



# **Emerging Agricultural Technology Entrepreneurship**

## **Example Application**

# ENTREPRENEURSHIP

## Proficiency

INDIANA



Place Label Here

CHAPTER #: IN0076  
 STATE: IN  
 Member ID # \_\_\_\_\_

### EMERGING AGRICULTURAL TECHNOLOGY

Name of Proficiency Award Area

1. Name: David Ryan McGown
2. Date of Birth: 01/05/1985 3. Age: 17
4. Gender: X Male \_\_\_\_\_ Female 5. Social Security #: 000-00-0000
6. Address: (street/R.R./box no.) 10660 North 850 West
- City: Anywhere State: Indiana Zip: 55555
7. Home Telephone number (including area code): (555) 555 -5555
8. Name of Parents/Guardians 9. List Parents/Guardians Occupation Below:
- a. Father: Richard McGown Agriculture Educator
- b. Mother: Christine McGown Speech Therapist
10. Complete FFA Chapter Name: Anywhere Central FFA
11. Name of High School: Anywhere Central High School
12. School Address: (street/RR./box no.) 4774 West 600 North
- School City: Anywhere State: Indiana School Zip: 55555
13. School Telephone Number (including area code): 555-555-5555
14. Chapter Advisor(s): Richard McGown
15. Year FFA Membership Began: Jun-99
16. Years of Agricultural Education Completed: 3
17. Years of Agricultural Education Offered (grades 7-12) in high school last attended: 4
18. Year in school at time of applying for the award: Junior
19. If you have graduated from the high school, year graduated: \_\_\_\_\_
20. State/National Dues paid? NO \_\_\_\_\_ YES X

We have examined this application and find that the records are true, accurate, and complete. We hereby permit for publicity purposes, the use of any information included in this application with the exception of the following:

Candidate Signature

Parent or Guardian Signature

In addition, we certify the applicant has achieved a satisfactory record of scholastic achievement.

Chapter Advisor Signature

 Superintendent or Principal Signature  
 (indicate which)

The information contained in this application has been substantiated by an actual visit to the site of the applicant's supervised agricultural experience program.

Employer Signature (if applicable)

State Supervisor, Ag Ed, Signature

**NOTICE:** This application will not be returned by the National FFA Organization. Please make a copy for your records.

## I. Performance Review

## EMERGING AGRICULTURAL TECHNOLOGY

### A. Getting Started in this activity:

(15)

1. Briefly describe your SAE as it is related to this proficiency area. Describe how you started in this proficiency area. What interested and motivated you to begin?

My SAE consists of developing and marketing agriculture identification disks to agricultural education departments, science departments and other interested parties. Before entering high school, I participated in a series of 4-H forestry projects in which I collected leaves and woods and displayed them. With my father and grandfather's help, I obtained lumber from local sawmill, dried, dressed and finished the lumber into blocks. The projects were very successful and earned first place ribbons at the county fair, won an Outstanding Achievement Award at the state fair, and were a highlight with the professional foresters and coaches at the National 4-H Forestry Invitational. In the summer of 1999, my dad and I were discussing the type of SAE program I should have upon entering high school. Since I was interested in the natural resources area, I polled agriculture teachers in the area and found out that they were interested in forestry specimen sets. After selling specimen sets to teachers, I also ask their interest in a forestry identification CD. They were very interested and my dad and I developed a forestry identification CD and started selling those.

2. When you were planning your supervised agricultural experience in this proficiency area, what 2 or 3 goals and objectives did you plan to achieve at this point in your development?

When I began planning this enterprise, my father and I came up with three main goals. The first goal was to set up and manage a technology business. This would entail developing a business plan that included the purpose of the business, justifying the demand, describing my primary customers, and developing a cash flow for the next four years. The second goal was to learn to develop and produce compact disks for that business. I would need to obtain more experience and knowledge in both technology hardware and software areas as well as the subjects I would be covering. My third goal was to make a profit that could cover my personal expenses, computer technology expenses as well as save money for college. Because of the success of the business within a short period of time, I applied for, and received, the right to attend a high school gifted and talented computer application class at a local university. I became very interested in the computer science area. I set up an appointment with the professor after the three week long class was finished. After talking to her about the computer science industry, I could see how that would be an occupation that I would enjoy. I then set another goal of preparing myself for a career in computer science.

### B. Progress:

1. Describe any special advantages or disadvantages that had a major impact on your achievements in your supervised agricultural experience program.

One big advantage for me is the number of advisors who have been willing to help me with my business. These advisors include my science teacher, my father, my grandfather, a neighboring school district agricultural educator, and my mom. Each one serves a specific advisory role in product knowledge, marketing, accounting, and product development. Without them, I would not have had the success I have had.

Another advantage I have had is being able to explore my career interests through activities that are close by. For example, I was selected to attend a gifted and talented high school computer science course located in a town within 15 miles of my home. This university has one of top computer science programs in the country and I was able to commute each day to attend the course in which I earned 3 hours of college credit. Another advantage I have is the opportunity to help set up and operate the school corporation's website. I am a teacher's aide to the school corporation computer technology coordinator. Although I have been assigned many tasks such as maintenance of the computers, I have spent the last three months working with the middle school media director on preparing webpages for the site which will soon go on line.

**B. Progress (continued)**

2. Explain how resources such as livestock, land, buildings, equipment, machinery, supplies and labor are obtained and utilized in this proficiency area.

When I first started my SAE, I needed very little in the way of financial resources. When I started selling CD's, I borrowed my family's equipment when I needed to develop and produce them. Within the first year, I was able start purchasing the equipment that really fit the needs of my business: development, production, and marketing of the CD's. Among the items I have purchased was a laptop for marketing at conventions and workshops, a desktop computer with a CD burner, network to link the laptop to the desktop and a scanner. I usually just borrow specimens that I have needed to take pictures although I had most of the forestry specimens. I borrow crop specimens from the top crop judging coach in the state in exchange for a CD, borrow tools from the school and obtained pictures from Stanley Tools for the tool identification, and took photographs of insects from 4H kits, local exhibitors, and Purdue's insect collection.

3. Describe your marketing and/or merchandising plans for this proficiency award area.

My marketing plan is to develop, produce, and market products that fits the needs and wants of my customers, who are mainly agriculture teachers in my state. After the success of the first CD, which was my forestry identification disk, I have followed a routine to get the right products in the marketplace at the right time. That routine involves 1) asking teachers what they want, 2) developing the product using the top people in the area to help w/ specimen availability and identification, 3) testing the CD with a few people and asking for feedback, and using precision marketing to keep my advertising low, but efficient. This includes sending an email to all state ag teachers and exhibiting at the state ag teacher workshops, contests, and conventions. To market outside of the state, I set up an exhibit at the national FFA convention and I sell my products through the AAVIM and Hobar catalogs.

**C. Analysis/Evaluation of Program**

1. Describe your level of achievement and progress towards your goals (such as skills, scope, etc.) in this award area as related to the goals and objectives described on page 2, question 2.

I have made great progress in accomplishing the goals I have set for myself. I accomplished my first goal of selling \$1000 that first year and, again, exceeded my goal of selling \$3500 the second year. Applying for the Agri-Entrepreneur award and winning the National Agri-Entrepreneur Award was a tremendous decision in that it fulfilled my goal of developing a business plan. This has become the foundation for making business decisions. In addition, I have earned enough profit to cover many of my personal expenses and increased my college fund. I have now developed four disks, each of which has sold well using a wide variety of equipment and software including a laptop and desktop computers, Microsoft PowerPoint & Excel, scanner, digital camera, and CD burner. Finally, I have received 3 hours of credit towards computer from Purdue University after taking a class last summer. In addition, I have double up on Math classes this year and for my senior year because of the computer engineering degree and M.B.A. I am planning on pursuing after high school.

2. Describe the personal goals, educational goals, and career goals you would like to achieve in the next ten years.

My first priority is to finish my high school education strongly. I took Algebra II and Pre-Calculus as a junior and I am enrolled in Calculus, Statistical Math and Speech next year. I feel these classes can help me in college and gain a college scholarship. I currently assist the school computer coordinator in developing the school's new website and maintaining computer equipment in order to gain more computer experience and I am developing my leadership skills through Ag Issues and Chapter Meeting contests. I intend to complete engineering and M.B.A degrees. This will allow me to combine my strengths of technology, business management, and marketing. I want to eventually own my own technology business and specialize in finding and developing niches in the market that my company can fill. Because of my agriculture background, I feel many of these opportunities I uncover will be in the agriculture area. My personal goals are to lead a Christian life, be a good husband and father to my wife and children, and be a solid citizen in my community.

#### D. Skills, Competencies, and Knowledge (List your BEST 10)

1. List the major skills, competencies and knowledge (e.g. marketing, safety, personal skills development) that best describe what you gained technically and personally from this proficiency area. How do you think these skills, competencies, and knowledge contributed to your success in this award area?

<b>Skills, Competencies, and Knowledge</b>	<b>Contributions to Success</b>
1. Using computer software	1. By using the advanced features of the Microsoft PowerPoint presentation software, my programs are more user friendly, entertaining, and more nearly gives the users the package that they want.
2. Using HTML web design language and web design software	2. The use of websites is critical to many businesses today. Knowing how to design websites allows me to expand my current business as well as design websites for other companies, schools or individuals
3. Using advisors in all phrases of the business including product design, pricing strategy, marketing targets, and accounting	3. Using experts in each phrase of the business is critical to the success of a business and maximizes the efficiency and profits of my business.
4. Using a computerized tracking system	4. Keeping a computerized record keeping system with a hard copy backup is important to me in regards to future sales of new products, processing new orders, and determining profits and cash flow
5. Test marketing products	5. Allowing an initial customer group to test the product provided feedback on pricing, preferences, hardware and software incompatibility, and correctness of material.
6. Using up-to-date technology and software	6. By using current hardware and software, software designers can explore new opportunities for growth, update older products, and make current products more appealing to user-customers.
7. Designing unique, but compatible products	7. By focusing on my state's agriculture teachers' needs, my product is very attractive to them because it fits their needs exactly, something that my national competitors are unable to do.
8. Packaging products for sale	8. Using professional looking CD labels, CD jackets, instructions, and packaging helps develop customer respect and trust in your product. This care especially helps with initial sales.
9. Attending courses and workshops on computer and their applications	9. Staying current on computer technology allows me to use the latest computer advances to meet my customers' needs as well as producing my products easier and less costly.
10. Understanding maintenance and repair of computer hardware, computer operating systems, and application software	10. Repairing and maintaining your own equipment reduces downtime and repair costs. I have increased profits by installing hard drives, CD burners, software, scanners, and memory.

## II. Inventory Related to:

### EMERGING AGRICULTURAL TECHNOLOGY

(Applicant's Share)

(10)

	Beginning		Ending	
	Quantity	Total Value (A)	Quantity	Total Value (B)
<b>1. Current/Operating Inventory</b>				
a. Candidate's investment in harvested & growing crops		\$0		\$0
b. Candidate's investment in feed, seed, fertilizer chemicals, supplies & other current/operating assets		\$0		\$1,450
c. Candidate's investment in merchandise, crops and livestock purchased for resale.				
d. Candidate's investment in raised market livestock and poultry				
<b>2. Total Current/Operating Inventory</b> (a+c+d)	XXXXXXXX	\$0 <sup>(1)</sup>	XXXXXXXX	\$1,450 <sup>(2)</sup>
<b>3. Non-Current/Capital Non-Depreciable Property</b>				
a. Candidate's investment in non-depreciable draft, pleasure and breeding livestock & poultry				
b. Candidate's investment in land				
<b>c. Total Non-Current/Capital Non-Depreciable Inventory</b>	XXXXXXXX	\$0 <sup>(3)</sup>	XXXXXXXX	\$0 <sup>(4)</sup>
<b>4. Non-Current/Capital Depreciable Inventory</b>				
a. Candidate's investment in depreciable draft, pleasure and breeding livestock				
b. Candidate's investment in machinery, equipment & fixtures		\$0		\$3,350
c. Candidate's investment in depreciable land improvements, buildings and fences				
<b>d. Total Non-Current/Capital Depreciable Inventory</b> (a+b+c)		\$0 <sup>(5)</sup>		\$3,350 <sup>(6)</sup>
<b>5. Total Non-Current/Capital Inventory</b> (3c+4d)	XXXXXXXX	\$0 <sup>(7)</sup>	XXXXXXXX	\$3,350 <sup>(8)</sup>

## III. Schedule of Liabilities Related to:

### EMERGING AGRICULTURAL TECHNOLOGY

(5)

(Applicant's Share)

	Beginning (A)		Ending (B)
<b>Current/Operating Liabilities</b>			
(a) Total accounts and notes payable	<sup>(9)</sup>		<sup>(10)</sup>
(b) Total Current portion of non-current debt	<sup>(11)</sup>		<sup>(12)</sup>
<b>(c) Total Current Liabilities</b> (a + b)	\$0 <sup>(13)</sup>		\$0 <sup>(14)</sup>
<b>Non-Current/Capital Liabilities</b>			
(d) Total notes & chattel mortgages	<sup>(15)</sup>		<sup>(16)</sup>
(e) Total real estate mortgages/contracts	<sup>(17)</sup>		<sup>(18)</sup>
<b>(f) Total Non-Current Liabilities</b> (d + e)	\$0 <sup>(19)</sup>		\$0 <sup>(20)</sup>

\* Transfer values for #(1) - (20) to corresponding number on page 7

#### IV. Scope Related To:

(Applicant's Share)

EMERGING AGRICULTURAL TECHNOLOGY

(5)

YEAR	1999	2000	2001
KIND OF ENTERPRISE	Ag Programs	Ag Programs	Ag Programs
SIZE OF ENTERPRISE	48 Units \$1344	91 Units \$3440	194 Units \$6646
KIND OF ENTERPRISE	Forestry Specimens	Forestry Specimens	Forestry Specimens
SIZE OF ENTERPRISE	\$380	\$147	\$281
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			

#### V. Income and Expense

(Applicant's Share)

(15)

#### Summary Related To:

EMERGING AGRICULTURAL TECHNOLOGY

			X
Year	1999	2000	2001
<b>1. Current/Operating Income</b>			
a. Closing Current/ Operating Inventory	\$850	\$900	\$1,450
b. Beginning Current/ Operating Inventory		\$850	\$900
c. Change in Current/ Operating Inventory (a minus b)	\$850	\$50	\$550
d. Cash Sales	\$1,365	\$3,167	\$6,927
e. Value of Products Used at Home			
f. Value of Production Transferred or Bartered	\$360	\$420	\$720
g. Value of Ag Labor Exchanged for Non-Cash Operating Expenses			
<b>h. Total Current/Operating Income (c-g)</b>	<b>\$2,575</b>	<b>\$3,637</b>	<b>\$8,197</b>
<b>2. Current/Operating Expenses</b>			
a. Current/ Operating Inventory Purchased			
b. Cash Current/ Operating Expenses-Feed			
c. Non-Cash Current/ Operating Expenses-Feed			
d. Cash Current/ Operating Expenses-Other	\$246	\$530	\$1,020
e. Non-Cash Current/ Operating Expenses-Other			
<b>f. Total Current/ Operating Expenses (add a thru e)</b>	<b>\$246</b>	<b>\$530</b>	<b>\$1,020</b>
<b>3. Net Current/Operating Income (1h minus 2f)</b>	<b>\$2,329</b>	<b>\$3,107</b>	<b>\$7,177</b>
<b>4. Non-Current/Capital Transactions</b>			
a. Closing Non-Current/Capital Inventory	\$1,000	\$2,550	\$3,350
b. Non-Current/Capital Sales			
c. Beginning Non-Current/Capital Inventory	\$0	\$1,000	\$2,550
d. Non-Current/Capital Purchases	\$1,079	\$1,770	\$1,400
e. Net Capital Transactions (a+b minus c minus d)	(\$79)	(\$220)	(\$600)
<b>5. RETURN TO CAPITAL, LABOR &amp; MGMT (3+4e)</b>	<b>\$2,250</b>	<b>\$2,887</b>	<b>\$6,577</b>
<b>6. TOTAL RETURN TO CAPITAL, LABOR &amp; MGMT (5A+5B+5C+5D+5E+5F)</b>	XXXXXXXXXX	(Years 1- 3)	\$11,714
	XXXXXXXXXX	(5A+5B+5C ONLY)	

**IV. Scope Related To:**

EMERGING AGRICULTURAL TECHNOLOGY

(Applicant's Share)

(5)

YEAR	2002	2003	2004
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			
KIND OF ENTERPRISE			
SIZE OF ENTERPRISE			

**V. Income and Expense**

(Applicant's Share) (continued)

(15)

**Summary Related To:**

EMERGING AGRICULTURAL TECHNOLOGY

Year	2002	2003	2004
<b>1. Current/Operating Income</b>			
a. Closing Current/ Operating Inventory		\$0	\$0
b. Beginning Current/ Operating Inventory	\$0	\$0	\$0
c. Change in Current/ Operating Inventory (a minus b)	\$0	\$0	\$0
d. Cash Sales			
e. Value of Products Used at Home			
f. Value of Production Transferred or Bartered			
g. Value of Ag Labor Exchanged for Non-Cash Operating Expenses			
<b>h. Total Current/Operating Income (c-g)</b>	\$0	\$0	\$0
<b>2. Current/Operating Expenses</b>			
a. Current/ Operating Inventory Purchased			
b. Cash Current/ Operating Expenses-Feed			
c. Non-Cash Current/ Operating Expenses-Feed			
d. Cash Current/ Operating Expenses-Other			
e. Non-Cash Current/ Operating Expenses-Other			
<b>f. Total Current/ Operating Expenses (add a thru e)</b>	\$0	\$0	\$0
<b>3. Net Current/Operating Income (1h minus 2f)</b>	\$0	\$0	\$0
<b>4. Non-Current/Capital Transactions</b>			
a. Closing Non-Current/Capital Inventory			
b. Non-Current/Capital Sales			
c. Beginning Non-Current/Capital Inventory	\$0	\$0	\$0
d. Non-Current/Capital Purchases			
e. Net Capital Transactions (a+b minus c minus d)	\$0	\$0	\$0
<b>5. RETURN TO CAPITAL, LABOR &amp; MGMT (3+4e)</b>	\$0	\$0	\$0
<b>6. TOTAL RETURN TO CAPITAL, LABOR &amp; MGMT (5A+5B+5C+5D+5E+5F)</b>	XXXXXXXXXX	XXXXXXXXXX	\$11,714
	XXXXXXXXXX	(Years 1 - 6)	





## VI. Applicants Financial Balance Sheet Statement

EMERGING AGRICULTURAL TECHNOLOGY

(5)

	Beginning Value of First Year (SAE)		Ending of Last Complete Year	
	Related to Proficiency (A)	Total (B)	Related to Proficiency (C)	Total (D)
<b>1. Current/Operating Assets</b>				
a. Cash on-hand, checking and savings	\$51	\$51	\$336	\$336
b. Cash value - bonds, stocks, life insurance	\$24,480	\$24,480	\$30,600	\$30,600
c. Notes & accounts receivable				
d. Current/Operating Inventory	\$0 <sup>(1)</sup>		\$1,450 <sup>(2)</sup>	\$230
<b>e. Total Current/Operating Assets (a+b+c+d)</b>	\$24,531	\$24,531	\$32,386	\$31,166
<b>2. NON-CURRENT/CAPITAL ASSETS</b>				
a. Non-depreciable inventory (including land)	\$0 <sup>(3)</sup>		\$0 <sup>(4)</sup>	
b. Depreciable inventory (Includes purchased of breeding stock)	\$0 <sup>(5)</sup>		\$3,350 <sup>(6)</sup>	\$3,350
<b>c. Total Non-Current/Capital Assets (a+b)</b>	\$0 <sup>(7)</sup>	\$0	\$3,350 <sup>(8)</sup>	\$3,350
<b>d. TOTAL ASSETS (1e+2c)</b>	\$24,531	\$24,531	\$35,736	\$34,516
<b>3. CURRENT/OPERATING LIABILITIES</b>				
a. Accounts & notes payable	\$0 <sup>(9)</sup>		\$0 <sup>(10)</sup>	
b. Current portion of non-current debt	\$0 <sup>(11)</sup>		\$0 <sup>(12)</sup>	
<b>c. Total Current/Operating Liabilities (a+b)</b>	\$0 <sup>(13)</sup>	\$0	\$0 <sup>(14)</sup>	\$0
<b>4. NON-CURRENT/CAPITAL LIABILITIES</b>				
a. Notes & chattel mortgages (total minus current portion)	\$0 <sup>(15)</sup>		\$0 <sup>(16)</sup>	
b. Real estate mortgages/contracts (total minus current portion)	\$0 <sup>(17)</sup>		\$0 <sup>(18)</sup>	
<b>c. Total Non-Current/Capital Liabilities (a + b)</b>	\$0 <sup>(19)</sup>	\$0	\$0 <sup>(20)</sup>	\$0
<b>d. TOTAL LIABILITIES (3c+4c)</b>	\$0	\$0	\$0	\$0
<b>5. OWNER'S EQUITY/NET WORTH (2d minus 4d)</b>	\$24,531	\$24,531	\$35,736	\$34,516
<b>6. GAIN OR LOSS IN OWNER'S EQUITY</b>	XXXXXX	XXXXXX	\$11,205 <sup>(21)</sup>	\$9,985 <sup>(22)</sup>
<b>7. WORKING CAPITAL (1e minus 3c) (Current Assets minus Current Liabilities)</b>	\$24,531	\$24,531	\$32,386	\$31,166
<b>8. CURRENT RATIO (1e divided by 3c) (Current Assets divided by Current Liabilities)</b>	\$24,531 / to \$1	\$24,531 / to \$1	\$32,386 / to \$1	\$31,166 / to \$1
<b>9. DEBT-TO-EQUITY RATIO (4d divided by 5) (Total liabilities divided by owners equity)</b>	\$0.00 / to \$1	\$0.00 / to \$1	\$0.00 / to \$1	\$0.00 / to \$1

\* For # (1)-(20) values are transferred from corresponding numbers on page 5.

(21) Line 5, Column (C) minus Line 5, Column (A) (22) Line 5, Column (D) minus Line 5, Column (B)

## VII. Efficiencies Attained (refer to Appendix I, II of Proficiency Award Handbook):

(5)

Efficiency Factor	Year	Level Achievement	Describe how this factor was used to manage this enterprise
CD burning rate	99 01	7 minutes/disk 3:15 min/disk	The burning rate was too slow so I purchased another computer with a faster burn rate and now burn at a rate of 3:15 minutes per burn
Increase in units sold	99	46 units	By increasing the number of units sold 500% I reduced the cost per disk
Product development	99	80 hours per disk @ 29 MB	The development rate was too slow, I used new methods to increase development so that my new Tool Disk was developed in 106 hours for 107 MG
Photographic quality and speed	99 01	4 minutes/picture 1 minute/ picture	Using a scanner resulted in a slow developing, poorer quality picture. I started using a Sony digital disk camera that decreased photo time and increased quality.

**VIII. Non-Cash Income NOT Related to this Award Area**

Year	Source of Income	Amount Received
2001	Steak and Shake waiter	\$861
<b>TOTAL</b>		<b>\$861</b>

**IX. Earned Income NOT Related to this Award Area.**

Year	Source of Income	Amount Received
<b>TOTAL</b>		<b>\$0</b>

**X. Gifts, Inheritance and Other Non-Earned Income**

Year	Source of Income	Amount Received
1999	Family gifts	\$175
2000	Family gifts	\$350
2001	Family gifts	\$350
<b>TOTAL</b>		<b>\$875</b>

**XI. Accounting for Change in Owner's Equity**

1. Total Return to Capital Labor & Management (Section V, Line 6, Column F)	\$11,714
2. Non-Cash Income <u>NOT</u> Related to the Award Area (Section VIII)	\$861
3. Earned Income <u>NOT</u> Related to this Award Area (Section IX)	\$0
4. Gifts, Inheritances and Other Non-Earned Income (Section X)	\$875
<b>5. Total Sources of Income (Section XI, 1+2+3+4)</b>	<b>\$13,450</b>
6. Withdrawals for Personal Living, Gifts, Income Taxes Educational Expenses and All Other Personal Expenditures	
7. Maximum Possible Increase in Owner's Equity (Line 5 minus Line 6) *	\$13,450
8. Gain or Loss in Owner's Equity (Section VI, Line 6, Column D) *	\$9,985

\* Note Line 7 must be equal to or exceed Line 8.

**MET**

## **XII. Supporting Documentation** EMERGING AGRICULTURAL TECHNOLOGY

### **A. Resume'**

(6)

Attach a one or two page resume' that includes the following sections:

- a. Name/address/phone number/FFA chapter
- b. Career objective
- c. Education
- d. FFA leadership activities /awards
- e. School leadership activities/awards
- f. Community leadership activities/awards
- g. Professional associations
- h. Other accomplishments
- i. References

### **B. Employer or Instructor's Statement**

(2)

The applicant's most recent employer or agriculture instructor should evaluate and submit a maximum of one page report of the progress the student has made in developing the skills and competencies necessary for success in:  
EMERGING AGRICULTURAL TECHNOLOGY

### **C. Supporting Pictures**

(10)

Submit a maximum of six photographs, no larger than 3 1/2" x 5" or 4"x 6", with a brief caption (50 words or less) for each. (The National FFA Organization reserves the right to retain and use the photographs for publicity purposes.)

### **D. Personal Page**

(2)

Attach one page of additional information, of your choice, supporting your application for this area. (i.e.. Newspaper clippings, additional statements from employer, student work, etc.)

**David R. McGown**  
**Triton Central FFA**  
**10660 North 850 West**

**Career Objective:**

I plan to further my education upon graduation from Anywhere High School by attending a four year college. I plan to pursue degrees in computer engineering with a Masters in Business Administration.

**Education:**

- Junior at Anywhere High School, G.P.A. is 3.5 out of 4.0
- Ranked 8<sup>th</sup>/ 120 students
- Developed communication, computer application and business skills through Ag Leadership & SAE classes
- Attended Introduction to Computer Application, 3 hour course, Purdue University

**Experience**

**FFA Offices & Leadership Training:**

Attended Washington Leadership Conference, 1X  
National FFA Convention Courtesy Corp, 1X  
National FFA PALS Conference, 2X  
Attended National FFA Convention, 3X  
National Convention Workshop attendance, 3X  
State Convention attendance, 3X; delegate, 1X  
Chapter Convention, 2X  
District Convention, 2X  
District Kickoff, 3X  
Top Chapter Salesman award, 1X  
Chapter Star Greenhand award, 1X  
Chapter Star Agribusinessman award, 1X  
Chapter Historian, 1X

**Career Development Activities:**

Agri-Entrepreneurship Award: chapter winner, 2<sup>nd</sup> state, national winner  
Ag Sales CDE: chapter, 2X; state champion team, 2X; state 2<sup>nd</sup> & 5<sup>th</sup> individual  
Ag Communications CDE: chapter, 1X; national silver emblem team, 1X  
State Winner- Agriculture Sales Proficiency, 1X  
State Winner- Emerging Technology, 1X  
FFA Talent program: chapter, 1X; district, 1X, 3<sup>rd</sup>; national, 1X  
Forestry CDE team: chapter, 1X; area, 1X, 2<sup>nd</sup> team; state, 1X, 13<sup>th</sup>.  
Soil Judging: Chapter, 2X; County, 1<sup>st</sup> team 2x; Area, 2X; State, 1X  
Envirothon team: Chapter, 2X; Area, 2X; state, 1X, 9<sup>th</sup>  
FFA Fair Exhibits; Chapter, 3X; State, 3X



### **Cooperative Activities:**

FFA Young McDonald's Farm: Chapter, 2 days; State Fair, 5 days

FFA PALS: chapter, 3X; national conference, 3X

FFA fund raising: citrus sales 3X; greenhouse sales, 3X; fair barn clean up crew, 1X

FFA Week promotion on local radio stations, 2X

Participated in FFA Race to End Hunger food can drive in which the chapter collected over 5600 food cans, 3X

### **School Leadership Activities/Awards**

Ind. Music Assn. Competition, 2X; District, 2X, 1<sup>st</sup> place, 2X; State, 2X, 1<sup>st</sup> place, 2X

Anywhere School Corporation Student of the Month, 3X

Anywhere Central Principal's Advisory Committee, 2X

Anywhere School Corporation Asst. Webmaster, 1X

Anywhere Central Fellowship of Christian Athletes club, 3X

Anywhere Central Drama Club, 3X

Anywhere Central Show Choir, 2X

Anywhere Central Chamber Choir, 2X

Anywhere Central French Club, 2X

Anywhere Central SADD Club, 2X

Anywhere Central Golf Team, varsity, 1X

### **Community Leadership Activities and Awards**

Boy Scouts, 3X; Eagle Scout (highest honor in Boy Scouts), 3X; patrol leader, 1X

Indianapolis Youth for Christ Association's Annual Charity Golf Tournament, 2X

4-H Rabbit Project Contest, 1X; Cty, 1X, champion meat pen; State, 1X, 4<sup>th</sup> of 49

4-H Forestry Project Contest, 1X; Cty, 1X, 1<sup>st</sup> place; State, 1X, 1<sup>st</sup> place, merit group

Pleasant View Baptist Church usher, 3X

Pleasant View Baptist BYF youth group, 3X

4-H officer, treasurer, 1X

### **Professional Associations**

American Rabbit Breeders Association member

Feather and Furry Friends 4-H Club member

Indianapolis Golf Club Association

### **References**

Karen Seabaugh, Director of AAVIM Curriculum Materials

Anywhere, GA (555) 222-4689

Hartley Crover, Agriculture Educator, advisor on entomology disk

Anywhere, Indiana (555) 555-4765

Bill Fox, Agriculture Educator, buyer of four product site licenses

Anywhere, Indiana (555) 555-3209



# Anywhere Central High School

5555 W 500 N  
Telephone: (555) 555-5555

Anywhere, IN 55555  
Fax: (555) 555-1111

## Instructor/ Advisor's Statement

David has an outstanding entrepreneurial supervised agriculture experience program. His program has been well thought out, he has researched the project and has a group of advisors/ mentors with whom he can discuss various areas including financial, technical, sales, packaging, and opportunities for expansion.

David has developed the skills necessary to make his program success. These include identifying forestry specimens, drying and mounting specimens, scanning, download digital pictures, using PowerPoint, and using a CD burner. In addition, David has learned to package his products to sale, prepare packages for shipping, sell face to face, set up a product display and advertise through various media including the Internet.

David is entrepreneurial in the fact that he has recognized that no one has developed material for forestry identification specific to our state. In addition, forestry specimens take time and knowledge to produce high quality one. Many agricultural instructors don't have the time or knowledge or both to put together a forestry kit. In addition, David also recognized that many agricultural instructors are using computer assisted instruction to aid in classroom teaching and that forestry identification compact disks would be usable. Furthermore, he utilized people that were experts in their fields to accomplish his goals. David developed a strategy for producing and marketing products recognizing areas such as specimen collection times and convention marketing times to make realistic, but aggressive goals for producing and marketing his products.

David has utilized many skills gained in the classroom to set and accomplish his goals including forestry identification, record keeping, salesmanship, and marketing. He is using his time well in high school in order to be successful in college and after college. He has doubled his math course for his junior and senior years, is taking Fundamentals of Engineering his senior year, and has visited several departments at Purdue including agriculture economics, engineering and computer science. He is very much interested in the computer science and engineering area and operating his own business someday in the technology area and folding his current business into that.

  
Richard McGown

## VI. SUPPORTING DOCUMENTATION (continued)

### C. Supporting Pictures

David Ryan McGown

EMERGING AGRICULTURAL TECHNOLOGY

#### PHOTO # 1



I set up displays at several events to educate people about my products, to establish contacts, and sell my products. These events included FFA conventions, state fairs, and agriculture teacher workshops. I always set up a computer with the program to give potential customers hands on experience.





## VI. SUPPORTING DOCUMENTATION (continued)

### C. Supporting Pictures

David Ryan McGown

EMERGING AGRICULTURAL TECHNOLOGY

## PHOTO # 2



**I emphasize high quality and professionalism when customers receive my products. This means copying onto industry grade blank disks, creating attractive, clear and informational labels, instructions on running the program are sent with every disk, utilizing computerized invoices, and packaging disks in proper mailing pouches.**





## **VI. SUPPORTING DOCUMENTATION (continued)**

### **C. Supporting Pictures**

David Ryan McGown

#### **EMERGING AGRICULTURAL TECHNOLOGY**

### **PHOTO # 3**



**I collaborated with several individuals while developing, producing, and marketing my software including my dad. This advisory group served several functions including identifying and obtaining specimens, training in record keeping management, technology assistance, testing my products and giving feedback, developing marketing strategies, and determining product and price lines.**



Our House Enterprises

(IN 550332407) 01/30/2003

## **VI. SUPPORTING DOCUMENTATION (continued)**

### **C. Supporting Pictures**

David Ryan McGown

EMERGING AGRICULTURAL TECHNOLOGY

### **PHOTO # 4**



**My knowledge of my computer technology equipment and available software is the backbone of my business. Tasks performed using my technology equipment include product interest surveying, development and testing, production, marketing and sales. Other tasks performed using the technology including record keeping on inventory, accounts receivable, and customer lists.**



Our House Enterprises

(IN 550332407) 01/30/2003

## **VI. SUPPORTING DOCUMENTATION (continued)**

### **C. Supporting Pictures**

David Ryan McGown

#### **EMERGING AGRICULTURAL TECHNOLOGY**

### **PHOTO # 5**



**I used a Sony CD rewritable CD camera to take pictures of many of the items used. To take pictures of insects, I solved the problems of low light and size by using a light stand and an overexposure camera setting of 2.0 in combination with the Sony's powerful ability.**





## **VI. SUPPORTING DOCUMENTATION (continued)**

### **C. Supporting Pictures**

David Ryan McGown

#### **EMERGING AGRICULTURAL TECHNOLOGY**

### **PHOTO # 6**



**I perform various maintenance, repairs, and replacement tasks on my computer technology equipment in order to reduce down time and costs as well as keeping my software current. This includes replacing several drives, adding a memory chips, installing a network card and connection cables, and using a pressurized air duster.**



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## **PERSONAL PAGE**

**UNABLE TO SCAN NEWSPAPER  
ARTICLE SUBMITTED WITH THE  
APPLICATION.**