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FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. National FFA Online, www.ffa.org, FFA's Internet web site, can provide information about the National FFA Organization.

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GENERAL INFORMATION

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The National FFA Career Development Events are educational activities organized by the National FFA Organization and sponsored through the National FFA Foundation and special industry sponsors.

This is your copy of the official rules and regulations for National FFA Career Development Events for 2006–2010. Please retain this manual throughout the five-year period. Refer to the Local Program Resource CD-ROM or FFA online for the most up-to-date edition of the Career Development Event Handbook.

CDE Event	Superintendent	Phone	E-mail
Agricultural Communications	Dr. Cindy Akers	806-742-2816	cindy.akers@ttu.edu
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Agricultural Mechanics	Dr. Stephen Poe	523-317-6418	spoe@ag.arizona.edu
Agricultural Sales	Mr. Troy Selman	936-661-9195	TLselman@gmail.com
Agronomy	Mr. Harold Brown	614-836-7694	hbrown@synagro.com
Creed Speaking	Mr. Greg Beard	805-756-2402	gbeard@calpoly.edu
Dairy Cattle Evaluation	Mr. Jim Ertl	651-582-8347	jim.ertl@state.mn.us
Dairy Cattle Handlers' Activity	Ron Tilford	513-293-4180	rtilford2@cinci.rr.com
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Environmental and Natural Resources	Mr. Billy Sumrall	601-785-9602	glbbeef@bellsouth.net
Extemporaneous Public Speaking	Mr. Dennis Wallace	360-458-6543	dennis_wallace@yca.wednet.edu
Farm Business Management	Dr. James Casey	318-342-1750	jcasey@ulm.edu
Floriculture	Mr. David Kercheval	254-854-2952	KerchBar3@aol.com
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Forestry	Mr. Marion Fletcher	501-682-2561	marion.fletcher@arkansas.gov
Horse Evaluation	Mr. Joe Cunningham	918-479-6221	jcunningham@lg.k12.ok.us
Job Interview	Ms. Linda Story	270-733-4173	ljstory@bellsouth.net
Livestock Evaluation	Dr. Fred Rayfield	229-896-2293	frayfield@cook.k12.ga.us
Marketing Plan	Mr. John Jeans	503-999-6914	jjeans@astoria.k12.or.us
Meats Evaluation and Technology	Dr. Randy Harp	254-968-9212	harp@tarleton.edu
Nursery/Landscape	Dr. Alan McDaniel	540-231-5781	alanmcd@vt.edu
Parliamentary Procedure	Dr. James Connors	614-292-3386	connors.49@osu.edu
Poultry Evaluation	Dr. Jason Emmert	479-575-3595	jemmert@uark.edu
Prepared Public Speaking	Mr. Dustin DeVries	703-727-9866	ddevries@falconpro.net

PHILOSOPHY FOR NATIONAL FFA CAREER DEVELOPMENT EVENTS

Students are important customers of agricultural education and FFA who recognize quality and value in products and activities. When provided an opportunity to fashion their educational experiences, they generally make wise decisions based on needs. Perceptions, images and opinions of others influence students. They value change based on their perceived personal needs as well as the needs of others. They sometimes value change for the sake of variety. Adults are concerned about the experiences of students and want to help organize experiences that will meet the future needs of students while accomplishing the purposes of agricultural education and the National FFA Organization. The National FFA Organization should assume the leadership role in developing and continuously improving relevant FFA career development events. Although the National FFA Organization should be aware of the needs of state associations and should react to those needs, it should help initiate opportunities that reflect relevant and emerging technology. National FFA Career Development Events should be developed with significant input from FFA members, teachers, partners, respective industry sponsors and others involved in agricultural education.

National career development events should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction, and/or supervised agricultural experience. However, it is appropriate for the national organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national and global work force needs. The authority for insuring the relevance of an FFA

activity is ultimately vested in the National FFA Board of Directors.

The national organization should promote career development events. Career development events that include team activities should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. The role of career development events is to motivate students and encourage leadership, personal growth, citizenship and career development.

Students should be recognized for achievement in career development events. Quality standards should be used as a basis for achievement. The national organization should ensure that the recognition is appropriate and meaningful. Recognition for achievement should be reflective of the total effort required by the chapter/team/individual and should take place at all levels of participation.

The National FFA Organization shall encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds. High expectations should be consistently communicated to those who are involved in career development events and awards.

GENERAL RULES AND OFFICIAL POLICIES

Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants.

National FFA staff and event superintendents will use the published rules and procedures to organize and implement the National FFA Career Development Events. Event activities may not be conducted, modified or substituted due to lack of necessary materials, expertise or extreme impact to event budgets. Every effort will be taken to

maintain the quality and integrity of the event. In this case notification will be provided at the team orientation meeting. Teams that qualify to compete will be mailed the current format for the specific event in a team orientation packet prior to the convention for which they have qualified.

Team Activities

The primary goal of career development events is to develop individual responsibilities, foster teamwork and promote communications while recognizing the value of ethical competition and the value of individual achievement. Where appropriate team activities will be included that requires two or more members from one chapter working cooperatively. Career development events and awards are intended to be an outgrowth of instruction.

Career development events should:

- include problem solving and critical thinking.
- promote an appreciation for diversity by reducing barriers to participation.
- promote new directions and focus on future needs of members and society.
- include cooperative activities, where appropriate.
- encourage broad participation among members and recognize excellence within levels of experience.
- recognize individual and team achievement, develop general leadership and recognize levels of ability.
- provide local recognition for superior performance at the state and national level.

Eligibility of Participants

1. Each participant must be a current bona fide dues paying FFA member in good standing

with the local chapter, state FFA association and the National FFA Organization at the time of his/her certification and at the time of the national career development event in which he/she participates.

If the participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee of \$25, in addition to the dues must be paid **prior** to certification.

2. The participant, at the time of his/her certification as a national team member:
 - a. must be a *high school* FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including his/her first national convention following graduation). (High school refers to grades 9–12.)
 - b. must have qualified as either a 7th, 8th or 9th grade member to compete in the creed speaking event.
 - c. while in school, must be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career.

The National FFA Constitution provides flexibility to meet the needs of students enrolled in non-traditional programs. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.
 - d. must have qualified as a state representative in a respective career development event; if he or she moves to a

different chapter or a different state, they may be allowed to compete in the national event with the school they qualified with during the qualifying year. Certification forms submitted to the national FFA will be the list that will be accepted.

3. A student may not participate more than once in the same official National FFA Career Development Event. No student may participate in more than one National FFA Career Development Event each year.
4. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.

Official Dress

1. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events. (Please see the latest edition of the Official FFA Manual.) Official dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.

SELECTION AND CERTIFICATION OF STATE TEAMS

1. Each state team may be composed of four members except for agricultural communications, agricultural issues, marketing plan and parliamentary procedure. The members of a state team must be from the same chapter. Members must qualify in the career development event in which they are to participate at the national level. With extenuating circumstances a teacher may substitute another

student from the chapter who may not have participated at a state qualifying event.

2. Each team will be composed of the number of members determined by the specific event committee. See chart on next page for number of team members and number of scores used to comprise the team score.
3. Teams must be selected at a state or interstate career development event held between the immediate previous National FFA Career Development Event Convention and prior to the National FFA Convention in which they are participating. States that qualify more than one year out must request and submit a written waiver for approval at least 110 days prior to the national event.
4. Each state will submit a team declaration form by June 1st prior to the national FFA convention. A \$25 entry-processing fee will be charged for participation in each declared event with the exception of the Dairy Cattle Handlers' Activity. Processing fee must be paid in conjunction with certification of each team.
5. The state supervisor of agricultural education or the executive secretary must certify that participants are eligible. If an ineligible student participates in any career development event, the member will be disqualified and may result in the disqualification of the team as well.
6. All students must be certified by the designated deadline. Once original certification has been completed, no member may be added without first deleting a member.
7. Certification forms will be made available each year to the state supervisor of agricultural education and the executive secretary through the National FFA CDE website and National Agricultural Education Inservice CD-ROM. States must certify participants to the National FFA Organization 110 days

**OFFICIAL DRESS RECOMMENDATIONS, NUMBER OF PARTICIPANTS
AND NUMBER OF SCORES FOR TEAM TOTAL**

Event	Official Dress Appropriate	Number of Participants Allowed(per team)	Number of Scores for Team Total
Agricultural Communications	Yes	5	5
Agricultural Issues	Optional	3-7	Team Score Event
Agricultural Mechanics	No	4	Top 3 Scores
Agricultural Sales	Yes	4	4
Agronomy	Yes	4	4
Creed Speaking	Yes	1	N/A
Dairy Cattle	Yes	4	Top 3 Scores
Dairy Handler	Yes	1	N/A
Dairy Foods	Yes	4	Top 3 Scores
Environmental and Natural Resources	Yes	4	4
Extemporaneous Speaking	Yes	1	NA
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	Yes	4	4
Food Science and Technology	Yes	4	4
Forestry	No	4	Top 3 Scores
Horse	Yes	4	Top 3 Scores
Job Interview	Yes	1	N/A
Livestock	Yes	4	Top 3 Scores
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation and Technology	No	4	Top 3 Scores
Nursery/Landscape	Yes	4	Top 3 Scores
Parliamentary Procedure	Yes	6	Team Score Event
Poultry	Yes	4	Top 3 Scores
Prepared Speaking	Yes	1	N/A

prior to the start of the national convention. The names of all participants may be submitted after the 110 day certification deadline, but must be in the National FFA Center at least ten (10) business days prior to the career development event in which they are to participate. Any additions or deletions of participants less than ten (10) business days prior to the career development event must be done at the national FFA convention within one (1) hour prior to the time of each respective career development event team orientation meeting.

8. To certify at the convention, advisors are to complete an on-site add/delete form. Membership of those participants listed on the on-site add/delete form will be verified after the convention. If at that time, a member is found to be inactive, the team may be disqualified, if the member who is in question had an effect on the team placing. Regardless, the member in question will be disqualified. These participants must also meet all other requirements of eligibility printed in this handbook. When possible membership checks will be done at the time the on-site add/delete form is processed on site. If at this time the participant is not a member the chapter advisor will have the opportunity to pay membership processing fees, state dues and national dues.
9. Each member participating in a National FFA Career Development Event must submit the proper Waiver, Release of Liability and Consent to Medical Treatment Form. The form must be sent to the National FFA Center within 30 days prior to the event. If a team does not qualify for participation in the national event until after this deadline, the waiver form must be submitted with the certification form. Participants who do not submit this form will not be allowed to participate.

National FFA staff highly recommend that all liability waiver forms be submitted with the event certification form prior to the certification deadline. Liability waivers must be submitted with all add/delete forms.

Emergency Conditions

1. Under emergency conditions, a state team participating in a National FFA Career Development Event may be made up of less than the required members. States must still certify teams prior to the national FFA convention, but fewer than the required number could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards.
2. Event committees will strive to divide teams into groups so that no two participants from a team will be in the same group. In any case no two members will be placed side-by-side.

Disqualification

1. Any communication, verbal or non-verbal, between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
2. Teams or participants arriving after the career development event has begun may be disqualified or penalized.
3. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.

4. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such stoppage shall deem the individuals disqualified for that section of the career development event.
5. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
6. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.
7. No team, participant, advisor or coach shall visit the event facilities from September 1 to the end of the event. Any team, participant, advisor or coach reported and proven to do so will cause the elimination or disqualification of that team from the national event.
8. Assess a penalty of 10% of the total points allotted for the written documents post-marked after the postmarked deadline in the following events; Agricultural Communications, Agricultural Issues, Job Interview, Marketing Plan and Prepared Public Speaking. If the document is still not received seven days after the postmarked deadline, the team/individual may be subject to disqualification.

Waiver of FFA Rules

Any local chapter seeking a waiver of a National FFA Board Policy or Procedure must submit in writing to the chapter's state FFA association office. If the request is approved at the state level,

it must be forwarded, under the signature of the state FFA advisor or executive secretary, to the national FFA advisor. After study by the appropriate staff, the waiver request must be submitted to the national FFA staff at least 30 days prior to the scheduled event or due date for which the waiver is requested. This policy does not supersede any current FFA policy for appeals already established for a particular FFA program.

Rules Committee of the National FFA Award, Recognition and Career Development Events Advisory Committee

1. The committee will meet only when needed at the national FFA convention and will make all final decisions on interpretation of the rules and regulations of the National FFA Career Development Events. The committee will be chaired by the National FFA Awards, Recognition and Career Development Events Advisory Committee chairperson who will in turn appoint a representative of each of the following organizations: National Association of Supervisors of Agricultural Education (NASAE), National Association of Agricultural Educators (NAAE) and the American Association for Agricultural Education, (AAAE). The program manager responsible for career development events will also serve. All five committee members will have one vote each.
2. The rules committee will resolve detailed written appeals associated only with scoring errors. Official judges' decisions are final. The announced results are the official results and awards may be duplicated as a result of the appeal. The written appeal must be filed with the education division staff responsible for career development events within seven (7) calendar days of the results announcement and accompanied with a \$50 filing fee. The fee will be returned if the appeal is justified.

Additional Operational Procedures and Policies

Check-in

Participants will report at the national FFA convention as indicated in the annual team orientation packet. Dates, hours and location will be sent annually to the state supervisor of agricultural education and to each team advisor in the team orientation packet. All participants will be given an identification number by which they will be designated throughout the event.

Assistants, Group Leaders and Officials

Each state agricultural education department is encouraged to provide staff and students to help administer and conduct specific National FFA Career Development Events. *States with prepared, extemporaneous and creed speaking participants must provide a judge.* States entering a team may recommend a person or persons to serve as an assistant in the career development event in which a team will participate. These persons may be supervisors, teacher educators, teachers of agriculture or other qualified individuals. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event after qualification for nationals has occurred. If an individual wishes to train/coach their team/individual, they must excuse themselves from the committee and event preparation for that convention year.

Special Need

Accessibility for all students—All special needs requests and appropriate documentation as outlined in the special needs request procedure must be submitted with appropriate career

development event certification form by certification deadline. National FFA staff and the event superintendent will be responsible for scheduling assistance from a different state association to assist participants.

Scoring

Continuous revisions of scoring sheets, due to computer scoring, will be necessary. Copies of any revised sheets will be sent to the state supervisor/executive secretary of agricultural education 60 days prior to the career development event.

TEAM AND INDIVIDUAL AWARDS

The ranking of teams and individuals in each of the career development events will be on the basis of three logical groups within the total range of scores. These groups will be designated as gold emblem, silver emblem and bronze emblem. Teams and individuals participating in each of the career development events will be rated gold, silver and bronze emblem through a specific procedure that will be predetermined. However, officials will honor natural breaks in scores. In the final written announcement of results, teams and individuals will be ranked from top to bottom in the order of their placing. Awards will be distributed to the winning teams and individuals at award programs following the completion of the career development events.

1. All awards will be provided by a cooperating industry sponsor(s) as a special project, and/or by the general fund of the National FFA Foundation.
2. The team having the highest ranking in each career development event will receive an award and members will receive individual high team awards provided they are present at the time of the awards ceremony.

3. The high individual in each of the National FFA Career Development Events will be announced at the time the awards are distributed and presented with a special award.
4. Results of all National FFA Career Development Events will be released through the education division, National FFA Organization office at the appropriate event award ceremonies.

Career Development Event Scholarships

1. Scholarships may be awarded in the National FFA Career Development Events, *as funding is available*.

Scholarships will be held for a full year beyond the student's graduation date. If the scholarship is not requested within one year after graduation from high school, the scholarship will be forfeited. Information on availability of scholarships will be sent annually along with the "Program for National FFA Career Development Events" to state participating teams and state agricultural education officials. Only one career development event scholarship may be awarded per student per year.

2. Additional scholarships may be available to top FFA members who have participated in National FFA Career Development Events at local, state and/or national levels through the National FFA Collegiate Scholarship Program. Students must meet the criteria for each specific area as outlined in the national scholarship application and complete the application that is mailed to each chapter in order to be considered for these scholarships.
3. Farm Business Management Career Development Event Fellows Program is for the advisors of the top two National FFA Farm Business Management Career Development Event teams. The advisor of

the first place team will receive a \$1,500 award and the advisor of the 2nd place team will receive a \$1,000 award. The advisors may use the awards for **a)** in-service or continuing education **b)** farm business management instructional materials **c)** a scholarship fund for the local FFA chapter. The Fellows awards will be awarded on an "as available" basis. Fellows awards may only be awarded to a FFA advisor for a total lifetime amount of \$2,500. These awards are provided by the National FFA Organization through National FFA Foundation sponsorship by the career development event sponsor.

Written Tests

All written tests used in National FFA Career Development Events will be available for sale through the National FFA Catalog effective the January following each career development event. Please request Item NCQ (year).

Career Development Events Additions/Deletions

- a. National FFA staff in cooperation with the National FFA Board of Directors is expected to be proactive in developing new or initiating changes within existing career development events to ensure they meet the needs of FFA members.
- b. Three years following the initiation of a new career development event, 15 states should be participating and 26 states should be participating after the next three-year period in order to retain the event at the national level.
- c. In addition, if 15 state supervisors/executive secretaries develop a proposal for a new career development event, the national FFA staff will conduct a study for the validity of the career development event and make a recommendation to the National FFA Board of Directors. Representatives of these states

must be from each of the FFA regions. The same process may be used to eliminate a national career development event.

- d. The national organization will certify National FFA Career Development Event winners for international competition when states request, with the understanding that the state team will provide their own travel expenses.
- e. The National FFA Board of Directors and national officers shall approve all changes in the general plan, rules and methods of selecting winners.

NATIONAL FFA AWARD, RECOGNITION AND CAREER DEVELOPMENT EVENTS ADVISORY COMMITTEE

Purpose: To advise the National FFA Board of Directors on issues impacting both National FFA Career Development Events and Awards to ensure:

- 1. all activities are consistent with industry needs.
- 2. all activities are available to all members.
- 3. all activities are conducted openly, fairly and in a quality manner.
- 4. cooperation among various activities occurs, to the degree possible, to promote the interconnectedness of agriculture (i.e. forestry and agricultural mechanics or farm business management and dairy or livestock) and agricultural education (classroom, SAE, FFA).
- 5. new and innovative activities are being put forward for consideration.
- 6. as many students as possible have the opportunity to participate.

- 7. a constant process of local advisor in-service on proper use of these activities as tools for learning is being championed.
- 8. all activities are operated consistently with national FFA board policy.
- 9. activities are conducted within available budgets approved by the FFA board and, if appropriate, FFA foundation board.

Membership

- 1. Two members of the National FFA Board of Directors, selected by the board, one of which will be a state supervisor (preference may be given for the second position to be held by the teacher acting as the USDE representative).
- 2. Two members, who are agricultural education instructors, selected by National Association of Agricultural Educators, (NAAE) through a process of their choosing.
- 3. Two members, who are state staff, selected by National Association of Supervisors of Agricultural Education, (NASAE) through a process of their choosing.
- 4. Two members, who are teacher educators, selected by American Association of Agricultural Education, (AAAE) through a process of their choosing.
- 5. Two FFA members who are or were delegates selected by the FFA national officers through a process of their choosing.
- 6. One member who is a career development event superintendent selected by the CDE superintendents through a process of its choosing.

Consultants

The current superintendent of each FFA career development event area will serve as a consultant.

Term

Members serve a three-year term except for the two FFA member representatives who will serve a one-year term.

Chair

The chair of the national advisory committee on awards and career development events will be the state staff member selected by the National FFA Board of Directors.

Meeting Schedule

1. Annual national convention meeting will be held to report on the completion of activities at convention and provide input into the winter meeting agenda.
2. The annual winter meeting will allow for most of the committee's work to be conducted as a whole group and in sub-groups focused on specific issues or specific types of activities (e.g., team career development events, individual awards, chapter awards).

Costs for all official members and consultants:

- convention meeting cost is borne by each participant.
- the winter meeting cost will be borne by the National FFA Organization, education division budget and the National FFA Foundation special project budgets for career development events.

National FFA Career Development Event Committee Responsibilities

The National Career Development Event Committee should:

1. broadly represent agriculture teachers, agriculture educators, subject matter specialists and industry personnel.
2. be appointed/confirmed by the chief operating officer with authority to manage the team activities and events.
3. build on the principles of volunteerism and individual members should be recognized for their contributions.
4. elect a superintendent to a five-year term that is confirmed by the FFA chief operating officer.
5. develop and propose a three-year budget to be approved by the appropriate FFA staff subject for submission to the National FFA Board of Directors.
6. develop committee assignments cooperatively with FFA staff.
7. be structured to encourage member development within the committee and be sensitive to, and represent the needs of diverse populations and cultures.
8. be large enough to adequately manage the team activities.
9. be responsible for the identification of the number of teams eligible to participate at the national level. They should encourage equal opportunity for members of teams to participate from across the states.

Conflict of Interest

Any career development event committee member who has a team qualify for or choose to train a team that qualifies for national competition in the event related to their committee assignment shall excuse themselves from their committee duties and event preparation for that convention year to eliminate the conflict of interest. It is the committee member's responsibility to inform the event superintendent and national FFA staff of

their involvement with a team that has qualified for national competition. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event, after qualification for nationals has occurred.

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CHAPTER

NATIONAL FFA

MARKETING PLAN

CAREER DEVELOPMENT EVENT

A Special Project of the National FFA Foundation

IMPORTANT NOTE

Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all National FFA Career Development Events.

I. PURPOSE

The marketing plan event is designed to assist students with developing practical skills in the marketing process through the development and presentation of a marketing plan. Students research and present a marketing plan for an agricultural product, supply or service. It is intended as a competitive activity involving a team of three persons working for a local community agri-business to support the FFA's outreach mission.

Local chapters may involve the entire chapter, a specific agriculture class or a three-person team. The intent is to have a three-person team present the results of primary research involving the local community that provides a reasonable and logical solution to a marketing problem. Understanding of the marketing process is manifested in the marketing plan, which is presented in a five to

eight page document and in a live presentation before qualified judges. Though only three individuals are on a team, any number of students may assist with the primary and secondary research.

II. OBJECTIVES

1. To develop an understanding of the marketing plan process.
2. To provide an activity to focus student and community attention on the agrimarketing curriculum.
3. To allow students to explore and prepare for possible careers in agrimarketing.
4. To help develop partnerships and improve relations with agricultural industries, local FFA chapters and the general public.

III. EVENT RULES

1. The event is open to one team per state as certified by the State Supervisor to the Program Manager responsible for National Career Development Events.
2. It is highly recommended that participant's be in official FFA dress at all events.

IV. EVENT FORMAT

1. **Team Make-up-** A team representing a state will consist of three members listed at the state and national levels from the same chapter. There are no alternates allowed in competition. Only the three certified team members can take an active role in the set-up of props, in the presentation of materials or use of technology during the presentation.
2. At least three qualified judges will be used. If more than six teams are in a section, two sets of judges should be used. Judges should be selected to represent a mix of industry, education and communication, if possible. They should have some understanding of the marketing planning process.
3. The judges will give a written evaluation after the finals and scoring is completed.
4. Twenty (20) copies of the plan must be sent to the Career Development Event Program Manager, National FFA Center postmarked by September 15th prior to the National FFA Convention at which the plan is to be presented.
5. A timekeeper will be designated, possibly from one of the three judges.

A. Equipment

Equipment provided at the event site- Two tripod easels (24" x 36"); one screen; one table and three chairs

B. Team Activity-

1. Written Plan- 35 Points

- a. Select a local community agricultural business that serves the community, and decide on the product or service for the marketing plan. Work with either existing or start-up situations. Plan to work with an off campus organization. Do not use your chapter as a client.
- b. Emphasis should be placed on the "value added" concept using marketing techniques to increase the value of products or services.
- c. A marketing plan deals with the future. Historical information is very valuable, but the actual plan must be a projection. A plan presented in the current year should be developed for the following year. A two-year timeframe might be needed, which would mean the inclusion of the two years following the current year. Marketing plans may vary from one to ten years depending on your client and the type of product or service
- d. The project outline should include the following aspects of the marketing process.
 1. Analysis of market – "Where are we now?"; "Why were we hired?" (10 points)
 - a. Industry trends.
 - b. Buyer profile and behavior.
 - c. Competition's strengths and weakness.
 - d. Your product's/firm's strengths and weakness.
 - e. Original research results.
 2. Business Proposition – "Where do we want to be?" (5 points)

- a. Key planning assumptions. (cite sources of information)
 - b. Measurable and attainable goals - must be measurable, have completion dates, be specific and attainable.
 - c. Target market – identify specific market segments which achieve your goals.
3. Strategies and Action Plan – How and when will we get there? (10 points)
- a. Product attributes: size, quality, service, etc.
 - b. How will you distribute and sell?
 - 1) marketing channels
 - 2) physical distribution modes
 - c. What will be the price structure?
 - d. How will you promote the products? Which promotional activities, or combinations of activities, are appropriate for your product or service? How much promotion can you afford?
 - 1) personal selling
 - 2) direct sales promotion
 - 3) public relations
 - 4) advertising – mass media
 - e. Develop a mission statement and predict competitor reactions, if any.
4. Projected budget – “How much will it cost to get there?” (5 points)
- a. What will be strategies cost?
 - b. Pro forma income statement which highlights cost of the strategies on an incremental or start-up basis.
 - c. Calculate the financial return of the marketing plan
5. Evaluation – “Did we get there?” (5 points)
- a. Specific measurement tools to measure the accomplishments of the goals at the end of the time period.

- b. Recommendations for future action and contingencies.

Procedures

1. Twenty (20) copies of the plan must be sent to the Career Development Event Program Manager, National FFA Center postmarked by September 15th prior to the National FFA Convention at which the plan is to be presented. A penalty of 10% will be assessed for documents received after the postmark deadline. If document is not received seven days after postmark deadline, the team may be subject to disqualification. States qualifying after the September 15th deadline will have seven days from state qualifying event date to submit their marketing plan.
2. The document will not exceed eight pages and must be ten point or larger type size.: The 8 pages are calculated on an 8 1/2” × 11” basis. Different formats and page sizes can be used as long as the document does not exceed the equivalent of 8 – 8 1/2” × 11” pages. A five (5) point deduction will be applied to all marketing plans that do not follow these guidelines.
 - a. title page – project title, team name, state and date [1 page]
 - b. text – marketing plan [5 pages]
 - c. appendices – surveys, graphs, maps, promotional pieces, etc. [2 pages]
3. Written expression is important. Attention should be given to language, general appearance, structure and format.

2. Live Presentation – 65 Points

1. Each team will be allowed 5 minutes to set up before their 15-minute time allowance begins and 3 minutes to reset the equipment, as they found it, after the presentation. If there is an equipment failure during the presentation,

the team will be allowed five minutes to set up again.

2. A live presentation not exceeding 15 minutes duration should be planned and given. Five points will be deducted from the final score for each minute or major fraction thereof, over 15 minutes for the presentation. The timekeeper shall be responsible for keeping an accurate record of time. The presentation will be followed by five minutes maximum of “clarifying” questions, during the preliminary and semi-final rounds. During the final round the presentation will be followed by 10 minutes maximum of “clarifying” questions. Judges will ask at least one question for each member of the team.
3. The focus of the presentation should be to the top management of an agribusiness or farm. The team should assume the role of a marketing consultant, as found in industry. The team will inform the judges of their role in the team's presentation.
4. Visual aids are only limited by your imagination. Do not assume that the lights can be adjusted or the competition room can be drastically remodeled. Scoring will be based on how effectively visual aids are used, not how elaborate they are. Remember that visual aids should enhance and clarify what the speakers are saying; not replace them.

V. SCORING

Written Plan

Market Analysis	10 points
Business Proposal	5 points
Strategies and Action Plan	10 points
Evaluation	5 points
Budget	5 points
Points Possible	35 points

Live Presentation

Marketing Process	25 points
(Demonstrate understanding of the five parts of the marketing plan.)	
Original Research	15 points
(Evidence of meaningful original market research)	
Effectiveness of the Presentation	10 points
(Organization, professionalism, effectiveness of visuals and adherence to guidelines.)	
Questions and Answers	15 points
Points Possible	65 points
TOTAL POINTS POSSIBLE	100 POINTS

Teams shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judges' ranking of each team then shall be added, and the winner will be that team whose total ranking is the lowest. Other placings will be determined in the same manner (low rank method of selection).

■ VI. TIEBREAKER

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the lowest rank from the response to questions will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.

■ AWARDS

Awards will be presented at an awards ceremony. Awards are presented to individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsor(s) as a special project, and/or by the general fund of the National FFA Foundation. Teams participating in the preliminary round will receive a bronze emblem plaque, teams continuing on to the semi-final round will receive a silver emblem plaque and all teams competing at the final round will receive a gold emblem plaque.

Marketing Plan Score Sheet

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

	Possible Points	Earned	Comments
WRITTEN PLAN			
Market Analysis	10		
Business Proposal	5		
Strategies and Action Plan	10		
Evaluation	5		
Budget	5		
Deduction – Marketing Plan received after postmark deadline. Deduction 10% of possible Plan Score or 3.5 points			
Deduction – 5 points will be deducted for not following plan format listed on page 243 of CDE Handbook.			
Written Plan Total Points:	35		
PRESENTATION			
Marketing Process (Understanding and clear presentation of the five parts of the marketing plan)	25		
Primary Research (Involvement in solving a local community-oriented agribusiness marketing problem)	15		
Effectiveness of the Presentation (Organization, professionalism, effectiveness of visuals and adherence to guidelines)	10		
Questions and Answers	15		
Presentation Total:	65		
SUB-TOTAL (WRITTEN & PRESENTATION)	100		
DEDUCTIONS			
Deduct 5 points for each minute, or major fraction thereof, the presentation went over 15 minutes			
NET TOTAL POINTS			
Team Ranking:			

Judge's Name

Judge's Signature

Date