

BLUE & GOLD

NEWS FROM THE CALIFORNIA FUTURE FARMERS OF AMERICA FOUNDATION

PG&E Partners with FFA

Pacific Gas and Electric was named the official sponsor of the 2013 California FFA Leadership Conference and Agri-Science Fair in recognition of their \$97,000 contribution to the FFA Foundation. A new partnership was formed in February 2013 between the California FFA Foundation and Pacific Gas and Electric Company (PG&E) when Tim Bohan and Dean Kunesh of PG&E, delivered the generous donation to the state FFA headquarters in Galt.

"PG&E is proud to partner with the California FFA to help ensure the continued success of our rich agricultural heritage by training generations of leaders," said Bohan.



California FFA Officers and Galt High FFA officers stand in front of a PG&E "Clean Fleet" bucket truck to receive the Agri-Science Fair sponsorship check from Tim Bohan of PG&E.

"California farms and ranches are so important to our local economy, and these farms and ranches are

our customers at PG&E, and we take our responsibility to serve them very seriously." *See PG&E, page 6*

Ag Plates Hit the Roads of California

News from CDFA - Posted on May 16, 2012 by Karen Ross, Secretary, California Department of Food and Agriculture.

We did it! Congratulations to the agricultural community, FFA and everyone who made this

opportunity to create a California agriculture license plate a reality! We collected 8,355 plate orders – meeting DMV's threshold of 7,500 applications to establish a California Special Interest License Plate.

The California Agriculture License Plate will support future generations

of farmers and ranchers through agricultural education, career awareness, career training and youth leadership programs. Proceeds generated through plate renewal fees will be awarded to agricultural education groups to support youth education and *See Ag Plates, page 4*

Summer 2013

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CHAIRMAN'S CORNER



It's an exciting time to be a supporter of the California FFA and to know that your support comes at a critical time in agricultural education. The Governor specifically noted that he chose not to cut the money for ag education in this year's state budget because of the support our program has from State legislators. However, he went on to say his administration would continue to review

the importance of this program and determine if this funding will remain protected into the future.

As I read bios of influential people in various agriculture publications, a common thread and a credit to their success, is usually the FFA. Time and time again, we hear people say "FFA changed my life", or "If it wasn't for what I learned in FFA, I wouldn't be where I am today." I know this first hand because I have said it often.

To accomplish the mission of making a positive difference in the lives of students, I decided to list some of the core elements of the FFA, and whether we knew it or not, that helped us become who we are today.

- Develop competent and assertive agricultural leadership.
- Increase awareness of the global and technological importance of agriculture and its contribution to our well-being.
- Strengthen agriculture students' confidence in themselves and their work.
- Promote the intelligent choice and establishment of an agriculture career.
- Encourage achievement in supervised agriculture experience programs.
- Encourage wise management of the community's economic, environmental and human resources.
- Develop interpersonal skills in teamwork, communication, human relations and social interaction.
- Build character and promotes citizenship, volunteerism and patriotism.
- Promote cooperation and cooperative attitudes among all people.
- Promote healthy lifestyle.
- Encourage excellence in scholarship.

With your help and the help of our other partners, we will continue to make the FFA the premier youth leadership program in California. The Foundation offers numerous opportunities for you to show your support. Please visit our website or contact us at for more information.

I have no doubt our program will continue strong and that we, working together, will meet and overcome any challenges that face the FFA.

Louie Brown, Chair

Planned Giving • Investing in the future of FFA

For 85 years, California FFA has enjoyed a wonderful tradition of excellence. As former members and current students chart a course into the future to even greater achievements, private supporters will play an increasingly important role in our success.

There are several ways you can partner with the California FFA Foundation to provide much needed assistance. In addition, some methods of giving may provide attractive financial and tax benefits. For information about giving, or estate planning, please contact our office at (209) 744-1969.

MEMBER IMPACT

World Wide Sires – Built on FFA Education

*By Connie Kubler
and Amy Madison*

With the hiring of its first FFA member, World-Wide Sires' tradition of seeking out former FFA members as employees began and has made it the world's largest exporter of frozen bull semen. Over the years, close to 20 employees have worn the familiar blue and gold corduroy jacket. Currently, nine of the 36 employees, or 25 percent, are FFA alumni. These employees use problem-solving skills, teamwork, and a work ethic that they learned while in FFA.

Although there are many factors that play into a company's success, WWS attributes its success to its selection of employees as a defining factor. By employing a number of FFA alumni starting in 1971, Willard G. "Bill" Clark of Hanford, introduced superior US dairy genetics to Europe and built a very successful company. Richard Denier, a former FFA member and state officer was one of them. Denier developed the FFA work ethic through dairy production experience while growing up on his family's farm in Galt. His work ethic was a valuable commodity as he travelled from one European country to another, convincing the native farmers that the offspring of top U.S. bulls would be excellent milk producers with hybrid genetic vigor and versatility.

John Schouten, CEO and twenty-six year veteran of World Wide Sires, is also an FFA alumnus from the San Jacinto chapter. He credits FFA with the problem-solving skills that he still uses today. He stresses that in order

to help his clients during his 186 overseas trips, "We must first listen, understand and find the customer's needs, then figure out ways to help them."

Schouten's FFA background was perfect training for his position with his "people skills" part of the welcoming

comfortable and that is something I learned in FFA." This ability to make people comfortable was evident at the end of May when World-Wide Sires hosted a conference in Boston, MA for their distributors from over 45 countries. "The conference was an exciting experience," says Schouten.

"To have so many countries, some of whose political relations are strained at best, come together is wonderful. To have Iran and Israel sitting next to each other, talking about the industry is an incredible sight. Agriculture binds people together, no matter what their politics."

Brian Albertoni, Area Director of Marketing and an FFA alumnus from Gonzales, CA also credits FFA with his skill set. He learned the value of teamwork while serving as a state officer teaching leadership programs and promoting the FFA to high school students. Albertoni served on his chapter's dairy judging team, participated in speaking contests at the state and national levels, and raised dairy cattle and market hogs for his SAE projects. His FFA training has equipped him for the job he has today. "My responsibilities go far beyond sales and include training sales teams, educating customers, management training, negotiating with government officials, and much more."

FFA's learning theory of, "Learning to Do, Doing to Learn, Earning to Live, Living to Serve" encapsulates what FFA alumni contribute to the business community. Scott Ruby, World Wide

See WWS, page 7



2012 - 2013 State FFA Officer Team visits WWS



WWS employees and FFA alum join the 2012 - 2013 State FFA Officer Team

culture at World-Wide Sires. The company honors a 40 year tradition of flying the flag of every foreign guest that visits their offices alongside the U.S. flag. "I have seen people cry at the sight of their flag flying," says Schouten. "When we meet with people, we make them feel



Meet your 2013-2014 California FFA State Officer Team!

left to right:
 President: Riley Nilsen, Nipomo
 V. President: Valerie Canas, Santa Maria
 Sentinel: Hunter Berry, San Jacinto
 Treasurer: Gage Willey, East Nicolaus
 Reporter: Sheldon Overton, McArthur
 Secretary: Gabrielle Franke, Galt

Ironstone's Concours Foundation Continues their Support

With a belief in the FFA that runs deep, John and Gail Kautz presented the FFA Foundation with a \$30,000 check at the 85th State FFA Leadership Conference. Fulfilling a \$120,000 pledge, the Kautz' have generously supported the FFA Foundation with building funds and scholarships through the Ironstone Concours Foundation's annual antique and classic car show - the Concours d'Elegance. Other beneficiaries of the annual show are 4-H and the California State Fair Scholarship Fund. •



Save the Date!
 20th Annual Concours d'Elegance
 Saturday, September 28th
 Ironstone Vineyards, Murphys
 For Tickets Call: 209.785.4234

John and Gail Kautz presented the FFA Foundation with a \$30,000 check at the 2013 State FFA Conference.

Ag Plate, continued from cover

enrichment. It is anticipated that the first funding for educational programs will become available in July 2013.

If you would like to join the agriculture community and order a license plate today, applications are being accepted and processed through DMV field offices and online at www.dmv.ca.gov, under the tab "online services".

The Cal Agriculture License Plate is a great achievement for the agricultural community. Special thanks to all those individuals that made this initiative a success. •

Below: CDFA Secretary, Karen Ross is presented with a commemorative ag plate and FFA jacket for her role in supporting the California Ag License Plate program by State Officers Tyler Menae and Kyle Rohrmann. Joining her on stage for their instrumental role in the Ag License Plate initiative is (from left to right) Jim Aschwanden, John Hewitt, and George Gomes.



Photo credit: Jessie Iverson



Valent Helps Sponsor the Visalia MFE/ALA Conference

VALENCE va•len(t)s—the ability to unite, react or interact successfully with another.

Rooted in its definition above, Valent U.S.A. united with the California FFA Foundation to help sponsor the Fresno area Made for Excellence (MFE) and

Advanced Leadership Academy (ALA) conferences. Facilitated by the State Officer Team, four hundred sophomore and junior FFA members attended the Visalia conference. As part of the California FFA Leadership continuum, the concepts of "me, we

VALENT identifying opportunities for continued growth and involvement in FFA. At ALA, students discover working together with their communities to rethink, redesign and rebuild the perception of agriculture in their hometowns. They develop a new vision plan for their communities and learn how to bring that vision plan to life.



serve" are instilled in students at this two-day conference. After experiencing an overview of the leadership continuum at a freshman Greenhand Conference, MFE participants dive head first into the "me". Students discover their strengths, interests and goals, while

Valent U.S.A. Corporation is a leading crop protection firm serving the agricultural and non-crop products markets in North America. Valent products help growers produce safe and abundant food and fiber crops, and horticultural professionals improve the quality of life for their customers. •



Alumni Shout-out...

Please help us share what FFA Alumni are doing!

Submit a brief bio about yourself or someone you know to amadison@californiaffa.org so we can begin sharing the many successes of FFA alum.

PG&E, continued from cover

Amy Madison, Director of Fund Development for the California FFA Foundation knows how important this partnership will be for the future of agriculture education. "With the reduction of state funding to agricultural education, PG&E's support is more important than ever to help sustain our programs", said Madison. "We are very excited to be partnering with PG&E in promoting energy efficiency and would like to thank PG&E for recognizing the importance of agriculture and

energy efficiency in California."

Reducing energy use is a concern for all consumers and through their support of future generations of agriculturalists, PG&E has taken a step in spreading awareness. •



Barbara Butterfield, Dean Kunesh and Pat Mullen of PG&E present their sponsorship check for \$97,000 at the 2013 California State FFA Leadership Conference.

The Henry Mayo Newhall Foundation Continues Grant to Assist with the Sacramento Leadership Experience



In recognizing the value of the FFA's integrated leadership program, the Henry Mayo Newhall Foundation continues their grant to assist with underwriting the Sacramento Leadership Experience •

Thank You To Our Supporters!

To donate on-line and for award and scholarship sponsors, please visit www.californiaffa.org. Click on the California FFA Foundation tab.

Donations received July 1, 2012 - June 30, 2013

Corporate Giving

\$10,000 - \$100,000

Bank of America
California Cotton Alliance*
Farm Credit West*
Gallo Family Vineyards
Hilmar Cheese Company*
Ironstone Concours Fndn*
JP Morgan Chase
Pacific Gas & Electric*
Seminis Vegetable Seeds

\$5,000 - \$9,999

Kahn, Soares & Conway*
Valent USA

\$2000 - \$4,999

Actagro
American Ag Credit
Matson and Isom
The Morning Star Company
Turlock Dairy & Refrigeration

\$1000 - \$1,999

La Quinta Hotels
Ruan Trucking
Somach Simmons & Dunn
Vino Farms
Western Square Industries
World Wide Sires, LTD

\$100 - \$999

Cal West Seeds
CoBank
Lander Veterinary Clinic, Inc.
MIGL Construction, Inc.
Richert Agriculture Services
Sunkist

*Multi-year corporate pledges.

Individual Giving

\$1000 and above

Fred and Cathy Denier
Larry Denier
Roberta Firoved
Kevin and Diane Herman

Ray and Debbie Jacobsen
John Scheuber
Luanne Silkwood
Gary and Tildean Silva

\$500 - \$999

Wayne and Joann Allen
Vincent & Melinda Bianco
Caners Foundation
Edwin and Patricia Fichtner
Robert Gilbert
George Gomes
Doug Maddox Family Fund
Joseph Martinez
Merced-Mariposa CATA/FFA
Reedley FFA
Curtis Riva

\$100 - \$499

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Central Region FFA
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Alfred and Clara Patane
Judith Prima
Len Richardson
Robertson Ranches
Ruth Stepps
Thomas Timbrook
Willard and Laura Tower
Dennis and Karen Ulmer
Melinda and Mark Wortman

WWS, continued from pg 3

Sires Area Director of Marketing in Western and Eastern Europe and Africa for fifteen years recognizes that, "Practical hands-on learning is the cornerstone of agricultural education. By becoming actively involved in vocational occupations, young people not only learn how to accomplish tasks, they learn why they need to be done. They learn self-motivation, entrepreneurship, and problem solving. Every person that enters the work force discovers learning by doing, but FFA members are miles ahead of their peers."

Ruby is qualified to make this statement. As a past Oregon FFA state president, Ruby served on judging teams, participated in speaking contests, and traveled to national meetings and the Washington, DC Leadership Conference. In his fifteen years at World-Wide Sires, he has made presentations to thousands of farmers in over thirty countries.

"At World Wide Sires, we realize that now, more than ever, agriculture needs a strong voice, and we are proud to support FFA students who will be that voice and that force to feed the world," advocates Schouten. "The FFA 'learn by doing' theory is important in developing the mind-

set needed for business. All of the alumni have had mostly dairy production experience, but as FFA members they also learned to speak in public through a variety of speaking contests. They learned how to make and defend decisions in judging contests, how to think for themselves, budget responsibly, and keep financial records," adds Schouten. "They learned how to use parliamentary procedure in formal settings, and they learned how to deal with the public through participation in fairs, presentations and public meetings."

As a way of giving back to the FFA program, World-Wide Sires has made financial contributions to state and national programs, but Schouten believes their most satisfying experiences come from supporting eight to ten local students



WWS employees, left to right: John Schouten, Brian Albertoni, Melanie Dias Hoggard, Scott Ruby, Theresa Machado, Nisa Gallichio, and Tony Evangelo

through scholarships. "The awards are based on the student's passion for agriculture, leadership development, and academics. We send an FFA alumni staff member to present them personally, and they are always glad they took the time to do it. Schouten declares, "In my opinion, FFA is the best student organization for preparing people for work and for life." On the surface, this might be a bold statement, but considering World Wide Sires' success over the last forty years and its employees' FFA experience, it just might be true. •

La Quinta Inns & Suites Partners with FFA Foundation

Do you travel for business? Are you planning a family vacation? If so, why not let your hotel stay help the California FFA Foundation? La Quinta Hotels has partnered with the California FFA Foundation in a discount and giveaway program! Travelers will receive a 10% discount and an additional 9% of your hotel stay will benefit the FFA Foundation quarterly when you use the promotional code "CAFFA". This program is available nationwide at

all La Quinta Inns & Suites. Simply mention or enter the promotional code, "CAFFA", when making your reservation. By participating and sharing code this with family, friends,

and business associates, you can help support the California FFA Foundation which, in turn, supports agricultural education in California. •



CA Sales Representative - Kris Zschiesche (254.784.3329)
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