

Golden Slate

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Sacramento Scene

Ag Education Has Historic Opportunity to Control Own Destiny

By Jim Aschwanden, CATA Executive Director

When I sit down to write this column for the GOLDEN SLATE, I sometimes dig out past columns and read them first—trying to seek some kind of inspiration or an idea or two to help stimulate my thinking. I did that this time, going back 10 years—to the fall of 2001.

That column was written immediately after the attack on the World Trade Center, with the vivid images of airliners being flown into those towers fresh in our minds. I noted at that time how important it was for this country to see our national leaders exhibit true leadership in a way that inspired and reassured us, while hoping that the firm resolve shown by our leaders didn't regress back to the pompous posturing and partisan bickering so often exemplified by the body politic.

Ten years ago, we were shaken—but sure that we could, and would, respond with the focus, energy and determination to not only survive this challenge, but to grow and prosper as a country. True leadership emerged, and we

were given a sense of national unity and purpose that was inspiring.

Ten years later, it's pretty evident that the opportunity to sustain that sense of inspired leadership has been squandered.

Uncertainty and Fear

We have replaced that feeling of national unity and purpose with an abject sense of uncertainty and fear that, in many ways, is more troubling than the threat of physical harm. We are faced with uncertainty about the global and national economy, and our ability to control our own destiny and future. The uncertainty of state and district budget cuts are looming over our heads, with little confidence that our current leadership has

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Officers' Corner

Challenges for Year: Leadership in Selling Ag License Plates, Recruiting Members

By Jake Dunn, CATA President

Welcome back to a new year! For many of us it may seem like we never really stopped, but as we listen to all the things that our colleagues in the staff lounges rave about what they did this summer, we can take solace in the fact that we were helping to shape the future of agriculture in the state of California! Thank you for your part in preparing your students for livestock shows, coaching our state champions so that they can be successful this month in Indianapolis, and working with your local, sectional, regional and state FFA officers during retreats and workshops so that these young people can have a great experience this year.

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Sacramento Scene

Ag Ed Has Historic Opportunity to Control Own Destiny

(Continued from page 1)

the ability, courage, or resolve to deal with the situation.

Virtually without exception, our elected officials have chosen to “kick the can” down the road—ignoring every opportunity to engage in meaningful discussion or take productive action to address pressing issues.

Will the myopic, self-centered, partisan bickering continue, or will true, inspired leadership emerge at some point? I wish I knew.... What I do know is that our programs and our people must endure—simply because we are doing what needs to be done to ensure the future strength of this country and of our local communities.

Help Secure Future

As we are battered by the uncertainty of things we cannot control, we need to understand that there is a growing realization that agriculture must remain strong and viable if this country is to prosper. To remain strong, agriculture will need a new generation of leaders who can think clearly and communicate effectively—and those leaders are sitting in your classrooms today.

In these times of uncertainty it is important to realize that we still have an important role in helping secure our own future. Do what you can to inspire and lead in your class-

room, on your campus and in your community. Make sure your local policy leaders understand what it is that you and your students do to make your community a better place to live.

Don't let the uncertainty we currently face or the shortcomings of our elected officials affect the way you do your job—we've faced tough times in the past and we have become stronger because we've chosen to control our own destiny.

Ag Incentive Grant

A great example of that was the creation of the Ag Incentive Grant program. We saw a steady erosion of support for our programs in the early 1980s, and we responded by looking for a more reliable funding stream based on program standards that were clearly articulated, understood and supported by parents, industry and policy leaders. We have those resources today because we had the necessary vision and determination to work collectively to make it happen.

Challenges bring opportunity—and we responded well to the challenges faced in the 1980's.

California Ag License Program

Today, we have another opportunity to control the level of support our programs and students receive well into the

future—the California Ag License Plate program. I know this topic was well-discussed at Summer Conference, but it is important for all of us to realize what an incredible chance this is to control against the uncertainty of future support for the FFA program here in California.

This is a great opportunity to lock in a viable, long-term source of support for leadership conferences and other activities that are vitally important to your students and your program. Several industry leaders and supporters worked for years behind the scenes to give us a chance for us to help ourselves—now it's up to us to make it happen.

Will we as a profession rise to the occasion and take advantage of this historic opportunity, or will we succumb to the same lack of resolve and determination that we observe in our elected officials?

This one's in our court folks, and if we fail to take advantage of this chance to secure our own future, we'll have no one else to blame. “Kicking the can” down the road is not an option here, because this opportunity will never present itself again.

I know many of you are working hard to make this happen, but we need everyone to do their part to reach our goal. I hope we can count on you!

Thanks again for all that you do for kids throughout California. Hope your school year is off to a great start!

Thank You

On a personal note, I would like to thank the members of our organization for the support and understanding given to me and my family as we dealt with the loss of my niece Taylor Steele after her five-year battle with cancer. Taylor loved participating in the FFA program and was Liberty Ranch High School's first State FFA Degree recipient. She inspired many people with her courage and positive attitude, and we will miss her dearly. ❁

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Officers' Corner

Selling Ag License Plates, Recruiting Members

(Continued from page 2)

I look forward to a great year myself. I have a tremendous group of freshmen in my ag science class and my welding courses are filled to the brim with eager future fabricators!

Selling Ag License Plates

As always, each year presents us with many challenges and opportunities. We have the monumental task of selling 7,500 California Ag License Plates, continuing to fight for budget dollars, and creating leadership from within our ranks who will continue these fights for years to come.

I think it is up to us to sell the plates that have the possibility to fund our student leadership programs. Thank you to all who have stepped up already, but we need to get this done. It was evident at Summer Conference that everyone thought everyone else would get it done and no one did.



So now that we are back and settled into our communities, we need to reach out to our friends in the agriculture community and make the sale. I know people are skeptical if the plate is real, so we need to get the word out and sell 7,500! Keep Kerry posted of what is working and what is not; that way we are not reinventing the wheel continuously.

I would like to personally thank Katie Otto and Kerry Stockton for their efforts in making this program happen. Both have spent countless

hours preparing information, flyers, and manning booths at agricultural events.

CATA Leadership

Leadership from our own may be a phrase that you have heard before. CATA, we need to make sure that we are supplying that leadership. Our organization is only as strong as our members. We have had a slow decline in membership over the last few years — not a huge surprise as the economy tanked, but we really must look at the value that the very small membership fee provides us.

If you are a CTA member, you are spending \$75 a month on dues. When was the last time CTA fought for your program? Our local unions play an important role, don't get me wrong — my point here is the bang for your buck you get with your CATA membership.

If you are reading this, you are probably a dues-paying CATA member, thus I preach to the choir, but are your teaching partners members? Are your neighboring departments all paying their dues? Please help your sectional and regional treasurers and help keep our association strong by paying your membership and bringing a non-dues-paying member to your next event and have them pay their dues!

Have a great year, see you at meetings and road shows, and remember, we have the best job in the world. Do your best to make it that way! ☼



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Teacher Educator News

CSU, Chico Update

By Sarah DeForest, Director of Advancement, College of Agriculture, California State University, Chico

When *Dean Jennifer Ryder Fox* arrived at CSU, Chico in 2006, she established a goal for the College of Agriculture enrollment to reach 500 students in five years. Now at the end of that timeframe, the college has exceeded its goal, with approximately 540 enrolled ag majors for the 2011 fall semester, a 50 percent increase in five years.

What has caused this growth? With outstanding outreach efforts led by Outreach Coordinator *Audrey Denney* and our enthusiastic team of Ag Ambassadors, prospective students are recognizing that CSU, Chico offers them a fantastic hands-on agricultural education with plenty of leadership opportunities in a beautiful community and a welcoming environment.

This past year, 13 teacher candidates completed their full-time student teaching experience in preparation for a long and prosperous career in agricultural education. The Agricultural Education faculty would like to thank the cooperating teachers once again for their time and efforts committed to mentoring our young professionals.

Fall Semester

✓ During the fall semester, *Jessica (Faye) Anderson* performed her student teaching with *Amanda Samons* and *Alex Xanthus* at Willows High School. This fall, Jessica will begin a new program at the CORE Charter School in Chico.

✓ *Angie Flosi* student taught with *Randy Mendes*, *Sarah Herdell* and *Judy Aschwenden* at St. Helena High School. Angie has accepted the position at Big Valley High School in Bieber. Good luck to our small but mighty fall class!

Spring Class

We had a big spring class of 11 student teachers, and they all are gainfully employed this fall.

✓ *Travis Cardoso* student taught at West Valley High School under the direction of *Tom Vazquez*, *Ron Hardin* and *Katie Reid*. Travis is a proud new teacher at Riverbank

Upcoming Events at CSU, Chico

October 7-16	The Chico Experience Week
October 8	Hall of Honor Reception
October 8-9	Sierra Oro Farm Trail Passport Weekend
October 22	Chico Preview Day
November 18	College of Agriculture Fall Tours
January 27	Chico State Ag Alumni Reunion at Red Bluff Bull & Gelding Sale
January 28	Swine Education Day
February 8	Colusa Alumni Breakfast
February 11	Sheep and Goat Education Day
February 17	CSU, Chico Invitational Parliamentary Procedure Contest
March 10	CSU, Chico/Butte College FFA Field Day
March 26	College of Agriculture Spring Tours
June 11	Superior Ag Golf Classic

High School this fall.

✓ *Haley Clement* student taught with the crew at Elk Grove High School and began her teaching career at Liberty Ranch High School in Galt. Thank you to *Mike Albiani*, *Alyssa Mangan*, *Matt Patton*, *Shannon Welch*, *Matt Rooney* and *Wesley Hunt*.

✓ *Clarissa Rowley*, after successfully student teaching at Nevada Union High School, accepted a position at Fall River High School in McArthur. Thanks again to *Karen Henderson*, *Jim Drew* and *Katie Alling* for serving as positive role models for Clarissa.

✓ *Gayle Smith* is the new teacher at Minarets High School this fall, working with *Kristi Mattes*, *Austin Large* and *Joey Silva*. Thank you to *Steve Paasch* and *Tim Reid* at Bear River High School for working with Gayle last spring.

✓ *Rex Mendonza* student taught at Escalon High School under the direction of *Jennifer Terpstra*, *Stacy Ingalls* and *Bruce Campbell*. Rex will be-

gin his teaching career at Sierra High School in Manteca.

✓ *Megan Tefertiller*, after successfully student teaching at James Enochs High School in Modesto, accepted a teaching position at Pioneer High School in Woodland. Thank you to *Mike Brecht*, *Michele Schilperoort*, *Roger Dickson*, *Nancy Miguel* and *Katy Cardoza*.

✓ *Tiffany Trexler* was also hired at Pioneer High School. Tiffany student taught at Gridley High School under the mentorship of *Rod Rizzo* and *Nick Dreesmann*. Thank you, gentlemen.

✓ *Rebecca Hein* student taught at Sheldon High School with *Jim Looper* and *Kris Elliott*. Becca is the new teacher at Rio Vista High School this fall.

✓ *Rachelle Yates* student taught with *Bonnie Baxter* and *Bill Stevens* at Los Molinos High School. Rachelle will begin her teaching career at Tokay High School in Lodi.

✓ *Shannon Kelley* accepted a teaching position at San Jacinto High School in the

Southern Region. Shannon successfully student taught at Kelseyville High School with *Donelle McCallister* and *Mike Jones*.

✓ Last but not least, *Britany Stoffan* student taught at Mariposa High School under the direction of *Buzz Arnold* and *Wayne Forsythe*. Britany will have her hands full as she initiates a new program at Golden Lakes Charter School in Don Pedro.

Aschenbrener Receives Tenure-Track Appointment

We are happy to welcome *Dr. Mollie Aschenbrener* as an assistant professor in agricultural education. Mollie has been a temporary lecturer in the College of Agriculture for three years. Mollie will continue to teach courses, supervise student teachers, and coordinate the new Master's in Agricultural Education Program.

Recruitment Event

Chico State Fall Tours is an event designed especially for prospective high school and community college students. Friday, November 18, will be an exciting, action-packed day designed to let students see what the "Chico Experience" is all about and motivate them to strive for higher education.

It will include campus, farm and housing tours, and a chance to interact with faculty members in their program area. They will learn about admissions policies and course articulations, among other things.

The event will run from 9 a.m. to 1 p.m. and is free of charge. Students or teachers can reserve a spot by e-mailing agoutreach@csuchico.edu.

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Teacher Educator News

Fresno State: A New Century of Excellence

By Steven Rocca and Rosco Vaughn, Agriculture Teacher Educators

When this edition of the *GOLDEN SLATE* reaches you, Fresno State will have nearly completed its centennial year. As we do so, we begin to look toward the future and our next century of excellence.

Over the last 100 years, Fresno State has grown from a small school for those interested in teaching and farming, to today, where you'll find over 22,000 students studying in over 60 bachelor's degrees, 45 master's degrees, and 50 credential programs. The Jordan College of Agricultural Sciences and Technology has been a significant part of the first century of Fresno State's history and without a doubt it will continue to serve its students and the agricultural industry faithfully in the future.

New Farm Market

There are a number of things to look forward to in our 101st year that we'd like to share with you. The most exciting may be the beginning of construction on our new Gibson Farm Market building.

The old farm market has served us well, but it will have to make way for our new 6,357 square foot building located just south of our existing site. The new market will have expanded retail space for all our meats, dairy products, fruits, nuts, vegetables and nursery plants. The building plans feature new additions, such as dedicated space for wine tasting, a meat market and an ice cream and bakery counter.

I know we are all looking forward to shopping in this new facility in the years ahead.

Jordan Agriculture Building

Another important building project on campus is our Jordan Agriculture building. Thanks to the generous donation of the Jordan family, planning continues toward the construction of this new research building. This facility will help our college's faculty, staff and students as they develop new innovations and discoveries that will lead our industry into the next century. Currently the

Fresno State will have nearly completed its centennial year. As we do so, we begin to look toward the future and our next century of excellence.

university is in the process of hiring an architectural firm to design the building. We look forward to sharing that design with you in the near future.

Nationwide Travel

This coming year will see our Fresno State students embark on a number of learning activities that will take them all over our country. The Dairy Challenge team will be faced with the task of defending its Platinum Award-winning performance at last year's national contest. The team hopes to continue the success it achieved last year and build a tradition for years to come.

Our Meats Judging team will also have the challenge of outdoing their outstanding performance of last year. After regularly finishing in the top five in major contests, the team will have to work hard to continue to achieve and hopefully find themselves in top positions again this year. We wish them the best in their pursuit of excellence this year!

New Agricultural Educators

Of course we can't forget to mention the impact our agricultural education program will have on our state in our 101st year. We are excited to report that our current class of new agricultural educators will be greater in numbers than last year. We expect to have 15 students complete their student teaching this year.

At present, we have three students who are completing their final student teaching assignments: *Kristi Hill*, placed at Ripon High School with co-operating teacher *Sherry Johns*; *Ariana Hallum*, placed at Atwater High School with co-operating teacher *Dave Gossman*; and *Cliff Rogers*, placed at Turlock High School with co-operating teacher *Chad Russell*.

We are looking forward to seeing this group of new educators take their place in our profession and contribute to the success of agricultural education in California for many years to come.

Largest Freshman Class Ever

Fresno State's next century begins with an outstanding new crop of freshman and transfers students. In fact, our enrollment of over 22,000 students includes the largest freshman class we have ever admitted.

With nearly 3,000 new freshmen full of energy, enthusiasm, and the desire to learn, Fresno State will definitely be able to continue to strive for excellence.

Applications

It is certainly not too soon to be thinking about the 2012-13 class of freshman and new transfers. Applications for fall 2012 are due by November 30, 2011. Please advise your seniors and transfer students to apply on time at csumentor.org.

Admission is limited, so remind your students to adhere to all deadlines and check their Fresno State email regularly for messages about our document due dates. If you have students with any questions or concerns regarding admission to Fresno State, please have them contact *Steven Rocca* at srocca@csufresno.edu, (559) 278-5088, or *Desi Molyneux* at dmolyneux@csufresno.edu, (559) 278-5377.

✿

CSU, Chico Update

students to the program in the spring 2012 semester.

AG*IDEA is a consortium of premier research institutions in the country, such as North Carolina State University, Kansas State University and University of Missouri. These universities offer online courses to members of AG*IDEA so that member institutions can increase programs they offer

without having to hire additional faculty.

The online Master's in Ag Education is designed for agricultural education students and credentialed teachers who want to pursue a master's degree from the convenience of their home and at a pace that may fit better in their professional schedules than that of a full-time student.

✿

Our Success Is Our Own Damn Fault!

By Dave Gossman, Secondary Division Chair-Elect, Atwater High School

Every summer is a roller coaster of emotions. In early June, we complete the end of a school year. That experience rolls into an opportunity to “exhale,” gather among colleagues to “refresh, recharge and reinvigorate” ourselves at the annual CATA Summer Conference. Throw in a summer fair and perhaps a personal/family “mini-vacation,” and then before you know it, we have the start of a brand new school year. Nothing like being an agriculture teacher and FFA advisor!

Before any start, one tends to look ahead, visualize the upcoming school year, and set new goals. We utilize the opportunities agriculture education and CATA have to offer in terms of conferences and workshops, and we even explore and invest in outside resources.

To say education (including agriculture education) has challenges, would be an understatement. If you look back at history, when did education not have challenges?

Through it all back then, and through it all looking forward, the foundation of our profession's success has been and will be through the solid agricultural education model and the combined efforts of those within our CATA organization that continue to build, expand, and develop the agriculture education “foundation” each year.

No Complacency

With the recent influx of new people joining our profession combined with the current challenges facing our industry (education), we must always remind ourselves that complacency is not an option. We must always remind ourselves that we cannot expect new members to appreciate the magnitude of past challenges, successes, and the tremendous efforts made by determined, persistent and passionate veteran agriculture teachers before us if we don't take the time to share and remind them.

Success is simple. The key is hard work. Success is no secret. Sometimes we just need to be reminded and have our mental drive and motivation jump started.

Book Recommendation

I appreciate a good book

based on success, and I recommend Larry Winget's *It's Called Work for a Reason. Your Success Is Your Own Damn Fault*. If you are into “fluff,” this isn't for you. It's a straightforward approach to getting the job done.

Tips

The following are tips from Larry Winget's book that can serve as a reminder and jump start all of us who are currently serving in our profession as a student teacher, teacher, advisor, department chair, and/or administrator:

- 1 Focus on accomplishment. Be known as the person who gets things done.
- 2 Develop a reputation that you are proud of.
- 3 Be trustworthy. Be the person who can keep a secret, isn't a gossip, and can be counted on in all situations.
- 4 When you give your word,

keep it, without exception.

- 5 Be on time. Be where you are supposed to be when you are expected to be there.
- 6 Don't brag. It's obnoxious and it alienates others.
- 7 Don't complain. No one cares, and they have problems of their own to deal with.
- 8 Find out what the single most important thing is about your job, and make sure it gets done. If nothing else gets done, make sure that one thing gets done.
- 9 Serve the customer (students, school, and district) well. Your rewards in life are in direct proportion to the service you provide.
- 10 Be decisive. Make the decision, and then make the decision right.
- 11 Change your “Things To Do” list to a “Things That Have To Get Done List.”
- 12 If it is broken, fix it fast before the problem grows and spreads.
- 13 Keep it simple. When it begins to feel complicated, stop, evaluate, simplify, and begin again.

We have always been an organization that doesn't watch or wonder what happens, rather make things happen. More than ever, we need to continue to work hard and get things done.

As Larry Winget says, “*Results are everything, and they never lie.*”

Identify with other colleagues and programs that have had success and utilize the resources they have to help build your success.

We've got challenges. We also have opportunities. Let's make things happen and get the job done! ❁

Ag Teachers Say Farewell to Classroom



2011 Retirees: (Front row, from left) Doug Moss, Larry Wright, Jeff Tassey, Gary Hunt, Mike Elliott. (Back row) Stan Uchiyama, Jim Drew, Ken Hutchings. Not pictured: Abe Hathaway, Larry Michel, Pat Ariaz.

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News and Views

Agriculture Career Network to Reopen Connections to Ag Education Alumni

By Hugh Mooney, Consultant, California Department of Education

When I was an FFA member, I never imagined that one day there would be more than 70,000 members in California. Things sure have changed since my days as a FFA member.

My last year of active membership was 1978-1979. Don Wilson was the State FFA Advisor. There were 318 active FFA chapters in California with 17,251 members. That year Bob Heuvel was selected as Star State FFA Advisor, Susan Henderson-Perry

finished her term as State FFA Secretary and I was one of 27 members from California to receive the American Farmer Degree.

(Continued on page 12)

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Agriculture Career Network to Reopen Connections to Ag Education Alumni

(Continued from page 11)

Back then, in order to receive the degree, your regional supervisor would conduct an on-site project visit and interview you before you could be recommended for the degree. Since that year, the total number of active chapters remains about the same while total FFA membership in California is more than four times greater.

Communication with Past Members

Yet one thing remains the same. We have no system to communicate with our past members. This must change.

Last spring and then again at the State CATA Conference we all heard of the lack of progress on getting 7,500 Cal Ag Plates sold. I am sure that by now you all understand the importance and urgency of getting those plates sold.

I further expect that your chapter has a plan in place to sell a number of plates equal to at least 10 percent of your program enrollment. Thank you to the chapters that have already done so.

This need to be able to reach out to our past members goes far beyond the Cal Ag Plate program. What type of graduate follow-up do you conduct for your agricultural education program?

If the only graduate follow-up that your program accomplishes is the minimum required on the *calaged.org* site, you may want to rethink the value your program is missing.

Who better to survey about the value of your program than those who have completed the program sequence of courses? How much more value would be gained by surveying your graduates a couple of years after graduation?

How much better prepared to answer questions about how their experience in your agricultural education program prepared them for their career or post-secondary education than if they were to answer those questions based on experience rather than their perception?

How can we expect them to know how well prepared they are for their future until they are challenged by that future endeavor?

I encourage each of you to conduct useful graduate follow-up.

Agricultural Career Network
By the time this article goes to print, the National FFA will have launched the Agricultural Career Network. Based on what I know about the Agricultural Career Network, this likely is the most innovative and useful tool that National FFA has ever developed. It is free with membership.

When it is fully operational students will be able to track their accomplishments and awards, build resumes and online portfolios, apply for scholarships, pursue internships and connect with employers.

The Agricultural Career Network will allow teachers to manage member information in the network, produce local impact reports for advocacy efforts, access information about available grants and scholarships, and access tools

to help gauge the relevance and successes of their agricultural education programs.

I would guess that some of you are thinking, "How will I find time to learn how to use this new system with everything else going on?"

This year National FFA is working with us so that when you complete your roster on our system, they will import it into the Agricultural Career Network.

Staying Connected

The network is designed to allow chapters to remain connected with graduates. They will continue to have access to the system to apply for awards, scholarships, internships, or update their resume

It is the goal that past members or alumni will continue to find value in the Agricultural Career Network. This is where the true potential for agricultural education exists.

Imagine if this system had been in place the past 10 years. During the last decade there were more than one-half million different people who were members of the FFA in California. How many of them today do we have the ability to contact? Not too many.

What if we had the ability to reach just 20 percent of them? Yes, imagine if we were in contact with 100,000 past FFA members. If there was a threat to agricultural education at the Capitol, we could instantly contact 100,000 supporters to contact their elected official.

Imagine if we had the ability to directly contact 100,000 past members and supporters of the FFA to make them aware of the opportunity they had to buy a Cal Ag License Plate? Would we have reached our goal the first few months?

Imagine if just a small percentage of those past members would reconnect and become involved, supporting FFA both locally and at the state level. How much would their involvement enhance the experience for our members?

Expanding Alumni Membership

We have a great opportunity to fully realize all that this Agricultural Career Network has to offer through a program designed to grow FFA alumni membership. National FFA Alumni with the support of National FFA has asked the California FFA Alumni Association to pilot a program to connect past members and others who support FFA. Under this pilot program there are no individual dues. There will be just one annual membership payment that will connect all your supporters through the Agricultural Career Network. The same cost, no matter if there are 10 members or 1,000. You will hear more about this opportunity once the network is up.

As I sit in my spacious cubicle and try to imagine what the future holds for agricultural education in California, one thought clouds my vision of the future. How do we connect with our past members to build a strong future? Hopefully, the Agricultural Career Network will provide clarity.

✻

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News and Views

Wanted: Your Students for Careers in Crop Science Pathway to PCA

By Shannon Douglass, Program Coordinator

Have you taken a look at agriculture job postings recently? If not, we urge you to take a look at the classifieds section of *Ag Alert* or the online listings at sites such as *agcareers.com*. Browse the listings of open positions and you will see an abundance of openings in the field of crop and plant science across California. The reason we want you all to know this is that we want all of your students to know about the amazing job opportunities that await them in crop science.

So many times we talk to students who are interested in agriculture and if you ask what career they are looking at, they tell you they want to be a vet or an ag teacher. While those are both fantastic careers, most students don't seem to know about or have even heard of the career possibilities that await them in crop and plant science.

Crop Science Career Advantages

There are many advantages to a career in crop science and reasons your students should think about heading to college as crop science majors or at least adding a crop science minor to their agriculture degree.

The scholarship opportunities are abundant for crop science majors and qualified applicants are often low. This is especially true at some of the colleges where crop or plant science majors find some of the best scholarships that their colleges offer.

Careers in crop science are great-paying jobs with valuable job perks such as a company vehicle and phone. Most of these jobs involve working directly with farmers and as a result working outdoors is another frequently cited perk of the profession.

Careers

So what are these jobs? Graduates from crop and plant science go on to a variety of careers.

The Pest Control Adviser or PCA is one of those to consider. This industry alone will need to replace nearly 40 percent of our industry in the next few years due to retirements.

But the opportunities are more than just a PCA; there are also opportunities in research, biotechnology, fertilizer, seed industry sales and agronomy.

Additionally, you may have noticed the Ag Commissioners Association attending the State FFA Convention and CATA Conference this year. This is because they too are heavily recruiting to plan ahead for a coming wave of retirements and many positions that will need to be replaced in their field.

Important Tax Notice to CATA Members

Contributions or gifts to CATA are not deductible as charitable contributions for income tax purposes. However, CATA dues may be tax deductible as an ordinary and necessary business expense. Please consult your tax advisor. ☞

Share Message

The Pathway to PCA program is here to help! We want your students! Help us share the message with your students about the careers in plant and crop science.


While we hope your students will consider a career as a Pest Control Adviser, we're happy to get more students interested in any field of crop science.

We'd be happy to send you posters for your classroom, brochures and other materials to help promote this opportunity. We even have people who will come to career fairs and classroom events to help spread the message.

So let us know how we can help you spread the message to your students about the opportunities for them in crop science! ☞

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EOE

News and Views

2011 Conference Award Winners



Outstanding Young Teacher—Sarah Herdell, St. Helena High School. Presenting the award is CATA State President Darol Fishman.



Outstanding Teacher—Don Wilson Memorial Award: Jessica Fernandes, Buena Park High School. Presenting the award is CATA State President Darol Fishman.



Outstanding Single Person Secondary Program—Laton High School: Tammy Pilcher.



Outstanding 2-3 Person Secondary Program and Outstanding Secondary Agricultural Education Program State Winner—St. Helena High School: Judy Aschwanden, Randy Mendes and Sarah Herdell.



Outstanding Large Secondary Program—Hanford Joint Union High School: Sam Rodriguez, Jared Castle, Brian Combs, Laura Henson, Lilly Pimentel, Dennis Fuller. Not pictured: Susan Moran.



2011 CATA Hall of Fame Inductees: Richard Nimphius and Bud West.



Teacher of Excellence Winners—Krista Vannest, Marc DeBernardi, Howard Clarke, Lynn Scholten, Dustin Sperling, Jill Sperling, Merlin Welch, Robin Grundmeyer, Tracy Putnam, Chris Williams.

News and Views

Meet California FFA Advisor Legend Wes Jamison

Wes was one of our state's most outstanding agriculture teachers. During his tenure, 10 of his students became state officers and one was a national officer.

He also held the record for American Farmers from one chapter for many years. He was a very competent person, well-known and respected by his community, and admired and trusted by his students.

Wes's major contribution to agriculture education was on the project program. His local program was always one of the largest and often considered the best in the state.

Golden Slate: What type of classroom teacher/FFA advisor was Wes Jamison?

(Steve Olson): *Mr. Jamison had the unique ability to identify raw leadership talent, nurture it, and provide young people with the opportunity to grow into positions of responsible leadership.*

Share with us the influence he had on you while participating on judging teams.

Mr. Jamison provided me with the training and opportunity to experience a wide array of judging opportunities, including Public Speaking, Parliamentary Procedure, and Livestock judging where my



team won the State Finals and I was high individual.
How did his supervision of projects help you?

Mr. Jamison helped me develop and diversify my FFA projects (Breeding and market sheep and swine, as well as market steers) including work experience outside our small family farm.

Did he encourage and teach you how to become an elected leader above the local level?

Mr. Jamison encouraged FFA members to seek sectional, regional and state offices. I served as Chapter President and Regional Treasurer thanks to his encouragement.

Please share with us the relationship he developed with his students.

Mr. Jamison was such a big part of my life that I helped establish a memorial endowment fund upon his passing. The fund now exceeds \$40,000 and awards a grant each year to one of the two FFA chapters in Santa Rosa. The fund grows each year thanks to the generosity of Wes's many former students, family and friends. ❁

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Calendar of Activities 2011-2012

October 9	South Coast Region Meeting	Hollister
October 19-22	National FFA Convention	Indianapolis
November 5	Cotton State Finals	CSU - Fresno
November 15-19	NAAE Conference	St. Louis
November 17-18	New Professionals Conference	Fresno
November 18-19	Central Region Meeting	Sacramento
November 19	San Joaquin Region Meeting	Lemoore
December 1-3	Community College Midwinter Institute	Lodi
December 9	Superior Region Meeting	East Nicolaus
January 12-13	Winter Governing Board	Galt
January 26-27	Student Teacher Conclave	Modesto
January 28	Natural Resources State Finals	Reedley College
February 4	Winter State Finals - Citrus, Tree & Vine Pruning	CSU - Fresno
February 18	Superior Region Meeting	Dorris
February 25	Central Region Meeting	Merced College
February 25	San Joaquin Region Meeting	Bakersfield
February 27	South Coast Region Meeting	San Luis Obispo
March 23-24	North Coast Region Meeting	Santa Rosa
March 31	Southern Region Meeting	Pomona
April 18-21	NAAE Region I Meeting	Western Washington
April 21	CSU - Fresno Field Day	CSU - Fresno
April 21-24	State FFA Leadership Conference	Fresno
May 5	State FFA Judging Finals	Cal Poly, San Luis Obispo
June 17	Executive Committee Meeting	Cal Poly, San Luis Obispo
June 17	Pre-Conference Governing Board	Cal Poly, San Luis Obispo
June 17-22	CATA Summer Conference	Cal Poly, San Luis Obispo
June 22	Governing Board Summer Retreat	San Luis Obispo