association's overall budget. The institute budget will not cover every aspect of the cost of the Institute Highlights; however, it is bare-bones budgeted at \$7 per person.

*Accommodations:*

The accommodation aspect of the budget is set up for the potential room cost if the contract is not fulfilled. Given the bare-bones budget, the association will attempt to negotiate a participation level that requires a minimum number of rooms.

*Pre-meeting Promotion :*

The pre meeting promotion charge associated with the institute is set up to allow the association to recruit new participants and to handle the various administrative duties associated with pre-meeting registration and hosting the event. The cost listed in the bare-bones budget is \$10.00 per person.

*Committee Expenses:*

The committee expenses for hosting the institute is the next major section. Although committee expenses can be burdensome to the volunteer workers, the use of conference calls and the internet will alleviate some of this responsibility. Therefore, in the bare-bones budget, no committee expenses have been set aside.

*Audio/Visuals:*

The audio/visuals are important because each function has a need for sound and lighting. In order to enhance the value of the program to the participants. The audio/visual component has been charged at \$12.00 per person.

*Delegate and Board Meetings:*

The delegate and board meetings of the association are important because they provide for the delivery of materials that allow many leaders to take what they learn and provide it back to the local members. Although important, the bare-bones budget does include \$5 per attendee.

*Combining Per Person Charges:*

When taking all of the above components and combining the per person charges, the institute's per person registration fee would equate to \$335.00 per person. However, it is extremely important to realize that the current bare-bones budget is based on per person costs only. In many cases, the aspects of the institute will be covered by sponsor contributions. As these sponsor contributions become a component of the institute budget, the per person charges could be reduced. In addition, it is important to note that some economies of scale will result as the number of registrations consistently increases.

The current bare-bones budget would allow for the institute to break even at 400 attendees. This is an accurate attendance estimate based on trends rather than on the history of the institute. The use of this new institute plan should allow that number to improve. As the number of registrations increase, some costs will hit a ceiling, and the per person cost will go down significantly. For example, educational programs, entertainment and marketing costs should level off at some point.

Obviously, many of the unbudgeted aspects of the outline listed above are important features that would ideally be included. However, under the scenario provided, the association will most likely include these once the attendance and/or sponsorship numbers are improved. The decision as to how the budget will be adjusted will be made by the NYFEA leadership.

*Plan's Objective:*

*It is important to note this plan is designed to allow for the association to continue the critical programs while creating more efficiencies. It is also designed to enhance the value of the program for those attending. As a major component of the national organization's administrative responsibility, the association's goal is to make the institute as successful as it can possibly be.*

**Draft: Institute Schedule**

Wednesday

- Board and Delegate Meetings (Evening 5:00 p.m. - 7:00 p.m.)

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

- Ag Communication Award program (2 p.m. until 8 p.m.)
- Thursday
  - Optional tour (Half day) (State host)
  - Golf, fishing, hunting, etc. (Half day) optional (NYFEA host)
  - Opening Reception (State host)
    - Flag Ceremony (State host)
    - State program
- Friday
  - Breakfast Banquet (State host)
    - Officer Candidates (NYFEA host)
  - Ag tour (State host)
  - Optional lunch (State host)
  - State Evening Banquet
    - Local entertainment (State host)
    - State program
- Saturday
  - Breakfast Banquet (NYFEA host)
  - Ag Decision Makers' College (ADMC) – morning (NYFEA host)
    - Big name speakers (NYFEA host - morning and afternoon)
  - Trade show (state host)
  - Exhibits (educational – NYFEA host)
    - (Involve schools)
  - Young, Beginning Producer and Young Ag Professional recognitions – (NYFEA host)
    - (Partner organizations – NYFEA host)
  - Lunch Banquet (NYFEA host)
    - Salute Presentations (NYFEA host)
    - Auction (NYFEA host)
    - EAA Degrees (NYFEA host)
    - Institute Previews (Future Host States)
  - NYFEA Reception (NYFEA host)
  - Evening Banquet (NYFEA host)
    - Officer Installation (NYFEA host)
    - Ag Communication Award (NYFEA host)
    - Institute in Review (State host)
    - Big name entertainment/evening meal (NYFEA host)

Sample Budget

Budgeted Item	Working Ideal	Ideal 2008
1. Meals (7)		
Thursday night	18	25
Friday morning	14	12.5
Friday lunch	5	10
Friday night	27	27
Saturday morning	15	15
Saturday lunch	20	20
Saturday night	35	35
Sunday morning	0	0
2. Entertainment & Banquet		
Saturday night	25	30
3. Ag College		
Program 1 (YALE)	12	16
Program 2 (ADMC)	12	16
4. Tours		
(Tour lunch included in Friday lunch breakdown)	35	35
5. Pre-meeting Promotion		
(Written)	10	10

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

6. Programs	3	5
7. Membership and Partner Progress	5	5
8. Awards	10	10
9. On-site Registration, (On Site Registration)	6	6
(Pre -mtg Registration)	4	8
10. Media and Marketing (broadcast)	8	10
11. Audio Visuals	10	12
12. Delegates and Board		5
13. Speaker		
Program 1	5	5
Program 2 Morning		5
13. Institute Highlights	6	7
14. Sponsors	5	5
	290	335

#### State Benefits

The following is a partial list of the benefits that would accrue to the state association that agrees to serve as the Host State for the institute.

The state association will be able to highlight local farms and cultural sights. The state will have the exclusive opportunity to plan and host Friday's daytime activities. Plus, the state association has the opportunity to host the reception and the optional tour on Thursday.

The state will have the opportunity to feature local speakers and state leaders during the Friday morning breakfast, Friday evening banquets, and Thursday evening events.

The state will have the opportunity to profit financially and will be offered a much smaller risk. The state will have a compensation package that includes budgeted dollars, which can be used to pay for the cost of the events. However, if the state chooses to raise sponsorship for those events, the budgeted dollars can flow back to the state.

The state can spend more time and energy working on the recruitment of institute participants. The state is encouraged to recruit because the state has an opportunity to receive a \$5 per attendee that is a resident of host state. The \$5 will serve as commission for their recruiting efforts.

The state has the opportunity to provide table favors, give away commemorative items, provide promotional material, highlight state accomplishments, etc.

NYFEA will salute agricultural leaders from the state and will work the media to promote the state young farmers.

NYFEA will work with the state to identify the correct panel for the Ag Decision Makers' College.

Young, Beginning Producers and Young Ag Professionals from the state will be engaged in the Saturday program.

## MEMORANDUM OF AGREEMENT

The (date) National Educational Institute, hereafter referred to as the Institute, is a national activity providing opportunities for educational growth, social interaction, the conduct of association business and participants to see the country. These opportunities are provided through a cooperative effort between the National Young Farmer Educational Association, hereafter referred to as NYFEA, and host state, hereafter, referred to as the state Institute Committee. This agreement is to commemorate in writing the understanding between the parties as to the responsibilities and duties in carrying out a successful Institute. This Agreement shall commence on the date signed and continue through completion of stated responsibilities. A signed version of this agreement must be submitted prior to the intention of bid or acceptance as a host sight. Otherwise, a potential host will not be eligible to receive the bid.

Generally, those activities that are ongoing and continue from year to year are the responsibility of the NYFEA vested in the Board of Directors. These would include, but are not limited to National Contests and Programs, Board of Directors and Delegate Meetings, Ag Decision Makers' College, NYFEA reception, auction, awards programs, Salute to Agricultural Leaders, Saturday banquets and Sunday breakfast, Standing Committee Meetings, Saturday night entertainment and sponsors. NYEA will work with National Sponsors who support the Institute on an ongoing basis or support special projects.

The state Institute Committee shall have responsibility over activities that are specific in nature: Friday breakfast, Friday banquet, Friday ag tour, Friday speakers, flag ceremony, Institute in Review, and optional tours.

### SECTION I

ACTIVITY	RESPONSIBILITY
<u>Date Selection</u>	According to the NYFEA policy adopted by NYFEA in 1999 and beginning in the year 2002, the Institute should be scheduled to begin on a Friday and go over the weekend after the second Saturday of December. NYFEA will provide the Institute Committee with dates of the American Association of Agricultural Educators. The Institute Committee will set the dates in accordance with Section II of this agreement.
<u>Facility Selection</u>	NYFEA shall select and contract for the facilities in accordance with the guidelines. NYFEA will be the primary contact for the hotel, entertainers, audio visuals and other items for which it is the contracting party.
<u>Schedule of Activities</u>	The schedule of activities, with the exception of Thursday's afternoon and all day Friday, shall be developed by NYFEA in compliance with the guidelines and needs of Board, Delegate, and Standing Committees. These will be communicated with NYFEA as per the guidelines in Section II. The Institute schedule includes brief comments by the NYFEA Executive Vice President (Executive Director), hereafter referred to as Executive Director, and Executive Committee members. Also, it will include a time to present awards, make presentations, etc.
<u>Registration</u>	Institute registration and lodging/meal negotiation shall be the responsibility of the NYFEA.
<u>Promotion</u>	NYFEA shall develop the primary promotional material for the Institute.
<u>Entertainers</u>	The selection and contracting for Saturday entertainers shall be the responsibility of the NYFEA. Thursday and Friday's entertainment is the responsibility of the state.
<u>Young Ag Leaders Event and Ag Decision Makers' College</u>	Speakers and seminars that are a function of the Ag Decision Makers' College (ADMC) will be coordinated by NYFEA. NYFEA will insure that the national mission is accomplished in the ADMC.
<u>National Programs</u>	NYFEA, as funding allows, shall be responsible for the following programs/contests: Salutes, Awards and Recognitions will be handled by NYFEA with assistance of a committee at the host state. NYFEA will secure a process for handling facilities, time on the program, media tours, judges, audio visuals, local contacts, meals, and other logistics as needed.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

<u>Programs</u>	Printed programs shall be the responsibility of the NYFEA. Information regarding the NYFEA (including sponsors) will be provided by the NYFEA office.
<u>Securing of Sponsors</u>	Continuing national sponsors shall be coordinated through the NYFEA. These sponsors will be identified as per a list maintained by NYFEA. (Reference the guidelines in Section II). Additions and deletions to the list can be made upon agreement with NYFEA.
<u>Financial Agent / Liability</u>	The NYFEA will be the financial agent and have financial liability as per the organizational structure for the features of the program that are not the specific responsibility of the state organization.
<u>Invitations</u>	The sending of invitations and taking the responses will be a shared responsibility. Those state officials important to the success of the Institute shall be invited by the host committee. National representatives of Agricultural Education Organizations, Farm Organizations, Sponsors, and United States Department of Education (USDE) will be invited by the NYFEA.

## SECTION II

### ACTIVITY                      RESPONSIBILITY

Following the securing of the bid to host the National Institute the following guidelines should be used to develop this Memorandum of Agreement. Further definition can be found in the Institute Management Plan that is provided as an addendum.

- The Institute date should be set by NYFEA so the convention begins with optional events on Thursday and main programs on Friday and Saturday. Note the date previously identified.
- A preliminary schedule (framework) of Institute activities shall be developed by September 1st of the year, two years prior to the Institute.
- The State Institute Committee shall present a preliminary budget for its activities to the Executive Vice President (Executive Director) by September 1st of the year prior to the Institute.
- The State Institute Committee shall meet with a representative of NYFEA in the calendar year two years prior to the Institute. This meeting will allow for clear communication between host state and NYFEA concerning specific activities.
- The Institute registration fee will be set by the NYFEA Board of Directors.
- NYFEA shall assume no responsibility or liability for any financial shortfall of the State Institute Committee. Nor shall the Host State assume any risk for the activities under the direction of NYFEA.
- The Institute program shall include opportunities for participants to take part in educational programs and area tours.
- A plan shall be presented by the State Institute Committee one year prior to the Institute to the Executive Vice President (Executive Director) for the publicizing of the Institute in the local area.
- NYFEA shall provide time and meeting room space for Board of Directors meetings, Delegate meetings and Executive Secretaries' meetings during the Institute program.
- Executive Vice President (Executive Director) will receive copies of correspondence and minutes of Host State committee meetings.
- NYFEA shall pay \$5 to the chartered "host" state organization per paid registrant that is a resident of the host state. It will be due and payable within six months of the close of the Institute.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

- Institute registration will be handled by NYFEA. Institute related funds will be managed through the NYFEA accounts and verified through the NYFEA bookkeeping and accounting system. Official institute registration forms will be provided by NYFEA.
- NYFEA will work with appropriate service providers and the State Institute Committee to secure general support for the Institute from sponsors. Accounting and processing of invoices, related to national raised or coordinated funds, should be handled through NYFEA office.
- Funds for the Institute that are part of a special project of NYFEA will be paid to the vendor upon receipt of an invoice. If external fund raisers are utilized, funds solicited must be coordinated, and managed through NYFEA.
- A list of sponsor contacts will be developed by NYFEA and the host state will provide communication on the status of the contacts with sponsors.
- NYFEA will develop a theme.

**Signed:**

State Institute Committee Chairperson:

\_\_\_\_\_

Date: \_\_\_\_\_

State Institute Committee Chairperson:

\_\_\_\_\_

Date: \_\_\_\_\_

NYFEA Exec. Vice Pres.:

\_\_\_\_\_

Date: \_\_\_\_\_

NYFEA President:

\_\_\_\_\_

Date: \_\_\_\_\_

---

## **NYFEA Constitution**

NYFEA is organized on the national level to provide consistent, efficient coordination of programs. The presence of the national organization allows for sponsors, advertisers, instructors and participants to participate in quality programs that maximize the return on the dollar.

States are encouraged to organize and be represented at the national organization by a delegate assembly. The number of delegates provided is based on the membership strength of the state organization. The delegate assembly annually selects a national secretary and national president-elect who serve on the board of directors.

Other members of the board include: president, past president, national institute/convention chair, immediate future institute chair, a representative from the state executives, a representative from the National Vocational Agricultural Teachers' Association, a representative from the American Association of Agricultural Educators, a representative from the National Association of Supervisors of Agricultural Education, a member representing the Young Farmer Founders Committee (the organization's fund raising arm), a member representing the Ag Leaders Club (the advanced membership level), a representative of the corporate community from the President's Council, and the National Advisor from the U.S. Department of Education. The fifteen member board, in conjunction with the delegate assembly, is the governing body of the association. The executive director is responsible for the day-to-day operation of the association. The association also has advisory/fund raising boards. The President's Council, a corporate entity, meets twice annually to assist in the development and growth of the organization. The Council of Ag Leaders and the Young Farmer Founders are bodies formed of select members who serve in an advisory/fund raising capacity. They focus on leadership training and community service initiatives.

National Young Farmer Educational Association, Inc.- Constitution and Bylaws

### **Constitution**

#### **Article I - Name**

The name of the corporation shall be the, "National Young Farmer Educational Association, Inc.". Doing business as the NYFEA, and hereinafter, for the purposes of this document, will be referred to as the Association.

#### **Article II - Purposes**

Section A: The mission of the NYFEA is to promote the personal and professional growth of all people involved in agriculture.

Section B: The purpose of the NYFEA is to develop leaders, inspire service, strengthen communities, and enhance the success potential for American agriculture, especially the beginning farmers.

Section C: The objective of the NYFEA is to accomplish this mission through programs and services designed to provide:

- a. a national framework to inspire personal achievement;
- b. educational opportunities to build business and environmental stewardship skills; and
- c. leadership and service opportunities for living and working in a local and global community.

Section D: The vision of the NYFEA is a world where all people value and understand the vital role of agriculture, food, fiber and natural resource systems in advancing personal and global well being.

Section E: The core business goals for NYFEA should include the following:

- a. Provide quality products that are perceived by members, Young Farmer advisors/teachers and educational and business partners as adding value to lives of NYFEA members.
- b. Continually build human resources through a highly motivated, committed national board, national officers, national delegate assembly, and national staff.
- c. Build and maintain a solid delivery system.
- d. Build a customer base that includes all people involved in agriculture, food, fiber and natural resource systems.
- e. Establish and maintain a secure financial base.

#### **Article III - Organization**

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

–  
334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

Section A: This corporation was incorporated September 17, 1982 and assigned Certificate #66556 under the General Not-For-Profit Corporation Act, State of Illinois.

Section B: The duration of the Association is perpetual unless dissolved by a vote of the delegates.

Section C: In the event of dissolution, the Association's assets shall be transferred to the member state organizations which, at the time, qualify as exempt organizations under section 501-c-3 of the Internal Revenue code of 1954 (or the corresponding provision of any future United States revenue Law) in proportion to the individual memberships held by each qualified member State Association at the time of dissolution of the Association.

Section D: No portion of the property, real or personal, nor any part of the income or principal of the Association shall inure to the benefit of any member of the board of directors, officer or members of the Association or to any individual having a personal or private interest in the activities of the Association, nor shall any member of the board of directors, officer or member or other individual receive, or be lawfully entitled to receive, any pecuniary profit from the operation thereof.

Section E: The private property or the private funds of the incorporators or members of the board of directors shall not be subject to the payment of debts of the Associations.

#### **Article IV - Membership**

Membership of this organization shall be: A. Active; B. Contributor; C. Inactive; D. Corporate; E. Honorary; F. Life.

##### Section A: Active Membership

1. Any State Association which:

- a. accepts the provisions of this constitution and by-laws.
- b. adopts a constitution and/or by-laws and submits it/them for the approval of this Association.
- c. furnishes the national executive director with the names, addresses and telephone numbers of the officers and delegates.
- d. submits annual dues.

2. State Associations with active membership in the Association are entitled to one (1) voting delegate in the Association's delegate assembly for the first 49 members, two (2) voting delegates in the Association's delegate assembly for a membership total between 50 - 499, three (3) voting delegates in the Association's delegate assembly for a membership total between 500 - 999, and four (4) voting delegates in the Association's delegate assembly for a membership total of 1000 or more. States with over 1500 members will have the option of appealing to the national delegate assembly for an additional delegate for each 500 members above the 1500 total. Life members are counted in the membership total; however, a minimum of 10 active annual members is necessary for a state to maintain its charter and be eligible to seat delegates.

3. Individual members of State Associations with active memberships are eligible to hold office in the Association.

4. Application for membership shall be voted upon at the next regular meeting of the delegate assembly.

##### Section B: Contributor Membership

1. Any individual who;

- a. accepts the provisions of this constitution and by-laws.
- b. furnishes the national executive director with his/her name, address and telephone number.
- c. submits annual dues.

2. State organizations chartered from contributor members' fall under the following guidelines:

- a. If they have organized outside the umbrella of agriculture education and still meet the requirements for charter, the state organization is classified as a Contributor State Association. The Contributor member state is entitled to the same delegate seating guidelines as Active member states. To be chartered the Contributor State Association must meet the requirements for charter and show a legitimate educational, service and otherwise consistent plan of work.
- b. application for state association membership under this category shall be voted on at the next delegate assembly.

c. if a Contributor State Association shows that they have legitimately attempted to gain the support of that state's educational system for three (3) consecutive years, they may appeal to the delegate body for certification as full voting, active state associations.

**NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120**

3. States chartered at the time of the passage of this constitution which are not under the umbrella of the agriculture education family, will be grandfathered in to Active status. They will have full voting privileges.

#### Section C: Inactive Membership

1. Inactive membership occurs when an active state fails to pay the required dues or otherwise falls outside the provisions of the constitution and by-laws. Upon being classified as Inactive, a state loses its voting privileges. If a state fails to regain active status for a period of five (5) consecutive years, the board of directors may pull its charter.

2. If a state becomes Inactive, its previous individual members become eligible for Contributor membership in the NYFEA.

#### Section D: Corporate Membership

1. Corporate members are individuals and businesses who have made an annual contribution to the corporate membership of the Association.

2. Corporate members are not eligible to vote or hold office.

3. Notice of renewal for their membership shall be sent to State Associations annually by NYFEA for its share of each state's Corporate membership dues.

#### Section E: Honorary Membership

1. Individuals who have made an outstanding contribution to the Association and to the general improvement of agricultural conditions may be elected to Honorary membership of the Association by a vote of the delegates at a regular or special meeting of the delegate assembly.

2. Honorary members are not required to pay dues and are not eligible to vote or hold office.

#### Section F: Life Membership

1. Life membership is open to all individuals who make the required payment.

2. Life members who are also members of an Active and/or Contributor state association are represented in the delegate assembly by their state association's voting delegates.

3. A Life membership purchased by an individual is not transferable.

4. A Life membership purchased by a business is transferable upon notice to the national office.

5. State Associations with Active members in the Association will not be required to pay annual membership dues on behalf of Life members in that state.

Section G: The delegate assembly shall conduct the business of the Association.

Section H: The Association's fiscal year shall be November 1 to October 31.

### **BY-LAWS**

#### **Article I - Registered Agent**

Section A: The Association's registered agent is the national executive director.

Section B: The location of the NYFEA headquarters is to be determined by the National Board of Directors.

**NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120**

## Article II - Officers and their duties

Section A: The officers of the Association shall be: President, President-elect, Past president, Secretary, Executive Director, Advisor, and Assistant Advisor. Other officers may be added at the request and approval of the board of directors and delegates. These officers will be elected using the same procedure under Article II, Section B, of the By-laws.

### Section B: Elections

1. The president-elect and secretary shall be elected annually and serve from one NYFEA Institute through the next NYFEA Institute.
2. a. Candidates for president-elect and secretary must be or have served as a delegate to the national delegate meeting. Served as an officer previously or received an NYFEA degree.
  - b. Offices have no age restrictions unless imposed by the board of directors and the delegate body.
  - c. No individual may serve more than two (2) consecutive terms as president or secretary. Past presidents must wait a minimum of one (1) year after leaving office before becoming a candidate again.
3. Procedures:
  - a. Active states will be allowed to submit one (1) candidate for national office (president-elect or secretary).
  - b. The nominating committee, at the Summer Business Meeting, will select a slate of up to three (3) candidates for each office from those meeting requirements for eligibility and properly stating their intention to run. If the committee does not have enough applicants to slate officers, then they will be charged with the responsibility of identifying at least one but no more than three candidates for each office and reporting their nominations to the delegates no later than November 1. In December when the elections are held, the nomination process will be reopened immediately prior to the election. This will allow for nominations from the floor. While no more than three candidates may be submitted by the nominating committee, there will be no limit to the number that may be nominated from the floor.
  - c. Said candidates shall prepare resumes and make photographs available for the NYFEA newsletter.
  - d. Election of the president-elect and secretary will be conducted by the delegate body at the NYFEA Institute.

### Section C: The President shall:

1. Be elected by the delegate assembly.
2. Preside at all meetings of the Association and serve as chair of the national board of directors.
3. Perform those duties regularly performed by a president.
4. Appoint all committees.
5. Serve as an ex-officio member of all the Association's committees.
6. Appoint a parliamentarian.

### Section D: The Secretary shall:

1. Receive the items for the agenda of each meeting.
2. Distribute the agenda for each meeting 30 day prior to the meeting.
3. Record the minutes and attendance at all meetings.
4. Assist the president in conducting the business of the Association.
5. Perform those duties regularly assigned a secretary.

### Section E: The National Executive Director shall:

1. Be appointed by the national board of directors.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

2. Perform the duties and responsibilities as indicated in the job description developed by the board of directors, and as reviewed annually.

3. Be bonded.

4. Serve in a resource capacity on the national board of directors.

Section F: The National Past Secretary shall:

1. Be filled by the elected secretary in the year after the secretaries elected term ends.

2. Perform the duties and responsibilities as a voting member of the board of directors.

3. Serve a one-year term.

4. Perform the duties of the elected secretary at times when the secretary is unable to serve.

Section G: The Advisor shall:

1. Be the Co-ordinator, Agricultural and Rural Education United States Department of Education.

2. Serve as a non-voting member of the board of directors, providing advice and counsel for the Association.

3. Assist the president in performing his or her duties.

4. Represent educational interests at all meetings where direction on policy pertaining to the Association is formulated.

Section H: The Assistant Advisor shall:

1. Be an agriculture education professional.

2. Be elected for a two (2) year term by the state executives of the active member state associations of the Association.

3. Serve as a member of the board of directors, providing advice and counsel to the Association.

4. Assist the advisor in performing his/her duties.

5. Serve as a liaison between the board of directors and the state executive secretaries.

6. Represent education's and state executive's interests at all meetings where direction or policy pertaining to the Association is formulated.

### **Article III - Meetings**

Section A: Two meetings of the Association will be held annually. the first will be the Summer Business Meeting held during June, July or August. The second meeting will be held during the NYFEA Institute.

Section B: Special meetings of the delegate assembly may be called by a vote of the active state associations.

Section C: Written notice shall be given sixty (60) days prior to all meetings.

Section D: Items for the agenda must be submitted to the national executive director, forty-five (45) days prior to the meeting.

Section E: The agenda must be distributed to the delegates, officers, and ex-officio members of the delegate assembly, thirty (30) day prior to the meeting.

**NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120**

Section F: Committee reports shall be a regular part of each meeting's agenda.

Section G: A quorum shall consist of one (1) over one-half (1/2) of the active state associations.

Section H: All votes will be by simple majority, except on matters pertaining to changing the constitution and by-laws, which will require a 2/3 majority vote, or where Robert's Rules of Order take precedence.

#### **Article IV - Membership Dues**

Section A: All NYFEA dues, fees, and due dates shall be reviewed annually by the delegate assembly at the Summer Business Meeting. All dues, fees, and due dates may be adjusted by the delegate assembly. A proposal may be submitted at a summer or winter business meeting and may be voted on at the next meeting of the delegate assembly following at least a 90 day waiting period. The decision will be made based on a majority vote.

#### **Article V - Delegate Assembly**

Section A: The delegate assembly shall:

1. Consist of delegates representing Active member associations. Delegate strength is outlined in Article IV Section A of the constitution.
2. Consist of delegates representing Active member associations. Delegate strength is outlined in Article IV Section B of the constitution.
  - a. Change the nominating process to clarify the committee's responsibilities.
3. Establish direction and conduct such business as may properly come before the Association.

#### **Article VI - National Board of Directors**

Section A: The national board of directors shall consist of the president, president-elect, past president, secretary, past secretary and additional, approved officers, national institute chair, immediate future national institute chair, assistant national advisor, national advisor, and designated representatives of the NASAE, AAEE, and NVATA. In addition, the NYFEA President's Council (beginning in December of 1998 and serving for a 3 year term), Foundation Committee (beginning in December of 1999 and serving a 3 year term) and Ag Leaders Committee (beginning in 2000 and serving a 3 year term.) will each elect one representative to the NYFEA board. An elected member must come from states with associations. Only one elected position may be held by any one member in a given year.

Section B: The primary duties and responsibilities of the national board of directors shall be to:

1. Be responsive to the Association, and none of its actions shall conflict with the actions taken by the Association.
2. Oversee the administrative work of the executive director.
3. Review quarterly reports of activities and accomplishments of the executive director.
4. Review the executive director's financial report.
5. Review the executive director's annual plan of work, make recommendations and approve it.
6. Review and approve the Association's budget and present it to the delegates.
7. Council with the executive director and advise him/her in decisions on behalf of the Association.
8. Have general supervision of the affairs of the Association between its business meetings.

#### **Article VII - Committees**

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

The president of the NYFEA shall appoint eight (8) committees annually; nominating, financial, futures and guidelines, membership development, educational programs, publicity, institute review, and corporate advisory. Other committees may be appointed as necessary.

Section A: Nominating Committee shall:

1. Review state nominees for qualifications as indicated in the constitution.
2. Follow procedures previously outlined in article II, section B, of the by-laws.

Section B: Finance Committee shall:

1. Review the annual audit of the Association.
2. review the Association's budget and make recommendations to the board of directors.
3. Coordinate and promote a thank you letter writing campaign to thank national sponsors each year.
4. Review NYFEA membership dues, fees, and due dates, annually, and recommend any changes to the delegate assembly.
5. Perform other duties usually assigned to a finance committee.

Section C: Futures and Guidelines Committee shall:

1. Assist in the development of long-term planning for the Association.
2. Review the Associations constitution and by-laws and suggest amendments as needed.
3. Review the work and activities of the Association to ensure that they are consistent with the stated purposes of the organization.
4. Perform other duties usually assigned to a futures and guidelines committee.

Section D: Membership Development Committee shall:

1. Review and present nationwide membership initiatives.
2. review constitutions of states interested in Association membership and make recommendations to the delegate assembly.
3. Perform other duties usually assigned to a membership committee.

Section E: Educational Program Committee shall:

1. Recommend ways and means for new program ideas.
2. Review effectiveness of existing programs to make suggestions for improvement.
3. Review established and proposed programs to ensure that they are consistent with the Association's stated purposes.
4. Perform other duties usually assigned to a program development committee.

Section F: Publicity Committee shall:

1. Establish ways and means for ideas for articles to be submitted for Association publications.

**NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120**

2. Review national publications.
3. Assist in the promotion of the Association and NYFEA institute.
3. Perform other duties usually assigned to a publicity committee.

Section G: Institute Review Committee shall:

1. Provide opportunities for the NYFEA to grow during its institute.
2. Strive to ensure that members feel better about their membership after attending an institute.
3. Work to see that members who do not attend an institute, still receive the benefits.
4. Secure opportunities at the institute for non-members to understand the benefits of the NYFEA.
5. Facilitate the institute's effectiveness in serving the mission of the NYFEA.

Section H: President's Council, Ag Leaders Council, and Foundation Committee shall:

1. Provide opportunities for the NYFEA story to be told to individuals not presently aware of the organization.
2. Increase sponsorship of NYFEA activities.
3. Provide funding sources external to the FFA Foundation.
4. Increase the participation of corporate members.
5. Provide insight into the direction of NYFEA from a different perspective.

#### **Article VIII - NYFEA Institute**

Section A: The NYFEA institute chair shall be selected by the host state and ratified by the delegate assembly.

Section B: The host state shall plan the NYFEA institute program so that the date and location do not conflict the NYFEA and AVA annual meeting.

Section C: To determine the location of the NYFEA institute, the United States shall be divided into two geographical areas, the west bank of the Mississippi River being the dividing line. The institute shall alternate between Eastern and Western regions. The first exception being that every twenty-five (25) years the institute shall be located anywhere, regardless of geographic location. The second exception occurs every third year when the NYFEA will serve as the national institute host.

Section D: The chair shall appoint any sub-committees necessary to help in the planning and conducting of the NYFEA institute.

Section E: The program of the NYFEA institute shall be consistent with the goals and purposes of the Association.

Section F: NYFEA Institute Rotation:

1. A rotation system, using a master roster of member states listed in the order that they have hosted past institutes and featuring NYFEA as the host every third year, will be used to determine the host of future institutes.
  - a. Set a minimum level of memberships needed to retain active status as a chartered association.
2. States at the top of the list shall:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

- a. Notify the NYFEA executive director of the acceptance of their turn to host the institute by the summer business meeting three (3) years prior to their hosting the institute.
- b. Present a slide, tape, or video program about themselves at the NYFEA institute following the above mentioned summer business meeting.
- c. Abide by the standards outlined in the Institute Agreement.

3. States that decline to host the institute at their turn shall:

- a. Notify the NYFEA Executive Director of their declination no later than the institute prior to the summer business meeting three (3) years prior to their turn hosting the Institute.
- b. Move to the bottom of the master list.

4. The next state on the list would then be notified of the opportunity to host the institute and would have sixty (60) days in which to accept or reject their turn.

5. New member states shall automatically be placed five (5) states down on the master list for their region.

Section G: If no state accepts their opportunity to host an NYFEA Institute, the board of directors has full authority to solicit bids, select one and complete preparations for the NYFEA Institute.

#### **Article IX - Parliamentary Authority**

The rules contained in the current edition of Robert's Rules of Order shall govern the Association in all cases to which they are applicable and in which they are not inconsistent with this constitution and by-laws.

#### **Article X - Amendments**

Section A: Amendments shall be presented in writing and submitted to the delegates at least thirty (30) days prior to the winter business meeting.

Section B: The constitution and/or by-laws may be amended only at the summer business meeting of the Association.

Section C: Amendments to the constitution or by-laws shall be adopted by a two-thirds (2/3) majority vote of the delegates who are present.

#### **Article XI - Votes**

Section A: All votes in the delegates meetings shall be by simple majority, except when amending the constitution or by-laws, or when, Robert's Rules of Order take precedence.

The constitution and by-laws. The constitution and by-laws were adopted July 24, 1982 during the SBM by a unanimous vote. They were amended on December 12 and 15 1982; July 17, 1983; July 25, 1985; December 6, 1985; July 18, 1987; July 8, 1989; June 30, 1990; July 13, 1991; July 6, 1995, July 6, 1997, July 1999, July 2000 and July 2001.



NYFEA BUDGETS	2007-08	2006-07
NYFEA BUDGETS		
EXECUTIVE DIR	40000	27500
Page answering System		
PHONE	3000	1400
INTERNET	4000	1000
OFFICE RENT	5000	4200
OFFICE EXPENSE	3000	4800
INSURANCE	500	750
LEGAL		
POSTAGE (misc.)	1000	420
COMMUNICATIONS		
SHIPPING	500	444
PRINTING	500	480
DUES - COUNCIL	600	300
BANK CHARGES	1000	360
AWARDS	6000	500
PUBLICATIONS		
MAGAZINE	7000	7500
BRIEFING		
UPDATE	0	3500
ESSENTIALS- newsletter	0	3500
Essentials- postcard		
NOTES	0	0
MEETINGS		
GOLF		
NALC	15000	20000
INSTITUTE	80000	75000
INSTITUTE 3RD YEAR	15000	0
WASHINGTON INITIATIVE	5000	1200
PRESIDENT'S TRAINING		
CONF	0	0
MISC		
CONTRACT SERV		
ADMINISTRATIVE	12000	9000
HEALTH INS/BNEFITS	0	3500
PROGRAM COORDINATOR	5000	4500
SALES		
TRADE SHOW		
ED PROGRAMS	35000	9500
(YALE and ADMC)		
CONTESTS	5000	5000
COM SERVICE		
AG LEADER CLUB		
BOOKKEEPERS	5000	2400
ROSTER	6000	6000
NAT FFA		
FUND RAISER/LEAD	35000	0
SOCIAL SEC TAX		
STATE UNEMPLOYMENT TAX		

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

AUDIT	0	3000
TRAVEL		
EX VP	7500	4500
Prog Mngr	5000	2500
Officers	6000	6000
NAT PRES		
NAT PE		
NAT PP		
NAT SECT		
NAT SECT SP PRJ		
ADV	1500	
AST ADV		
NASAE		
AAAE		
NVATA		
INST (PR)		
INST (FUT)		
CM CHR		
CM CHR		
CM CHR		
CM CHR		
CM CHR		
CM CHR		
MISC		
FFA DEBT INTEREST		
PRINCIPAL		
RAFFLE EXPENSE		
REIMBURSEMENTS		
INSTITUTE		
LIFE MEMB		
REGULAR MEMB		
MEMBERSHIP BENEFITS	5000	5000
RAINY DAY FUND		
TOT. DISBURSEMENT	315100	213754
RECEIPTS		
DUES MEMBER	24000	30000
CNTR MEMBER		
CORP MEMBER		
AG LEADERS CLUB		
INST SPONSOR	15000	
INST (300 ATTENDANCE)	85000	75000
LIFE MEMBER INT	2640	2640
FFA FND/ FUND RAISER	20000	15000
SILENT AUCTION	2000	2000
LIVE AUCTION	2000	3000
NYFEA RECEPTION	0	5000
WASHINGTON INITIATIVE	20000	
ED PROGRAM FEES	40000	20000
PRESIDENTS COUNCIL/PARTNER	27000	4500

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

RAFFLE		
SPONSORSHIP/ AWARD	13000	55000
SPONSORSHIP LEAD	100000	15000
GOLF SPRING BD MEETING		
NALC	7000	20000
TRAVEL AG ROUNDUP		
Award Reimbursement		
Print Reimbursement		
ADM/PROG MNG REIMN		
TRAVEL REIMBURSEMENT		
MISC. TOT. RECEIPTS	318640	217140
RECEITS MINUS EXP	3540	3386

**2007 National Institute-Tucson Delegate Session minutes  
Friday, December 5, 2007**

President-JL called meeting to order

Officers: RW, JM, PJT welcomed everyone//CJ welcomed everyone and promoted the bingo fundraiser to be earmarked for a scholarship. //DL Institute Chair updated everyone on the institute and reminded everyone to be in the turquoise room at 6:30, for dinner tonight everyone will be given a ticket for a hamburger and you must have this ticket.

**Executive Secretary Report:**

Steve Sanders, SC, President Executive Secretary Council-their main topic was on the affiliate membership-they feel this is a good idea for larger states and encouraged delegates to have a healthy debate and take information back to the states and encourage the delegates to consider all options.

**Treasurer Report:**

GS gave each delegate a report and explained the report being on a fiscal year from November 1 to October 31 and numbers carry into current year. Copies Attached.  
Recommendation by Dawn Davis, Indiana to use quickens or another software that will allow to pull budget back to back and would be easier to read.  
Motion to accept Report-George Schwartz, AL  
2nd -Dale Herr, PA  
Motion Carried

**Institute Update:**

2008-Edsel Williams, SC, 2008 Institute Chair, Brochures have been printed to highlight the Maryland Institute December 2008 and encourages everyone to attend.  
2009-Johnny Lee, AL, 2009 Institute Chair, Institute will be held in Mobile, AL, motel has been signed; committees are busy establishing tours and if there are any questions please contact him.  
2010-Gordon Stone-Montreal Bay area south of San Francisco, John Chiles and MaryAnn Hooker are helping with this institute and the final draft of contract is just waiting to be signed.

**NYFEA Auction:**

Kenny Boyd, AL, asked to have all items be presented to the registration desk by noon for viewing and live auction will be Saturday, at 5:00pm in the auction item room.

**AG Decision Makers College:**

Gordon Stone gave update on panel:  
2 USA Border Inspection Individuals-1 from US Side and 1 from Mexican side  
Bob -Educator from University of Arizona  
Chris Udall  
Jake Flake-Senator of Ag  
Joel Lorenson-Farm Credit Services

**Young Ag Leaders Event:**

Gordon Stone recognized Dawn Davis and Jennifer Maruszewskion their hard work. The youth will be together from 1-lunch and be brought back with group to eat and then reconvene after awards are presented.

**NAAS Subscription:**

Refreshing book to be available and assessable for everyone by breaking it into 3 parts:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

- 1- New Ideas
- 2- Detail of ideas
- 3- Implement ideas.

**Contacts with States:**

13 states present with delegates:

*AL-2 Delegates:*

- 1-George & Debbie Schwartz, 24017 Kichler Circle North, AL 36530  
Email: [51@hotmail.com](mailto:51@hotmail.com)
- 2-Kenneth Boyd, 1575 Oak Hill Ct, Auburn, AL 36832  
Email: [boydken@auburn.edu](mailto:boydken@auburn.edu)

*KY-2 Delegates*

- 1-Matthew Crain, 7475 New Glendale Rd, Glendale, KY 42740, Email:  
[rcrain94@windstream.net](mailto:rcrain94@windstream.net)
- 2-Amanda Brasher, 1257 Tiline Rd, Tiline, KY 42083, Email:  
[gamblingrock77@hotmail.com](mailto:gamblingrock77@hotmail.com)

*PA-2 Delegates*

- 1-A.Dale Herr, PO Box 82, Kirkwood, PA 17536-0082, Email: [adaleherr@aol](mailto:adaleherr@aol)
- 2-Tim Brown, 295 Hickory Rd, Littlestown, PA 17340, Email: [brownvalley@pa.net](mailto:brownvalley@pa.net)

*TX-2 Delegates*

- 1-Regan Jacobs, 2499 FM 2310, Coolidge, TX 76635, Email:  
[regan.Jacobs@dads.state.org](mailto:regan.Jacobs@dads.state.org)
- 2-Tommy Ketchum, 445-CR 428A, San Saho, TX 76877, Email:

*CO-2 Delegates*

- 1-Lynn Wright, 13755 WCR 2, Brighton, CO 86603, Email:  
[Lwriugh@Peterschconcrete.com](mailto:Lwriugh@Peterschconcrete.com)
- 2-Lani Michel, 5904 CR 33, Atwood, CO 80722, Email: [jlMichel@kci.net](mailto:jlMichel@kci.net)

*CA-2 Delegates*

- 1-John Chiles, 1324 Clara Lane, Davis, CA 95618, Email: [jschiles@dcndavis.ca.us](mailto:jschiles@dcndavis.ca.us)
- 2-MaryAnn Hooker, 27100 Old Stage Rd, Gonzales, CA 93926, Email:  
[mal1aana@earthlink.net](mailto:mal1aana@earthlink.net)

*NE-1 Delegate*

- 1-Neal Pohlman, 200 South 13 St, Norfolk, NE 68702, Email: [neal@conpoint.com](mailto:neal@conpoint.com)

*IN-2 Delegates*

- 1-Jesse Minor, 1983 W CR 750 S, Clay City, IN 47841, Email: [jminor@joink.com](mailto:jminor@joink.com)
- 2-Dawn Davis, 10823 Gathering Dr, Acton, IN 46259, Email: [mdd\\_ffa@yahoo.com](mailto:mdd_ffa@yahoo.com),  
Email: [dawndavis21@hotmail.com](mailto:dawndavis21@hotmail.com)

*SC-2 Delegates*

- 1-Henry Herndon, 5472 Hunters Chapel PL, Bamberg, SC 29003, Email:  
[HWY362@aol.com](mailto:HWY362@aol.com)
- 2-Wesley Ulmer, 8557 Lodge Hwy, Lodge, SC 29082, Email: [wesulmer@yahoo.com](mailto:wesulmer@yahoo.com)

*VA-2 Delegates*

- 1-Craig Bailey, 4498 Greenmount Rd, Harrisonburg, VA 22802, Email:  
[6baileys@gmail.com](mailto:6baileys@gmail.com)
- 2-Lucky Graves, Syria, VA, Email:

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

#### MO-2 Delegates

1-Jeff Bergman, Box 53, Amot, MO 64001, Email: [Bergmanfarms@hotmail.com](mailto:Bergmanfarms@hotmail.com)  
2-

#### GA-2 Delegates

1-Tommy Stalvey, 7008 Franklinville Rd, Valob, GA 31605, Email:  
[tommy.stalvos@aceelectric.net](mailto:tommy.stalvos@aceelectric.net)  
2-Chester H Yawn, 115 Yawn Farm Lane, Hazlehurst, GA 31539, Email:  
[chyawn@dishmail.net](mailto:chyawn@dishmail.net)

OK- 0

OH- 0

13 States

23 Delegates

\* Majority Vote requires 12

\*2/3 Majority Vote requires 16

#### Members

--Benefits-No Vision Coverage due to cost

Suggestion: Life time membership Fee

--Affiliate-Robin Whaley, National Secretary presented Affiliate Membership Proposal to delegates.

Questions:

\*Voting Privilege

\*Flat Fee instead of tiers

\*All or nothing

\*Contest Participation

Delegates would like for the board to reevaluate the proposal and present it on Saturday's Delegate meeting.

#### Salute, Awards and Recognition

-Committee is reevaluation and putting together for members.

#### Lead Partners Collaborate, Fundraising

GS asked to Thank sponsors for their support and continuation of getting youth at our meetings. Goal for the AG Communications was 20 we have 21 here.

#### Presidents Council

William was unable to be at the meeting due to the death of his parents. No update at this time.

#### Washington Initiative

Working on going to DC on December 18, 2007 and we encourage each delegate to talk with their representatives to support us.

#### NALC

Austin, TX//July 7-10, 2008

Form in Handbook with itinerary; send your registration in early.

#### Schedule Updates

Reminder if members are going on Mexico please is in front of the Turquoise Room with passport or certified birth certificate and photo id.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: [natloffice@nyfea.org](mailto:natloffice@nyfea.org)

**Other Business:**

Jessie Minor, Indiana presents to the Board and Delegation a report from a special committee that was appointed by Indiana Young Farmers Association Executive Committee. Report attached.

Delegates recessed until Saturday, December 8, 2007 at 11:00 am Seminar Room.

Respectfully submitted

Robin Whaley, 2007 NYFEA National Secretary

## ***SPRING BOARD MEETING MINUTES Saturday 2/16/08***

by JoAnn Williams NYFEA Secretary-

Board members present Gordon Stone...Executive Vice President, Johnny Lee....Past President, Jeff McClellan....President, Kenny Boyd 2009 Institute Co Chair, Greg Curlin...Region IV V. P. NAAE, William Nelson....President's Council, Cindy Johnson.....President Elect, Christi Long NYFEA Executive Assistant, Edsel Williams.... 2008 Institute Chair, JoAnn Williams, Sec.

### Welcome was given by Jeff McClellan

It was good to have William Nelson President of the President's Council, with us. Greg Curlin, Region IV Vice President of NAAE, was welcomed to the board; he is filling a spot that has been vacant. Kenny Boyd, Co-Chair of the 2009 Institute was also welcomed to the board.

### Officers JL, CJ, RW, JAW

All were glad to be in attendance and looking toward a productive meeting.

### Advisor Report:

Larry Case was not in attendance therefore, no report.

### Treasurers Report:

Gordon Stone went thru the report line by line and answered all questions. The report was in order.

### EAA Overview/Discussion: - GS

Educational Programs: John Deere was very pleased with the Ag Communication Contest. Carl Jassen is following up with participants of the Ag Communication Contest.

Gordon is to visit Cheryl Salley in Moline; they will develop future plans and growth.

### Contests:

Farm Management contest was discussed. It has been revamped about every three years.

Community Service Projects will continue.

Degrees will continue.

Executive Secretary Report – Steve Sanderson will continue with NYFEA through out the year.

His job description in SC has changed.

### Communications Report:

- Gordon reported NYFEA is working with Successful Farming to tie into their web page Agriculture Online.

Officer Candidate Report: – Johnny Lee reported Carol Corman of Pa. is a candidate for 2009 Secretary.

Gordon said we have two paths of membership, the traditional such as that of SC, which provides value and tools for learning.

The second path is the non traditional, such as we saw in OK. From the great involvement of Western Oklahoma Farm Credit with the 2002 Institute, progress has been made. It continued with South West Farm Credit in Florida and several groups who came on board with NYFEA for the 2004 Institute. Lyn Cacella of Southwest Florida Farm Credit is fired up and wants to find ways to engage Florida Ag. Hall of Fame and to present awards. At the 2007 Institute in Az., we engaged Farm Credit and many other groups. We see this occurring with the 2008 Md Institute as well with Mid Atlantic Farm Credit and others joining with us. The progress continues to California with groups wanting to engage with us. We would like to see an Advisory Council, such as the one in Western OK., developed.

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

NALC/Washington Initiative – GS

We will continue to make visits to the Hill as we tell our story. NYFEA is working to identify a broader range of participants and to expand it so it becomes more of a forum setting. Gordon gave a report on the Farmers Market Initiative.

LEAD Program –

Jimmy Emmons was not present.

Exchange Program Update –GS

This will continue with Mexico.

Research Report – Jason Peake was not in attendance...Nothing to report.

President's Council Report-

William Nelson had several questions which received good explanations. When asked where we will be in five years, using the traditional or non traditional model, he was told, "we will continue the salutes to great people, have the on line degree opportunities, and have streamlined programs. NYFEA has a desire to create a National event to umbrella everything." Mr. Nelson said, CHS thought if Farm Credit was so involved with NYFEA, then we must be a good organization.

New member recruitment:

We need to continue to work on this.

Fund Raising Report:

We will continue working with our Collaborative Partners and secure others.

Institute Reports:

2008 Edsel Williams, Institute chair asked that the time schedule be removed from brochure in case any changes occurred and stress we need to be sure we make reservations with proper Sheraton (Sheraton City Center) in Baltimore. We discussed holding activities at various places during the Institute. We have secured some great sponsors and continue to work. One day of tours will be named, Mid Atlantic Farm Credit Day. Delegates will vote at 10:30 on December 13, 2008.

2009 December 10, 11, 12,

Johnny Lee, Institute chair, reported the committees are meeting and the hotel has been renovated. Four options were discussed.

2010

Gordon reported the Grand Hyatt in Monterey is the location of the 2010 Institute. We will visit Fisherman's Warf and other plans are being made.

2011 Missouri has the option to partner with NYFEA, but nothing is final.

New Business:

Membership and the Affiliate/Partners Program:

After much discussion, it was decided that at the summer business meeting we will recommend Affiliate membership as a change and then vote on two issues: #1. Constitutional Changes and #2 Dues rate.

Ag Communication Program:

NYFEA is working with Carl Jessen

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

Institute Attendance Promotion:

We discussed recruiting students from several schools and universities from across the US. We would like to have 4-8 or more per state. William Nelson mentioned CHS has Grant money that can be applied for by the students for travel. NYFEA will inquire about this and secure more information so it can be shared.

YALE Activity/ Recruiting Partners:

Jennifer Maruszewski has done an outstanding job with the YALE program for many years. Due to the many changes in her life, Jenn has resigned the position. JoAnn Williams made a motion that we authorize Gordon to look outside NYFEA membership, but with an understanding of NYFEA, to find someone who can develop a program for us. She also asked that Jennifer be sent a note thanking her for her years of service. William Nelson made a second to the motion and all voted in favor. It was stated we should also send a note of thanks to Dawn Davis and Doug Quattlebaum as well.

On-Line Degree:

It was stated that the on line degree program needs to be of lasting value, apply toward a degree, and will not be free. The board discussed various topics of study that they thought our membership would find of value to them such as horticulture, chemical application, leadership, parliamentary.

NALC future:

The Summer Business meeting will be held in Austin, TX. July 7-10, 2008. July 6 will be the Board meeting date. William Nelson made a motion to hold the Spring Board meeting the same week as the Washington Hill visit thus saving money. Johnny Lee made a second to the motion and the vote was unanimous.

The 2009 summer conference will be in California.

After a discussion, William Nelson made a motion to have the bill paying done in-house in order to save hourly fees charged by ABS., but to make our auditor aware of the change and ask for guidelines. Edsel Williams made a second to the motion. We were reminded there is a full blown audit each year. All voted in favor.

A motion was made by Cindy Johnson and seconded by William Nelson to affirm the dates of the future NYFEA NALC and Institutes. The vote carried. The dates and places are:

2008 NALC Austin, TX.  
2008 Institute Baltimore, Md.  
2009 NALC San Diego, California/Mexico  
2009 Institute Mobile, Al.  
2010 NALC Sarasota, Fl.  
2010 Institute Monterey, Ca.  
2011 NALC Williamsburg, Va.  
2011 Institute Possibly Missouri

The conference call schedule was explained. Edsel Williams recommended Kenny Boyd to serve as the NYFEA rep on the National Ag Ed Council. Everyone felt this was a good selection. Edsel has another suggestion should Kenny decide to not accept the position.

JoAnn Williams gave a report on a conference call she and Edsel had with the Aflac representative, Mike Moore. He will be asked to join us on the next conference call.

Publications & Communications:

William Nelson made a motion to affirm present communication process with regard to NYFEA submitting information to membership, to endorse and approve three (mail outs) communication

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

efforts and email updates, and to pursue additional communication avenues thru Successful Farming. Johnny Lee seconded the motion and all voted in favor.

We were encouraged to listen to new perspectives.

Gordon read the pages presented by a delegation from Indiana. These were reviewed and received as a good reminder. A motion was made by Edsel Williams to accept the pages as information and stated several of the items had been acted upon. Cindy Johnson seconded the motion and all voted in favor.

Cindy Johnson made a motion to adjourn and it received a second. Before dismissing, William Nelson presented THE TRAVELING HEAD to Edsel and JoAnn Williams for service to the board. Gordon suggested it be named Farmer Ed. The gesture was very appreciated and will be bestowed upon a board member at the next Spring Board meeting. The meeting closed with goodbyes until next time.

Current as of June 24, 2008

## AFLAC Information

1) What would it take for us to use the program?

Our members would go to the NYFEA web page and click on the AFLAC tab where there would be a description of the products. There would also be instructions on how to enroll in the programs. When we go to NYFEA website, we'd click on a URL for Aflac.

2) How many people would we have to have to register before he would offer it to us?

They only require 1 person to activate the association group.

3) What would Aflac do to help NYFEA promote the program?

There are a number of ways to promote this program to our members. They have direct mailers that can be sent to each household. They also can do an e-mail campaign. The best way to get members to take action is by setting a date and a time for a conference call where we would explain the benefits of Aflac as well as the steps that need to be taken to get the members enrolled. Mike is willing to attend state conventions, hold seminars, and do trade shows.

You must be a member of NYFEA to receive the special rate. Aflac would have to verify those applying are members of NYFEA.

4) How much monthly would it cost the NYFEA members?

The Accident program did cost an individual member \$40.90 a month, but it may be going up \$1.00-\$2.00 dollars.

The Cancer plan will vary depending on the member's age. \$37.50-\$67.90 a month. They plan to offer current clients a rebate/discount.

Level 2 Personal Accident Indemnity plan

\$40.90 per person **\*per month**

\$52.00 per couple **\*per month**

1 parent family \$52.70 **\*per month**

2 parent family \$64.10 **\*per month**

Cancer applies....**After your 30 day waiting period.**

For Wellness plan, you would receive \$75.00 a yr. **Any Cancer screening... (Blood work, PSA, Mammogram, Pap Smear.) There is only a 30 day wait to receive this benefit.**

Accident Receive \$60 a year...**for any check up (dental, physical, eye exam, etc).**  
**There is a 12 month wait for the wellness, but all accident claims are covered immediately.**

NYFEA LEADERSHIP NOTEBOOK – PO BOX 20326 – MONTGOMERY; AL36120

334-213-3276 - [www.nyfea.org](http://www.nyfea.org) – EMAIL: natloffice@nyfea.org

5) Would AFLAC develop a mailer for us to send to the members? YES ~ Aflac has an array of flyers and mailers they would send to all the members. Keep in mind, there is never any cost to the NYFEA at any time.

6) Would AFLAC offer a web link so that only NYFEA members could benefit from the discount?

Yes ~ they would put a link on our NYFEA member web page that will direct our members on the benefits of Aflac, as well as instructions on how to sign up.

7) How will NYFEA be compensated by Aflac?

Aflac does not compensate associations. They offer a good product at a good rate.

It will take about 6 weeks to get the website up and running. NYFEA will need to sign some papers and return them to him. All in all, it will take about 8 weeks from the time we enter into the agreement until it is ready to be offered. Mike wants to offer something to attract more members to NYFEA.



# 2008 INSTITUTE in MARYLAND

The 2008 national convention will be hosted at the Sheraton City Center in Baltimore. A few blocks from the beautiful Inner Harbor! (Early Registration deadline is Oct. 15!)



### Wed. Dec. 10, 2008

NYFEA Ag Communication Contest sponsored by John Deere [1 - 6 pm]

NYFEA Ex Sect [3- 4 pm] Bd of Directors Meeting [4 - 6 pm] and Delegate Meeting [6 pm]

### Thurs., Dec. 11, 2008

6:30 am Breakfast Banquet at hotel



Dinner at Camden Yard\*\*\*

### THURSDAY TOUR

OPTIONS (SELECT 1)  
Note: Lunch on your own for all Thursday tours.

#### #1 Annapolis Tour

8:30 am Depart hotel

Maryland Capitol and State House tour and shopping in

historical Annapolis

Naval Academy  
Lunch in Historic Annapolis

Chesapeake Bay Foundation  
Homestead Gardens Greenhouse & Nursery

#2 Washington D.C. Tour (extra charge of \$45)

8:30 am Depart hotel

#3 Baltimore Downtown and Inner Harbor Tour (extra charge of \$25).

1:00 pm Depart hotel

### Fri. Dec. 12, 2008

6:30 am Breakfast Banquet at hotel

Dinner at Baltimore Museum\*\*\*

FRIDAY TOUR OPTIONS (SELECT 1)

#### #4 Pintail Tour

8:00 am Depart hotel  
Pintail Point tour dairy, greenhouses, equine, & manor houses  
Speakers on Agro Ecology Center & Aspen Institute

OVER

### Hotel Registration Sheraton City Center

(Note—Sign up ASAP. Rate not guaranteed after 11/5/2008 —Phone Sheraton: 410-385-6550 NYFEA: 334-213-3276. Mail: Sheraton City Center, 101 W. Fayette St., Baltimore, MD 21201)

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

Date: Arrival : \_\_\_\_\_  
Departure: \_\_\_\_\_

Room Choice:  King/\$94  Double/\$94 -  Smoke  No Smoke

Credit Card:  MCard  Visa  Discover - ...  
Card #: \_\_\_\_\_  
Exp date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_  
Guest: \_\_\_\_\_  
Guest: \_\_\_\_\_  
Guest: \_\_\_\_\_  
(circle if under age 11)  
Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

**PAYMENT PLAN:**  
1. Check: \_\_\_\_\_  
2. Credit Card: \_\_\_\_\_  
 MCard  Visa  
 Discover  
Card #: \_\_\_\_\_

Exp date: \_\_\_\_\_  
Signature: \_\_\_\_\_

**NOTE: Early version. Changes may occur!**

### REGISTRATION FORM

#### REGISTRATION OPTION I - All in One

- Yes, I am paying the **early-bird** registration fee of \$287 for the NYFEA Institute. The deadline is October 15.  
- Yes, I am paying the **weekend rate** of \$200 for the NYFEA convention. Includes Friday night; all Saturday (including breakfast, lunch, Ag Decision Makers College & Ag Communication events) and Sunday morning.  
- Yes, I want to register late for the NYFEA convention and have enclosed \$320.

#### REG. OPTION II - By Day (Please indicate the number for each day)

- Yes, I desire to only attend an abbreviated portion. I have enclosed my daily rate of \_\_\_\_\_ \$125 for Thursday, \_\_\_\_\_ \$125 for Friday, \_\_\_\_\_ \$125 for Saturday.

#### REG. OPTION III - By Event (Indicate # of attendees for each)

##### Thursday, December 11, 2008 -

- 1. Breakfast Banquet \$20
- 2. Tour Thursday #1 \$45
- 3. Tour Thursday #2 \$85
- 4. Tour Thursday #3 \$65
- 5. Camden Yards Event \*\*\* \$50

##### Friday, December 12, 2008 -

- 6. The Opening Breakfast Banquet \$20
- 7. Tour Friday #4 \$60
- 8. Tour Friday #5 \$60
- 9. Tour Friday #6 \$60
- 10. Baltimore Museum Banquet\*\*\* \$50

##### Saturday, December 13, 2008 -

- 11. The Saturday "Ag Decision Makers' College" Breakfast and Program \$40
- 12. Young "Ag Leaders" Event (w/ lunch and entertainment) \$50
- 13. Saturday Lunch: Featuring the NYFEA "Salute to Maryland Agriculture Recognition" Banquet—\$45)
- 14. Saturday Night Ag Communication Awards and Closing Ceremony \$50

#### I. ALL in ONE

#Regist. Total Cost  
\_\_\_\_\_ x (\$287) + ( extra \$45 for Washington tour or extra \$25 for Baltimore Harbor tour)  
= \_\_\_\_\_  
\_\_\_\_\_ (x \$200) = \_\_\_\_\_  
\_\_\_\_\_ (x \$320) = \_\_\_\_\_

#### II. DAY

# Regist. Total Cost  
**Thursday** \_\_\_\_\_ (x \$125) = \_\_\_\_\_  
**Friday** \_\_\_\_\_ (x \$125) = \_\_\_\_\_  
**Saturday** \_\_\_\_\_ (x \$125) = \_\_\_\_\_

#### III. BY EVENT

# Regist Total Cost  
1. \_\_\_\_\_ (x \$20) = \_\_\_\_\_  
2. \_\_\_\_\_ (x \$45) = \_\_\_\_\_  
3. \_\_\_\_\_ (x \$85) = \_\_\_\_\_  
4. \_\_\_\_\_ (x \$65) = \_\_\_\_\_  
5. \_\_\_\_\_ (x \$50) = \_\_\_\_\_  
6. \_\_\_\_\_ (x \$20) = \_\_\_\_\_  
7. \_\_\_\_\_ (x \$60) = \_\_\_\_\_  
8. \_\_\_\_\_ (x \$60) = \_\_\_\_\_  
9. \_\_\_\_\_ (x \$60) = \_\_\_\_\_  
10. \_\_\_\_\_ (x \$50) = \_\_\_\_\_  
11. \_\_\_\_\_ (x \$40) = \_\_\_\_\_  
12. \_\_\_\_\_ (x \$50) = \_\_\_\_\_  
13. \_\_\_\_\_ (x \$45) = \_\_\_\_\_  
14. \_\_\_\_\_ (x \$50) = \_\_\_\_\_

#### Total \$

Summary of \$\$ for NYFEA (For More Info: www.nyfea.org)

\*\*\*Location under negotiation

The children's fee (Ages 3—10) is 25 percent of the total registration cost/per person and ages (11-15) is 50%. For children 2 and under, there is no charge. Children adjustment. Subtract from total.

2008 Institute Registration



### 2008 Tour

#### Choice (List

names of guests and the tour #s of preference)  
( Example: John Doe #1 and #5, Jane Doe #2 and #6)



Mail to: NYFEA, P.O. Box 20326; Montgomery, AL 36120 // fax: 334-213-0421

NYFEA LEADERSHIP NOTEBOOK - PO BOX 20320 - MONTGOMERY, AL 36120

**TOUR STOP HIGHLIGHTS:**

**MASON DIXON FARMS**

The Waybright family operates Mason Dixon Farms in Gettysburg, PA., with an eye toward efficiency. A portion of the 2,000 cows are milked using robotic units, which decreases the farm's labor costs and increases milk production. A methane digester turns waste into electricity to power the 2,500-acre farm.

**CATOCTIN MOUNTAIN GROWERS**

Catoctin Mountain Growers, Inc. located near Detour, Maryland, is a greenhouse operation started by Bob and Denise Van Wingerden in 1985. It is a wholesale greenhouse offering spring bedding plants, fall pansies, hardy mums, and poinsettias. They sell primarily to large outlets such as Sam's Club, Wal-Mart and supermarkets. The operation will have 12 acres covered by greenhouses when the current expansion is completed in January 2008.

**BLACK ANKLE VINEYARDS**

Black Ankle Vineyards is the culmination of a long-time dream of founders Ed Boyce and Sarah O'Herron. They purchased the farm on Black Ankle Road outside of Mount Airy, Maryland in May of 2002. They will bottle their first wine in the Spring of 2008 and open their doors to the public with the completion of their sales and tasting facility. They have been extremely conscious of the environment with the design of their building and by farming with Biodynamic principles.

**PINTAIL POINT**

Exemplifying the Eastern Shore of Maryland's rich traditions and heritage, Pintail Point is a picturesque 1800-acre retreat that features a world class sporting clay range, prime waterfowl and upland hunting, a brand new state-of-the-art equine facility, dairy farm, greenhouse and nursery operations, fishing charters and yacht cruises, and Hunters Oak, an authentic British Links golf course. Pintail Point is located at the headwaters of the Wye River, a tributary of the Chesapeake Bay and which is also known as the "river of dreams."

**UNIVERSITY OF MARYLAND—WYE RESEARCH AND EDUCATION CENTER, THE ASPEN INSTITUTE, AND THE WYE PLANTATION.**

The WREC is an innovative multidisciplinary research, extension and education center that shares nearly 1000 acres with Wye and Aspen Institutes. The Center's location on the Wye River makes it an ideal site for research focusing on preserving the health and vitality of the Chesapeake Bay, sustaining agricultural productivity, product diversity, and maintaining Maryland's valued quality of life.

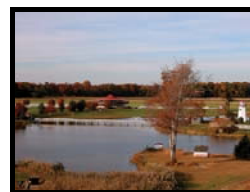
The Aspen Institute, founded in 1950, is an international nonprofit organization dedicated to fostering enlightened leadership and open-minded dialogue. Through seminars, policy programs, conferences and leadership development initiatives, the Institute and its international partners seek to promote nonpartisan inquiry and an appreciation for timeless values. In 1998, the Middle East Peace Talks between Israel and the Palestine Liberation Organization were held at Aspen Institute's Wye River Conference Centers and in 2000 Cuban shipwreck survivor Elian Gonzalez was housed at Carmichael House on the property while awaiting deportation back to his father in Cuba.

**THE WYE ANGUS HERD**

From 1938 to 1979, Wye Plantation was owned by the late Mr. Arthur A. Houghton, Jr. Mr. Houghton founded the Wye herd with 18 registered yearling heifers and one bull. Ten of those heifers were half-sisters, sharing the same sire. No other females were ever introduced into the herd. Between 1942 and 1958, Wye Plantation imported 19 bulls from the British Isles. Those bulls are responsible for about 75 percent of the germ plasm now in the herd. The Wye Angus herd was closed to the introduction of additional germ plasm in 1958. It was reopened for a brief period to half of the herd in order to complete a research project. It has remained closed ever since.

**BOYLE BROTHERS, INC.**

Boyle Brothers is a family owned seed cleaning and processing facility providing services for clients like Pioneer, Monsanto and a host of others. Founded by brothers Gene and Jim Boyle, the business has grown dramatically over the years and now processes bushels of wheat, barley and soybean seed annually.



**SCHEDULE (continued)**

Drive by WREC & ASPEN on way to WYE Angus	<b>#5. Black Ankle Vineyards Tour</b> 8:00 am Depart hotel	<b>#6 Eastern Shore of Maryland Tour</b> (Will split up buses & go to different farms) 8:00 am Depart hotel	Plant Perdue AgriCycle, Inc. <b>Sat. Dec. 13, 2008</b>	mental influences will be discussed.	<b>11. NYFEA Farm Management Contest</b> [3 - 4:30 pm]	<b>Ag Communication Awards</b> [7 p. m. until]
Wye Angus Hear presentation by Eddie Draper on history of herd	Black Ankle Vineyards	Perdue Farms, Inc. Hurlock Hatchery, Wolf-King & King	<b>8. "Ag Decision Makers' College" Breakfast and Program</b> [8 - 10:00 am] The breakfast will allow guests to hear from experts from Maryland ag to share their stories. Especially, the environ-	<b>9. Young "Ag Leaders" Event</b> - Program is training for the 4H, FFA, collegiate audiences. [10:30 am—3:00 pm]	<b>12. NYFEA Auction</b> —[5:00 pm] NYFEA will highlight the week with a special auction of unique baskets and ag related items.	The new Ag Communication Award will allow for NYFEA to tell the positive story of agriculture.
Boyle Brothers Seed Processing Plant ... Tour & lunch	Lunch Mason Dixon Dairies	Poultry & Grain/ Vegetable Farm, Allen's Hatchery Inc. Poultry Processing		<b>10. "Salute to Maryland Agriculture Recognition" Banquet</b> —[noon to 1:30 pm]	<b>13. Saturday Night Banquet featuring</b>	

**nyfea BALTIMORE The 2008 Institute**



NYFEA  
P. O. Box 20326  
Montgomery, AL 36120  
www.nyfea.org  
Email: natloffice@nyfea.org