



NUTS & BOLTS

... Teachers delivering knowledge that works to North America's Farm and Ranch Families

Volume 15 Number 3

SPRING 2002

2002 Annual NFRBMEA Conference

By Larry Oraskovich, Conference Chairman

This year's NFRBMEA Conference marks the 30th continuous year our organization has met on an annual basis. The first conference was held at the Faribault, MN campus of the South Central Technical College in 1973.

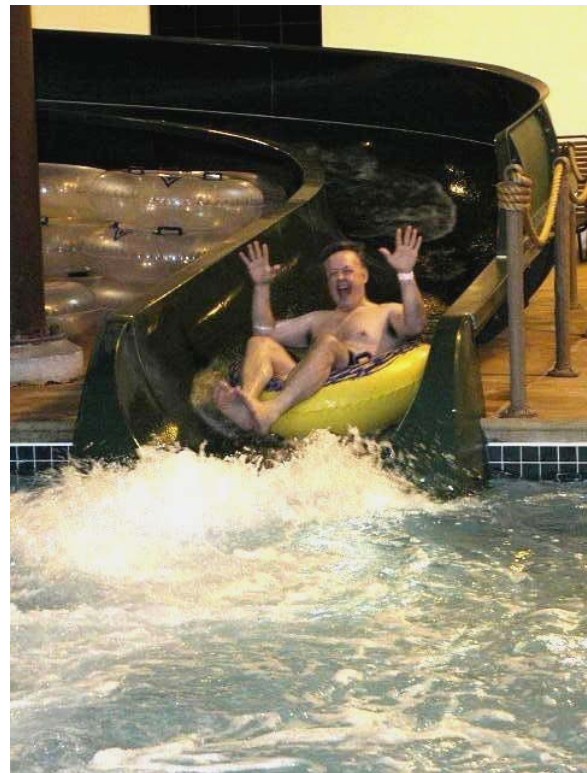
Ken Stassen, a retired farm management instructor from Faribault, recently reflected back upon that historic event. He remembers 15 to 20 instructors sitting around three tables in one of the classrooms. Some of the original founding instructors in attendance included Ralph Palen, Dr. Ed Persons, Ken Stassen, Gene Francis, Norm Bohmbach, John Zweibel, Oliver Kienholz, Lynn Schluckebier, and John Murray.

How things have changed over the past 30 years! With that thought in mind, it will be interesting to listen to Dr. Ed Persons' presentation reflecting back upon the origins of the organization and its development over the years. In addition, Laurie Morris, NFRBMEA Historian is compiling an historic slide presentation to complement Dr. Persons' presentation.

Minnesota instructors from the South Central Technical College will host this year's conference on **June 9-13**. The proceedings will be held at the **Holiday Inn Hotel & Suites located by Cabela's between Owatonna & Faribault, MN**, Exit 45 off Interstate 35.

The conference theme is *"The Next Generation Agriculture & Value Added Marketing."* We feel this year's theme is in tune with the many changes agriculture has undergone over the years. The conference program is designed to help direct us as educators as we move forward in this ever-changing and challenging field. As program planners, we feel attendees will return home with some newly found knowledge and tools to utilize within their instructional areas.

If you have not already registered for this year's conference, we invite you to do so. Additional conference details and registration materials are available at the NFRBMEA website at www.nfrbmea.org. We know everyone will enjoy this year's event, and besides, it is our **30th Anniversary Celebration!** We look forward to seeing everyone in June.



Make a Splash!! Join Wayne and the rest of the NFRBMEA gang at the 30th Annual Conference June 9-13, and you can play in the Great Serengeti Water Park too.

Closing the Management Circle

A Message From Ira Beckman, NFRBMEA President

Whew – The busy time of the year is done. Tax management, balance sheets, analysis, goal setting, cash flow plans, and marketing plans are nearly complete. Other than some record keeping advice for the year, is the delivery of education done? I suggest that there are other things we should be doing with the farm and ranch families we work with, from now until next fall, to ensure not only their success, but also ours. Farm and ranch management educational programs should not have a clear beginning or ending point. I know most seasoned veterans of our profession realize this.

We need to continue to educate on the decision-making process, helping our students successfully implement the alternatives identified last winter. We need to revisit the goals that were identified to see if progress is being made toward achieving them. We need to teach students to monitor their cash flow and marketing plans at a minimum of quarterly, and most of them monthly. Working with students on keeping their records updated, complete, and accurate throughout the year is very important. This not only assures accuracy, it also helps ease the burden at the end of the year for our students and us.

We also need to be sure to stay at the cutting edge of management education. One “don’t miss” opportunity is our 2002 conference. Now is the time to make those final preparations for the 30th annual conference. The theme for the conference is “Next Generation Agriculture and Value Added Marketing.” By now, you have received the official registration and informational packet. Take care of registering now if you have not already done so. I cannot think of a single worthwhile reason to wait. If you would like more information about the conference, check out the rest of this issue or visit our website at www.nfrbmea.org.

Your officer team has been working on two focus areas. The first area is teacher recruitment and retention. Jim Kelm and Wayne Pike have been involved with awareness, the first level of this effort. Laurie Morris and Don Roberts are spearheading the familiarization level. Tom Weygandt and Lynn Schluckebier are working on the third level: certification and training. We will be

making a report during the business meeting of the conference on what we have done, and what we plan to continue to do in this critical focus area.

Our other focus area has been to identify, prioritize, and work toward achieving some organizational goals. We have identified several as listed in the [last issue](#) of *NUTS & BOLTS* and the minutes of the fall Board meeting. We are now in the prioritizing stage and, with some help from our members, the next step is working toward these goals. Once again, we will update our progress during the business meeting, and if you are excited about one or more of these goals, we would be thrilled to have some volunteers.

Speaking of volunteers, we will be electing a president-elect, secretary, and treasurer when we meet in June. Would you consider being an officer? [Job descriptions](#) are on our website. You may also communicate with one of our current or past officers if you would like more information.



Thank you very much for allowing me the opportunity to serve as your NFRBMEA president this year. It has been a positive and memorable experience.



The Council Report

By Gary Thome, FBM Instructor, Riverland Community College, Austin, MN

As the adult education representative on the National Council for Agricultural Education, I attended the Board of Directors meeting February 28 - March 2, 2002, held at the Agriculture Education Headquarters in Washington, D.C.

It was a three-day meeting with a full agenda. The first day, the Board was brought up to date on a number of issues and events, including Legislative updates on:

- Perkins Reauthorization
- Perkins Appropriation
- School Environment Protection Act
- Secondary and Post-Secondary Challenge Grants

The School Environment Protection Act may be the one, if passed, that would have an impact on every school across the country. It may eliminate or greatly reduce the effectiveness of many Vo-Ag classes that have a greenhouse, school, farm, or other place that would use any type of pesticide. It is also a concern that the Vo-Ag instructor may be the only one who may possess a Pesticide License and would be required to be responsible for the administration work in connection with this act's requirements of enforcement and reports.

We received a report on the state of agricultural education in 2002. Marshall Stewart reported on the history, current status, and future operations of the Council.

Our second day started with a trip to Capitol Hill; we each had two or three congressional visits with senators and/or representatives from our home areas. We were hosted for a noon lunch at the USDA where we heard from Dr. Joseph Jen, the undersecretary of Research, Education, and Economics. He extended an invitation to us to look at areas and items that the USDA and Ag-Ed could work on together.

We received an overview of agricultural programs and policies from Ann Venneman, the U.S. Secretary of Agriculture. The board heard an interesting and challenging update and dialog from Ron Castaldi, Director of Vocational-Technical Education.

Dr. Natalie Hubbard, Director of DuPont Regulatory Affairs and Animal and Nutrition Division, gave an industry perspective on the future of the agricultural industry. She said how technology replaces technology faster and faster, but we still need to put the seed in the ground. A

very good phrase she used was "Agriculture—Technology with a Purpose."

The Board made some very difficult decisions regarding the future of the Council. Some of the major decisions include:

- Discontinuing the development of curriculum, but being active in giving future guidance and direction of new curriculum. This means the Professional Growth Series (P.G.S.) will:
 1. have current items handled by some other entity.
 2. continue to have responsibility by a transition team for seeing the completion of items that are still under development. This is to fulfill our obligation to the sponsors of these projects.
- Board size and the idea of having some council seats-at-large were discussed.
- Due to the money the Council has and the amount of future income, several decisions were made:
 1. Future meetings will be held in Washington, D.C.
 2. When contracts for the Executive Director and other staff end June 30, 2002, the Executive Committee is charged with the responsibility to extend contracts based on the work load and project progress at that time.

Implementation strategies for the National Strategic Plan and Action Agenda were worked on. Key Council priorities will be focused on:

- Futuristic planning; including strategic planning, curriculum direction, research and development agenda.
- Partnership/collaboration efforts: Agri-Business, USDE/USDA, and professional Ag-Ed organizations.
- Communications/coordination: unified Ag-Ed, advocacy, visibility, education function.
- Address big issues: legislation, diversity, all levels of instruction, teacher shortage, clearinghouse for ideas, ability to send a unified message to all groups.

A final act of the meeting included making a \$1,000 contribution to the Bryan D. Gause Fund. Bryan passed away in January 2002 and had been a board member as President of NAAE.

The Council will pursue a National Summit on Ag-Ed with the USDA and USDE. The next full-board meeting is set for October 3-5, 2002, in Washington, D.C.

NFRBMEA, Inc. Spring Board Meeting Conference Call

The Board of the National Farm and Ranch Business Management Education Association, Inc. (NFRBMEA) met April 10, 2002, via conference call. Present were: Ira Beckman, Tom Weygandt, Don Roberts, Jim Kelm, Laurie Morris, Al Graner, Larry Oraskovich, Doug Wertish, Wayne Pike, and Deb Pike. President Ira Beckman called the meeting to order at 1:00 pm Central.

Oraskovich moved that the Secretary's minutes be approved. Kelm seconded the motion. Motion passed.

Treasurer Don Roberts gave the Treasurer's report. NFRBMEA for the 2001-02 year showed a loss of \$753. It was noted that the Board at the last board meeting had approved budgeting \$3000 for Recruitment/Retention Taskforces. Roberts indicated that he would amend the budget to reflect that change. Kelm moved the Treasurer's report be approved with the change to the budget. Oraskovich seconded. Motion passed.

Membership Secretary Wayne Pike reported that there are currently 223 regular members, 15 associate members, and 2 lifetime members for a total of 240 members.

Webmaster Deb Pike reported that the last issue of *NUTS & BOLTS* was emailed to 210 addresses and only 31 printed and mailed. There is also a link on the NFRBMEA home page to *NUTS & BOLTS*. Although she didn't get a lot of response, all feedback was positive.

Webmaster Deb Pike reported that the web site has had 4562 visitors to date. She has added the [Job Posting](#) page and there are two listings now. She will post the current [Board minutes](#) on the web.

Historian Laurie Morris is working on the historical slide show for the conference. She is continuing to collect information and especially needs pictures of early conferences. Personal contact will be made with original members to see if they have materials. Morris will also produce a new CD of past Board minutes and documents by June. She is looking to include tips and suggestions from former conference hosts so that planning for upcoming conferences will go more smoothly.

Wayne Pike reported that he has written two articles for the National Crop Insurance magazine. The Board unanimously praised him for the quality of the articles. Wey-

gandt said that he found the magazine informative and helpful and wondered if the regular membership could get the magazine. Morris will check with Dr. Crane.

Past President Lynn Schluckebier, absent for a funeral, reported via email that he is working on the Annual Report. He asked for suggestions as to the content and look of the report. He also asked how many copies to print. The Board suggested that, depending on cost, he print 150 copies.

2002 Conference Chair Larry Oraskovich reported that the program for the conference remains unchanged from that mailed with the registration materials. The [registration materials](#) appear on the website. Next year Deb Pike plans to have the registration in .PDF file format.

Oraskovich reported that the Conference Committee added a \$95 registration for "Old Timers." He has received 50 registrations so far and all the First Timers scholarships are filled at this time. He also reported that because of funding problems Pat Harrington will not be able to attend the conference. Dennis Jackson will stand in for Pat at the Story Tellers Breakfast.

Doug Wertish has received donations from 25 sponsors and has invoiced 3 more who haven't yet paid. He is working with 8 more sponsors and hopes to have them signed up soon. Almost all of the 350 tickets for the Tuesday program have been sold.

Oraskovich moved that the charge for a vendor's table and one attendant at the 2002 Conference be set at \$150, with a \$50 charge for each additional attendant. Roberts second. Motion passed.

Additional conference plans were discussed. The Board was pleased to hear that things are well under way and that a great summer conference is anticipated.

Al Graner, 2003 Conference Chairman, had little new to report on the [2003 Conference](#) other than the tourism director of Minot, ND plans to be in attendance at Owatonna.

The Recruitment/Retention Taskforces reported on their progress to date. Kelm reported that Taskforce #1, Awareness, has been in contact with an advertising/
(CONFERENCE CALL continued on page 5)

(CONFERENCE CALL, continued from page 4)

promotional company, which would target Ag Ed grads and industry. He plans to have a mock-up of a brochure for the next board meeting. Morris, Taskforce #2, Familiarization, is compiling the experiences of the kinds of things FBM teachers do each day with the idea of letting interested recruits and new teachers know what to expect as a FBM teacher. Weygandt, Taskforce #3, Certification and Training, has created an outline of subjects that would need to be covered either on a certification test or as a certification class. Each Taskforce will share their efforts with other Board members via email for comment and revision so that these ideas can be addressed in detail at the Pre-Conference Board Meeting.

Beckman asked each Board member to prioritize the sixteen Organizational Goals identified at the fall Board Meeting and submit them to him via email. He would like each member to expand on their top 3 priorities with a description of what the member believes should be done and ideas as to how to accomplish the goal.

Beckman set the Pre-Conference Board Meeting for 10:00 am, June 9, 2002 at the hotel in Owatonna, MN.

Roberts moved to adjourn the meeting. Kelm second. Meeting adjourned at 3:15 pm Central.

Respectfully submitted,
Tom Weygandt, Secretary

Conference Reminder--

*Don't forget to print a
copy of the 2001
Annual Meeting
minutes off the web for
reference at this year's
Conference!*

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2001 Distinguished Service Award Winner

Don Roberts, Oklahoma, was chosen by the NFRBMEA Board of Directors to receive a Distinguished Service Award for his work as host for the 2000 conference in Enid. The award was presented at last year's conference in Breckenridge. Don is now in his second year as NFRBMEA treasurer. A belated congratulations, Don!



Employment Opportunity

POSITION: Farm Management Advisor

QUALIFICATIONS: BA & MA in Agricultural Education plus experience in Adult Farm Management work or Extension Farm Management work. PhD very helpful long term.

SKILLS: Experience in enrolling farm families in Farm Management programs. Good working knowledge in Farm Management, Farm Management analysis, computer skills in spreadsheets, Ultra Farm, Word Perfect, strong dairy knowledge very helpful. Hog and crop management skill necessary. Working knowledge of farm taxes, depreciation schedule, Partnerships and Corporation structures. Must have the ability to motivate people to better themselves. Farm and office visits, group sessions, workshops, E-mail, newsletters and telephone consultation are all part of information dispensing system. Be working with experienced staff and 2 to 4 years of transition to learn working components of the business.

LONG TERM OBJECTIVE: Acquisition of exciting business with up front monies of \$15,000-\$25,000, rest acquired over time with terms.

CONTACT: James Kastanek
Total Agri-Business Service Inc.
P.O. Box 366
Albany, MN 56307
320-845-4795

NFRBMEA EXCHANGE OF IDEAS

NFRBMEA Conference in Owatonna, MN
June 9-13, 2002

\$100 will be awarded to the first five (5) individuals submitting an outstanding idea for the Exchange of Ideas activity by May 15, 2002. To qualify, have an idea and complete the form below including a brief description of your idea. This is not a contest.

Individuals applying for the "Exchange of Ideas" award must agree to the following rules:

- 1. The first five qualifying entries by NFRBMEA members for the Exchange of Ideas activity will receive a \$100 award. The award will be presented June 13, 2002.
2. Applicants will complete the following registration form (or a copy) and submit it as soon as possible. Recipients will be notified of award status by May 25, 2002.
3. "Ideas" need not be original, but must have the applicant's work evident in its adaptation. "Ideas" must be of professional quality and scope.
4. Applicants will make a fifteen-minute overview presentation on their "Idea" on Thursday morning, June 13, at the 4th General Session. This presentation will be from 9:30 to 11:00 AM. Be prepared to answer questions from conference participants.
5. Submit YOUR "Idea" to Jim Kelm by May 15, 2002. (Include copies of presentation materials (hard & electronic) so they can be included in Conference Proceedings)

6. Send your Exchange of Ideas entry to:

Jim Kelm
P.O. Box 19
Red Wing, MN 55066
(651) 388-9676
riverlnd@presenter.com



Detach here

Exchange of Ideas Application
Due May 15, 2002

NFRBMEA Applicant (Please Print):
Mailing Address
City State or Province Postal Code
Phone Number E-Mail Address
Briefly describe your Idea:

I agree to the Exchange of Ideas rules above: Signed:

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The “John Colter Risk Management Model”

By Wayne Pike

John Colter was an explorer in the late 1700s and early 1800s. He traveled with the Lewis and Clark expedition and distinguished himself by his toughness and ability. When he went back to Montana to trap with a friend named John Potts, they ran afoul of over five hundred Blackfoot Indians. John Potts tried to fight the overwhelming mass of Indians and succeeded in shooting one dead. Potts himself was killed immediately with a hail of arrows. Colter surrendered to the Blackfoot. They stripped him naked and told him to start running. The Blackfeet fully expected a short chase at the end of which Colter would be killed.

Colter expected something different. He outran all but one Blackfoot whom he turned upon and killed with his own spear. Colter ran six miles to a river and hid among a logjam until the Blackfeet quit looking for him. When it was safe, he swam several miles down the river where he got out and started walking. Naked and starving, he walked two hundred miles in ten days to the nearest fort.

Colter’s partner, John Potts, when faced with this overwhelming challenge, used the tools he knew best in the best way he could. He used his rifle. It was very effective and efficient. He killed one Blackfoot but, far from solving his problem, did not delay his demise by even a matter of seconds. He died doing what he did best.

Colter, on the other hand, whom we must assume was as proficient with a rifle as his friend, chose to give up his rifle and almost all his other assets as well. One could argue that Colter, stripped naked and completely disarmed, was remarkably well equipped to succeed in saving his own life. Without the burden of clothing or weapons he was free to use the only two assets that could have saved his life. His speed and knowledge permitted him to outwit and outrun his enemies.

We should not be too critical of Potts. Maybe it would have been a different story if Colter had chosen to fight next to Potts. Or, had they both surrendered, maybe the Blackfeet would not have made the same offer to both Potts and Colter. Given the same offer, maybe Potts would have outrun Colter and there would be yet another ending to the story. The situation is uncertain and full of “what-ifs”.

Let’s apply the morals of this story to our farming businesses. These are the basic tenets of the “John Colter Risk Management Model”.

- a. Sometimes our assets are very efficient, very effective, and we are good at using them, but they may not be the assets necessary to reach our goals.
- b. Sometimes we might have to leave behind the assets we are good at using to recognize assets that are even more useful.
- c. We have to quickly recognize the danger we are in and decide how to use our assets. We have to shorten our reaction times.
- d. A strategy that works for one person or business may not work for another.
- e. A strategy that works for one person or business may not work for two people or businesses together.
- f. A strategy that doesn’t work for one or two businesses may work for five hundred.
- g. A strategy that worked yesterday may not work today, but yesterday’s strategy may work tomorrow.
- h. When it comes down to it, our knowledge and maneuverability may be the best assets we have.
- i. When you have chosen a path, stay focused.

Sometimes, when we are faced with what seems to be overwhelming odds, we might do well to think figuratively as John Colter must have thought literally, “Get naked and start running!”

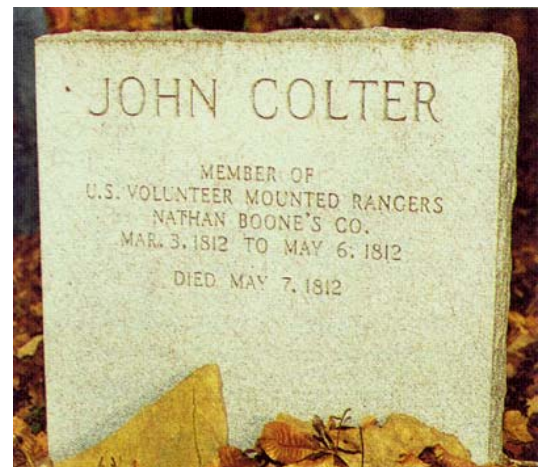


Photo source: <http://www.edjohnston.com/edsci/colter1.htm>

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NUTS & BOLTS

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