



SALUTES, AWARDS, & RECOGNITIONS MANUAL

How to Build an Engaging Award Program

- Objectives
 - Increased participation in awards, recognitions and salutes
 - Promotional and hosting ideas
 - Empowerment of local leaders
- Participation Interest
 - Understand what participants want from awards, recognitions and salutes
 - Understand what the national organization can do to assist members in ways they never imagined
 - Provide programs in a way that will encourage use
 - Develop a promotional program to focus on winners
- Participant Benefits
 - Application of what has been learned
 - Great ways to attach a tangible outcome to the education product

Farm & Ranch Management Contest

- *Summary*
 - Held at annual winter convention
 - Written test open to all participants (no registration required)
 - Designated time for test
 - Allows 2 person teams to participate
 - Five winning places (1st - \$500; 2nd - \$200; 3rd - \$125; 4th - \$75; 5th - \$50)
- *Goal*
 - Encourage agricultural leaders to develop and refine skills as managers, economists, marketers, decision makers, analysts, etc., of farms and other agribusinesses so they have a better opportunity to succeed
- *Format*
 - Part 1: Written Test (designed to test members' understanding of economic principles in farm management

- Part 2: Problem Solving Analysis (designed to determine the member's ability to apply principles of farm management to the decision making process by actual problem analysis and justifying the decisions made)

- *Rules*
 - Participants may use silent, battery-powered calculators during the test.
 - There is no limit to the number of people that may participate.
 - The contest will be evenly divided among the following areas with emphasis placed on practical knowledge and management skills: decision-making, resource acquisition and transfer, management tools for planning, taxes and management, risk and uncertainty, and management in today's environment.

STAR Leader Award

- *Summary*
 - Held at annual winter convention
 - Participants must have minimum of 500 EAA points as designated on EAA scorecard (available online); points are not cumulative from year to year
 - Participants must conduct a service project that promotes agricultural careers to children under age 12
 - Winner will receive \$1000
- *Goal*
 - Encourage more individuals to take an active role in the support of agriculture by leading local efforts directed toward ag leadership and ag service and to recognize those members who lead the initiatives
- *Format*
 - Participants will find a sponsor to support their local service project
 - Participants will prepare a presentation about agriculture and present it to young children in the community along with a toy tractor or other agriculturally themed item
 - Participants will present a PowerPoint or other digitally based presentation as verification of their service activity
- *Rules*
 - PowerPoint presentation can be no longer than 25 pages (slides)
 - Must attend National Institute to receive \$1000 prize
 - Participants will be judged on total EAA points and PowerPoint presentation
 - EAA scorecard and digital presentation must be submitted by September 1
 - The award winner will be evaluated and selected based on their decision-making process, community improvement planning, management of and process for service, impact of service and how the process encouraged future success

STAR LEADER

LEADERSHIP DEGREE (1000 points) Form

SALUTES



COMMUNITY SERVICE (BLUE) *:
 PIZZA PROJECT, ADOPT - A - SCHOOL,
 EXCHANGE PROGRAM, ISSUES SEMINARS,
 ETC.

PRACTICE - ACTIVITIES & CONTESTS (RED)*:
 SPOKESPERSON, FARM MANAGEMENT,
 EUROPEAN EXCHANGE, OFFICER,
 INSTITUTE, ETC.

LEADERSHIP COURSES (GREEN)*:
 SUBJECTS - HANDLING STRESS, TIME
 MANAGEMENT, SELF CONFIDENCE,
 ATTITUDES, ETC.

* 100 points for each activity.

The STAR PROGRAMS

Upon completion of a Leadership Degree an individual will become eligible to compete for the prestigious award of The STAR LEADER. It is awarded on agricultural production and/or business activities, community service involvement, NYFEA activities, etc.

GREEN (300) + RED (300) + BLUE (300) + MISC. (100) = DEGREE (1000)

Participation in the **service projects** are worth 100 points per project.

For participating in any of the approved **contests** and **activities** the member will earn the assigned points. Once a total of 300 or 400 points has been earned then he/she has met the requirements for the degree. Activities can only be counted once a year. Local, state & national are eligible.

Once an individual has completed approved **courses** in the approved subject areas then he/she will receive 300 or 400 points needed to earn the degree. Each of the subjects is valued at 100 points.

NYFEA DEGREE - EAA SCORECARD// CONVENTION ADVISORY FORM

We are pleased to offer everyone the opportunity to qualify for a NYFEA DEGREE and to provide MEETING INPUT.

INFORMATION:

NAME: _____ EMAIL: _____ SSN: _____
 _____ FAX: _____
 ADDRESS: _____ CITY: _____
 STATE: _____ ZIP: _____
 TELEPHONE: (please include area code) WORK: _____
 _____ HOME: _____

EAA DEGREE FORM:

I have participated in the following activities that qualify for NYFEA Degrees and EAA points. I realize this information must be returned to NYFEA by **September 1, of current calendar year**. Please note that each participant must designate the degree for which the points are to be

used. Do not hesitate to copy if additional space is needed. Return to: NYFEA, P.O. Box 20326, Montgomery, AL 36120

1. ACTIVITY: _____ Witness: _____
 Is this activity: (please check only one)
 educational course _____
 seminar _____ DATE: _____
 service project _____

2. ACTIVITY: _____ Witness: _____
 Is this activity: (please check only one)
 educational course _____
 seminar _____ DATE: _____
 service project _____

3. ACTIVITY: _____ Witness: _____
 Is this activity: (please check only one)
 educational course _____
 seminar _____ DATE: _____
 service project _____

4. ACTIVITY: _____ Witness: _____
 Is this activity: (please check only one)
 educational course _____
 seminar _____ DATE: _____
 service project _____

5. ACTIVITY: _____ Witness: _____
 Is this activity: (please check only one)
 educational course _____
 seminar _____ DATE: _____
 service project _____

Suggestions:
 Institute attendance = 100 points
 educational seminars (name/date)= 100 points
 tours (name of tour & date) = 100 points
 state conventions (state & date) = 100 points
 state, natl, etc. leader (year) = 100 points
 chapter meetings (date of each mtg.) = 100 points

STAR LEADER : APPLICATION FORM

INFORMATION:

NAME: _____ EMAIL: _____ SSN: _____
 _____ FAX: _____
 ADDRESS: _____ CITY: _____
 STATE: _____ ZIP: _____

TELEPHONE: (please include area code) WORK: _____
HOME: _____

EAA DEGREE COMPONENT:

I have participated in the following activities that qualify for NYFEA Degrees and now want to apply for the STAR Leader award. I realize this information must be returned to NYFEA by **September 1, of current calendar year**. Please note that each participant must designate the degree for which the points are to be used. Do not hesitate to copy if additional space is needed. Return to: NYFEA, P.O. Box 20326, Montgomery, AL 36120

ACTIVITY DESCRIPTION FORM

NYFEA, in an attempt to provide a more accurate Analysis of the activities, is asking you to complete the following evaluation form and return it with the form.

Do you have a diversity of agricultural activities on your farm?: _____

Describe the activities that are the most productive for your bottom line?

Did you have employees? (in what ways do they present challenges and how do you keep them effective) _____

If you have family members involved, what are the secrets to managing family relationships on the farm?

Do you have formal agricultural training (i.e. college education and how has it been valuable?) _____

In what ways would you change your operation, if you could and money was not an obstacle? _____

How would you suggest a young person enter an agricultural occupation?

What are the most important reasons that you chose to farm?

What do you do to show good stewardship of your land?

What present you with the greatest challenges to long term success?

In what areas of your community are you actively involved?

Where is leadership most apparently needed in agriculture?

How do you help address the agricultural leadership needs in your community? _____

How do you and your family help improve the quality of life in your community? _____

How many institutes have you attended? _____
Will you return to another institute? _____

Which of the educational programs did you like the best?

1. _____ Ag Decision Makers College
2. Tours _____
3. Young Ag Leaders Event
4. Farm Management Contest _____
5. _____ Ag Communication Award
6. _____ Salute to Agriculture presentation _____
7. Leadership Training _____
8. Other _____

Salute to Young/Beginning Producer and Young Ag Professional

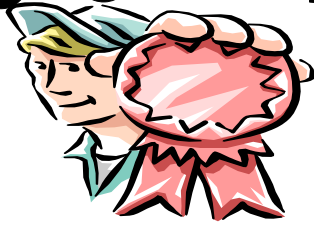
- *Summary*
 - Recognition held at the annual NYFEA Institute (annual convention)
 - Salute awards judged on application developed by NYFEA (see following page)
 - Each salute winner will receive \$1000
 - *Goals*
 - To encourage agricultural leaders who take an active role in local activities and display leadership among peers
 - To encourage more men and women to strive for excellence by learning from the success of their peers
 - To encourage states to hold outstanding YBP and YAP salutes
 - *Format*
 - Participants' information is submitted to NYFEA for consideration
 - National winners will be recognized at the NYFEA Institute through a PowerPoint presentation
 - NYFEA will arrange media coverage to highlight national winner
 - *Rules*
 - Participant information must be submitted by September 1
 - Must be present at NYFEA Institute to receive award
- Salute to Young/Beginning Producer and Young Ag Professional Nomination Form***
- **Personal Information**

Name: _____
Address _____
City _____ State _____ Zip _____

Phone _____ Email _____
Years of experience as farmer/agricultural professional _____
 - **Program Information**

Name of farm/agricultural enterprise _____
Address _____
City _____ State _____ Zip _____

RECOGNITIONS



Phone _____ Email _____

- **Explanation of Agricultural Activities**
Farming activities

Agribusiness Activities

Educational Activities

Community Activities

- **Additional Information:**

Please respond to the following on a separate sheet of paper and submit with your completed form:

-Provide a sketch of the impact of your farming or ranching activities. Include information on:

- a) Diversity of agricultural operations
- b) Sales and marketing activities participated in during the year
- c) Educational programs in which you participated
- d) Involvement in local agricultural education programs
- e) Involvement with agriculture organizations and commodity groups
- f) Awards and honors for which your operation had been recognized
- g) Family activities

- Provide a biographical sketch or resume that includes leadership roles (church, academic, political, charitable, etc.). Special emphasis should be placed on activities that tell the story to the agricultural community.

Up to 10 support photographs may be submitted

** Submit all requested information no later than **September 1** to:*

NYFEA—P.O. Box 20326—Montgomery, AL 36120
natloffice@nyfea.org

Ag Communication Award sponsored by John Deere

- **Summary**

- Program designed for young and beginning agricultural leaders who will be asked to complete communication training and an agricultural issue awareness discussion, develop a plan on the issue that provides a positive perspective of agriculture/ renewable resources to an audience of consumers and producers and execute the plan.
- Communication training and skills development occurs at an-

nual winter convention

- Implementation of communication strategy takes place throughout the year and is reported at the annual winter convention
- Two categories are open for participation: Grassroots Participant (open to nominated state participants selected through a process developed mutually by the state association and state sponsor) and Leadership Participant (individuals not winning a state contest).

- **Goals**

- Provide an opportunity for personal and professional growth through the communication of the story of agriculture to state, local and national audiences
- Provide an educational, training program that inspires participation from across the agricultural horizon
- Enhance communication skills of young men and women by encouraging the development and implementation of a plan
- Educate the general public about issues facing agriculture in the nation and world
- Provide a rewarding and fun-filled experience where participants and sponsors can be excited about participation.

- **Format**

- **Pre-Institute:**

For state “qualified” winners, known as Grassroots Participants, the association asks the participating state organizations to designate a qualified representative of their entity. The methodology used to select the state winner will be determined by the state organization. NYFEA encourages each state host their own Ag Communication Award program.

For individuals that are not qualified to participate in the Grassroots Participant category, there will be an opportunity for them to enter the Leadership Participant category. The eligibility to participate is simple. They must attend the Ag Communication program during the convention.

- **Inside the Institute:**

During the convention, the winners at the state level will be entered into a separate contest, the Grassroots competition. They will develop a plan and the plan will be carried out in a manner that is consistent with the goal of communicating positive stories about agriculture. Plans will be compiled. The best plan, as determined by a series of points, will be recognized during the convention. The plan will be worth 500 points. The winner will be announced on Saturday night during the closing Ag Communication Award banquet. Each participant will have their plan judged against the plans of their fellow participants. The top plan is eligible for a \$500 award.

Also, during the convention, in the Leadership (non-state qualifiers) Participants will be invited to participate in the training program. They will also have an issues discussion and will develop a plan. After the plan is developed they will be asked to explain what they decided to do and how they will execute the plan. Each of the Leadership Participants and will be evaluated and the winners from the Leadership Categories will be selected. The top plan will be offered a \$500 award. They will also be presented at the

closing banquet of the convention.

- After the Institute:

At the close of the convention, the plans that have been developed will be certified for entry into Phase II of the program. By carrying out the details of the plan, the participants have the opportunity to earn another prize. All of the completed plans must be submitted to NYFEA by September 1 of the upcoming year. The documentation showing that the plans have been completed will be reviewed and the winner will be selected from the group that is submitted. "Grassroots Participants" and "Leadership Participants" will be bunched together for the final part of the program. In other words, they will compete against each other for the final prize which is \$1000. Also, the winner receives free room and registration. Winners will be notified before the start of the convention. The winner of the implementation part of the program will be asked to present their successful activity during the Communication Award banquet during the convention.

• **Rules**

- Any participant arriving on the day of the national program may enter.
- Selection of the National Agricultural Communication Awards will be made by a panel of judges consisting of a consumer leader, an agricultural communicator and an agricultural representative; all judges will be secured prior to Institute activities.
- Candidates' presentations will be provided to the judges by NYFEA and judges will evaluate each presentation. Presentations will consist of documentation of successful communication activities. Grade for each participant will be determined based on effective execution of written and spoken components of the plan.
- A winner and runner-up will be selected. The winners for each category will receive prizes. Winners must be present to receive award.

Ag Communication Award presented by John Deere

"Grassroots Participant Application"

• **Personal Information**

Name:
 Address
 City _____ State _____ Zip

 Phone _____ Email
 Years of experience as farmer/agricultural professional

• **Program Information**

Name of farm/agricultural enterprise
 Address
 City _____ State _____ Zip
 Phone _____ Email

• **Description of Local Communication Award program**

Issues Discussed

 Activities Conducted to Communicate a Positive Message (on Specific Issues)

 Communication Training Activities Conducted at Local and State Level (in which you have participated)

Community Activities

• **Additional Information:**

Please respond to the following on a separate sheet of paper and submit with your completed form:

-Provide a sketch of the impact of your farming or ranching activities. Include information on:

- h) Diversity of agricultural operations
- i) Sales and marketing activities participated in during the year
- j) Educational programs in which you participated
- k) Involvement in local agricultural education programs
- l) Involvement with agriculture organizations and commodity groups
- m) Awards and honors for which your operation had been recognized
- n) Family activities

- Provide a biographical sketch or resume that includes leadership roles (church, academic, political, charitable, etc.). Special emphasis should be placed on activities that tell the story to the agricultural community.

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NYFEA - P.O. Box 20326—Montgomery, AL 36120
natloffice@nyfea.org

Ag Communication Award presented by John Deere
"Plan Completion Form"

• **Personal Information**

Name:
 Address
 City _____ State _____ Zip
 Phone _____ Email
 Title of Plan

• **Program Information**

Name of farm/agricultural enterprise
 Address
 City _____ State _____ Zip

 Phone _____ Email

• **Description of Issues Discussed (for implemented plan to accomplish)**

Issues to Address

• **Key Goals Identified**

Communication Goals Identified

Implementation Success

• **Key People or Groups Touched**

Target Groups

Implementation Success

• **Tools Used**

Communication Resources Accessed

AWARDS



Implementation Success

Please submit a five minute or less powerpoint describing the unique success of the program “In Communicating a Positive Message (on Specific Issues)”

- **Submit an essay showing why it is so important to be a good communicator, what was learned in executing the plan and why it would be highly recommended to the next person.**

Additional Information:

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-Provide a sketch of the impact of your farming or ranching activities. Include information on:

- Diversity of agricultural operations
- Sales and marketing activities participated in during the year
- Educational programs in which you participated
- Involvement in local agricultural education programs
- Involvement with agriculture organizations and commodity groups
- Awards and honors for which your operation had been recognized
- Family activities

- Provide a biographical sketch or resume that includes leadership roles (church, academic, political, charitable, etc.). Special emphasis should be placed on activities that tell the story to the agricultural community.

** Submit all requested information no later than **September 1** to:*
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-OR-

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