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2015-2016 NAAE MEMBERSHIP DATA

82,699
TOTAL ACTIVE, LIFE AND STUDENT NAAE MEMBERS FOR THE 2015-2016 NAAE MEMBERSHIP YEAR.

REGION 1
1,105
REGION 2
1,426
REGION 3
1,379
REGION 4
1,857
REGION 5
1,718
REGION 6
784
## 2012-2016 NAAE MEMBERSHIP DATA - BY STATE

### Region 1

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<td><strong>838</strong></td>
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2015-2016 BOARD OF DIRECTORS

Back row, left-right: Terry Rieckman, Chad Massar, Jerrod Lundry, Christa Williamson, Deanna Theis, Stanley Scurlock, Sherisa Nailor, Scott Stone. Front row, left-right: Nick Nelson, Hals Beard, Glenda Crook, Parker Bane, Jason Kemp, Krista Pontius

President
Terry Rieckman, South Dakota

President Elect
Scott Stone, Missouri

Region 1
Nick Nelson, Vice President, Oregon
Chad Massar, Secretary, Montana

Region 2
Hals Beard, Vice President, Louisiana
Jerrod Lundry, Secretary, Oklahoma

Region 3
Glenda Crook, Vice President, Wisconsin
Christa Williamson, Secretary, Minnesota

Region 4
Parker Bane, Vice President, Illinois
Deanna Theis, Secretary, Missouri

Region 5
Jason Kemp, Vice President, Tennessee
Stanley Scurlock, Secretary, Florida

Region 6
Krista Pontius, Vice President, Pennsylvania
Sherisa Nailor, Secretary, Pennsylvania
## Past Presidents

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<td>Miami</td>
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<td>Max Lampo, MO *</td>
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<td>Robert Wall, Va *</td>
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<td>Chicago</td>
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<td>S.F. Peterson, NC *</td>
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<td>San Francisco</td>
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<td>Robert Howey, IL *</td>
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<td>James Wall, NE *</td>
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<td>Caroll L. Shry, MD</td>
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*indicates deceased
2015-2016 HIGHLIGHTS

With more than 3,000 members and 1.2 million pageviews, Communities of Practice moved to the cloud, allowing for improved mobile access and other new features.

606 people attended the 2015 NAAE convention and earned a total of 2,792 hours of professional development credit.

117 members participated in selective professional development programs - Teachers Turn the Key, XLR8, National Agriscience Teacher Ambassador Academy, & National Agriscience Preservice Teacher Program

60 members were recognized with NAAE teaching and program awards

15 student members were awarded upper division scholarships

More than 50 agricultural educators attended the Agricultural Education Strand of the ACTE National Policy Seminar in March in Washington, D.C.

39 states have profiles of agricultural education that give a snapshot of what ag ed looks like in their state.

The 2015 advocacy intern visited 75 congressional offices to share the importance of agricultural education and encourage lawmakers to support our efforts.

= PROFESSIONAL DEVELOPMENT

= ADVOCACY
1,320 FFA members, agriculture teachers and stakeholders signed up for the National Teach Ag Campaign at the Teach Ag booth at National FFA Convention.

43 states and 5,4302 individuals were directly impacted by a National Teach Ag Campaign initiative in 2016.

Sixty-nine preservice agricultural education majors received 75 hours of hands-on professional development through the Future Agriscience Teacher (FAST) symposium programs and Teach Ag Ambassador Program.

166 individuals were nominated to be agriculture teachers through the National Teach Ag Campaign website.

The National Teach Ag Day live webcast on Thursday, September 22nd reached more than 14,000 people in all 50 states and accounted for 1,263,767 social media impressions.

$213,500 in STAR grants were awarded to 25 states to implement sustainable and effective recruitment and retention strategies.

NAAE SOCIAL MEDIA

629,517 IMPRESSIONS

568,500 IMPRESSIONS
2016 AWARD WINNERS

Since its inception, NAAE has recognized outstanding agricultural educators and agricultural education programs. The 2016 award winners exemplify the best of the best in their chosen profession. Award winners were recognized at the 2016 NAAE Convention, held November 29-December 3 at the Westgate Resort & Casino in Las Vegas, Nevada.

National Agriscience Teacher of the Year
The National Agriscience Teacher of the Year award recognizes teachers who have inspired and enlightened their students through engaging and interactive lessons in the science of agriculture.

This award is sponsored by Herman & Bobbie Wilson as a special project of the National FFA Foundation.

Outstanding Young Member
The Outstanding Young Member Award is a means of encouraging young teachers to remain in the profession and to recognize their participation in professional activities.

This program is sponsored by John Deere as a special project of the National FFA Foundation.
Outstanding Agricultural Education Teacher Award
This program recognizes NAAE members who are at the pinnacle of their profession—those who are conducting the highest quality agricultural education programs. The award recognizes leadership in civic, community, agriculture/agribusiness and professional activities. Outstanding agricultural educators are innovators and catalysts for student success in agricultural education.

The Outstanding Agricultural Education Teacher Award is sponsored by Caterpillar, Inc. and Tractor Supply Company as a special project of the National FFA Foundation.

Region I  Tom Andres  Montana  
Region II  Jacob Larison  Kansas  
Region III  Ellen Doese  Iowa  
Region IV  J. Wes York  Kentucky  
Region V  Nelson McCracken  Georgia  
Region VI  Sherisa Nailor  Pennsylvania

Outstanding Middle/Secondary Ag Ed Program
This NAAE award recognizes the total agricultural education program. Emphasis is placed on community impact and how the program as a whole creates learning and growth opportunities for students.

The Outstanding Middle/Secondary Agricultural Education program award is partially sponsored by Monsanto as a special project of the National FFA Foundation.

Region I  Tulare High School, California  
Dave Caetano, Kevin Koelewyn, Mike Mederos, Jennifer Sousa, Jared Castle, Hector Urueta, Shay Williams-Hopper  
Region II  Mission Valley High School, Kansas  
Kelly Hoelting, John Bergin  
Region III  Elkhorn Area High School, Wisconsin  
David Kruse  
Region IV  Calloway County High School, Kentucky  
Jacob Falwell, Bill Sampson  
Region V  Tomlin Middle School, Florida  
Jason Steward, Kelly Goff, Kayla Giorgi  
Region VI  Thomas McKean High School, Delaware  
Rebecca Sheahan, Stephanie Matson
2016 AWARD WINNERS (continued)

Outstanding Postsecondary/Adult Ag. Ed Program

The Outstanding Postsecondary/Adult Ag Ed Program award recognizes exemplary 2-year postsecondary institutions and full time young farmer and adult agricultural education programs. Qualifying young farmer and/or adult ag ed program staff must devote at least 50 percent of their teaching time to this level of instruction.

The Outstanding Postsecondary/Adult Ag Ed Program award is sponsored by Monsanto as a special project of the National FFA Foundation.

Region I  Treasure Valley Community College, Oregon
Jared Higby, Sandy Porter, Wade Black

Region II  Chisholm Young Farmers Program, Oklahoma
Wayne Simpson

Region III  Ellsworth Community College, Iowa
Kevin Butt, Eric Weuve

Region IV  LaRue County Young Farmers Program, Kentucky
Chris Thomas

Region V  Murray County Young Farmers Program, Georgia
Kip Williams

Region VI  Manheim Young Farmers Program, Pennsylvania
Deb Seibert
Teacher Mentor
If you ask agriculture teachers what motivated them to enter and stay in the teaching profession, predominately they will attribute their decision to another agriculture teacher who encouraged them. This award program provides beginning teachers a way to say thank you to the experienced teachers who have influenced them.

This program is sponsored by CEV Multimedia.

<table>
<thead>
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<th>Mentor</th>
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<tr>
<td>I</td>
<td>Leah Smith</td>
<td>Oregon</td>
</tr>
<tr>
<td>II</td>
<td>Melinda Tague</td>
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<tr>
<td>III</td>
<td>Mary Hoffmann</td>
<td>Minnesota</td>
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<tr>
<td>IV</td>
<td>Darryl Matherly</td>
<td>Kentucky</td>
</tr>
<tr>
<td>V</td>
<td>Gwendolyn Clark</td>
<td>North Carolina</td>
</tr>
<tr>
<td>VI</td>
<td>Dr. Daniel Foster</td>
<td>Pennsylvania</td>
</tr>
</tbody>
</table>

Ideas Unlimited
The Ideas Unlimited contest is designed to give members an opportunity to exchange classroom, SAE, leadership, and other teaching ideas.

This program is sponsored by National Geographic Learning | Cengage Learning.

<table>
<thead>
<tr>
<th>Region</th>
<th>Mentor</th>
<th>State</th>
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<tbody>
<tr>
<td>I</td>
<td>Curtis Willems</td>
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<td>Oklahoma</td>
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<td>III</td>
<td>Lisa Steinken</td>
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<td>IV</td>
<td>Kraig Bowers</td>
<td>Indiana</td>
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<td>V</td>
<td>Robert Bollier</td>
<td>South Carolina</td>
</tr>
<tr>
<td>VI</td>
<td>Jessica DeVries</td>
<td>New York</td>
</tr>
</tbody>
</table>
Lifetime Achievement
This award recognizes retired NAAE members who have made significant contributions to agricultural education at the state, regional, and national levels over the course of their careers.

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

Region I  Dale Crawford  Oregon
Region II  Dr. Steve Harbstreit  Kansas
Region III  Cal Geiger  Wisconsin
Region IV  William Wheeler  Michigan
Region V  Dr. Gordon Patterson  Alabama
Region VI  Carole Fay  Pennsylvania

Outstanding Cooperation
NAAE recognizes organizations, agribusiness companies, and others who have given outstanding support to agricultural education with the Outstanding Cooperation Award.

The plaques for this program are sponsored by Forrest T. Jones & Company.

Region I  Mount Baker Rotary, Washington
Region II  Kendall Brashears, Oklahoma FFA Foundation, Oklahoma
Region III  Ambassador Kenneth Quinn, Iowa
Region IV  Youth Education in Agriculture Committee, Illinois
Region V  CEV Multimedia, Tennessee
Region VI  Center for Dairy Excellence Foundation, Pennsylvania
Outstanding Service Citation
NAAE will recognize current and retired NAAE members who have made significant contributions to agricultural education at the state, regional, and national levels with the Outstanding Service Citation.

This program is sponsored by Goodheart-Wilcox.

Region I  Denny Quinby  Oregon
Region II  Monte Womack  Oklahoma
Region III  Jim Ertl  Minnesota
Region IV  Matt Chaliff  Kentucky
Region V  Jerry Wood  Tennessee
Region VI  Roy S. Walls, Jr.  Maryland
2016 UPPER DIVISION SCHOLARSHIP RECIPIENTS

NAAE awarded this year’s scholarships to students who are majoring in agricultural education and who will be completing their student teaching in the fall 2016 or spring 2017 semesters.

This program is sponsored by Growth Energy, Herman and Bobbie Wilson, and National Geographic Learning | Cengage Learning

Beth Augustine  Kansas State University
Breanne Brammer  University of Missouri
Laura Crosby  Purdue University
Noah Crosson  University of California-Davis
Tyler Foote  University of Wisconsin-River Falls
Isaiah Govea  The University of Arizona
Leann Green  North Carolina State University
Kayla Hack  Pennsylvania State University
Justin Hall  Mississippi State University
Miranda Kane  Pennsylvania State University
Amy Loschen  University of Illinois at Urbana Champaign
Emma Miller  Oregon State University
Katie Mitchell  Montana State University-Bozeman
Marissa Modglin  Purdue University
Cheyenne Moyer  Kansas State University
Nathaniel Nolden  University of Wisconsin-River Falls
Jacob Rutledge  Kansas State University
Gwynn Simeniuk  Montana State University-Bozeman
Samantha Sims  University of Idaho
Ryllyn Small  Southeast Missouri State University
Matthew Snyder  Pennsylvania State University
Allisa Sowder  University of Kentucky
Corey Thomas  University of Connecticut
Mia Thomsen  Washington State University
Sarah Warren  University of Kentucky

growth energy™ Herman & Bobbie Wilson

NATIONAL GEOGRAPHIC LEARNING  CENGAGE Learning
2016 PROFESSIONAL DEVELOPMENT PROGRAMS

Teachers Turn the Key
As a means of encouraging young teachers to remain in the profession and to encourage and recognize participation in professional activities, NAAE offers the Teachers Turn the Key Program. This scholarship brings teachers in the first 2-5 years of their profession to the NAAE convention and engages them in specialized professional development to address challenges faced in the early years of teaching.

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

<table>
<thead>
<tr>
<th>Region I</th>
<th>Melissa Veo</th>
<th>Arizona</th>
<th>Region IV</th>
<th>Coleman Sappington</th>
<th>Illinois</th>
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<td></td>
<td>Lauren Fontes</td>
<td>California</td>
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<td></td>
<td>Tyler Johnson</td>
<td>Idaho</td>
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<td></td>
<td>Casey Willmore</td>
<td>Montana</td>
<td></td>
<td>Joseph Ankley</td>
<td>Michigan</td>
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<td>Katie Partlow</td>
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<td>Sarah Ray</td>
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<td>Kasey Roath</td>
<td>Utah</td>
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<td>Sara Casto</td>
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<td>Emily Wamsley</td>
<td>Washington</td>
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<td></td>
<td>Randall Haefele</td>
<td>Wyoming</td>
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<tr>
<th>Region II</th>
<th>Justin Wiedower</th>
<th>Arkansas</th>
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<th>Amanda Johnson</th>
<th>Florida</th>
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<td>Lauren Emerson</td>
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<td>Carla Williamson</td>
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<td>Cameron Dale</td>
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<td>Jessica Jones</td>
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<td>Chris Martin</td>
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<tr>
<th>Region III</th>
<th>Molly Dolch</th>
<th>Iowa</th>
<th>Region VI</th>
<th>Jessica Leone</th>
<th>Delaware</th>
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<td>Ashton Bohling</td>
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<td>Darin Spelhaug</td>
<td>North Dakota</td>
<td></td>
<td>Sheri Boardman</td>
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<td></td>
<td>Shane Gross</td>
<td>South Dakota</td>
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<td>Meagan Slates</td>
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<td>Jamie Propson</td>
<td>Wisconsin</td>
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<td>Melinda Hinkle</td>
<td>Virginia</td>
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<td></td>
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<td></td>
<td>Brianne McCauley</td>
<td>West Virginia</td>
</tr>
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</table>
XLR8

XLR8 is a year-long professional development program that targets agriculture teachers in their 7th-15th year of teaching. The program includes participation in an intensive professional development experience (multiple sessions) during the NAAE convention, recurring virtual learning experiences, and online collaboration using the NAAE professional learning community, Communities of Practice, as well as other social media tools.

Rachel Anderson  New York
Judith Aschwanden  California
John Bergin  Kansas
J.D. Cant  Oregon
Beth Dickenson  Oregon
Brian Fuller  Arizona
Brandon Braaten  Montana
John Hammond  Kentucky
Sam Herringshaw  Oregon
Lori Hoppe  Montana

Jeanna James  Wisconsin
Jeremiah Johnson  Tennessee
Kelly Keller  South Dakota
Sarah Knight  Virginia
Jim Melby  Wisconsin
Chase Montes  New Mexico
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Mr. Jeff Lansdell
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CEV Multimedia
1020 SE Loop 289
Lubbock, TX 79404
www.cevmultimedia.com

**CHS Foundation***
Ms. Tera Fair
Communications Specialist
CHS Foundation*
5500 Cenex Drive
Inver Grove Heights, MN 55077
www.chsinc.com

Ms. Linda Tank
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CHS Foundation*
5500 Cenex Drive
Inver Grove Heights, MN 55077-1733
www.chsinc.com

National Teach Ag Campaign
National Teach Ag Campaign STAR Grants
CASE Scholarships/Grants

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Assistant Vice President
Corporate Social Responsibility
CSX
500 Water Street, C420
Jacksonville, FL 32202
www.csx.com
www.beyondourrails.org

Mr. John Kitchens
Corporate Citizenship Director
CSX
500 Water Street, C420
Jacksonville, FL 32202
www.csx.com
www.beyondourrails.org

**Excellence in Leadership for Retention (XLR8) Program**

**Agriculture Teacher Recruitment**

**Culver’s***
Ms. Jessie Corning
Senior Marketing Manager
Culver’s
1240 Water Street
Prairie du Sac, WI 53578
www.culvers.com

**National Agriscience Teacher Ambassador Program**

**DiY Pole Barns***
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Co-owner
DiY Pole Barns
9232 Hogpath Road
Arcanum, OH 45304-9716
www.diypolebarns.com

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PO Box 80705
Wilmington, DE 19880-0705
www.dupont.com

Ms. P. Jeanette (P.J.) Simon
Manager -- K-12 Academic Outreach
DuPont Company
Chestnut Run Plaza 708/168 L
Wilmington, DE 19805
www.dupont.com

National Agriscience Teacher Ambassador Program

**DuPont Pioneer***
Ms. Robin Greubel
Director
Community and Academic Relations
DuPont Pioneer
7100 NW 62nd Avenue
P. O. Box 1000
Johnston, IA 50131-1000
www.pioneer.com

National Teach Ag Campaign
CASE Capstone (ARD) Course Development

**Elanco Animal Health***
Ms. Becky Fouard
Consultant
Global External Corporate Communications
Elanco Animal Health
2500 Innovation Way N
Greenfield, IN 46410-9163
www.elanco.com

Ms. Amanda Kephart
Director
Marketing US Beef and Swine Brands
Elanco Animal Health
2500 Innovation Way N
Greenfield, IN 46410-9163
www.elanco.com

National Teach Ag Campaign
CASE Convention General Support

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Director of Marketing
Express Employment Professionals
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Oklahoma City, OK 73162-6029
www.expresspros.com

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Mr. Bob Funk, Sr.
Co-Founder, CEO and Chairman of the Board
Express Employment Professionals*
9701 Boardwalk Blvd.
Oklahoma City, OK 73162-6029
www.expresspros.com

CASE Scholarships/Grants

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Mr. Tom Rodgers
Executive Director
Bridgestone Global Agricultural Solutions
Firestone
4600 NW 2nd Avenue
Suite 100
Des Moines, IA 50313
www.firestone.com

CASE Mechanical Systems in Agriculture Course Development

Ford Trucks*
Mr. Michael Gallagher
Ford Media Manager
Ford Trucks
16800 Executive Plaza Drive
Office #5N305
Dearborn, MI 48126
www.ford.com

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Association Sales Director
Forrest T. Jones & Company
14200 Park Meadow Drive
Suite 320S
Chantilly, VA 20151
www.ftj.com

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Ms. Maureen Brennan
Director of Marketing
Goodheart-Willcox Publisher
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Tinley Park, IL 60477-6243
www.g-w.com

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Manager, National Corporate Contributions
Corporate Citizenship Center of Excellence
John Deere
1 John Deere Place
Moline, IL 61265
www.deere.com

Keystone Steel and Wire - Red Brand*
Mr. Dain Rakestraw
Marketing Manager
Keystone Steel and Wire - Red Brand
7000 S Adams Street
Peoria, IL 61641-0002
www.keystoneconsolidated.com/ksw

NAAE Convention General Support

LAB-AIDS
Mr. Denis Baker
Vice President
Product Management and Strategic Planning
LAB-AIDS
17 Colt Court
Ronkonkoma, NY 11779
www.LAB-AIDS.com

NAAE Convention General Support

Lincoln Electric Company*
Dr. Jason Scales
Manager, Educational Services
Lincoln Electric Company
22801 Saint Clair Avenue
Cleveland, OH 44117-1199
www.lincolnelectric.com

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Merck Animal Health*
Mr. Scott Bormann
VP, North America
Merck Animal Health
35500 W. 91st Street
DeSoto, KS 66018
www.merck-animal-health-usa.com

NAAE Convention General Support

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Goodheart-Willcox Publisher
18604 West Creek Drive
Tinley Park, IL 60477-6243
www.g-w.com

Outstanding Service Citation Awards

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Mr. Kelly Manning
Vice President of Development
Growth Energy
4615 North Lewis Avenue
Sioux Falls, SD 57104
www.growthenergy.com

Ms. Emily Skor
Chief Executive Officer
Growth Energy
777 N. Capitol Street, NE
Suite 805
Washington, DC 20002
www.growthenergy.com

National Teach Ag Campaign Student Teacher Scholarship Program CASE Environmental Science Issues Course Development

Herman and Bobbie Wilson*
Mr. and Mrs. Herman Wilson
c/o Ms. Beth Eichelberg
Herman and Bobbie Wilson
2001 Kirby Drive, Suite 712
Houston, TX 77019
www.pioneerequipment.com

Upper Division Scholarship Program Agriscience Teacher of the Year Awards

John Deere*
Ms. Amy Allen
Manager, National Corporate Contributions
Corporate Citizenship Center of Excellence
John Deere
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www.deere.com

NAAE Convention General Support Outstanding Young Member Awards CASE Mechanical Systems in Agriculture Course Development

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www.monsanto.com www.americasfarmers.com discover.monsanto.com

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Outstanding Postsecondary/Adult Agricultural Education Program Awards

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National FFA Foundation
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P. O. Box 68960
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wwwffa.org

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National FFA Organization
Mr. Josh Bledsoe
Chief Operations Officer
National FFA Organization
6060 FFA Drive
P. O. Box 68960
Indianapolis, IN 46268-0960
wwwffa.org

National FFA Convention Teacher Workshops

National Geographic Learning | Cengage Learning
Ms. Nicole Robinson
Associate Product Manager
National Geographic Learning | Cengage Learning
5 Maxwell Drive
Clifton Park, NY 12065-2919
www.cengage.com

Ideas Unlimited Program
Upper Division Scholarship Program

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Senior Director of Marketing
New Holland
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New Holland, PA 17557-0903
www.newholland.com

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Mr. Warren Graeff
Senior Vice President
Agricultural Banking Market Manager
PNC Bank, St. Louis
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Mr. Brett Miller
Experiential Marketing Manager
RAM
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Brentwood, TN 37027
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Ms. Lisa White
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Tractor Supply Company
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Brentwood, TN 37027
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Ms. Kelly Hoogeveen
Zoetis
U.S. Cattle and Equine
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Florham Park, NJ 07932
wwwzoetis.com

Dr. Christine C. Jenkins
Group Director
Veterinary Medical Services, US Zoetis
100 Campus Drive, 4th Floor
Florham Park, NJ 07932
wwwzoetis.com

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Ms. Rebecca Lambert  
Director, Veterinary and Reseller Marketing  
Zoetis  
U.S. Cattle and Equine  
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Florham Park, NJ 07932  
www.zoetis.com

Mr. Jon Lowe  
Vice President  
Cattle and Equine Business Unit  
Zoetis  
100 Campus Drive, 4th Floor  
Florham Park, NJ 07932  
www.zoetis.com

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2016 ORGANIZATIONAL MEMBERS

NAAE values collaborations of all types with supporters of agricultural education, so it provides organizations the opportunity to support NAAE members through organizational membership.
## NAAE STRATEGIC PLAN

**Adopted: September 11, 2013**  
**Last Revised: November 27, 2013**

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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Action</th>
<th>Responsible Committee</th>
<th>Indicators</th>
<th>Ways &amp; Means</th>
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</table>
| 1.A-Develop a set of messages that explain how the three component agricultural education model contributes to college and career readiness including academic achievement and 21st Century Skills. | 1.A.1-Develop a set of messages that explain the ways in which the agricultural education model enhances all core academic content and provides both leadership development and real world experiences through experiential learning. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
| 1.A.1.a -Develop a set of messages related to the contributions of agricultural education in student success in STEM academic areas and achieving Common Core State Standards. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
| 1.A.1.b - Develop a set of messages related to the link between agricultural education and career opportunities. | Marketing | • Messages developed.  
• Appropriate message vehicles developed.  
• Messages disseminated | • Marketing Committee develop data-driven messages with input from board and staff.  
• Marketing Committee and board approve messages.  
• Disseminate messages (CoP, flyers, papers, presentations, and so forth). |
<table>
<thead>
<tr>
<th>1.A.1.c - Develop as set of messages related to the potential for students to earn college credit while enrolled in high school agriculture courses.</th>
<th>Marketing</th>
</tr>
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<tbody>
<tr>
<td>• Messages developed.</td>
<td>• Messages disseminated</td>
</tr>
<tr>
<td>• Appropriate message vehicles developed.</td>
<td>• Marketing Committee develop data-driven messages with input from board and staff.</td>
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</table>

<table>
<thead>
<tr>
<th>1.B - Increase member capabilities to engage in advocacy on behalf of agricultural education</th>
<th>Professional Growth</th>
</tr>
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<tbody>
<tr>
<td>• Educational opportunities provided through professional development.</td>
<td>• Professional Growth Committee develop advocacy materials and workshops.</td>
</tr>
<tr>
<td>• Educational opportunities provided through professional development.</td>
<td>• Identify state advocacy leaders.</td>
</tr>
<tr>
<td>• Marketing Committee and board approve messages.</td>
<td>• Maintain advocacy link on NAAE website.</td>
</tr>
<tr>
<td>• Disseminate messages (CoP, flyers, papers, presentations, and so forth).</td>
<td>• Policy statements based on facts.</td>
</tr>
<tr>
<td>• Marketing Committee develop data-driven messages with input from board and staff.</td>
<td>• NPS</td>
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<thead>
<tr>
<th>1.B.1 - Educate members to understand advocacy, not limited to the political process, and their role as an advocate at all levels including community, state and national.</th>
<th>Public Policy</th>
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</thead>
<tbody>
<tr>
<td>• 60% of states participate in the Ag Ed Strand at National Policy Seminar.</td>
<td>• NAAE pay conference registration fee for one leader per state.</td>
</tr>
<tr>
<td>• Educational opportunities provided through professional development.</td>
<td>• Encourage continued or repeat attendees.</td>
</tr>
<tr>
<td>• Professional Growth Committee develop advocacy materials and workshops.</td>
<td>• Follow-up survey for feedback.</td>
</tr>
<tr>
<td>• Identify state advocacy leaders.</td>
<td>• Market at NAAE convention.</td>
</tr>
<tr>
<td>• Maintain advocacy link on NAAE website.</td>
<td>• Policy statements based on facts.</td>
</tr>
<tr>
<td>• Policy statements based on facts.</td>
<td>• NPS</td>
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<tr>
<th>1.B.2 - Expand the involvement of state leaders at the National Policy Seminar.</th>
<th>Public Policy</th>
</tr>
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<tbody>
<tr>
<td>• Advocacy professional development provided to state leaders from 10 states.</td>
<td>• Offer advocacy workshops at state and regional conferences.</td>
</tr>
<tr>
<td>• Five state leaders provided professional development in their respective states and/or region.</td>
<td>• Train one leader from each state to deliver workshops at home.</td>
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</table>

<table>
<thead>
<tr>
<th>1.B.3 - Provide advocacy professional development for members and state leaders.</th>
<th>Professional Growth</th>
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<tbody>
<tr>
<td>• Effective advocacy tools identified.</td>
<td>• Public Policy Committee determine advocacy tools needed.</td>
</tr>
<tr>
<td>• Effective tools developed.</td>
<td>• Maintain advocacy toolbox link on NAAE website.</td>
</tr>
<tr>
<td>• Effective tools disseminated.</td>
<td>• NPS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.B.4 - Provide advocacy tools and resources for members to use at the local, state, regional and national levels.</th>
<th>Public Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Effective advocacy tools identified.</td>
<td>• Public Policy Committee determine advocacy tools needed.</td>
</tr>
<tr>
<td>• Effective tools developed.</td>
<td>• Maintain advocacy toolbox link on NAAE website.</td>
</tr>
<tr>
<td>• Effective tools disseminated.</td>
<td>• NPS</td>
</tr>
</tbody>
</table>
### NAAE STRATEGIC PLAN (continued)

<table>
<thead>
<tr>
<th>2.A- Develop resources to help stakeholders expand existing or start new agricultural education programs in their community.</th>
<th>2.A.1- Identify resources and challenges for delivery of the agricultural education model.</th>
<th>Member Services</th>
<th>- Resources and challenges identified.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.A.1.a - Partner with the National FFA Organization to build upon existing resources.</td>
<td>Marketing</td>
<td>- Partnership formed and strengthened with National FFA Organization.</td>
<td></td>
</tr>
<tr>
<td>2.A.1.b – Use National Quality Program Standards (NQPS) to design and improve programs.</td>
<td>Professional Growth</td>
<td>- Encouraged use of NQPS through promotion and professional development.</td>
<td></td>
</tr>
<tr>
<td>2.B- Increase teacher recruitment efforts to meet the demand for new and expanding programs</td>
<td>2.B.1- Increase recruitment efforts to reach traditional, non-traditional and diverse audiences to enter the profession.</td>
<td>Member Services</td>
<td>- Identified ways to reach listed audiences. - Appropriate recruitment tools developed and implemented.</td>
</tr>
<tr>
<td>2.B.2- Support and expand the National Teach Ag Campaign</td>
<td>Finance</td>
<td>- Increased funding by 10% for the campaign.</td>
<td></td>
</tr>
<tr>
<td>2.B.3- Encourage certified agriculture teachers to enter the classroom.</td>
<td>Marketing</td>
<td>- Developed or expanded initiatives to encourage agriculture teachers to enter the classroom.</td>
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</tr>
</tbody>
</table>

- Member Services Committee compile basic needs for a program (facilities, curriculum, student organization involvement, importance of SAE, NQPS). - Develop printable materials to share at local and state level. - Provide training at national and regional summer conferences.
- Member Services Committee partnership formed with National FFA. - Increased revenue from National FFA Foundation. - Utilize NAAE reps on FFA board.
- Professional Growth Committee develop promotion plan for NQPS. - Offer NQPS professional development workshops.
- Members Services Committee identify ways to reach audiences. - Expand the National Teach Ag Campaign. - Encourage state level recruitment programs. - Provide more printable materials to give at career shows, trade shows, and to new college students.
- Acquire more funding through National FFA Foundation. - Expand teacher recruitment efforts, working with other agriculture organizations.
- Marketing Committee develop or expand initiatives to encourage agriculture teachers to enter the classroom. - Marketing Committee develop or expand initiatives to increase student teacher retention rates. - Marketing Committee work more closely with teacher educators.
<table>
<thead>
<tr>
<th>2.C – Increase agriculture teacher retention efforts</th>
<th>2.C.1 – Provide professional development opportunities related to retention efforts.</th>
<th>Professional Growth</th>
<th>• Opportunities provided on the state and national levels.</th>
<th>• Professional Growth Committee determine professional development needs to increase teacher retention. • Continue and expand teacher retention programs, such as Teachers turn the Key, XLR8, NATAA, and CASE. • Develop retention workshops for use at the state and national levels. • NAAE offer training at national convention.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.C.2 – Create mentoring training tools and resources to assist states in developing mentoring programs.</td>
<td>Professional Growth</td>
<td>• Identified appropriate mentoring tools and resources. • Developed mentoring tools and resources. • Promoted tools and resources to state leaders.</td>
<td>Professional Growth Committee identify appropriate mentoring tools and resources. • Develop and promote mentoring tools and resources. • Continue and expand Teacher Mentor awards program.</td>
<td></td>
</tr>
<tr>
<td>2.C.3 – Provide professional development to help states use mentoring tools to implement or improve mentoring programs.</td>
<td>Professional Growth</td>
<td>• Made available professional development on the national, regional, and state level.</td>
<td>Professional Growth Committee encourage states to use mentoring tools. • NAAE board and staff provide assistance as requested. • Train state leaders on mentoring tools.</td>
<td></td>
</tr>
<tr>
<td>3.A-Market the tangible and intangible benefits of NAAE membership</td>
<td>3.A.1- Create a marketing plan to highlight membership benefits to all current and potential members.</td>
<td>Marketing</td>
<td>• Marketing plan created. • Marketing plan utilized.</td>
<td>Marketing Committee create a marketing plan. Marketing Committee encourage use of the marketing plan.</td>
</tr>
<tr>
<td>3.B- Collect accurate and timely membership information and dues.</td>
<td>3.B.1-Create a variety of methods for collecting membership information and dues.</td>
<td>Member Services</td>
<td>• Enhanced current membership information and dues collection methods.</td>
<td>Member Services Committee enhance current membership information and dues collection methods. • NAAE staff support state leaders in collecting and reporting membership information and dues. • Member Services Committee encourage professionalism and consistency in dues remitters.</td>
</tr>
</tbody>
</table>
### NAAE STRATEGIC PLAN (continued)

<table>
<thead>
<tr>
<th>3.C-Enhance web-based member benefits and services</th>
<th>3.C.1- Develop web-based tools that make membership benefits more evident and accessible.</th>
<th>Member Services</th>
<th>- Web-based tools developed.</th>
<th>NAAE staff lead efforts to develop web-based tools.</th>
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<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
<td>Members can pay membership online via website.</td>
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<td>Membership benefits easily accessible on website.</td>
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<td></td>
<td>Printable membership cards on website.</td>
</tr>
<tr>
<td>3.D-Increase the family-friendly member services (e.g., child-care and family-oriented activities) provided at regional and national conferences</td>
<td>3.D.1- Determine members' needs for family-friendly services at regional and national events.</td>
<td>Member Services</td>
<td>- Identified needs for family-friendly services at regional and national events.</td>
<td>Member Services Committee identify needs for family-friendly services at regional and national events.</td>
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<td></td>
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<td></td>
<td>Offer services at regional and national events.</td>
</tr>
<tr>
<td>4.A-Identify needs of current and potential NAAE members.</td>
<td>4.A.1- Assess why some agricultural educators are NAAE members and some are not.</td>
<td>Strategic Planning</td>
<td>- Assessment developed.</td>
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<td>- Assessment completed.</td>
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<td></td>
<td>Strategic Planning Committee develop an assessment of current and potential NAAE members' needs.</td>
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<td></td>
<td>Administer survey at state summer conferences to NAAE members and non-members.</td>
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<tr>
<td></td>
<td>4.A.2 – Revise membership benefits according to what we learned in the assessment.</td>
<td>Member Services</td>
<td>- Membership benefits revised according to findings.</td>
<td>Member Services Committee revisit membership benefits according to findings of member/non-member survey.</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>Assessment tool to compile best practices to help states.</td>
</tr>
<tr>
<td></td>
<td>4.B.2. – Disseminate information about barriers and best practices.</td>
<td>Marketing</td>
<td>- Disseminated information to state leaders.</td>
<td>Marketing Committee disseminate information to state leaders.</td>
</tr>
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<td></td>
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<td></td>
<td>Continue to provide resources to help states address membership.</td>
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<td>NAAE board coordinates regional VP monthly reports.</td>
</tr>
<tr>
<td>4.C-Expand and enhance professional development programs</td>
<td>4.C.1- Develop new professional development programs in emerging areas such as STEM</td>
<td>Professional Growth</td>
<td>• Expanded initiatives in emerging areas.</td>
<td>• Professional Growth Committee expand professional development initiatives in emerging areas.</td>
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<tr>
<td>4.C.2-Explore development of sequential professional development opportunities to meet state and federal continuing education regulations.</td>
<td>Professional Growth</td>
<td>• Sequential professional development opportunities created.</td>
<td>• Professional Growth Committee develop sequential professional development opportunities. • Determine federal and state regulations and needs of membership.</td>
<td></td>
</tr>
<tr>
<td>5.A-Collaborate with agricultural education organizations.</td>
<td>5.A.1-Collaborate with AAAE.</td>
<td>Strategic Planning Professional Growth Marketing</td>
<td>• Identified ways to encourage/support more research in areas such as: -The impact of agricultural education on student achievement -The post-graduation careers of agricultural education students -National trends in education • Encouraged development and dissemination of practical summaries of agricultural education research • Supported research by classroom teachers in collaboration with university faculty on critical issues. • Promoted NAAE student membership and benefits within the teacher preparation cohort. • Promoted agricultural education on college campuses that feed agricultural education majors to teacher preparation programs • Created initiatives to meet professional needs of teacher educators.</td>
<td>• Strategic Planning and Professional Growth Committees identify ways to collaborate with AAAE on pertinent research areas. • Strategic Planning and Professional Growth Committees identify ways to get state associations more involved in promoting NAAE membership with universities. • NAAE board/members meet with AAAE board/members at national meetings. • Continue and expand NAAE scholarships to pre-service ag ed students.</td>
</tr>
</tbody>
</table>
### NAAE STRATEGIC PLAN (continued)

| 5.B.1 - Collaborate with ACTE | Public Policy Marketing | • Strengthened national advocacy efforts for CTE including agricultural education.  
  • Increased involvement in National Policy Seminar  
  • Promoted the value of ACTE membership | • Public Policy and Marketing Committees identify ways to collaborate with ACTE.  
  • Continue and expand ag ed involvement in National Policy Seminar  
  • Link ACTE membership benefits to NAAE.  
  • CTE joint advocacy projects. |
|-------------------------------|-------------------------|-------------------------------------------------|---------------------------------------------------|
| 5.C. - Collaborate with NASAE | Strategic Planning | • Work with state leaders to identify ways to strengthen ag ed programs within their states | • Strategic Planning Committee identify ways to collaborate with NASAE.  
  • Develop tools to identify what states need to strengthen programs. |
| 5.D - Collaborate with The National Council for Agricultural Education | Strategic Planning  
  Public Policy | • Continued to expand National Teach Ag campaign  
  • Continued to grow CASE  
  • Collaborated on National Summit for Agricultural Education  
  • Identified emerging national education and public policy issues | • Strategic Planning and Public Policy Committees identify ways to collaborate with The Council.  
  • Continue and expand NAAE increased role/visibility in National Summit for Ag Ed.  
  • Develop semi-annual list of emerging education and public policy issues.  
  • Continue and expand management and facilitation of Council initiatives, such as the National Teach Ag Campaign and CASE. |
| 5.E - Collaborate with National FFA Alumni Association | Professional Growth/ Member Services | • Work with National FFA Alumni Association on initiatives such as, but not limited to:  
  - Advocacy  
  - Role of local alumni affiliate in agricultural education programs  
  • Possibility of joint regional and national meetings | • Professional Growth and Member Services Committees identify ways to collaborate with the National FFA Alumni Association.  
  • NAAE sponsored advocacy workshops at alumni conferences.  
  • NAAE promote benefits of local alumni affiliates.  
  • Consider joint NAAE and alumni conferences.  
  • NAAE board meet with national FFA alumni board to plan for regional conferences and other initiatives. |
| 5.F - Collaborate with National FFA Foundation | Finance | • Worked with National FFA Foundation on initiatives such as, but not limited to:  
- Support for special projects  
- Promoting individual contributions to National FFA Foundation  
- Collaborating to identify potential sponsors | • Finance Committee identify ways to collaborate with the National FFA Foundation.  
• NAAE collaborate with the FFA Foundation to secure sponsorships for special programs.  
• Promote individual contributions to Foundation. |
|---|---|---|---|
| 5.G - Collaborate with student agricultural education organizations | Member Services/Professional Growth | • Worked with national agricultural education student organizations on initiatives such as, but not limited to:  
- Growing professional relationships through ATA conclave, PAS conference, MANRRS conference, national FFA convention, and other events  
- Expansion of Teachers’ World at the national FFA convention | • Member Services and Professional Growth Committees identify ways to collaborate with the student organizations.  
• Continue and expand NAAE presence at National Ag Ed student organization activities. |
| 5.H - Collaborate with National Farm & Ranch Business Management Education Association (NFRBMEA) | Member Services/Professional Growth | • Worked with NFRBMEA on common organizational initiatives  
• Created a needs assessment tool that will identify farm business management member needs | • Member Services and Professional Growth Committees identify ways to collaborate with NFRBMEA.  
• Develop a NAAE presence within NFRBMEA. |
<p>| 6.A – Ensure a quality supply of future leaders for the agricultural education profession | 6.A.1 – Identify and develop potential leaders from NAAE membership. | Board Professional Growth | Initiatives were developed. | NAAE board and Professional Growth Committee identify initiatives to develop leaders. |
| 6.A.2 – Evaluate the skills, knowledge, experiences needed for an effectively functioning Board | Professional Growth | • Identified effective skills, knowledge, and experiences needed. | • Professional Growth Committee Identify effective skills, knowledge, and experiences needed for NAAE leadership positions. |</p>
<table>
<thead>
<tr>
<th>6.B - Increase diversity of Board membership to reflect the diversity of the membership and interests</th>
<th>6.B.1 - Work with state affiliates and regions to communicate the importance of diversity and building the next generation of leaders for NAAE</th>
<th>Marketing</th>
<th>• Communicated the importance of diversity.</th>
<th>• Marketing Committee develop key messages and communicate the importance of diversity.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.B.2 - Evaluate the by-laws to assess their adequacy in assuring election of a diverse Board</td>
<td>Policy &amp; Bylaws</td>
<td>• Evaluated the by-laws and revised as needed.</td>
<td>• Policy and Bylaws Committee and board evaluate the by-laws and revise as needed.</td>
</tr>
<tr>
<td></td>
<td>6.B.3 - Evaluate the by-laws to assess the need to revise the makeup of the Board to ensure diversity in needed skills, knowledge and experiences</td>
<td>Policy &amp; Bylaws</td>
<td>• Evaluated the by-laws and revised as needed.</td>
<td>• Policy and Bylaws Committee and board evaluate the by-laws and revise as needed.</td>
</tr>
<tr>
<td>6.C - Ensure that Board members are fully trained to carry out their responsibilities</td>
<td>6.C.1 - Develop a comprehensive training program for new and returning Board members in all aspects of Board leadership</td>
<td>Professional Growth</td>
<td>• Board training developed and delivered.</td>
<td>• Professional Growth Committee develops (or reviews) board training and ensures that board training is delivered. • NAAE executive director, or other experienced professionals, may conduct training for board members.</td>
</tr>
<tr>
<td></td>
<td>6.D - Ensure effectiveness of staff to accomplish organizational goals</td>
<td>6.D.1 - Conduct annual staff evaluations to include professional development plans</td>
<td>Executive Director &amp; NAAE Board of Directors</td>
<td>• Annual staff evaluations conducted and professional development plans created.</td>
</tr>
<tr>
<td>6.D.2</td>
<td>Provide professional development opportunities to staff as needed</td>
<td>Executive Director &amp; NAAE Board of Directors</td>
<td>• Professional development opportunities provided to staff. • Executive director ensures that staff have access to appropriate professional development opportunities to ensure staff are well-prepared to do their jobs effectively and efficiently. • NAAE board ensures that executive director has access to appropriate professional development opportunities to ensure he/she is well-prepared to do his/her job effectively and efficiently.</td>
<td></td>
</tr>
<tr>
<td>6.E.1</td>
<td>Work to improve timely and accurate submission of information and payments to NAAE.</td>
<td>Member Services</td>
<td>• Timely and accurate information and payments submitted to NAAE. • Member Services Committee explore ways to ensure that timely and accurate information and dues payments are submitted to NAAE. • New NAAE website allows online payment options.</td>
<td></td>
</tr>
<tr>
<td>6.E.2</td>
<td>Provide training and resources for state association leadership</td>
<td>Professional Growth</td>
<td>• Training and resources provided to state leadership. • Professional Growth Committee ensures that training and resources are provided to state leadership. • State leadership training is provided in multiple settings (face-to-face meetings and web-based).</td>
<td></td>
</tr>
<tr>
<td>6.F.1</td>
<td>Conduct a review of subsections of the leadership handbook appropriate to respective audiences</td>
<td>Policy &amp; Bylaws</td>
<td>• Reviewed leadership handbook for usefulness and functionality. • Policy and Bylaws Committee review leadership handbook for usefulness and functionality. • NAAE board and staff review leadership handbook on annual basis. • Handbook revised based on feedback from committee members, board members, and staff.</td>
<td></td>
</tr>
<tr>
<td>6.G.1</td>
<td>Create a consistent committee process that will ensure continuity and institutional memory</td>
<td>Policy &amp; Bylaws</td>
<td>• Committee process ensures continuity and institutional memory. • Policy and Bylaws Committee reviews and ensures committee process provides for efficient and effective committee functionality. • Committee leadership has continuity and institutional memory.</td>
<td></td>
</tr>
<tr>
<td>6.G.2</td>
<td>Each committee will collaborate annually with the Board to determine its charge</td>
<td>All committees</td>
<td>• Board and committee collaborate annually. • Board and all committees collaborate annually. • Committees complete self-evaluation.</td>
<td></td>
</tr>
<tr>
<td>6.H-Evaluate long-term financial planning in support of organizational goals</td>
<td>6.H.1-Evaluate financial resources essential for implementation of organizational goals</td>
<td>Finance</td>
<td>• Financial resources evaluated.</td>
<td>• Finance Committee evaluate financial resources including annual budget and financial compilations. • Organization has an annual audit from a neutral independent auditing firm.</td>
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<tr>
<td>6.H.2-Assess availability of funds needed for new initiatives in relation to ongoing organizational commitments</td>
<td>Finance</td>
<td>• Availability of funds assessed.</td>
<td>• Finance Committee evaluate availability of funds.</td>
<td></td>
</tr>
<tr>
<td>6.I-Assessment and renewal of the Strategic Plan</td>
<td>6.I.1-Assess the strategic plan annually and establish a time frame for the renewal of the plan three years from its adoption</td>
<td>All Committees</td>
<td>• Strategic plan assessed annually and renewed.</td>
<td>• All committees, board, and staff assess the strategic plan annually and renew as needed.</td>
</tr>
</tbody>
</table>
NAAE STAFF & CONTRACTORS

Staff
Dr. Wm. Jay Jackman, CAE  Executive Director
Alissa F. Smith  Associate Executive Director
Julie Fritsch  Communications/Marketing Director
Katie Wood  Meeting Planner/Program Assistant
Andrea Fristoe  Program & Communications Assistant
Victoria Hamilton  Marketing Assistant - CASE/Teach Ag
Linda Berry  Staff Associate

Student Workers and Interns
Tara Wolfenbarger  Undergraduate Student Assistant
Gracie Furnish  Undergraduate Student Assistant
Katie Crump  Undergraduate Student Assistant
Sara Chism  Undergraduate Student Assistant
Emily Burns  2016 Professional Development Intern
Isaiah Govea  2016 Communications Intern
Abby Lohman  2016 Communications Intern
Perry Harlow  2016 Advocacy Intern
Tabitha Hudspeth  2016 Teach Ag Intern

Contractors
Ellen Thompson  Project Director, Teach Ag Campaign
Dr. Dan Jansen  CASE Project Director
Marlene Jansen  CASE Curriculum Director
Miranda Chaplin, CAE  CASE Operations/Outreach Director
Shari Smith  CASE Professional Development Director
Melanie Bloom  CASE Pathway Coordinator
Carl Aakre  CASE Pathway Coordinator
Sara Cobb  CASE Online Learning Coordinator