

2024 Alumni Convention Workshops

Evaluating Websites for Elements that Improve Effectiveness

Marketing your agricultural education program is critical in 2024. Are you grounded with a website? Who are the providers? Who are the target audiences? Who edits the website? How is it shared? How do you make icons? Feel free to bring your favorite device to start a website or edit an existing site.

Presenter: Walter Taylor, Oconto Falls Agriculture Instructor

What is FFA Branding? Why is it Important, Tools Available to Implement It

Are you following the National FFA Branding Guidelines? Dive into colors, fonts, icons, and much more to create “Branded” materials for print and electronic media. Feel free to bring your own device to practice creating media incorporating branding guidelines and resources.

Presenter: Walter Taylor, Oconto Falls Agriculture Instructor

Improving Your Financial Wellbeing

Learn how to improve your financial wellbeing with tips you can put into action today. Also, what the scientific research says about the link between money and happiness and how you to use your money to improve your happiness.

Presenter: Brett Killion, Associate Professor of Accounting, Lakeland University

Estate Planning-How to Provide for Yourself, Your Family, and Your Legacy!

Learn options for actions to take and documents to use to develop an estate plan based upon YOUR goals. Resources will be shared. Situations will be discussed. Time will be available for your questions.

Presenter: Mike Sabel, retired MSTC agriculture instructor, part-time ag and life consultant.

WIN (Winning Insight Now)

Sharing success stories on how apprenticeships, Internships, job shadowing, and mentoring can help with SAE (Supervised Agricultural Experiences) for your agricultural education students and

FFA members. Aside from raising money, we will cover one-on-one opportunities your members can do for students that will hopefully fit your local student's needs. Not everyone wants to work

in a food stand or at other fundraising events and we want to highlight other ways your chapter members can be involved to help individual students. We will highlight success stories, tools that

local chapters use, school district requirements to check into, along with educational programs that can be used as a building block for your own chapter's support of students. Each of your members offer unique skill sets, resources and experiences and we will help you identify ways your chapter can develop student support activities that can make a difference in student's lives. Be

a winner and attend-WIN.

Presenter: Members of the Stoughton FFA Alumni and Supporters

Social Media and Me!

Many FFA Alumni chapters have social media pages to keep their members informed about volunteer events, fundraisers, and recreational opportunities. The question is, how can we take our social media pages to the next level to increase our page's engagement? In this workshop, we'll explore how to grow our membership with strategic social media management.

Presenters: 2023-24 State FFA Officers

Help for Local Leaders

National FFA Alumni & Supporters Associate Director, Allie Ellis, will be on hand to offer training and tips for local chapter leaders. She will be available for assistance with the roster process, tax questions, grants and other resources available at the national level. This will be a great place to gather helpful information to take back to the local chapter.

Supporting our Students by Advocating for Advisors! As Alumni, we are always working to meet the needs of FFA members in our community. Often, a great way to do that is to work cooperatively with FFA Advisors. During this session, we'll brainstorm how to best advocate for our agriculture education programs and the teachers who work every day to grow the next generation of agricultural leaders and FFA Alumni.

Presenters: 2023-24 State FFA Officers

Effective Advocacy: Why and How

The importance of advocating for our programs. Why and how to accomplish that effectively.

Presenter: Tom Bressner, Executive Director, Wisconsin Agri-Business Association

CDE Boot Camp

A stand-alone, hands-on exhibit that introduces you to FFA Career Development Events (CDE). Test your knowledge in these events and hopefully decide you have the knowledge to volunteer to help your FFA advisor coach a CDE team. The time is now to get teams practicing and learning real-world scenarios, agricultural standards for products/services. Help with where to find materials to use when coaching CDE Teams. Will also cover CDE updates for the spring semester.

Presenter: Walter Taylor, Oconto Falls agriculture instructor and Chair, WAAE CDE Committee