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grant university and a constituent institution

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# Career Development Events

1. ***Farm Business Management CDE***
2. ***Farm Business Management CDE- Jr. Division***
3. ***Agricultural Sales CDE – Jr. Division***
4. ***Agricultural Sales CDE*** *(practicum this year is* Advertising & Promotion*\*\*)*
5. ***Marketing Plan***

## *ricultural Sales CDE- Jr. Division*

# In cooperation with the Department of Agricultural and Human Sciences at NC State University and the Lois G. Britt Agribusiness Center at the University of Mount Olive.

**Wednesday, March 6, 2019**

on the University of Mount Olive campus

Check-In will be at the Holmes and Lois Murphy Center

630 Henderson Street, Mount Olive, NC 28365

***Tentative*** start and end times for each CDE

|  |  |  |  |
| --- | --- | --- | --- |
| Event | Registration | Event Start Time | Estimated End  |
| Agricultural Sales  | 8:00 – 8:45am | 9:00 am | 4:00 pm |
| Marketing Plan | 8:00 – 8:45am |  9:00 am | 4:00 pm |
| Agricultural Sales **Junior** | 8:00 – 10:00am | 10:30 am | 4:00 pm |
| Farm Business Management  | 8:00 – 11:00am | 12 noon | 3:00 pm |
| Farm Business Management **Junior** | 8:00 – 11:00am | 12 noon | 3:00 pm |

Members and Advisors should refer to the Chapter Guide to State FFA Activities for rules and procedures associated with each CDE.
Go to http://ncffa.org/resources/chapter-guide/

Teams that arrive late will not be allowed to make up any missed portions of the event(s).

**February 27, 2019 — Online Registration Deadline**Online registration allows for proper scheduling of rooms and judges.

ONLINE REGISTRATION INSTRUCTIONS

PLEASE REGISTER BY **February 27, 2019**

1. Go to ncffa.org and underneath the main homepage area, you will see 4 boxes – click on the one that says **Register and Request**.
2. Click on **CDE Registration**
3. Email address is required – this is the address to which your confirmation email will be sent.
4. Chapter Name and Number – Please type your chapter name, followed by your chapter number (NCxxxx)
5. Career Development Event – select the event from the drop-down list
6. Student Name 1 – 4 list the names of students you are registering for the event

*(Please submit only the appropriate number of team participants! Alternates are not allowed at state CDE events)*

1. Enter the number of ADDITIONAL meals you would like for advisors, bus drivers, and/or chaperones. Meals are already included in the student’s registration.
2. If you would like to print a copy of your submission for your records, please use your browser’s print function *before* clicking submit.
3. Click Submit when all the applicable fields have been entered and you have printed a copy for your records (optional).
4. If you are registering for multiple career development events, you must follow the above procedure for each event.

The registration fee is $18.00 for each student that participates in Ag Sales, Farm Business Management, and Marketing Plan CDEs. This fee includes a $8.00 meal ticket to the Murphy Cafeteria. An invoice will be emailed to you after the event. There will be an additional $10 late fee per student for any team that registers after the deadline or on the day of the event. Please do not bring money to the event.

**\*Teachers with students requiring modifications for exams, dietary needs, or other special modifications must notify the state office before the registration deadline of February 27, 2019.**

**\*Attention Marketing Plan participants: You must email a copy of your marketing plan to Jason Davis at jason\_davis@ncsu.edu by 5pm on February 27, 2019.**

**\*All students are required to complete participation waivers. Waivers may be submitted at student check-in on the day of the event. Students that do not submit waivers will NOT be permitted to participate.**

**Other frequently asked questions:**

**Do we need calculators?**

**Yes.** You may bring your own. Calculators that may be used for the state event must be simple, five function calculators that do not have the capability to store data (TI-83, TI-84, TI-85, etc. are not permitted). Students may not use their phone**.**

 **Where do we park?**

Buses and personal vehicles will park in the Kornegay Arena parking lot, located on Henderson Street. When you turn onto Henderson Street from Hwy 55, travel approximately 0.5 miles, and the lot will be on your left. There will be signs directing you.

**Is there overnight housing available in Mount Olive?**

Yes. The Sleep Inn & Suites in Mount Olive is located at 203 NC Hwy 55, Mount Olive, NC. Please inform the staff when you make your reservations that you are with NC FFA for a rate of $94.46 + tax (If confirmed before 2-21-19). The state rate is available for those who qualify. The hotel can be reached at (919) 658-1002.

**Is there food available for teachers and students?**

Each student participant will be given a meal voucher for the cafeteria at UMO. The cafeteria will host a selection of meal options and beverages. Additional meal tickets for advisors, bus drivers, etc. must be requested during online registration ($8.00/each).

**Will advisors be able to help score the FBM tests? Review the tests?**

Yes. Teachers are encouraged to help with the scoring and review of the exams at the conclusion of the event. The tests have been screened twice but there is always the potential for errors.

**Will students be able to use UMO’s electronics in the presentation rooms?**

No. Students will not be able to use the audio/visual equipment. Marketing teams should bring their own laptops, projectors, extension cords, etc. as needed.

***Ag Sales Notes:***

* **\*\*The 2019 agricultural sales practicum scorecard and description is Marketing & Promotion. Please see that attached rubric for this practicum.**
* Ag Sales CDE participants will be asked to **provide four (4) copies of all printed materials at registration on the morning of the event for the judges to review prior to each presentation**. If you wish to also provide a copy during the presentation, please factor that into your printing needs before the event.
* All team participants will present sales presentations and practicums at the same designated time; **therefore, each student will need a product.** We will not reschedule presentations to allow for the use of only one display/sales item.
* Presentation times are randomly assigned. **Staff will not be responsible for rearranging the schedule to accommodate scheduling conflicts.** You may work out an arrangement with your fellow teachers if all participants continue to present at the same allotted time.

Please make sure teams are registered in the appropriate division: Junior (Grades 6-10), and Senior (Grades 6-12). See the Chapter Guide to Activities for participation guidelines.

**No tobacco products are permitted.** *The NC FFA Tobacco Use Policy will be in effect during this event. This means that tobacco products, Juuls, e-cigarettes, and vapes are not to be used at any time during any official FFA event.*

Please review the dress code for all CDE’s prior to the event.

Please also review the cell phone/electronic device policy for CDE’s prior to the event with your students. **No Apple Watches or Fitbits are allowed!**

If you have any questions or concerns, or for additional information, please contact:

Jason Davis, State FFA Coordinator (919) 513-0216 jason\_davis@ncsu.edu.

# 2019 North Carolina FFA Career Development Events

**Draft Schedule**

# Wednesday March 6, 2019

**Agricultural Sales CDE (Lunch available 11 am – 1:30 pm in cafeteria)**

Registration in Murphy Center

8:00-8:45 am Registration & check in completed in Murphy Center (all CDEs)

9:00 am Welcome and orientation in Southern Bank Auditorium

9:00 am Multiple-choice section in Southern Bank Auditorium (All Participants)

9:30 am Practicum session in Southern Bank Auditorium

10 am – 4:00 pm Sales presentations

A. 239 Raper B. 132 Raper

C. 238 Raper D. 135 Raper

4:00 pm Event complete

**Marketing Plan CDE (Lunch available 11 am – 1:30 pm in cafeteria)**

Registration in Murphy Center & event in 136 Raper (130 Holding Room)

8:00-8:45 am Registration and check in completed in Murphy Center (all CDEs)

9:00 am Overview/welcome in 130 Raper

9:30 am Marketing Plan presentations begin in 136 Raper

4:00 pm Event complete

**Agricultural Sales CDE- Jr. Division (Lunch available 11am – 1:30pm in cafeteria)**

Registration in Murphy Center & event in Raper

8:00-10:00am Registration and check in completed in Murphy Center (all CDEs)

10:30 am Welcome and multiple-choice section in Southern Bank Auditorium

11:00 am – 4:00 Sales presentations

A. 111 Raper B. 117 Raper

C. 112 Raper D. 120 Raper

4:00 pm Event complete

**Farm Business Management CDE \*\*(Lunch at 11am in cafeteria)\*\***

Registration in Murphy Center & event in Pope Wellness Center

8:00-11:00 am Registration and check in completed in Murphy Center (all CDEs)

12:00 pm Welcome and overview in Pope Wellness Center

12:10 pm Multiple-choice section in Pope Wellness Center

12:40 pm Problem solving section in Pope Wellness Center

2:30 pm Event complete

4:00 pm Scoring complete

**Farm Business Management CDE- Jr. Division \*\*(Lunch at 11am in cafeteria)\*\***

Registration in Murphy Center & event in Pope Wellness Center

8:00-11:00 am Registration and check in completed in Murphy Center (all CDEs)

12:00 pm Welcome and overview in Pope Wellness Center

12:10 pm Multiple-choice section in Pope Wellness Center

12:40 pm Problem solving section in Pope Wellness Center

2:30 pm Event complete

4:00 pm Scoring complete

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Registration and General Meeting Room for Participants – Murphy Center

Check in and Orientation for Judges – TBA

Scoring Room (Advisors to Help with Scoring at the conclusion of FBM) Raper Conference Room

Refreshments for Judges and Advisors – Deacon Jones Cafe

**2019 N.C. FFA Agricultural Sales Career Development Event**

**Practicum Scorecard**

**Advertising and Promotion**

  **Possible Points Points Earned**

Knowledge of Subject Matter 5 \_\_\_\_\_\_\_\_\_\_

Correctly distinguished between advertising

and sales promotion\*\* in completing the

practicum task as assigned

Creativity 6 \_\_\_\_\_\_\_\_\_\_

Showed/ illustrated/ used an interesting approach

to the advertising and promotion piece that was

required for the practicum

Effectiveness of Advertisement 6 \_\_\_\_\_\_\_\_\_\_

Informs/ persuades/ reminds the target customer

why they should purchase/use the product

or service communicated

Appropriateness 4 \_\_\_\_\_\_\_\_\_\_

Is appropriate to communicate the message

to the target customer

Neatness and Clarity 4 \_\_\_\_\_\_\_\_\_\_

Work was easy to read and understand

TOTAL POINTS 25 \_\_\_\_\_\_\_\_\_\_

All materials will be provided at the event site. Participant will have 30 minutes to prepare the advertising or promotion piece.

\*\* Definitions that may be useful in preparing for the practicum:

**Advertising and promotion** informs the prospective buyer about the benefits of a product or service, persuades them to try it, and reminds them of the benefits of using the product or service.

**Advertising** is any paid form of non-personal presentations and promotion of ideas, product, or serve by an identified sponsor.

**Sales** **Promotion** is and incentive to encourage the purchase or sale of a product or service. To make a customer buy it NOW rather than later.

*-adapted from National FFA CDE Handbook- January 2007*

**Advisor Checklist**

To help things go smoothly during registration, please make sure you have completed the following prior to checking in:

☐ Signed waiver for each participant

☐ Two sharpened #2 pencils with erasers for each participant

☐ Review registration material and Chapter Guide

☐ Review scantron form with students for correct bubbling
 procedures

☐ Prepare copies of Ag Sales materials

☐ Check dress code!

 ☐ No shorts

 ☐ Closed-toe shoes

☐ No cell phones

☐ No smart watches (Apple Watches or Fitbits)

☐ No tobacco/vapes/Juuls

**On-Site Checklist/After Registration**

☐ Disperse and adhere name badges

☐ Review Scantron instructions with students (name, chapter #,

 contestant #, division, etc.)

☐ Disperse meal tickets

☐ Direct participants to assigned group