

Career Development Events

Career Information & More...



Competition makes it FUN, Careers make it REAL!

CDE's it's about...

FUN, GROWING, CAREERS. . . It's about **YOU!**

Want to know more about a CDE and the doors it will open? Turn the page and find out about...

- **The kinds of careers out there**
- **The types of degrees needed**
- **How to get started**

If you need additional information regarding a Career Development Event, please visit

<http://www.ffa.org/programs/cde/index.html>

For the most current edition of the National FFA Career Development Event Handbook.

National FFA Career Development Events

Agricultural Communications

Agricultural Issues Forum

Agricultural Mechanics

Agricultural Sales

Agronomy

Creed Speaking

Dairy Cattle Evaluation

Dairy Foods

Environmental & Natural Resources

Extemporaneous Public Speaking

Farm Business Management

Floriculture

Food Science & Technology

Forestry

Horse Evaluation

Job Interview

Livestock Evaluation

Marketing Plan

Meats Evaluation & Technology

Nursery/Landscape

Parliamentary Procedure

Poultry Evaluation

Prepared Public Speaking

AGRICULTURAL COMMUNICATIONS CAREER DEVELOPMENT EVENT

What is it?

This CDE is your chance to be challenged in all areas of the agricultural communications field. At the event competition, members participate in a simulated news conference, then use the information collected to complete practical problems including: writing a news story and press release, preparing a radio broadcast and developing a graphic design. Participants also complete a written communications quiz and an editing exercise. Finally, each team must develop a communications proposal and presentation.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Communication and Education Specialists
- Management and Financial Specialties
- Marketing, Merchandising, and Sales Representatives
- Scientists, Engineers and Sales Representatives
- Social Service Professionals

Career opportunities found in the career cluster areas:

- **Education and Communication**- magazine writer, editor, farm broadcaster, media buyer, journalist, agricultural photographer, public relations representative, scientific writer, educational specialist, college teacher, agriculture/farm news director, videographer, web designer

**** (The agricultural communications CDE could be applied to all of the career clusters, as most occupations require some form of communication.)**

Educational Requirements

Associate Degree- agricultural photographer

Bachelor Degree- magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, scientific writer, agriculture/farm news director, web designer, videographer

Graduate Degree- college professor, educational specialist, extension agent

SAE Opportunities

Employment at the media and public relations booth at your county fairgrounds, setting up agricultural displays and creating brochures, conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm, develop an FFA newsletter, write articles promoting agricultural literacy

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- *Associated Press Stylebook and Libel Manual*
- *Adobe PageMaker or QuarkXpress* – desktop publishing software
- *Microsoft Word, Corel Wordperfect* - word processing software
- Boone, Kristina; Meisenbach, Terry; Tucker, Mark. *Agricultural Communications: Changes and Challenges*. Iowa State University Press. 2000.
- Calver, P. (editor). *The Communicator's Handbook*. 4th edition. Maupin House, Gainesville, FL 32607
<http://www.maupinhouse.com>
- News Design for Students
<http://www.ndfs.org/>
Includes design tips, case studies and weekly e-mail highlights
- American Society of Newspaper Editors
<http://www.asne.org/kiosk/careers/jcartxt.htm>
Provides resources for students preparing for a career in journalism, includes tips on setting educational goals, job hunting, future of journalism and where to go for more information
- High School Journalism
<http://www.highschooljournalism.org/>
Supplies resources for students, teachers, guidance counselors and editors, includes interviews with professionals, lesson plans, journalism scholarships, journalism quizzes
- Poynter.org
<http://www.poynter.org/Research/index.htm>
Offers wide range of resource files including broadcast, copyediting, education/training, photojournalism, ethics, online journalism, interviewing, daily newspapers, reporting, writing and editing and youth and the media

What is it?

This CDE begins by developing a presentation about an agricultural issue, based on criteria outlined in the CDE Handbook. From the start, member teams develop a portfolio and deliver a presentation that stresses both pros and cons of an agricultural issue. At the event competition, you use verbal skills and presentation abilities to defend your findings and answer judges' questions.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- The Agricultural Issues CDE could be directly applied to any of the career clusters as well as the occupations found within those career clusters. A broad understanding of the many diverse issues found within the agriculture industry is essential for any agriculture occupation.

SAE Opportunities

Working as page for the legislature, job shadowing at a law firm, researching an agricultural issue and presenting it at a community forum

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- Focusing on Agricultural Issues Instructional Materials, Agricultural Education Resources Catalog, National FFA Organization
- Global Vision Instructional Materials, Agricultural Education Resources Catalog, National FFA Organization
- Agricultural Issues: Food Safety Video, Agricultural Education Resources Catalog, National FFA Organization
- Agricultural Issues: Ground Water Safety Video, Agricultural Education Resources Catalog, National FFA Organization

What is it?

This CDE tests both technical and agricultural mechanics skills and your ability to work with others while solving problems. During the event, members complete a written exam and demonstrate problem-solving and hands-on performance skills. The event takes a “systems” approach and emphasizes machinery and equipment systems, related industry and marketing systems, energy systems, structural systems and environmental/natural resource systems.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – field sales representative –agriculture equipment
- **Marketing, Merchandising, and Sales** – technical service representative
- **Science and Engineering** – diesel mechanic, agricultural electrician, agricultural equipment designer, machinist, equipment operator, agricultural safety engineer, irrigation engineer, welder, agricultural engineer
- **Education and Communication** – technical writer, postsecondary teacher

Educational Requirements

Vocational Technical & Industry Training – welder, equipment operator, agricultural electrician, machinist,

Associates Degree – diesel mechanic, technical service representative

Bachelor of Science Degree – field sales representative- agricultural equipment, agricultural safety engineer, irrigation engineer, agricultural engineer, technical writer

Graduate Degree – agricultural equipment designer, postsecondary teacher

SAE Opportunities

Rebuilding a lawnmower engine, overhauling a diesel engine, design and build a trailer, building a pole barn and fence, wiring a barn or other agricultural structure, employment at a tractor dealership

Proficiency Award Areas

Agriculture Mechanical Systems Cluster

- Design and Fabrication
- Repair and Maintenance
- Energy Systems

Curriculum Resources

- *FOS. John Deere.*
- *Agricultural Power and Machinery.* McGraw-Hill.
- *Mechanics in Agriculture.* Interstate Publishers.
- *Agricultural Mechanics Fundamentals and Applications.* Delmar Publishers.
- *Modern Agricultural Mechanics.* Interstate Printers and Publishers.
- *Developing Shop Safety Skills.* American Association for Vocational Instructional Materials.
- *Power Tool Safety and Operation.* Hobart.
- *Agricultural Mechanics I Lesson Plans.* UMC-IML.
- *Agricultural Mechanics II Lesson Plans.* UMC-IML.
- *Agricultural Buildings and Structures.* Reston Publications.
- *Practical Farm Buildings.* Interstate Publishers.
- *National Electrical Code (1993 edition).* NFPA.
- *Agricultural Structures, Volumes I and II.* UMC-IML
- National FFA Agricultural Mechanics web site: <http://web.missouri.edu/~pavt0689/natcon.html>

AGRICULTURAL SALES CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you demonstrate the professional sales process, including customer relations, advertising and promotion, telephone skills and product display. At the competition, members complete a 50-question test, present a project summary and make a sales presentation for an agricultural product. They also complete one of four practical problems and cooperatively solve a market analysis problem.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – sales manager, field sales representative- crop production, field sales representative- agricultural equipment, field sales representative- chemicals and pharmaceuticals, computer salesperson, building product sales
- **Management and Financial Specialties** – export sales manager, marketing manager, agricultural consultant, agricultural economist
- **Marketing, Merchandising, and Sales** – food broker, commodity broker, marketing manager, feed sales, retail sales, product development, pharmaceutical sales

Educational Requirements

- **High School Diploma** – retail sales
- **Bachelor Degree** – sales manager, field sales representative- crop production, field sales representative- agricultural equipment, field sales representative- chemicals and pharmaceuticals, computer salesperson, building product sales, export sales manager, marketing manager, agricultural consultant, agricultural economist, food broker, commodity broker, marketing manager, feed sales
- **Graduate Degree** – product development

SAE Opportunities

Raising a horticultural crop and selling it for a profit, raising and selling livestock animals for a profit, employment at an implement dealership building product displays, employment at a veterinarian clinic caring for small animals, operating a custom hay baling business, selling vegetables at a farmer's market, raising honeybees and selling the honey, chopping, delivering, and selling firewood, establishing a lawn mowing service

Proficiency Award Areas

Agriculture Sales and/or Service

Curriculum Resources

- Chris G. Yorke. *Agricultural Sales*. ACRO Press, 1925 Main Street, Vancouver, WA 98660 (360) 693-9101
- Ron Schneiderheinze, Christina Wood. *Agribusiness Sales, Marketing and Management*. Instructional materials Laboratory, London Hall, University of Missouri, Columbia, MO 65211 (1-800-669-2456 or (573) 882-2883)
- Ditzenberger and Kidney. *Selling- Helping Customers Buy*. South-Western Publishing Company, Cincinnati, Ohio, 1992, (1-800-543-7972) ISBN 0538605316
- CRISP Publications, 1200 Hamilton Court, Menlo Park, CA 94025-1427 (1-800-442-7477)(FAX 650-323-5800)
 - Professional Selling, Rebecca L. Morgan ISBN 0-931961-42-4
 - Sales Training Basics, Elwood N. Chapman ISBN 1-56052-119-8
 - Closing, Virden J. Thorton ISBN 1-56052-318-2
 - Effective Sales Management, Tom Johnson ISBN 1-56052-384-0
 - Telephone Courtesy & Customers Service, Loyd Finch ISBN 1-56052-054-7
 - Marketing Strategies for Small Businesses, Richard F. Gerson ISBN 1-56052-172-4

What is it?

Choose this CDE to build and prove your skills in agronomic sciences. Participants complete a 50-question written exam; identify seeds, insects, soils and crops; demonstrate knowledge of agronomic management and solve a practical problem.

Career Opportunities*Career Clusters*

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – agronomist, cotton producer, certified seed grower, tobacco grower, pest control technician, field inspector, harvest contractor, aerial crop duster
- **Management and Financial Specialties** – crop processing supervisor, field crops consultant, agricultural economist, agricultural market analyst, agricultural extension agent
- **Marketing, Merchandising, and Sales** – grain buyer, field sales representative- crop production, grain elevator operator, tobacco buyer, commodity broker
- **Science and Engineering** – entomologist, agricultural aviator
- **Education and Communication** – postsecondary teacher, farm broadcaster, editor/writer for an agronomy publication

Educational Requirements

High School Diploma & Industry Training – cotton producer, certified seed grower, tobacco grower,

Associates Degree – crop duster, aerial crop duster, agricultural aviator,

Bachelor of Science Degree – entomologist, agronomist, pest control technician, field inspector, harvest contractor, crop processing supervisor, field crops consultant, agricultural economist, agricultural extension agent, grain buyer, field sales representative- crop production, farm broadcaster, editor/writer for an agronomy publication

Graduate Degree – agricultural market analyst, commodity broker, postsecondary teacher

SAE Opportunities

Conducting germination tests on crop's and making recommendations to farmer's regarding planting, raising any type of crop, detassling corn, producing seed and selling it, conducting pesticide tolerance tests on a crop, raising an herb garden and selling them at a farmer's market, harvesting wildflower seeds and marketing them, employment at a farm that produces crops

Proficiency Award Areas

Diversified Crop Production
Fiber and/or Oil Crop Production
Specialty Crop Production
Forage Production
Grain Production

Curriculum Resources

- *Ohio Agronomy Guide*- Ohio Extension
- University of Arizona, College of Agriculture –
Plant Growth and Development
Plant Production Management
Weeds
Insect
- *Corn and Soybean Field Guide*- Purdue Extension
- Nasco References
- Oklahoma State University, Cooperative Extension Service-
L-216 Corn Kernel Damage
L- 215 Soybean Kernel Damage
L-213 Wheat Kernel Damage
- Kansas State University, Agronomy Department
Grain Grading Manual for wheat, corn and soybean

What is it?

This CDE is the first national event specifically for FFA members in grades 7, 8, and 9. It's your chance to prove your ability to present the FFA Creed from memory and to answer questions about its meaning and purpose. The event is just one way to boost self-confidence, earn recognition, and develop your ability to communicate in a powerful, organized and professional manner.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Education and Communication** – magazine writer, editor, farm broadcaster, journalist, public relations representative, educational specialist, college professor, agriculture/farm news director, public speaker, lobbyist

**** The Creed Speaking CDE could be applied to all of the career clusters, as most occupations require some form of speaking.**

Educational Requirements

Bachelor Degree – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker

Graduate Degree – college/university professor, educational specialist, extension agent, lobbyist

SAE Opportunities

Employment at the media and public relations booth at your county fairgrounds, conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- Current year's *Official FFA Manual*
- [http://ag.arizona.edu/desert roses/creed.htm](http://ag.arizona.edu/desert%20roses/creed.htm)
*Web site holds current rules and score sheet

DAIRY CATTLE EVALUATION CAREER DEVELOPMENT EVENT

What is it?

Get involved in this CDE to improve your skills in dairy cattle selection and herd management. At the competition, members complete a written exam, evaluate dairy cattle on physical characteristics and give oral reasons explaining their various classes. Team members also cooperatively analyze a herd record.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agriculture Forestry & Production** – dairy farmer, dairy herdsman, animal technician, veterinary technician, milker, and dairy show specialist.
- **Management and Financial Specialties** - agricultural educator, agricultural extension agent, farm manager.
- **Marketing, Merchandising, and Sales** – dairy cattle buyer, dairy broker, livestock commission agent, dairy inspector, dairy breed representative.
- **Science and Engineering** – veterinarian, dairy nutrition specialist, animal health/pharmaceutical representative, animal genetic technician.
- **Education and Communication** Careers – agriculture education teacher, dairy magazine writer, public relations representative, college instructor, education specialist, technical writer

Educational Requirements

High School Diploma – milker, dairy show specialist, dairy farmer

Associate Degree – dairy herdsman, animal technician, dairy cattle buyer, dairy broker, livestock commission agent, animal genetic technician

Bachelor Degree – veterinary technician, agriculture educator, farm manager, agricultural extension agent, dairy inspector, dairy breed rep, dairy nutrition specialist, animal health/pharmaceutical representative, agriculture education teacher, dairy magazine writer, public relations specialist, education specialist, technical writer

Graduate Degree – veterinarian, college instructor

SAE Opportunities

Producing and/or marketing dairy cattle, employment at a dairy farm or dairy processing plant, employment at a dairy research and extension site.

Proficiency Award Areas

Dairy Production

Curriculum Resources

- Hoard's Dairyman
P.O. Box 801, Fort Atkinson, WI 53538-0801
(920-951-563-5551)
www.hoards.com
- CVE Multimedia, Inc.
P.O. Box 65265, Lubbock, TX 79464
1-800-922-9965
- NCR (North Central Regional)
Publications Distribution, Printing & Pub. Bldg.,
Iowa State University,
Ames, IA 50011-3171 (515) 294-5247
- Instructional Materials Service (IMS)
Texas A & M Univ. 2588 TAMUS, College
Station, TX 77843-2588 (409) 845-6601
- Dennis Hartman
2709 Mt. Vernon Lane, Blacksburg, VA 24060
(540) 951-8047
"Techniques of Judging Dairy Cattle" 5th Edition,
\$8.
- Holstein Association
1 Holstein Place, Brattleboro, VT 05302 – 0808
(802) 254-4551
www.holstein.com

What is it?

In this CDE, you learn more about quality production, processing, distribution, promotion, marketing and consumption of dairy foods. During competition members complete a written exam, evaluate milk samples, identify cheeses, look for defects in sediment pads and milker parts and distinguish real and artificial dairy foods.

Career Opportunities**Career Clusters**

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – milking machine operator, cheese maker, and field representative
- **Management and Financial Specialties** – milk plant supervisor, quality control supervisor, dairy risk manager, account manager
- **Marketing, Merchandising, and Sales** – agricultural supply sales representative, food processing supervisor, cheese broker, dairy products marketer
- **Science and Engineering** – microbiologist
- **Social Services** – food and drug inspector
- **Education and Communication** – extension agent, USDA inspector

Educational Requirements

High School Diploma – milking machine operator

Bachelor Degree – agricultural supply sales representative, food processing supervisor, milk plant supervisor, field representative, cheese broker, dairy products marketer, account manager

Graduate Degree – microbiologist, food and drug inspector, extension agent, quality control

SAE Opportunities

Employment at a dairy processing plant, research project involving dairy food products

Proficiency Award Areas

Food Science and Technology

Curriculum Resources

- *Hoard's Dairyman*, PO Box 801, Fort Atkinson, Wisconsin 53538. Phone (414) 563-5551. Issues used are from September of previous year to August of current year.
- *Milk Facts* (updated annually) available from Milk Industry Foundation, 888 16th Street, N.W. Washington, D.C. 20006.
- *Using the California Mastitis Test* published by the University of Missouri-Columbia Extension Division, Columbia, Missouri 65211
- California Mastitis Test can be ordered from NASCO for \$11.00, catalog number 06059N. Toll free 1-800-558-9595 or toll call, 1-414-563-2446. NASCO, 901 Janesville Avenue, Fort Atkinson, WI 53538.
- *Dairy Handbook*, TETRA Pak Processing Systems 8101 Corporate Woods Parkway Vernon Hills, IL 60061.
- *The Cheese Reporter* (Publication Number: ISSN 0009-2142), published weekly by Cheese Reporter Publishing Co., Inc. 4210 Washington Ave., Madison, WI 53704. Phone (608)246-8430, FAX (608)246-8431.
- *USDA Sediment Standards*, No. 7CFR58.2731. From: U.S. Department of Agriculture, Agriculture Marketing Service, Dairy Division, P.O. Box 96456, Washington DC 20250.

ENVIRONMENTAL & NATURAL RESOURCES CAREER DEVELOPMENT EVENT

What is it?

Participate in this CDE to improve your skills in addressing environmental and natural resource issues. Individual and team activities at the competition include a national/global issues interview and cover press release writing, environmental/natural resources problem solving, soil tests and profiles, air/water analysis, GPS use, waste management, identification and ecological successions.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – forest ranger, trapper, log grader, lumber mill operator, timber manager, park ranger, environmentalist, game warden, soil conservationist
- **Management and Financial Specialties** – extension agent, environmental consultant
- **Marketing and Financial Specialties** – forest products merchandiser
- **Science and Engineering** – environmental engineer, soil scientist, hydrologist, forestry scientist, rangeland scientist, water quality specialist
- **Social Services** – park manager, outdoor recreation specialist, regional planner
- **Education and Communication** – postsecondary teacher, writer/editor for environmental magazine, environmental educator

Educational Requirements

High School Diploma – trapper, lumber mill operator

Bachelor of Science – forest ranger, log grader, timber manager, park ranger, environmentalist, game warden, soil conservationist, environmental consultant, forest products merchandiser, soil scientist, hydrologist, rangeland scientist, park manager, outdoor recreation specialist, regional planner, writer/editor for environmental magazine, environmental educator

Graduate Degree- extension agent, environmental engineer, water quality specialist, postsecondary teacher

SAE Opportunities

Composting manure and selling it, working at the Soil Conservation Service, working at a recycling company that recovers both raw and recycled plastics for use in agricultural and construction drainage tile, doing research on an environmental topic, stream cleanup and restoration, building a pond

Proficiency Award Areas

Environmental Science and Natural Resource Management

Curriculum Resources

- *Agriscience & Technology.* L. DeVere Burton. Delmar Publishers, 1992.
- *Biological Science, an Ecological Approach.* Dubuque, IA. Kendall Hunt Publishers, 1992.
- *Environmental Science for Agriculture and the Life Sciences.* Albany, NY. Delmar Publishers 1994.
- *The Global Ecology Handbook. What You Can Do About the Environmental Crisis.* Courson, W.H. (Ed). Boston, MA. Beacon Press 1990.
- *Introduction to Forestry Science.* L. DeVere Burton. Delmar Publishers, 2000.
- *Managing Our Natural Resources.* Camp and Daugherty. Delmar Publishers, Inc. 1988. Albany NY.
- *Natural Resources and Environmental Technology,* Lee Interstate Publishers, Inc. 2000,
- *Our Natural Resources and Their Conservation.* Kircher, H.B., Wallace, D.L., & Gore, D.J. Danville, IL. Interstate Publishers, Inc. 1992.
- *Soil Science: Evaluation, Interpretation, and Management of Soil.* Columbia, MO. Instructional Materials Laboratory, University of Missouri, phone 1-800-669-2465.

EXTEMPORANEOUS PUBLIC SPEAKING

CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you deliver a speech on one of three agricultural topics after 30 minutes of preparation. It's great practice to learn how to think on your feet and make your case quickly and persuasively. After each speech, judges may ask related questions.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Education and Communication** – farm broadcaster, journalist, public relations representative, educational specialist, college professor, agriculture/farm news director, public speaker, lobbyist, agricultural attaché, agricultural instructor/FFA advisor

****The Extemporaneous Speaking CDE could be applied to all of the career clusters as most occupations require some form of speaking.**

Educational Requirements

Bachelor Degree – farm broadcaster, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, agricultural instructor/FFA advisor

Graduate Degree- college professor, educational specialist, extension agent, lobbyist, agricultural attaché

SAE Opportunities

Conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm, serving as a page for your state legislator

Proficiency Award Areas

Agricultural Communications

FARM BUSINESS MANAGEMENT CAREER DEVELOPMENT EVENT

What is it?

Choose this CDE if you want to build overall management skills and apply economic principles to agriculture and agribusiness. At the competition, members complete a written exam and solve farm analysis problems.

Careers Opportunities

Career Clusters:

- Agriculture Forestry & Production
- Management and Financial Specialties
- Education and Communication

Career opportunities found in the career cluster areas:

Management and Financial Specialties – agricultural economist, agricultural educator, agricultural extension agent, agricultural credit manager/representative, crop farmer, livestock/crop/specialty farmer, farm business management instructor

Education and Communication Careers – agriculture education teacher, agriculture economics/education college instructor

Educational Requirements

Bachelor's Degree – agricultural economist, agricultural education teacher, agricultural extension agent, and agricultural credit manager/representative, and farm business management instructor (plus relevant experience)

SAE Opportunities

Computerize records for an agribusiness, employment at an agribusiness company, sell farm supplies

Proficiency Award Areas

Agricultural Sales and/or Services

Curriculum Resources

- Farm and Ranch Business Management, Financial, Commodity, Marketing, Agricultural Mathematics, and Records and Data Management

FLORICULTURE

CAREER DEVELOPMENT EVENT

What is it?

This CDE builds your knowledge and skills in arranging, propagation and merchandising flowers and foliage. The competition includes plant identification, judging of arrangements and problem solving. Members also demonstrate their skills in flower arranging, propagation, preparation of floral and foliage products for sale.

Career Opportunities

Career Clusters

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing and Financial Specialties
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – flower producer, floral designer, florist, floral shop operator, greenhouse manager
- **Marketing and Financial Specialties** – flower grader
- **Science and Engineering** – cell biologist
- **Education and Communication** – writer/editor for flower magazine or publication

Educational Requirements

Associate Degree and/or industry training – floral shop operator, flower producer, floral designer, florist, floral shop operator

Bachelor Degree – greenhouse manager, writer/editor for flower magazine or publication

Graduate Degree – cell biologist

SAE Opportunities

Design and sell floral arrangements, job placement at a floral shop, raise poinsettias and sell them, grow, process, and ship flower bulbs, grow and dry flowers to be used in floral arrangements for local craft shows, work in the school greenhouse, propagate orchids through tissue culture

Proficiency Award Areas

Floriculture

Curriculum Resources

- All About Perennials. 1981 *Ortho Books*. Chevron Chemical Company, 6001 Bolinger Canyon Road, San Ramon, CA 94583
- Color with Annuals. 1987. *Ortho Books*. Chevron Chemical Company.
- Arranging Cut Flowers. 1985. *Ortho Books*. Chevron Chemical Company.
- Controlling Lawn and Garden Insects. 1987. *Ortho Books*. Chevron Chemical Company.
- All About Growing Orchids. 1988. *Ortho Books*. Chevron Chemical Company.
- Controlling Lawn and Garden Insects. 1987. *Ortho Books*. Chevron Chemical Company.
- All About Houseplants. 1982. *Ortho Books*. Chevron Chemical Company.
- Gardening in Containers. 1983. *Ortho Books*. Chevron Chemical Company.
- The ORTHO Problem-Solver. 1984. *Ortho Books*. Chevron Chemical Company.
- Floral Design and Marketing. 1988. *Ohio Agricultural Education Curriculum Materials Service, The Ohio State University, Room 254, 2120 Fyffe Road, Columbus, OH 43210*

What is it?

In this CDE, you complete a variety of learning activities related to food science and technology in the food industry. The competition covers product development and presentation, along with food safety issues and identification. Participants use their sensory skills to evaluate and solve problems while applying sound principles in a decision making process.

Career Opportunities

Career Clusters:

- Marketing, Merchandising, and Sales
- Science and Engineering

Career opportunities found in the career cluster areas

- **Marketing, Merchandising, and Sales** – food broker, food and drug inspector, food buyer, food wholesaler, product line manager, meat inspector
- **Science and Engineering** – food scientist, food technologist, meat scientist, food chemist, sensory evaluation specialist, food laboratory technician

Educational Requirements

Associate Degree- food laboratory technician

Bachelor Degree & or Specialty Certification-

Food and Drug Inspector,
food broker, food buyer, food wholesaler, product line manager, meat inspector, food scientist, food technologist, meat scientist, food chemist, sensory evaluation specialist,

(Some of the careers listed above may require additional training)

SAE Opportunities

Food product research, employment at a food processing facility, employment in the area of food preparation/and or service

Proficiency Award Areas

Food Science and Technology

Curriculum Resources

- Seperich, G. (1998). Food Science and Safety. Interstate Publishers: Danville, IL.
- Food Science, Safety and Nutrition Instructional Materials. National FFA.
- Mehas, K. & Rodgers, S. (1997). Food Science: The Biochemistry of Food and Nutrition: Teacher's Resource Guide. Glencoe/McGraw-Hill: St. Louis, MO.
- Mehas, K. & Rodgers, S. (1994). Food Science and You. Glencoe/McGraw-Hill: St. Louis, MO.

What is it?

Participate in this CDE to grow your skills in forestry management. At the competition, members complete a written exam, identify trees and forestry equipment, and are interviewed regarding forestry-related issues. They also demonstrate their skills in forest disorders, forest management, inventory and approved silviculture practices.

Career Opportunities**Career Clusters**

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales
- Science and Engineering
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – forest ranger, log grader, lumber mill operator, timber manager, forester, forest fire fighter
- **Management and Financial Specialties** – log exporter, Christmas tree farm manager
- **Marketing, Merchandising and Sales** – forest products merchandiser
- **Science and Engineering** – forestry scientist, resource economist, silviculturist, dendrologist
- **Education and Communication** – postsecondary teacher, forest fire control tower communications

Educational Requirements

High School Diploma – lumber mill operator, forest fire fighter, forest fire control tower communications

Bachelor Degree – forest ranger, log grader, timber manager, forest products merchandiser, forester, Christmas tree farm manager, silviculturist, dendrologist

Graduate Degree – forestry scientist, resource economist, postsecondary teacher

SAE Opportunities

Chopping, selling, and delivering firewood, raising Christmas trees and selling them, employment at the U.S. Forest Service

Proficiency Award Areas

Forest Management and Products
Agriculture Sales and/or Services

Curriculum Resources

- The U.S. Department of Interior Geological Survey Topographic Map Information and Symbols Key, Map Distribution, U.S. Geological Survey, Box 25286, Federal Center, Denver, CO 80223.
- David A. Anderson, I.I. Holland and Gary L. Rolfe. *Forests and Forestry*, current edition. Danville, IL: The Interstate Printers Publishers, Inc.
- W.M. Harlow, E.S. Harrar, and F.M. White. *Textbook of Dendrology*, current edition. New York, NY: McGraw-Hill Book Company
- B. McManar Collins and Fred M. White. *Elementary Forestry*. Reston, VA: Reston Publishing Company, Inc.
- *Silvics of Forests of United States*, Handbook #271, U.S. Forest Service, P.O. Box 2417, 12th and Independence Avenue, SW, Washington, DC 20013
- Owners Manual - Homelite – Division of Textron, P.O. Box 7047, Charlotte, NC 28217.
- *Forestry Handbook*, current edition, Edited by Karl Wenger for the Society of American Foresters, 5400 Grosvenor Lane, Bethesda, MD 20814.
- Timber Harvesting, current edition, American Pulpwood Association, The Interstate Printers & Publishers, Inc., Danville, IL.
- Chain Saw Manual, current edition, American Pulpwood Association, The Interstate Printers & Publishers, Inc.; Danville, IL
- William G. Camp & Thomas R. Daughtery. *Managing Our Natural Resources*, current edition,. Albany, N.Y: Delmar Publishers, Inc.

HORSE EVALUATION CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you evaluate and rank horses on breed characteristics, conformation, and performance. Team members cooperatively complete problems related to equine selection, management, nutrition and production. They also give oral reasons explaining their placing of various classes.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career areas:

- **Agricultural and Forestry Production** – horse trainer, horse rancher, artificial breeding technician
- **Marketing, Merchandising, and Sales** – equine sales, horse buyer
- **Science and Engineering** – equine veterinarian, equine nutritionist, equine dentist
- **Education and Communication** – postsecondary teacher

Educational Requirements

High School Diploma – horse trainer, horse rancher

Associate Degree (2 year degree) – artificial breeding technician

Bachelor Degree – equine sales, horse buyer

Graduate Degree – equine veterinarian, equine nutritionist, equine dentist, postsecondary teacher

SAE Opportunities

Employment at a horse stable, teach horse lessons and therapeutic horseback riding, employment at a park riding stable, teaching community about horses, raise breeding horses, showing horses, participate in rodeos

Proficiency Award Areas

Equine Science

Curriculum Resources

- Equine Science Instructional Materials; National FFA.
- Current Official AQHA Handbook
- Heird, James C. and The American Quarter Horse Association, *Competitive Horse Judging*. First Edition. The American Quarter Horse Association, 1990.
- Official Judging Guide from each of the various breed associations and audiovisuals.
- Evans, J. Warren, Borton, Anthony, Hintz, Harold F., and Van Vleck, L. Dale, *The HORSE*, second edition. W.H. Freeman and Company, 41 Madison Avenue, New York, NY 10010 ISBN 0-7167 – 1811-1
- *Horse Industry Handbook*, published by the American Youth Horse Council. Order by calling 1-800-Try-AYHC
- Equine Science Curriculum – a special project from the National Council for Agricultural Education.
- *Interactive Horse Judging [CD-ROM]*, available from Kansas State University, Extension Service.
- Oklahoma State University website/breeds
- University of Kentucky website/agripedia
- <http://www.saddleshop.com> – Official reference for terminology for tack /equipment portion of team activity.

What is it?

Choose this event to polish your skills in landing a job and launching your career. At the competition, each member submits a resume, completes a job application and participates in an interview via telephone, in person one-on-one and with a panel of possible employers.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

****The Job Interview CDE can be applied to all of the career clusters, as all occupations require you to go through the interview process.**

Educational Requirements

Regardless of the type of education one receives, the Job Interview CDE would be beneficial. In addition to being beneficial towards pursuing a career, interview skills can be applied too much more. Examples include applying for a scholarship where interviews are conducted, interviewing for a Chapter or State FFA officer, interviewing for a proficiency award, and countless other opportunities.

SAE Opportunities

Employment at the media and public relations booth at your county fairgrounds, conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm, develop an FFA newsletter and conduct interviews with FFA members

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- *Greggs Manual Elements of Style-* Strunk and White
Microsoft Word resume templates
- *101 Toughest Interview Questions...and Answers That Win Jobs*
Daniel Porto, Daniel Porot / Paperback / Published 1999
- *25 Reasons Why I Won't Hire You! What You Did Wrong Before, During & After the Interview!*
Zenja Glass/ Paperback/ Published 1998
- *Best Answers to the 201 Most Frequently Asked Interview Questions*
Matthew J. Deluca / Paperback / Published 1996
- *The Complete Job Interview Handbook*
John J. Marcus/ Paperback / Published 1994

LIVESTOCK EVALUATION

CAREER DEVELOPMENT EVENT

What is it?

This CDE helps you learn to evaluate beef cattle, sheep, and swine and defend your decisions. At the competition, participants complete a written exam and cooperatively determine keep/cull classes for market and breeding usage, based on physical characteristics and records. They also give oral reasons explaining their placing of various classes.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales
- Science and Engineering
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – animal breeder, cattle rancher, farm manager, livestock producer, feed ration developer and analyst, animal health products distributor, field sales representative-animals and feed products
- **Management and Financial Specialties** – export sales manager, agricultural extension specialist
- **Marketing, Merchandising and Sales** – livestock buyer, USDA meat inspector, livestock yard supervisor
- **Science and Engineering** – animal nutritionist, animal geneticist
- **Education and Communication** – editor/writer for livestock publication, farm broadcaster, postsecondary teacher, veterinarian

Educational Requirements

Bachelor Degree – animal breeder, cattle rancher, farm manager, livestock producer, animal health products distributor, field sales representative-animals and feed products, livestock buyer, editor/writer for livestock publication, farm broadcaster, livestock yard supervisor, export sales manager

Graduate Degree – USDA meat inspector, agricultural extension specialist, feed ration developer and analyst, animal nutritionist, animal geneticist, postsecondary teacher, veterinarian

SAE Opportunities

Producing and marketing swine, produce and market lambs, sheep, or wool, produce and market beef, job placement at a feedlot or ranch, learning artificial insemination techniques and becoming a certified technician

Proficiency Award Areas

Beef Production
Sheep Production
Swine Production
Diversified Livestock Production

Curriculum Resources

- *Modern Livestock and Poultry Production.* 5th Edition 1995. Delmar Publishers, Inc. Albany, NY.
- *Animal Science Biology and Technology.* 1996. Interstate Publishers, Danville, IL.
- *Introduction to Livestock and Poultry Production Science and Technology.* 1996. Interstate Publishers., Danville, IL.
- *The Science of Animal Agriculture.* 1st Edition 1994. Delmar Publishers, Inc., Albany, NY.
- *Livestock Judging, Selection, and Evaluation.* 3rd Edition 1988. Interstate Publishers., Danville, IL.
- Agriscience 332 – Animal Science (8831B). Instructional Materials Service, Texas A & M University Mail Stop 2588, College Station TX 77843-2588
- Agriscience 336 – Advanced Animal Science (8846B). Instructional Materials Service, Texas A & M University Mail Stop 2588, College Station TX 77843-2588

What is it?

Participate in this CDE to develop practical skills in the marketing process by developing and presenting a marketing plan. The plan promotes a current or proposed agricultural product, supply or service. In competition, your team presents its plan and answers judges' questions.

Career Opportunities

Career Clusters

- Management and Financial Specialties
- Marketing, Merchandising, and Sales

Career opportunities found in the career cluster areas:

- **Management and Financial Specialties** – agricultural market analyst, marketing manager
- **Marketing, Merchandising, and Sales** - account executive, advertising manager, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

Educational Requirements

Bachelor Degree – agricultural market analyst, marketing manager, account executive, commodity broker, forest products merchandiser, grain merchandiser, marketing manager, grain broker

SAE Opportunities

Creating and maintaining an agricultural website, raising and marketing flowers at a farmer's market, employment at a company that is responsible for marketing an agricultural commodity, raising market livestock animals

Proficiency Award Areas

Agriculture Sales and/or Service

MEATS EVALUATION & TECHNOLOGY CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you develop skills for careers in the meat animal industry. At the event, members complete a written exam; evaluate beef carcasses for quality and yield grade; identify various meat cuts and place carcasses, wholesale and/or retail cuts. They also complete a meat formulation problem and cooperatively fulfill a customer order.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Marketing, Merchandising, and Sales** – butcher, meat inspector, meat cutter, hog buyer, meat buyer
- **Science and Engineering** – food scientist, microbiologist
- **Social Services** – meat inspector
- **Education and Communication** – quality assurance specialist

Educational Requirements

High School Diploma – butcher, meat cutter

Bachelor Degree – hog buyer, meat buyer

Graduate Degree – food scientist, microbiologist, meat inspector, quality assurance specialist

SAE Opportunities

Employment at a local meat department in a grocery store, apprenticeships with meat inspector, processing of farm kill animals

Proficiency Award Areas

Agricultural Processing
Food Science and Technology

Curriculum Resources

- *Meat Evaluation Handbook*, National Livestock and Meat Board, 444 N. Michigan Avenue, Chicago, IL 60611
- U.S. standards for grades of meat and the rib eye grid are available from: Livestock and Seed Division, MS, USDA, Washington D.C. 20250
- Preliminary Yield Grade Ruler: NASCO, Ft. Atkinson, Wisconsin 5353
- Ribeye Grid AS-34, Iowa State University, Cooperative Extension Service, Ames IA 60040.
- *Yellow Pages*, American Meat Institute, PO Box 3556, Washington, DC 20007.
- Marbling Photographs, Art Services, Boiesearl, NE.
- Meat Buyers Guide, National Association of Meat Purveyors, 252 West Ina Road, Tucson, AZ 85704.
- National Association of Meat Purveyors, Institutional Meat Purchasing Specifications, 8365 B Greensboro Drive, McLean, VA 22102, (703)827-5754.
- Institutional Meat Purchase Specifications Fresh-Series, 5147-A 69th Street, P.O. Box 65265, Lubbock, TX 79464-5265.
- The Meat Board's Lesson on Meat, National Livestock and Meat Board, 444 N. Michigan Avenue, Chicago, IL 60611.

What is it?

This CDE focuses your skills in all aspects of producing, marketing, using and maintaining landscape plants and related products, equipment and services, including landscape design. Participants complete a written exam, identify plant materials and equipment and interpret landscape plans. They also demonstrate their skills in landscaping, control, merchandising, plant materials measurement, interpersonal relationships and sales.

Career Opportunities*Career Clusters:*

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** – greens keeper, nursery operator, landscaper, plant breeder
- **Marketing, Merchandising, and Sales** – landscape contractor
- **Science and Engineering** – landscape architect, plant taxonomist, plant ecologist
- **Education and Communication** – landscape photographer, writer for nursery and/or landscape publication, postsecondary educator

Educational Requirements

High School Diploma – landscaper

Bachelor Degree – greens keeper, nursery operator, landscape contractor, landscape architect, landscape photographer, writer for nursery and/or landscape publication

Graduate Degree – plant ecologist, plant taxonomist, plant breeder, postsecondary educator

SAE Opportunities

Designing and installing water gardens, employment at a landscape business, employment at a golf course working on the lawns, designing and installing a Japanese garden, employment at a nursery planting container plants, working with bonsai plants, propagate and care for plants

Proficiency Award Areas

Nursery Operations

Agriculture Sales and/or Service

Curriculum Resources

- *Introduction to Horticulture.* 3rd Edition, 2000. Interstate Publishers, Inc. Danville, IL.
- *Introductory Horticulture.* 5th Edition, 1996. Delmar Publishers Inc. Albany, NY.
- *Ornamental Horticulture: Science, Operations and Management.* 2nd Edition, 1994. Delmar Publishers Inc., Albany, NY.
- *Plant Propagation: Principles and Practices.* 6th Edition, 1997. Prentice-Hall, Inc., Englewood Cliffs, NJ.
- *Nursery Production – A Teachers Manual.* Revised edition, 1989. Department of Agricultural Education, Pennsylvania State University, University Park, PA.
- *Nursery Management: Administration and Culture.* 4th Edition, 2000. Prentice-Hall, Inc., Englewood Cliffs, NJ.
- *American Standard for Nursery Stock.* 1996. American Association of Nurserymen, Inc., 1250 I St., NE, Suite 500, Washington D.C.
- *Landscape Plants: Their Identification, Culture, and Use.* 1994. Delmar Publishers Inc., Albany, NY.
- *Manual of Woody Landscape Plants.* 5th Edition, 1998. Stipes Publishing Co., Champaign, IL.
- *Turfgrass Science and Management.* 3rd Edition, 2000. Delmar Publishers Inc., Albany NY.
- *Introduction to Landscaping Design, Construction, and Maintenance.* 2nd Edition, 1998. Interstate Publishers Inc. Danville, IL.

PARLIAMENTARY PROCEDURE

CAREER DEVELOPMENT EVENT

What is it?

Choose this CDE if you want to learn and polish parliamentary skills. At the competition, members complete a written exam. Teams then conduct a mock chapter meeting to demonstrate knowledge of basic parliamentary law and the use of correct parliamentary procedures.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Education and Communication** – member of congress, lobbyist, agriculture teacher, college professor, educational specialist, extension agent

****The Parliamentary Procedure CDE could be applied to many of the career clusters, as it would be helpful to have the knowledge to effectively organize and facilitate a meeting, in addition to the speaking skills that can be obtained through this CDE.**

Educational Requirements

Bachelor Degree – agriculture teacher

Graduate Degree – member of congress, college professor, educational specialist, extension agent, lobbyist

SAE Opportunities

Serving as a page for your state legislator, job shadowing at a government office, employment at the media and public relations booth at your county fairgrounds, job shadowing at a public relations firm

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- The official text will be the latest edition of *Robert's Rules of Order Newly Revised* (currently 1990 edition).
- Additional references may include *FFA New Horizons* magazine, the Official FFA Manual, the FFA Student Handbook and the Official Chapter Secretary's Book.

POULTRY EVALUATION CAREER DEVELOPMENT EVENT

What is it?

This CDE supports your learning about production, processing, marketing and consumption of chickens, turkeys, processed products and eggs. Participants complete a written exam, solve a management problem, evaluate animals and products, identify chicken carcass parts and give oral reasons explaining their placing/grading of various classes.

Career Opportunities

Career Clusters:

- Agriculture Forestry & Production
- Management and Financial Specialties
- Marketing, Merchandising, and Sales
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agriculture Forestry & Production** – beak trimmer, equipment installer, chick sexer hatchery manager, egg candling worker, bird breeder, fancier, etc.
- **Management and Financial Specialties** – egg processing supervisor, hatchery supervisor, research director, production supervisor, industry analyst, etc.
- **Marketing, Merchandising, and Sales** – commodity broker, customs inspector, grader, packaging supervisor, buyer, etc.
- **Science and Engineering** – biochemist, inseminator, equipment designer, food scientist, geneticist, biophysicist, etc.
- **Social Services** – waste products consultant, field service technician, industry planner, disease control agent, etc.
- **Education and Communication** – college faculty member, poultry extension specialist, editor/writer for a poultry publication, etc.

Educational Requirements

High School Diploma & Industry Training – beak trimmer, equipment installer, chick sexer, confinement system worker, bird breeder, egg candling worker, fancier, inseminator

Associate Degree – egg processing supervisor, customs inspector, packaging supervisor

Bachelor Degree – commodity broker, hatchery supervisor, production supervisor, buyer, field service technician, editor/writer for poultry publication

Graduate Degree – poultry extension specialist, college faculty member, geneticist, biophysicist, food scientist, biochemist, waste products consultant, industry planner, disease control agent, equipment designer

SAE Opportunities

Produce and market chickens, turkeys, other domestic and exotic fowl; sell eggs; raise and release game birds such as quail into the wild through a monitored restocking program; process chickens and sell the meat; and job placement at an egg packaging and distribution center

Proficiency Award Areas

Poultry Production- Entrepreneurship/Placement
Agricultural Processing – Entrepreneurship/Placement
Specialty Animal Production- Entrepreneurship
Specialty Animal Production - Placement

Curriculum Resources

- Poultry Science Manual for National FFA Career Development Events (Fourth edition) (IMS Catalog #0418-4). Available from Instructional Materials Service (IMS), Texas A&M University, 2588 TAMUS, College Station, TX 77843-2588 (Phone: 979.845.6601; FAX: 979.845.6608; ims@tamu.edu; <http://www-ims.tamu.edu/>)
- Selected **web sites** for additional information about poultry science and careers:

<http://gallus.tamu.edu/employ.html> (Source: Texas A&M University)

<http://www.cals.ncsu.edu/poultry/psw.htm>
(Source: North Carolina State University) [Note: Use of this site requires the free downloadable Microsoft PowerPoint Animation Player.]

PREPARED PUBLIC SPEAKING CAREER DEVELOPMENT EVENT

What is it?

In this CDE, you write and deliver a six- to eight-minute speech about a current agricultural subject. The experience will help you excel in school, community and career settings. Participants are rated based on the written speech, speech delivery and their answers to judges' questions.

Career Opportunities

Career Clusters:

- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Education and Communication** – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, career publicist, lobbyist, extension agent, educational specialist

****The Prepared Public Speaking CDE could be applied to all of the career clusters, as most occupations require some form of speaking.**

Educational Requirements

Bachelor Degree – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, career publicist

Graduate Degree – college professor, educational specialist, extension agent, lobbyist

SAE Opportunities

Employment at the media and public relations booth at your county fairgrounds, conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm

Proficiency Award Areas

Agricultural Communications

Curriculum Resources

- United States Department of Agriculture, Washington DC 20250
- State Colleges, Research Centers and/or Experiment Stations
- The Superintendent of Documents, U.S. Government Printing Office, Washington DC 20402

Still have questions...

If you need additional information regarding a Career Development Event, please visit

<http://www.ffa.org/programs/cde/index.html>

For the most current edition of the National FFA Career Development Event Handbook.

OR

Contact the **CDE Coordinator** at:

Email: cde@ffa.org

Phone: 317-802-4263

Mail: CDE Coordinator
National FFA Center
PO Box 68960
Indianapolis IN 46268-0960