



# Golden Slate

October 2010

The Official Newsletter of the California Agricultural Teachers' Association

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## Deadlines

### Copy Due in Elk Grove

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March 21, 2011 ..... May 2011

### Issue Date

Articles should be e-mailed to [cata@calagteachers.org](mailto:cata@calagteachers.org).

If you cannot submit the article electronically, please be sure your material is typed, double-spaced. Advertisements, graphics and forms must be camera-ready. ☼

## Sacramento Scene

### State Budget: Déjà Vu; Ag Incentive Grant Good to Go for Coming Year

By Jim Aschwanden, CATA Executive Director

I have come to dread writing this column for the October edition of the *GOLDEN SLATE*. How many ways can you attempt to explain what's happening in Sacramento, when it's just the same old story? As this edition heads to the printer, it's déjà vu all over again regarding the state budget — We don't have one yet. Rumors persist that we will have something "by the end of the month," but nobody has identified which month that will be.

I believe that we will have "something" within the next few weeks, and that "something" will not be much different than the fiction that they have crafted in the past. We will see more creative financing schemes that will give the appearance of a state budget, without the hard work that would be required to create an accurate one. More of the same, with the same eventual results — how's that for a Sacramento update?

#### Ag Incentive Grant

The news is better regarding the Ag Incentive Grant (AIG). By now you should know that regardless of what happens with the state budget, AIG is good to go for 2010-11. Both houses have agreed that the tiered categorical approach will not be altered for this year,

which means that districts will not have increased flexibility regarding the expenditure of AIG funds for this fiscal year.

The California Department of Education has been notified of this agreement, and the funds will flow out to schools with the expectation that the money is actually spent on Ag programs. ROP and Adult Ed have lobbied hard to be moved from tier 3 up to tier 2, but it doesn't look like that will happen this year. Again, AIG remains in tier 2 for this year.

#### Career Technical Education

By now, the Governor will have signed or vetoed a few pieces of legislation that affect Career Technical Education (CTE). AB 2446 (Furutani) would permit CTE courses to

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# Officers' Corner

## 2010-2011... The New School Year Is Here

By Darol Fishman, CATA President

On Wednesday, August 18, the annual phenomenon of lost students, lost teachers, and signs pointing to classes began as it has for the last 48 years at Merced College... the opening day of the new school year. New students wander aimlessly looking for their English class, which is located in either room AG-10 or AG-11. They sheepishly — gotta use an ag term for the non-ag students out here — poke their heads in the office and ask for directions and Division Secretary Karen Wallace kindly guides them along their way.

Even some of the new teachers wander in on occasion trying to find PS-1 in which they will be teaching a philosophy class. The opening day at Merced College marks the beginning of new era for many and a continuation for some.

### New Faces

The same goes on at all the high school agriculture programs in California around this time of year. As we all watch our class numbers and observe our students, the first thing we notice is the number of new faces in our "freshman" class.

There are many new students in our introductory courses, which is a good indicator of how the advanced courses in a program will play out down the road. We all have students enrolling in our program from all of our feeder



Darol Fishman

schools, which for us are our local high schools. For the high school ag programs it's the junior highs or middle schools. If like most schools your class counts look very good and are up from last year...this leads us to believe we are doing the right thing.

As we... all ag programs... don't have a captive audience like our brethren in English or math, we have to get the good word out about the things we have to offer in our programs.

### Activities

Many of us will be hosting and participating in a number of FFA/Leadership activities this year. For us it's the Merced/Mariposa FFA Leadership Conference and CATA meeting this month. Then come the regional CATA meetings in the fall, as well as Project Competition.

Springtime rolls in with a vengeance when FFA Field Days come alive as well as FFA State Farmer Degree Ceremonies... I know it has changed to the State Degree, but old habits die hard.

And then there's the State FFA Leadership Conference to get, and keep, members fired up. Cal Poly then hosts the State FFA Judging Finals. Throw in  
*(Continued on page 3)*

## Sacramento Scene

### State Budget: Déjà Vu; Ag Incentive Grant Good to Go for Coming Year

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be added to meeting the one-year requirement for graduation currently met by foreign language or fine arts. This bill is on the Governor's desk and we are hopeful that he will sign it. The fine arts and foreign language teachers are on the rampage as expected, but hopefully the bill will be signed. This bill was almost derailed but was rescued at the last minute by a bipartisan group of legislators, which should help it gain approval.

SB 1380 (Hancock) puts into statute that districts must use Proposition 1-D facilities for CTE purposes only. Sounds fine, but the Education Coalition fought this so hard that the final version requires only that districts use 1-D facilities for CTE for a five-year period once they are constructed. We feel that this actually incentivizes districts to fraudu-

lently apply for CTE grants to build facilities, with the intended purpose of using them for other purposes after five years. We have communicated our concerns to the Governor's Office, and are hopeful this bill will be vetoed.

AB 1223 (Block) codifies a generic CTE "credential" for academic teachers, allowing them to access CTE funds for use in Linked Learning programs. We are pushing hard for a veto.

### November Election

The November election has the potential to have a dramatic effect on how we move forward from here. Given the current state of affairs, I simply don't know what to suggest. The two most important posts for Ag Education are the Governor's race and the Superintendent of Public Instruction, and I really don't have much hope that either candi-

date for these positions has the leadership and experience to get this ship of state turned around anytime soon. I know — it's déjà vu all over again....

In the meantime, keep doing what you're doing. Ag Education will weather this storm. Our numbers remain strong, and we've even seen some programs expand this fall. I had a chance to work with groups of Australian agriculture students and teachers who toured our programs this fall, and they were incredibly impressed by the dedication and enthusiasm they observed.

I am grateful to the CATA and FFA members who so elegantly demonstrated to our guests why our programs and activities continue to flourish and prosper — Ag Education puts kids first, and encourages them to grow in a positive fashion. Thanks for all that you do!

☼

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# Officers' Corner

## 91st Annual CATA State Conference Gold Medal Standard

By Jake Dunn, CATA President-Elect

The 91st meeting of the California Agricultural Teachers' Association was held the week of June 20 through June 24 on the campus of Cal Poly State University, San Luis Obispo.

The conference was kicked off at the Performing Art Center Harmon Hall with a keynote address from Trent Loos. Trent is a nationally recognized spokesman for agriculture and can be heard across the country in his daily radio show "Loos Tales."

Trent, a sixth generation farmer and rancher, challenged us to think outside the box as we communicate the story of agriculture and to be sure that we are using the right words to make our message understood by a growing public that is far removed from production agriculture. We must take advantage of the "Elevator Moments" and share what makes our food and fiber the least expensive, safest and most efficiently produced in the world.

### Recognition

We recognized Dr. Warren Baker for his 31 years of service as the president of Cal Poly. Steve DeRose presented a statue as a token of our thanks to Dr. Baker's efforts and hosting us for the last 31 years.

Each of the universities introduced their student teachers who are eagerly pursuing employment around the state. There were 52 student teachers in total. Good luck to all of them and welcome to the profession.

One candidate stepped forward to join the executive committee for the next five years. Cindy Rohde from Pierce High School in Arbuckle became our new CATA State Treasurer. We welcome Cindy and look forward to her service to the state.

The CATA Hall of Fame inducted two new members, Abdul Mohamed from the Southern Region and Stan Rose from the South Coast region. Darol Fishman presented their recognition, and we thank Mr. Mohammed and Mr. Rose for their years of service to the CATA and Agricultural Education.

### Retirees

Fifteen teachers announced their retirement. Joining us at conference were Glen Casey, Bill Loveridge, David Pritchard and Lowell Hurst. Unable to join us were Donna Shannon, Dan Kemp, Jack Pchelkin, Sam Walker, Debbi Clark, Mike Soukup, Ron King, Jody Baker, Jeff Rhiner, John Bell and Larry Shuklian.

Congratulations to all of them for their successful careers!

Business of the Post-Secondary, Secondary and Operations Divisions was transacted with changes to the CATA Curricular Activities Code (Updates are posted at [www.calagteachers.org/CCCode/index.htm](http://www.calagteachers.org/CCCode/index.htm)), procedures for submitting awards applications, review of FFA applications, approval of the 2010-2011 budget with the addition of funds to aid Hugh Mooney in his run for NAAE Board president elect. Outstanding resources from the CTE-Online program as well as the California Poultry Federation were presented. The Post-Secondary group reported on improvements in CAL, Precision Agriculture, Teacher Preparation, and Pest Control Advisors programs.

The North Coast Region hosted a tremendous banquet with a



Jake Dunn

night at the ESPYs. Masters of Ceremony Randy and Laura Mendes did an outstanding job, along with Darol Fishman as the hard work of several programs and teachers were recognized.

(Pictures on pages 13-15.)

### Awards

**Outstanding 2-3 Person Program:** Bret Harte High School;

**Outstanding Large Program:** Atwater High School;

**Outstanding Post-Secondary Program:** Santa Rosa Junior College,

**Outstanding Overall Program:** Atwater High School;

**Outstanding Young Teacher:** Judy Aschwanden, Santa Rosa High School;

**Outstanding Teacher "Don Wilson Memorial":** Kim Miller, Mission Viejo High School.

**2010 Class of CATA Teachers of Excellence:** Wayne Forsythe, Lilly Pimentel, Katy (Hoag)

Cardoza, Kim Miller, Ric Lemucchi, Nikki Maddux, Brent Newport, John Avila, Steven Rocca, Trena Kimler-Richards.

### Thanks

The 2010 Summer CATA Conference was adjourned on Thursday, June 24, by Darol Fishman.

Thank you to Larry Wright, CATA past president, for his years of service to the organization. Special thanks to Kerry Stockton and Donetta Rosson for their behind-the-scenes work to ensure that the conference and the CATA run smoothly. Of course, thank you to Jim Aschwanden for his guidance and work throughout this trying year. ❁

## 2010-2011... The New School Year Is Here

(Continued from page 2)

sectional meetings, fairs and shows, concession stands, and the multitude of activities this job entails and one wonders where the year went... and it's gone in a flash.

### Calendar Train Wreck

Aside from the usual garbage going on in Sacramento, I am looking forward to a great year teaching my classes and serving as your state CATA president. This year looks like a calendar train wreck, but when it is all done and said, I

will look back and reflect on what a great year it has been because I will make it so.

We should all take a look at what we are doing, the many things we do, and the lives we will affect. We have taken on a monumental task, one that the ordinary classroom teacher would shrink to, but we relish the pressure, the commitment and the accomplishment.

Have a great year and I am anxiously looking forward to visiting with you at meetings, conferences and other activities. ❁

# Teacher Educator News

## CSU, Chico Update

By Sarah DeForest

Another year of learning, opportunity, and growth is under way at CSU, Chico. With record enrollments in the College of Agriculture, new facilities on campus, and new programs and products to complement existing ones, this year promises to be one of our best.

### Outreach and Enrollment

Despite campus- and system-wide cutbacks, enrollment in the College of Agriculture grew by 10 percent in 2010, reaching a record enrollment of 439 for the fall semester. Much of that growth is in the Crops, Horticulture and Land Resource Management option, which saw a 30 percent increase in enrollment due to targeted efforts to recruit students into the plant sciences field in order to meet industry demand for those graduates.

Additional growth is taking place in our new B.S. in animal science, which took effect this year. Previously, animal science was an option under the agriculture major.

### Ag Ambassadors

As the university motto suggests, "Today Decides Tomorrow," a team of 63 agriculture ambassadors have signed up to spend the year deciding how best to promote the College of Agriculture. Through various outreach events within California, the ambassadors work to recruit and retain students for Chico State agriculture. Ambassadors visit high schools and community colleges to network with prospective students about opportunities in agriculture at Chico State.

Further emphasizing the family atmosphere of the college, the first item on the ambassadors' agenda was a fall retreat held at recent alumna Hallie Muller's family farm, Full Belly Farms in Guinda. A quick glance into the upcoming year and it's likely ambassadors will be seen assisting in events such as Sierra-Oro Passport Weekend, Hall of Honor Reception, Butte County's Farm-City Celebration, Chico Ag Unplugged!, Ag Transfer

**Despite campus- and system-wide cutbacks, enrollment in the College of Agriculture grew by 10 percent in 2010**

Tours, and high school and community college visits.

### Recruitment Events

**Chico Ag Unplugged!** is a new event designed especially for high school agriculture students (replacing Opportunity Day). Friday, October 15 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. They will interact with college students and faculty members, tour campus, visit the Wildcat Recreation Center and classrooms, and take part in hands-on lab activities at our University Farm.

Additionally, they'll learn about the steps they need to take to get here. As budgets tighten, and the admissions process becomes stricter, it is crucial that students start planning for their future well before they graduate.

Registration will be open for the first 200 students to sign up after September 15. The event will run from 9 a.m.-2:45 p.m. and there will be a \$5 per student charge to cover lunch.

Teachers can reserve spots for their students after September 15 by e-mailing [agoutreach@csuchico.edu](mailto:agoutreach@csuchico.edu).

**Ag Transfer Tours** will be held on Friday, October 1 and has been designed with the transfer student in mind. It will include campus and farm tours and a chance to interact with faculty members in their program area. Students will attend a workshop covering admissions policies, course articulations and advising tips.

The event will run from 9 a.m.-1 p.m. and be free of charge. Students can reserve a spot by e-mailing [agoutreach@csuchico.edu](mailto:agoutreach@csuchico.edu).

### AG\*IDEA

As we continually looking for ways to enhance the academic programs we offer, we hope that in the next year or two, we'll be able to offer an online master's of agricultural education through a consortium to which we belong known as AG\*IDEA. Members of this consortium are among the 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.

Membership in the AG\*IDEA Consortium will help us make it possible to serve 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.

We are working on an aggressive timetable for approval this year through the campus, the Chancellor's Office and the Western Association of Schools and Colleges (WASC) systems, respectively.

### New Residence Hall

For the third year in a row, students returning to campus in the fall were greeted with a

brand new building. The five-story Sutter Hall will house 220 student residents plus a new dining complex to replace the dining facility at neighboring Whitney Hall. Sutter Hall is the latest new construction on campus, joining the Gateway Science Museum, which opened earlier this year next to Bidwell Mansion; the popular 109,000-square-foot Wildcat Recreation Center, which opened in 2009; and the Student Services Center on the corner of 2nd and Warner Streets, which opened in 2008.

### Entrepreneurial Focus at University Farm

In a move to introduce concepts of entrepreneurialism and niche marketing to our students, the University Farm is expanding its line of products available directly to consumers with the introduction of Chico State Olive Oil and Chico State Beans, as well as a new student-run pasture-raised egg project.

The olive oil is the result of the first harvest and pressing of olives from a UC cold hardiness trial that is planted on the farm. The "unfiltered field blend" is sold in 250 mL bottles for \$10 per bottle. Also new are 10-pound bags of dry Cranberry Beans and Yellow Beans available for \$10 per bag. The pasture-raised, free range egg project is the result of a student-funded grant through the Associated Students Sustainability Fund.

The olive oil, beans and eggs join a growing list of Chico State University Farm products available for sale to the public, including walnuts, produce from the Organic Vegetable Project, and jerky, sausage and fresh meats at the University Farm Meats Lab. In late August  
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# Teacher Educator News

## CSU, Chico Update

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gust, the farm was also swarming with customers during the farm's popular u-pick peach and u-pick corn attractions.

Currently, sales of all these products take place at various times and locations depending on the product. The college's next step will be to develop an online farm store where customers can view and purchase products in one location: their own computer. The goal is to launch the online farm store in 2011.

The long-term vision is to build a farmstead creamery and store at the University Farm where visitors can learn about agriculture, watch dairy products being made and purchase their Chico State University Farm products on site.

### Achievements

**Tradition of Leadership Continues:** Agribusiness major *Kate Knutsen* became the third College of Agriculture student in so many years to win a campus-wide Associated Students seat with her election as vice president of facilities and services. The vice president of facilities and services acts as a student representative to the two campus facilities owned by the Associated Students (AS): the Bell Memorial Union and the new Wildcat Recreation Center. Knutsen, a Chico native, follows in the tradition of both *Jesse Eller* (2008-09 AS president) and *Erin Van Peer* (2009-10 AS executive vice president) holding elected positions in the Associated Students.

**Chico State Wins Food Marketing Competition:** The College of Agriculture Food Marketing Team competed at the Western Collegiate Food Marketing Competition in Fresno, March 20-21. CSU, Chico placed first in the domestic division and second in the international division. In addition, the international team received

second place through student votes for the Most Innovative Market Idea, and second place for the Best PowerPoint Presentation.

The Domestic Team — consisting of *Haley Hunt*, *Jillian Kehoe* and *Elle Karno-Palcic* — outshone the competition with its idea for marketing organic and locally produced premium quality chevon (goat meat) in Northern California.

The International Team — consisting of *Kirby Swickard*, *Sara Spafford* and *Tiffany Gomes* — placed second in its division with its idea for marketing gourmet fruit butter in London, UK.

All marketing teams were judged on the market analysis, competitive analysis, financials and presentation of their products by industry experts.

**Quiz Bowl Team Competes in Denver:** CSU, Chico sent six students to the Academic Quiz Bowl held in Denver, CO July 25-26. Coached by *Dr. Eric Houk*, *Janice Bridwell*, *Michelle Coon*, *Elizabeth Hurd*, *Marcela Samaniego*, *Meghan Stevenson* and *Elizabeth Tutt* competed

against schools from all over the nation in a Jeopardy-style competition that tests students' knowledge and skill in a number of areas of agricultural business and economics. In the double-elimination tournament, the team of *Samaniego*, *Hurd* and *Stevenson* made it into the top 10, but was eliminated in a very close round against Purdue.

**FFA Experience Sets Ag Students Out Front on Campus:** Whether they are mentoring freshmen, developing curriculum, or facilitating conferences and workshops, Chico State ag students with a background in FFA are using their communication and leadership skills to serve students across campus and throughout the state. *Marlene Romero* was hired this year as one of four facilitators for the Freshman Leadership Opportunity (FLO), a program that selects 40 freshmen and prepares them for higher levels of leadership. As a facilitator for this elite group, *Romero* is in charge of organizing meetings, facilitating training and mentoring students.

FLO was developed by Chico State ag graduate *Marcus Hollan*, who took a previous Associated Students program known as "Road Crew" and developed its goals and content into a program to equip and inspire servant leaders.

In off-campus leadership news, Chico State is home to six of the 15 Greenhand presenters hired by California FFA. *Leslie Buckingham*, *Katie Bielen*, *Richard Ballinger*, *Haydn Clement*, *Isaac Valencia* and *Marlene Romero* are busy this fall presenting seven Greenhand Conferences to high school freshmen.

The College of Agriculture is proud of all of its graduates, but two recent grads in particular are making a difference for the FFA organization they love. *Marcus Hollan* (agri-business, '10) was hired by California FFA as the association's leadership coordinator. Additionally, *Erica Flores* (agri-business, '07) was recently promoted to coordinator of diversity and inclusion at the National FFA Association in Indianapolis, IN. ❁

## Upcoming Events at CSU, Chico

- October 1 ..... Ag Transfer Tours
- October 8-17 .... The Chico Experience Week
- October 9 ..... Hall of Honor Reception
- October 9-10 .... Sierra Oro Farm Trail Passport Weekend
- October 15 ..... Chico Ag Unplugged!
  
- January 28 ..... Chico State Ag Alumni Reunion at Red Bluff Bull & Gelding Sale
- January 29 ..... Swine Education Day
- February 2 ..... Colusa Alumni Breakfast
- February 12 ..... Sheep and Goat Education Day
- February 12 ..... CSU, Chico Invitational Parliamentary Procedure Contest
- March 12 ..... CSU, Chico/Butte College FFA Field Day
- March 26 ..... College of Agriculture Spring Tours
- April 23-24 ..... Circle of Champions Jackpot Show
- June 13 ..... Superior Ag Golf Classic

# News and Views

## We Need Leaders

By Hugh Mooney, Consultant, California Department of Education

An election year always provides a reason to reflect on the need for leaders. No matter where you go, you will see or hear a commercial from a candidate stating how they will fix everything. They often provide a simplistic description of how they will make everything better.

What they fail to mention is that once they are elected they have little ability to make real change. To do that requires true leadership that can inspire other elected leaders to do the right thing. To put their constituents' needs above their own desire to be re-elected or elected to higher office. When is the last time we had that kind of a leader?

### Policy Advisers Key

When we discuss who might become our next Governor or the next Superintendent of Public Instruction I am not sure that it matters much. What I have come to believe matters most is who they hire to advise them on policy.

I do not believe that the Governor, the Superintendent of Public Instruction, your state Senator or member of the Assembly can know the details of every issue that they are asked to make decisions on. They rely on those who work for them to gather information and give them the best advice available to make decisions. They have a Chief of Staff who serves as a buffer between the elected official and the many people who would like to influence that elected official.

When Governor Schwarzenegger attended the State FFA Convention, it was not because of his personal desire. It was because people in his inner circle got the Chief of Staff to put it on his calendar. Relationships provide access and the opportunity to cause influence.

### Educational Model

As a profession, agricultural educators pride themselves on having an educational model that is viewed by many as the best in the education field. Classroom instruction combined with supervised agriculture experience and leadership development through the FFA organization has become a model that other disciplines say is not possible for them.



Hugh Mooney

They are correct. To implement the model requires a desire to engage students in learning beyond the classroom. There may be individual teachers who would be willing. But as a group these teachers have not been expected to have that level of involvement in the past and have no desire to do it in the future.

We are lucky in agricultural education that we had leaders who saw the value to the model and developed a support mechanism for the profession. Where would we be today without leadership in the past? Where are our future leaders?

### Who Will Replace Retirees?

When I look around at state staff meetings I sometimes think about the fact that I am one of the new people at the table. I am often asked by the profession when this person or that person might retire. The reality is that for some it will be soon.

The better question to ask is who will be hired to replace them.

This spring, all three staff positions for Home Economics were open and authorized to be filled. Only one person was hired. There were no other qualified applicants. Currently, they are interviewing again to fill the other two positions. We will see if leaders have stepped forward.

### Who Will Lead?

If we had three openings today, who would be the three people who should fill those positions? Who would make your short list if you were charged with making the decision? What if Jim Aschwanden were to retire? Who is ready to fill his shoes?

I know that some of you have thought about the questions that I pose. As a profession, what should we be doing to identify and develop leaders and prepare them for these leadership positions in the future? I would guess that you have heard the following question before. If not you, who? ❁

## Corporate Membership

### Corporate Membership 2010-2011

Our Corporate Members are listed with a brief description of their products on the next few pages.

We encourage your patrons who may be interested in this type of membership, call (916) 714-2970 or e-mail [cata@calagteachers.org](mailto:cata@calagteachers.org) so we may send pertinent information.

If you are aware of any oth-

❁



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## Literacy for Life Teaching Awards

Our state is dependent upon the success of agriculture, yet today, we are faced with bigger challenges than ever before. Over the last century, young people have become further removed from the land that feeds and clothes us. With more than 7 million students in California, it is essential that these children—the next generation of consumers, parents and decision-makers—grow up with an understanding of agriculture's critical contributions to our society. We depend on committed teachers, including countless vocational agriculture teachers, to help foster this understanding and appreciation for the farmers and ranchers who provide essential resources for us all.

California Foundation for Agriculture in the Classroom (CFAITC) recognizes vocational agriculture teachers annually through the Literacy for Life Teaching Awards. The winning educator is selected based on his/her commitment to educating students of all ages about the significant role agriculture plays in our lives. The program often honors individuals who reach out beyond the walls of their classroom, impacting the community, mentoring colleagues and utilizing a solid student base to increase their reach exponentially. Visit [www.learnaboutag.org/literacyforlife](http://www.learnaboutag.org/literacyforlife) to apply! Applications are due December 1, annually.

### Interview with Judy Aschwanden

2010 Recipient of the Literacy for Life Award, Sonoma County

*This interview was originally published in the May 2010 issue of CFAITC's e-newsletter, Cream of the Crop.*

**How long have you been teaching or working with students?**

I have been teaching for a total of six years. The first two were in Fresno at Fresno-Central West High School and I am in my fourth year of teaching at Santa Rosa High School. My teaching assignments have included veterinary science, animal anatomy and physiology, viticulture, agriculture biology, and earth science in agriculture.

**Why did you choose to become an educator?**

There is a long history of teachers in our family. I knew that I wanted to stay involved in all aspects of the agriculture industry and leadership opportunities of the FFA, and being immersed in it every day as an agriculture instructor was the perfect way to accomplish that goal. Growing up, I was an active member of both 4-H and FFA and have experienced most of what it has to offer. I am a true believer and advocate for agriculture and agriculture education.

**Describe any innovative agriculture-based projects you have been involved in developing.**

As agriculture instructors at the high school level, we are fortunate to have The National FFA Organization as a core component to curriculum. With this leadership organization, students have the opportunity to organize and implement numerous community outreach activities.

With the nature of our program and its extensive facilities, the Agriculture Department hosts numerous field trips on campus and at the school farm.

✓ *Community Days at the Farm*

The students organize, plan and plant a pumpkin patch that is open to the public on weekends. The community members on the Ag Boosters host a BBQ. Local elementary schools take field trips out to the school farm to learn about how the pumpkins and grapes are grown and the processes of planting to picking.

✓ *Girl Scout Day at the Farm*

Local Girl Scout troops visit the school farm to earn a badge. Students coordinate four booths for girls to visit: a booth on pumpkins; winegrape growing and viticulture; FFA and leadership; and corn production.

✓ *Field Trips on Campus for 2nd-6th Graders and Visiting Administrators*

With the facilities on campus including a veterinary technology lab, greenhouse and barn with turkeys and winter hogs, the request for field trips arises. Students in the Animal Anatomy

and Viticulture classes coordinate rotations for guests to visit.

✓ *Volunteering Service*

Students volunteer their time and service to numerous agriculture business and organizations across the county.

**Tell us about one person who has most influenced your own education and educational career.**

I have been extremely fortunate to have a supportive family that has instilled the important core values of hard work, dedication and commitment. They have always provided encouragement in all of my endeavors. I credit my family, high school agriculture teachers, college teacher educator, colleagues and students for my passion for agriculture and education.

**Tell us about a golden teaching moment.**

Whether in my classroom, on a trip or outside at the farm, golden teaching moments come along often. What makes me the most proud is when current and past students continue on the journey of passing the information about agriculture on to others — when they take what they have learned in agriculture education classes and the leadership experiences gained from being members of the FFA and become advocates for agriculture and influences in the community to educate others.

**What is your favorite AITC program/resource/event and why?**

The mission and purpose of the AITC program is a blessing to the agriculture industry. The resources that AITC provides to educators and the information that it provides to students and community members plays a huge role in the success of this industry. I use AITC resources in my classroom and my students use them when preparing presentations for other community members.

**Why is it important for our students to be agriculturally literate and aware in today's society?**

With the growth of communities and schools, there is a decrease in the number of students that learn about agriculture from their families, or classroom experiences prior to entering high school. There is a disconnect with individuals between what is necessary to live and knowing where those resources come from. Agriculture is a number one industry that is necessary for survival. Individuals need to understand its relationship to our environment, economy and home. It is up to us to introduce them to the field of agriculture and the importance and impact on them as individuals and as a society. As an educator, there is an understanding that if we want the agriculture industry to remain solid and strong, we must ensure that

*(Continued on page 12)*

## Meet California FFA Advisor Legend Stan Rose

Stan dominated the poultry judging team (CDE) world and was a legendary swine advisor at county, and state fairs and shows. He had 100+ State FFA Degrees, 20+ American Farmer Degrees, one High Individual National Poultry recipient, six State Officers and 25+ State Championship Teams. Stan is also a Past President of the California Agricultural Teachers' Association.

### What is student achievement?

When a student learns specific skills and feels good about him/herself.

### What is "winning"?

"Winning" is really doing the best you do and being the best you can be—setting expectations for self and then achieving them.

### How do/did you motivate students?

Allow them to succeed and have success — giving positive strokes.

### Who/how do/did you ask for help?

Looked for someone successful and then asked for help.

### What is a coach?

A friend, a mentor, role model, counselor, team builder!

### How do you coach?

Teach kids to set goals. Coach to reach high — one step at a time!

### How do you get students motivated?

Talk to students about goal setting and then help to achieve goals. "Success breeds success!"

### How do/did you supervise projects for success?

Visit projects, give students feedback, listen to students, and make sure the project is a positive experience.

### Why didn't you ever quit or stop?

I enjoyed what I was doing.

### How do you prepare for practice?

Set time schedule and materials. Expect attendance. Have start/end time.

### How do you get students qualified and ready and/or elected to become a State FFA officer?

Start with the FFA Creed. Get student involved in as many leadership activities as they can handle. Have students meet state and national officers. Take FFA members to state and national conferences.



*Stan Rose, Retired Agriculture Teacher, Righetti High School (1969-2005)*

### Who wins when a student wins?

EVERYBODY WINS! Parents, teachers, high school, district, community and FFA chapter.

### How did you build a tradition?

Success breeds success!

### How do you gain/give respect?

Be professional!

### How/why did you do "it"?

Once a successful foundation has been laid down, students gravitate toward it.

### Advice to FFA advisors?

First, stay professional. Second, develop community support through community service. Finally, take advantage of all the FFA opportunities that the teaching profession and FFA organization offers (Parli Pro, Creed, public speaking, judging teams, fairs and shows). Don't just be a livestock jock!

### Any final comments?

I was fortunate enough to have an outstanding high school agriculture teacher, Emile LaSalle, who recognized potential in me... that was the beginning! ☼

## Interview with Judy Aschwanden

*(Continued from page 11)*

students are educated in the area of agriculture and that they become advocates for the industry. Our goal is not to create farmers only, but community members who can make educated decisions about agriculture and understand this vital industry. Through the instruction of the science and CTE standards, I am able to ensure that my students gain an understanding of the economic, biologic and sociologic importance of the agriculture industry. I am able to show students how to apply the information they gather to their daily lives. ☼



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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. ☼

# News and Views

## 2010 Conference Award Winners

**Outstanding Young Teacher** – Judy Aschwanden, St. Helena High School. Presenting the award is CATA State President Larry Wright.



**Outstanding Teacher: Don Wilson Memorial Award** – Kimberley Miller, Mission Viejo High School. Presenting the award is CATA State President Larry Wright.



**Outstanding 2-3 Person Secondary Program** – Bret Harte: Roy Beck and Carrie Phillips.

(Continued on page 14)

# News and Views

## 2010 Conference Award Winners

*(Continued from page 13)*

**Outstanding Large Secondary Program and Outstanding Secondary Agricultural Education Program State Winner – Atwater High School:** Dan Flatt, Jackie Ioimo, Dave Gossman, Beth Knapp, Natalie Kirschner and Sam Meredith.



**Outstanding Large Community College Program and Outstanding Community College Program State Winner – Santa Rosa Junior College:** Casey Cole Gatrell, Bob Fraser and Pj LoCoco (not pictured: Dan Famini, Steve Mullany, Merilark Padgett-Johnson, Kasey Wade, and Ben Whitaker).



**2010 CATA Hall of Fame Inductees – Stan Rose and Abdul Mohamed.**

*(Continued on page 15)*

# News and Views

## 2010 Conference Award Winners

*(Continued from page 14)*



**Teacher of Excellence Winners** – Wayne Forsythe, Lilly Pimentel, Steven Rocca, Brent Newport, Katy Cardoza, John Avila, Trena Kimler-Richards, Ric Lemucchi, Nikki Maddux and Kimberley Miller.

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## Calendar of Activities 2010-2011

October 20-23	National FFA Convention	Indianapolis
November 6	Cotton State Finals	CSU - Fresno
November 13	San Joaquin Region Meeting	Lemoore
November 13	Central Region Meeting	Esparto
November 18-19	New Professionals Conference	Fresno
December 1-4	National NAAE Convention	Las Vegas, NV
December 2-4	Community College Midwinter Institute	Berkeley
December 10-11	Superior Region Meeting	Hamilton City
January 13-14	Winter Governing Board	Galt
January 21-22	Student Teacher Conclave	Modesto
January 29	Natural Resources State Finals	Reedley College
February 5	Winter State Finals - Citrus, Tree and Vine Pruning	CSU - Fresno
February 19	Superior Region Meeting	Redding
February 26	Central Region Meeting	Stockton
February 26	San Joaquin Region Meeting	Madera
February 28	South Coast Region Meeting	San Luis Obispo
March 26	North Coast Region Meeting	Dixon
April 2	Southern Region Meeting	Pomona
April 16	CSU - Fresno Field Day	CSU - Fresno
April 16-19	State FFA Leadership Conference	Fresno
April 20-23	NAAE Region I Meeting	Fresno
May 7	State FFA Judging Finals	Cal Poly, San Luis Obispo
June 19	Executive Committee Meeting	Cal Poly, San Luis Obispo
June 19	Pre-Conference Governing Board	Cal Poly, San Luis Obispo
June 19-23	CATA Summer Conference	Cal Poly, San Luis Obispo
June 23	Governing Board Summer Retreat	San Luis Obispo