

NYFEA UPDATE

May / June 2017

AGRICULTURAL COMMUNICATION & SERVICE



Agricultural communication and service are two programs that NYFEA has been actively promoting for many years. Often, it is assumed that the only way to participate in the annual Ag Communications Contest is to be a state winner. However, we want to remind every NYFEA member and friend that you can participate. The program is open for all.

The NYFEA Ag Communication program is focused on utilizing social media products. The Institute portion provides participants the chance to grow in their ability to use these tools. The Ag Promise portion shows how the tools can be used to target a message to policy-makers. The Spring and Summer programs are dedicated to using the tools to encourage and motivate others. Go to www.nyfea.org to become more familiar with how to participate.



THE FUTURE OF AGRICULTURE— YOUR IDEAS & AGVOCACY

Give it some thought! Would you like to be able to share your ideas about the Farm Bill? Would you like to meet the very people that are involved in the discussions about the next Farm Bill? Do you think your voice and the perspective of your hometown is valuable?

By attending the 2018 Ag Promise, you can discover what the many people who have come before you have already figured out. During the Ag Promise program, you will come to appreciate the process of “how to get your message heard.” The program will literally open your eyes to the possibilities for your ideas. The exercise of developing Talking Points is something that previous attendees have enjoyed. Hearing from experts in the advocacy business, will allow you to understand the issues more thoroughly. Plan to attend. Go to www.nyfea.org for more information.



WELCOME - UF COLLEGIATE CHAPTER

To NYFEA Friends:

The University of Florida was recently invited to send students to NYFEA's Ag Promise program in Washington DC. The meeting was attended by Jennifer Peters, an agricultural education and communication student, and Kati Lawson, an instructor in communication and leadership development. The Ag Promise event showed these two women how positive NYFEA is for agriculturalists, young and old.

After speaking with the officers and members of NYFEA, Peters and Lawson are establishing the first Florida charter of the organization. The charter will be housed in Plant City, Florida at the University of Florida's Plant City Campus. Lawson and Peters hope to engage new students and open membership to the surrounding counties. The encouragement and support provided by Gordon Stone and the NYFEA officers has been instrumental to the foundation of the UF NYFEA Collegiate Chapter.

Membership will also be extended to the main campus located in Gainesville, FL. Several students are making plans to attend the upcoming NYFEA Institute in Savannah, GA.

Kati McWaters Lawson, M.Ed., University of Florida, IFAS



THE FUTURE OF AGRICULTURE— SHARING YOUR PERSPECTIVE!

Let us know if you have an interest and would like to be included in the mentoring program. NYFEA is dedicated to providing exposure to the opportunities in agriculture.

AS A BELIEVER IN THE FUTURE OF THE INDUSTRY, WE ENCOURAGE YOU TO SEND AN EMAIL DESCRIBING YOUR “REASON FOR HOPEFULNESS ABOUT THE FUTURE OF AGRICULTURE!”

We will use your story as a part of the message for the NYFEA/UWA Mentoring Program.

We would love to publish the thoughts of our members. You can email your thoughts to nyfea-main@nyfea.org