



National Farm & Ranch Business Management Education Association, Inc.

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

NUTS & BOLTS REAL-TIME UPDATE

President's Message

By Al Graner, 2010-11 NFRBMEA President

March 10, 2011

Where does all the time go? In less than three and a half months we will be coming together for the sixth joint Conference of NFRBMEA and NAFBAS. Rush Midkiff and the 2011 conference planning committee have been busy putting in place a great conference agenda, and I am looking forward to being in Nashville in June. The downturn in our economy and the tight state budgets has had an effect on many of our activities. Hopefully, you will be able to find the resources to continue your attendance. The conference agenda and information you need to make your arrangements to attend are on the National Farm Business Management Conference website (www.nfrbmea.org/2011_conference/index.htm). Please check this out and make your reservations and travel plans as soon as possible.



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A welcome goes out to Ira Beckman who joins the NFRBMEA Board as our representative on the National Council for Agricultural Education. Ira will do a fine job of representing our organization on The Council.

The Board of Directors will be meeting in April via conference call. If you have items for our agenda you wish to have included, please feel free to contact any of the board members for their inclusion. The activities for the board have been relatively quiet this year as the organization has not had the flurry of changes we have seen in the past years. My compliments to the past administrations.

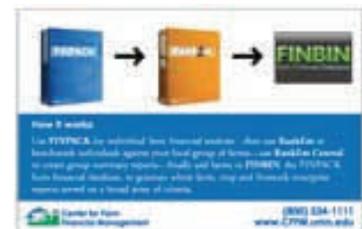
We are again looking for members to share their experiences in the National Farm Business Management Conference Experience Exchange, an event that brings significant achievements of our members to light. If you have had a professional experience that you think your colleagues would find interesting, I encourage you to apply for the 2011 NFBMC Experience Exchange. More details will follow soon. All new members of our organizations are also urged to attend the First-Timers' meeting on Tuesday morning of our conference.

I want to thank you for the opportunity to serve as President this past year. I would also like to thank the board for your commitment and service. I encourage anyone who has had a passing thought of becoming involved with our organization to feel free to step up to the plate and offer your talents. We are an organization brought together by a common interest of promoting and providing farm and ranch business management education. Past President Wayne Pike will be working on developing a slate of officers for the coming year and would love to hear from you on your interest in getting more involved and becoming an officer and working with our next administration led by our President Elect Jay D. Olsen.

I'm looking forward to seeing you in Nashville.



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National Council for Agricultural Education Report

By Ira Beckman, NFRBMEA Rep to the National Council, 2011-13

I would like to begin by thanking the NFRBMEA for selecting me to represent you on the National Council for Agricultural Education (NCAE). It is a privilege for me to serve on this prestigious council. The Mission of NCAE is to transform Agricultural Education for a changing world. The Vision of NCAE is to be the collective leadership voice for Agricultural Education in the United States. The NCAE generally meets face to face twice per year. The first meeting this year was February 28 through March 2 in Orlando, Florida. The meeting was there as one of the major activities of NCAE is to sponsor the National Agricultural Leaders Summit that was held in the same location from March 2 - 5. There were close to 300 participants from across the U.S. If you would like more

information about the NCAE, feel free to visit their website at www.teamaged.org/council/index.php/home.



I will summarize a few of the highlights of the NCAE meeting that will have at least some impact on NFRBMEA members. The first was to make changes to the NCAE by-laws by reorganizing the council from 19 voting members to 13. This will help save approximately \$14,000 per year. The NCAE feels that this money will be the start of what is necessary to hire at least a part-time executive director. The NCAE feels that even a part-time position would be extremely valuable in accomplishing more of the NCAE's goals. We also added the position of Past President. Like NFRBMEA, NCAE believes the addition of this position will add more continuity to the council and their objectives. The President Elect is generally determined after serving one year on the board. The Past President would have to serve four years on the board to complete their leadership obligation. Therefore the organization whose member is the Past President will have two members on NCAE for that year as all positions will continue to be three-year terms. The office of Past President is a non-voting position. These changes will take effect July 1, 2011.

Much of the rest of the discussion, other than regular business items, was centered on updating the strategic plan of the NCAE and the specific goals that we will work on during this year. These are:

- Develop and implement a communications strategy that engages internal audiences.
- Promote relevant programs of study in collaboration with key industry sectors.
- Secure and share data that communicates the value and relevance of agriculture in a changing world.
- Revisit the Mission and Vision of NCAE, and Agricultural Education.
- Revisit the national program content standards.
- Review multiple Agricultural Education program designs (CASE project, and others).
- Agriculture educator recruitment.
- Agricultural education advocacy.

I would like to thank Jay Olson for the exemplary job he did representing NFRBMEA the past three years. I heard only very positive comments from other NCAE members. Jay also did a great job getting me up to speed on the issues, which provided for an easy transition. Our next face to face meeting will be in Starkville, Mississippi near the home of the NCAE president and Mississippi State University the last week of September.



Short Takes

IABME: All the recordings for the Nov-Dec "Year-End Issues" webinars have been posted to the IABME website (www.nfrbmea.org/IABME/). Tom Weygandt says he is planning some spring meetings in Wisconsin and Minnesota, as well as supporting webinars. He will provide more information in an upcoming Real-Time Update.

Job Opportunities: There has been recent activity on our Job Opportunities page. We currently have three postings: one in New York State and two in Kansas. Please go to www.nfrbmea.org/job_opps.htm for more information about these positions.

Membership Notes

By Deb Pike, NFRBMEA Communications Director

New memberships and renewals are continuing to come in. The latest memberships and renewals have come from the Canadian, North Central, Northeastern, South Central and Western regions. Check out www.nfrbmea.org/members.htm to see who's currently among our members. If you have colleagues that have been NFRBMEA members in the past, please encourage them to renew their membership. A 2010-11 membership form can be picked up at www.nfrbmea.org/application.htm. There's still time to join or renew for this year ending March 31. After April 1, any memberships received will apply to 2011-12.



Our current membership stands at 141, as compared with 121 members this time last year. Here is the breakdown:

	2009-10	2010-11
REGULAR MEMBERS	111	124
AFFILIATE MEMBERS	9	16
HONORARY MEMBERS	1	1

Turbulence Squared

By Wayne Pike, NFRBMEA Past President

I just came from a workshop conducted by Dr. Robert Milligan, senior consultant with Dairy Strategies, LLC. He was talking to a group of dairy producers, farm management instructors and lenders about our turbulent times. He used the term "turbulence X turbulence" or "turbulence squared" to briefly describe today's business environment.

Of course, speaking to dairy producers about turbulence means we were referring back to 2009 and the subsequent moderate recovery we are now experiencing. However, the term turbulence can well be applied to the entire global economy. Dr. Milligan pointed out that the "new normal" is "no normal" and the words used by Jim Dickrell in the AgWeb Dairy Blog to describe turbulence as uncertainty, volatility and risk do not go far enough and are too narrow to fully describe the turbulence taking place in the ag economy today.

Dr. Milligan suggests that we need to think about these words when it comes to describing turbulence; change, opportunity and urgency. Change is obvious. It comes fast and from every angle. Some of these changes present opportunity. This opportunity should create a sense of urgency for those wise enough to be looking for it and who can prepare themselves and their businesses for it. Dr. Milligan puts these words into the equation, Change plus Urgency equals Opportunity.

While we can see change happening around us and we can seek out opportunity, what is it about urgency that is important? Dr. Milligan encourages us to try to differentiate between false urgency and true urgency. False urgency is that sense that nothing is really changing in the business. The same problems that beset us yesterday are here to bother us tomorrow. That creates a hectic, anxious and stressful work environment. False urgency is chronic, pervasive and insidious. It is created by failures, large or small, and short-term problems. There is no upside to false urgency.

True urgency is necessary to make progress. True urgency is relatively rare. It comes from leadership rather than task management and accomplishment. True urgency inspires the workforce's desire to win as it focuses on important issues and relentlessly seeks to purge the irrelevant. More of what is important gets done with focus and determination.



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2010-11 Board of Directors

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