

Spring 2005

### Nebraska LEAD Alumni Association Has New Website

The Nebraska Lead Alumni Association has just launched its new web site, LEAD alumni Executive Secretary Nancy Eberle said April 11. "For quite some time now we have discussed the need to add another networking tool for our association and a web site was one of the ways we thought we could accomplish this goal. For several months, we've worked on the format, the color scheme, and the content of the site with the hope that it would not only be user-friendly, but useful to all of us," she said.

Visit the site at <http://leadalumni.unl.edu>. "Please check out our pictures from the 2004 Ag Adventure Tour, which is an activity that the Nebraska AgRelations Council supports

financially," Eberle said. "We are busy planning our tour for 2005 and have placed a registration form for that event on our site. We have also included photos from the LEAD Alumni National Travel Study Seminar to California. We offered this seminar in conjunction with the Nebraska Corn Board as an opportunity to enhance our knowledge of California Agriculture and the markets that we fill with our Nebraska Corn," she said.

The Nebraska LEAD Alumni Association is very proud of its new web site and hopes NAC members will enjoy it also. "We invite you to add it to your 'favorites' list on your computer and visit often," Eberle said.

### Plan Now To Be an Ag Pen Pal

School year 2005-2006 won't start until fall, but you can volunteer now to be an Ag Pen Pal with an elementary classroom in Omaha, Lincoln, Kearney or Grand Island. Ag Pen Pals is part of Nebraska's Agriculture in the Classroom program.

Farm and ranch families who participate in the program agree to write at least three letters during the school year to the teacher and students they're paired with. Farm families write first, telling what they're doing on the farm and ranch, why and how, and how it affects people in the city. The teacher or students will respond, often through individual letters from the children. Farm families aren't expected to answer each student letter, just to respond to general questions.

The program is a great way for farm and ranch families to build understanding of agriculture among Nebraska's urban population. Third and fourth graders reached now through the program will soon be adult consumers, voters and decision-makers. With an understanding of agriculture, they can be expected to make good decisions about issues that affect our industry.

Ag Pen Pals most often involves third and fourth grade classrooms. Third graders are learning cursive writing while fourth graders are studying Nebraska. Ag Pen Pals satisfies expected outcomes in the Nebraska Department of Education's State Content Standards.

Ag Pen Pals has a track record of effectiveness. Teachers are asked to evaluate their students' knowledge of agriculture before beginning the program and again after completing it. For school year 2003-2004, of teachers who completed both pre- and post- program evaluations, 73 percent said their students had increased their knowledge of agriculture by two places or more on a five-point scale (a 40-percent gain). For 34 percent, the knowledge gain was three places (60 percent) or more, and for 10 percent, the gain was four places or more (80 percent).

Overall, 98 percent of teachers completing both pre- and post-evaluations reported a knowledge gain for their students because of their participation in the Ag Pen Pals program.

Ag Pen Pals provides a concrete, direct way for you to promote understanding of agriculture. To volunteer, or for more information, contact Natalie Friesen, Ag Pen Pals coordinator, at: [natalief@nefb.org](mailto:natalief@nefb.org) or 800/546-3496.

### NAC Leadership

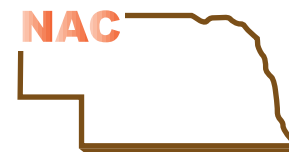
- Craig Buescher, Deweese...president*
- Cheryl Stubbendieck, Lincoln...president-elect*
- Ted Hartung, Lincoln...executive secretary*
- Larry Bitney, Lincoln...treasurer*
- Nancy Eberle, Bradshaw...communications*
- Larry Hudkins, Malcom...awards*
- Gary C. Bergman, Lincoln...membership*
- Duane Eversoll, Lincoln...ex officio*

*Newsletter courtesy of  
Nebraska Farm Bureau*

*Cheryl Stubbendieck, editor  
Marie Lavicky, graphic artist*

#### Send news for NAC members to:

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P.O. Box 80299  
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or (preferably) [cheryls@nefb.org](mailto:cheryls@nefb.org)



# Nebraska AgRelations Council

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Spring 2005



Craig Buescher

### President's Message

With spring upon us now, we can look forward to another cropping season along with spring calving season well underway, with little calves dotting the landscape wherever you drive. I like this time of year as the grass is greening up, the temps are warming up, and yes, the alfalfa is coming out of dormancy. I hope you are getting the moisture you need this spring and hopefully a little extra to fill the reservoirs and ponds.

We had our annual meeting in Kearney on March 2, the afternoon before the Governor's Ag Conference. We had a nice attendance and explained the various projects that we tackled this past year. Our main project was preparing new articles of incorporation and bylaws. NAC had been operating under the old constitution and bylaws of its predecessor, the Nebraska Council for Public Relations for Agriculture. The NAC Board of Directors felt that because the old by-laws had not been updated since the AgRelations Council began in the mid-'70s, they should be our top priority.

We were happy to have Nancy Eberle and Cheryl Stubbendieck step up to the plate and offer to co-chair that project. We really appreciate their work and the time they spent on it. We also appreciate their employers, Oxbow Enterprises and Nebraska Farm Bureau, for allowing them to attend various meetings and work sessions to get this done. We also appreciate the input from the members who attended the annual meeting on how some sections of the by-laws and articles of incorporation should be worded.

We also showcased our new brochure for NAC at the annual meeting. This is a great way to help promote the AgRelations Council. Thank you to Gary Bergman and Nancy Eberle for heading up this project.

At the Governor's Ag Conference, we had an NAC exhibit in the meeting's "trade show." We displayed pictures of some of NAC's activities, including past Awards Banquets, the LEAD Alumni Ag Adventure we help to sponsor, and the Ag at the Crossroads Conference. We had people stop by the booth who said they didn't realize we were involved in some of these activities. Thanks to Gary Bergman for lending his table top display. While in Kearney, we also talked about the NAC Speakers Bureau that we are resurrecting. We believe this would be a great way for us to fulfill

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### NAC Calendar

- Sept. 14** – NAC Dinner in conjunction with Husker Harvest Days  
*Midtown Holiday Inn, Grand Island*
- Nov. 3** – Ag at the Crossroads Conference  
*East Campus Union, Lincoln*
- Dec. 14 & 15** – Nebraska Ag Classic  
*Holiday Inn Convention Center, Kearney*  
Joint Meeting of Agricultural Organizations  
Includes 2006 NAC Annual Meeting

### Articles, Bylaws Approved

NAC's new articles of incorporation and bylaws were approved with modifications by members attending the annual meeting March 2 in Kearney. NAC directors have signed these documents and they are being filed with the Nebraska Secretary of State.

### NAC Seeks Additional Directors

NAC's new bylaws provide for up to nine elected directors; currently six are serving. Duane Eversoll, NAC nominating committee chair, is looking for candidates to fill the three additional positions. If you're interested in serving, please contact Duane at: [deversoll2@unl.edu](mailto:deversoll2@unl.edu). The NAC board conducts much of its business via email and works hard to use board members' time effectively in occasional face-to-face meetings. As this newsletter shows, NAC has many terrific projects in progress. Please volunteer to help. The NAC board would especially like to have additional members from north central and western Nebraska. And if you're not interested in a board position, we'd welcome your help for specific projects. Let Duane know!

**President's Message continued**

our mission, which is "To Communicate the Story of Nebraska Agriculture Through the Maximum Use of Media." This year we will be asking anyone that would like to help us communicate the message of how agriculture fuels our Nebraska economy to step forward and have your name listed with our Speakers Bureau. We will make the speakers' list available to various organizations that are looking for speakers for their meetings. We will also have available the Nebraska Ag Industry Partnership's "We're All Shareholders" video for those who would like to incorporate it into their presentations. We'll have more information for you in the upcoming months.

We are also making plans for the upcoming Husker Harvest Days program we have each year. Because we will be presenting our 2006 AgRelations Award at the Nebraska Ag Classic, Dec. 14 and 15, we are planning a special program with a speaker for Wednesday evening, Sept. 14, at the Midtown Holiday Inn in Grand Island. Also mark your calendar for the "Ag at the Crossroads" conference, which will be held at the East Union on Nov. 3. More information will follow on both of these activities.

Finally, a reminder to all those who haven't got their membership paid for 2005: please do so in the next week if you would like to be included in the 2005 NAC Directory. Feel free to call Lisa at 402/472-2821 to get signed up. If your membership is due, you should have received a notice. But if you are unsure of your membership status, give Lisa a call and she can give you the information you need. You can't beat this deal because for just \$20 per year (or just \$50 for three years) you can be listed with 300 other ag leaders from throughout the state who are promoters for agriculture in Nebraska. Give Lisa a call today!

Hope you have a safe summer,

Craig Buescher

# WANTED

## ★ SPEAKERS TO TELL THE STORY ★ Of the Importance of Agriculture in Nebraska

I'd like to invite you to become part of the AgRelations Council's Speakers Bureau. Reestablishing this project is one of our goals for 2005.

You might remember that NAC had a Speakers Bureau a number of years back and it was discontinued. We are "resurrecting" it and hope you will consider being part of it, because our mission statement for the AgRelations Council is "To communicate the story of Agriculture through the maximum use of media."

We want to communicate the story that agriculture fuels the state's economy, with a specific emphasis on livestock production in the state.

We have copies of the 12-minute "We're All Shareholders...in Nebraska Livestock" video in VHS and DVD format that we will send to you if you would like to incorporate it into your presentation.

We plan to distribute our list to such organizations as civic groups, chambers of commerce and visitors bureaus throughout Nebraska. Interested groups will contact you and you can work out the details. If you would like to help, please complete and return the enclosed form and we will then send you some more information about our economy that you will be able to use. If you would like more information, feel free to call me at 402/262-2311.

I hope you will consider being part of this worthwhile project to promote Nebraska agriculture!

**Craig Buescher, NAC President**

### NAC Sponsors FFA Ag Comm Proficiency Contest

NAC sponsored the Agricultural Communications and Entrepreneurship Proficiency Award at the 2005 State FFA Convention in early April. Maika Bauerle, a member of the Imperial FFA chapter, won the competition. Her application will be forwarded for national competition.

Bauerle is the daughter of Bill and Marcia Bauerle. She works for KADL 102.9 FM radio in Imperial. She has developed skills in broadcasting, advertising and sales and has designed her own broadcast show titled "Friday Night Shout-Out." Her ag education instructors are Randy Vlasin and Jason Speck.

### 2006 Annual Meeting To Be Held at Ag Classic, Dec. 14 and 15

The Nebraska AgRelations Council will hold its 2006 Annual Meeting as part of the new Nebraska Ag Classic conference, a joint meeting of several ag organizations. The Ag Classic will be Dec. 14 and 15 at Kearney's Holiday Inn and Convention Center. NAC also will present its 2006 AgRelations Award during the Ag Classic.

Other organizations participating in the Ag Classic are: Nebraska LEAD Alumni Association, Nebraska Corn Board, Nebraska Corn Growers Association, Nebraska Grain and Feed Association, Nebraska Grain Sorghum Board, Nebraska Grain Sorghum Producers Association, Nebraska Soybean Board, Nebraska

Soybean Association, and Nebraska Wheat Growers Association. Annual meetings of the various groups will be staggered, so that participants will be able to attend the annual meetings of all of the organizations they are members of.

Nancy Eberle, an NAC board member, is coordinating the conference program. U.S. Secretary of Agriculture Mike Johanns has been confirmed as one of the conference's speakers, she said, and more than 100 exhibitors have reserved space in the conference's trade show.

Look for more information from NAC and other ag organizations later in the year.

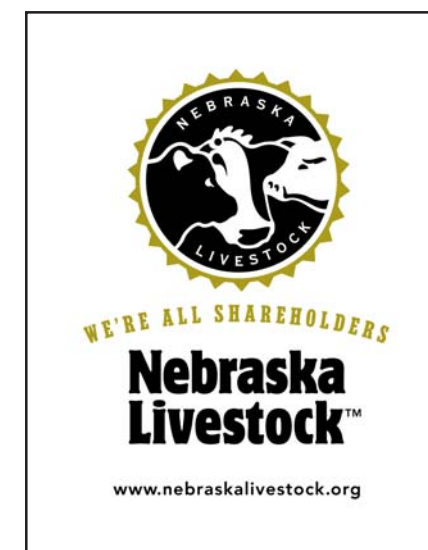


### 'We're All Shareholders' Video Now Available

The Nebraska Agriculture Industry Partnership has released the final version of its video about the importance and impacts of the state's livestock industry. The draft version debuted at NAC's 2004 Ag at the Crossroads Conference last November.

The video features a variety of individuals, such as teachers, factory workers, truckers and producers, telling how agriculture benefits them and their communities and all of Nebraska. It is narrated by Rep. Tom Osborne and was produced by David and Associates advertising agency of Hastings for NAIP. David and Associates President Dave Buccholz chairs NAIP.

The video is available on VHS or DVD. NAC members can request a copy by visiting NebraskaLivestock.org or by calling 402/462-6226. Members are encouraged to show the video to audiences in their area – schools, service clubs, political leaders, economic development professionals, bankers, ag producers and others. Copies of a brochure also are available for use with presentations and exhibits.



### New NAC Brochure Developed

NAC Board Members Gary Bergman and Nancy Eberle have developed a new promotional brochure for the Nebraska AgRelations Council. The new brochure has a contemporary look and includes four-color photos. It describes ongoing NAC projects and is designed to be "timeless" so it can be used for a few years.



### NAC Website Will Move To New Address

NAC's website, currently located at www.nol.org/home/NARC will be updated and moved to a new, easier-to-remember address, www.neagrelations.org, in late spring or summer. NAC President-elect Cheryl Stubbendieck is working with a York company to develop the new site.