



North Carolina FFA Association

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January 31, 2024

Memorandum

To: FFA Advisors

RE: Agricultural Sales, Farm Business Management and Marketing Plan

From: Carmen Bracey, State FFA Coordinator

NC FFA Career Development Events

1. *Farm Business Management CDE*
2. *Farm Business Management CDE- Jr. Division*
3. *Agricultural Sales CDE*
4. *Agricultural Sales CDE – Jr. Division*
5. *Marketing Plan*

In cooperation with the Department of Agricultural and Human Sciences at NC State University, the Lois G. Britt Agribusiness Center, and the School of Agriculture & Biological Sciences at the University of Mount Olive.

Wednesday, March 27, 2024

University of Mount Olive

634 Henderson Street, Mount Olive, NC 28365

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

Parking is provided in the Kornegay Arena parking lot. Please look for signs to direct you to the correct parking area.

Tentative start and end times for each CDE

Event	Registration	Event Start Time	Estimated End
Agricultural Sales	8:00 – 8:45 am	9:00 am	4:00 pm
Marketing Plan	8:00 – 9:45 am	10:00 am	4:00 pm
Agricultural Sales Junior	8:00 – 8:45 am	9:00 am	4:00 pm
Farm Business Management	8:00 – 9:30 am	9:45 am	1:00 pm
Farm Business Management Junior	8:00 – 9:30 am	9:45 am	1:00 pm

Please refer to the CDE Event Guidelines for rules and procedures associated with each CDE. Go to <https://ncffa.org/ncffa-more/cdes/>

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

March 15, 2024 — Online Registration Deadline

Online registration allows for proper scheduling of rooms and judges.

Online Registration Instructions

1. Visit ncffa.org and navigate to the Register and Request section (main menu > NC FFA > Register & Request; or underneath the main homepage area, you will see 3 boxes – click on the one that says Register & Request)
2. Click on the Ag Sales/FBM/Marketing Plan CDE Registration. This will direct you to judgingcard.com.
3. Sign in using your username and password.
4. Click "Update My Info" to add teachers and email addresses to the account.
5. Click "Event Registration & Information," select the March 2024 calendar, and click the NC FFA Ag Sales, Farm Business Management, and Marketing Plan Event on March 27.
6. Register for the event. Students are selected from a dropdown list. A completed and signed waiver form must be on theaet.com for students to be eligible for registration.
7. Save your information when all the applicable fields have been entered and you have printed a copy for your records (optional).

The registration fee is **\$21.00** for each student that participates in Ag Sales, Farm Business Management, and Marketing Plan CDEs. This fee includes a **\$11.00** meal ticket to the Murphy Cafeteria. An invoice will be emailed to you after the event. Please do not bring money to the event.

Ag Sales Participants

- Please consult the event guidelines posted on ncffa.org for complete information.
- After Round One, only the top 20 teams will participate in the senior division sales presentations. The sales presentation will occur at or near the same designated time for all chapter members; therefore, each student will need their own 1" binder. We cannot reschedule presentations.
- Group presentation and sales presentation times are randomly assigned. We cannot reschedule presentations.
- The Ag Sales junior division customer profile/scenario will be shared with registered chapters at least one week prior to the event. The Ag Sales senior division customer profile will be shared with participants five minutes before their assigned presentation time.

Marketing Plan Participants

- Marketing plans must be emailed to [Brooke Francher](#) by **5:00 pm on March 15, 2024**.

Farm Business Management Participants

- The junior division will be provided a formula sheet.
- You may bring your own calculator to the event. 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 phones.
- All tests will be multiple choice and completed using scan sheets.

Frequently Asked Questions

- Each student participant will be given a meal voucher for the Murphy 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 at a cost of \$11.00 each.
- Teachers with students requiring modifications for dietary needs should direct accommodation requests through the CDE/LDE Accommodation Request [Form](#) before the registration deadline of March 15, 2024. Remember, a variety of food options are available for participants in the cafeteria.
- Teachers with students requiring modifications for exams or other special modifications must direct accommodation requests through the CDE/LDE Accommodation Request [Form](#) before the registration deadline of March 15, 2024.
- All students are required to complete participation waivers. Waivers should be completed prior to arriving at the event through [theaet.com](#). Hard copy waivers will not be accepted at the event.
- Possession of a cell phone, ipod, smart watch, or other electronic device will result in a total team disqualification. Please review the cell phone, electronic device, dress code and tobacco use policy for state level career development events with your students prior to the event.
- 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.
- Students will not be able to use the audio/visual equipment in the rooms at UMO. Marketing teams should bring their own laptops, projectors, extension cords, etc. as needed.
- **No tobacco products are permitted.** *The NC FFA Tobacco Use Policy will also 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.*
- Follow the dress code outlined in the chapter guide to state FFA activities.

In compliance with the Americans with Disabilities Act, North Carolina FFA will honor requests for reasonable accommodations made by individuals with disabilities. Please direct accommodation requests through the CDE/LDE Accommodation Request [Form](#). If

the accommodation can be made for all and/or doesn't provide an unfair advantage, then every effort will be made to provide the accommodation. Requests can be accommodated more effectively if notice is provided at least 10 days before the event.

If you have any questions, please contact our office at (919) 515-4206.

North Carolina FFA Career Development Events Draft Schedule

Wednesday March 27, 2024

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

8:00 am Registration in Murphy Center
8:00 am Judges report to Deacon Jones Café
8:30 am Judges Orientation in 111 Raper
8:45 am Registration and check-in completed in Murphy Center
9:00 am Group Practicum for teams 1-12 in Kornegay Arena
Multiple Choice Test for teams 13-24 in Southern Bank Auditorium
10:30 am Multiple Choice Test for teams 1-12 in Southern Bank Auditorium Group
Practicum for teams 13-24 in Kornegay Arena
12:15 pm Announcement of Top 20 Teams Advancing to Round Two - Murphy Center
12:30 pm Sales Presentations
132 Raper - A Contestants
135 Raper - A/B Contestants
111 Raper - B Contestants
112 Raper - C Contestants
117 Raper - C/D Contestants
120 Raper - D Contestants
4:00 pm Event complete

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

8:00 am Registration in Murphy Regional Center
9:45 am Registration and check-in completed in Murphy Center
10:00 am Student Overview and Welcome in 136 Raper (Holding Room is 130 Raper)
10:30 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)

8:00 am Registration in Murphy Regional Center
8:45am Registration and check-in completed in Murphy Center
9:00 am Welcome and Multiple-Choice Test in Southern Bank Auditorium
10:00 am Sales Presentations
111 Henderson - A Contestants
113 Henderson - B Contestants
115 Henderson - C Contestants
209 Henderson - D Contestants
4:00 pm Event complete

Farm Business Management CDE (Lunch available 11am – 1:30pm in cafeteria)

8:00 am Registration in Murphy Regional Center
9:30 am Registration and check-in completed in Murphy Center
9:45 am Welcome and overview in Pope Wellness Center
10:00 am Multiple choice section in Pope Wellness Center
10:30 am Problem solving section in Pope Wellness Center
12:00 pm Event complete

Farm Business Management CDE – Jr. Division (Lunch available 11am – 1:30pm in cafeteria)

8:00 am Registration in Murphy Regional Center
9:30 am Registration and check-in completed in Murphy Center
9:45 am Welcome and overview in Pope Wellness Center
10:00 am Multiple choice section in Pope Wellness Center
10:30 am Problem solving section in Pope Wellness Center
12:00 pm Event complete

Registration and General Meeting Room for Participants –Murphy Center
Judges Check-in – Deacon Jones Cafe
Ag Sales Judges Orientation – 111 Raper
FBM Scoring Room (Advisors to assist with scoring) – Raper Conference Room
Refreshments for Judges and Advisors – Deacon Jones Cafe

Advisor Checklist

To help things run smoothly, please make sure you have completed the following prior to registration/check-in:

- Submitted AET waiver for each participant
- Two sharpened #2 pencils with erasers for each participant
- Review registration material and CDE Event Guidelines
- Review scantron form with students for correct bubbling procedures
- Check dress code!
- No cell phones or any electronic devices
- 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 #, etc.)
- Disperse meal tickets
- Direct participants to assigned group and/or location