

NC STATE UNIVERSITY

January 19, 2022

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 and the Lois G. Britt Agribusiness Center at the University of Mount Olive.

Wednesday, March 9, 2022

University of Mount Olive
630 Henderson Street, Mount Olive, NC 28365
Check-in will be at the Holmes and Lois Murphy Center

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

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).

February 25, 2022 — Online Registration Deadline

Online registration allows for proper scheduling of rooms and judges.

Carmen Bracey

State FFA Coordinator
4158 Broughton, 2601 Stinson Drive
Campus Box 7654
Raleigh, NC 27695-7654
919.513.0216
carmen_bracey@ncsu.edu

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 2022 calendar, and click the NC FFA Ag Sales, Farm Business Management, and Marketing Plan Event on March 9.
6. Register for the event.
7. A completed and signed waiver form must also be submitted for each registered student on theaet.com.
8. Click Submit when all the applicable fields have been entered and you have printed a copy for your records (optional).

The registration fee is **\$19.00** for each student that participates in Ag Sales, Farm Business Management, and Marketing Plan CDEs. This fee includes a **\$9.00** 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 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.

Marketing Plan Participants

- Marketing plans must be emailed to Carmen Bracey (carmen.bracey@ncsu.edu) by **5:00 pm on February 25, 2022**.

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 \$9.00 each.
- Masks will be required for all participants and attendees. Please remind students to social distance as much as possible during the event.
- Teachers with students requiring modifications for dietary needs should notify the state office before the registration deadline of February 25, 2022. 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 notify the state office before the registration deadline of February 25, 2022.
- 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.
- 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 phone.
- 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.
- We will need teachers to assist with grading the Farm Business Management test. Please let carmen.bracey@ncsu.edu know if you are able to assist. Thanks in advance for your assistance.
- 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:
 - *The North Carolina FFA Dress Code for this event will be a collared shirt and long pants. T-shirts with FFA emblems and school logos are also acceptable. Students should wear close-toed shoes.*

In compliance with the Americans with Disabilities Act, NC FFA will honor requests for reasonable accommodations made by individuals with disabilities. Please direct accommodation requests to: Carmen Bracey, carmen.bracey@ncsu.edu. Requests can be served more effectively if notice is provided at least 10 days before the event.

COVID Precautions

- It is recommended that students, advisors or chaperones are vaccinated and/or receive a negative COVID test within 72 hours of the event.
- Masks will be required for all attendees.
- If students require a mask exemption, the proper documentation should be submitted to carmen.bracey@ncsu.edu when the student is registered to be considered.
- Students will be encouraged to maintain social distancing.
- Students, advisors, or chaperones that are experiencing COVID-like symptoms or have tested positive for COVID within 5 days of the event should not attend. Students, advisors or chaperones that have been recommended to quarantine or have family members that have tested

positive for COVID or have been recommended to quarantine should not attend.

- If any student, advisor, or chaperone tests positive within three days of the event, the participating advisor should contact the State FFA Coordinator at carmen_bracey@ncsu.edu.

If you have any questions, please contact: Carmen Bracey, State FFA Coordinator, (919) 513-1206 or carmen_bracey@ncsu.edu.

North Carolina FFA Career Development Events Draft Schedule

Wednesday March 9, 2022

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 Multiple Choice Test for teams 1-20 in Southern Bank Auditorium
Group Practicum for teams 21-40 in Pope Wellness Center
10:20 am Group Practicum for teams 1-20 in Pope Wellness Center
10:30 am Multiple Choice Test for teams 21-40 in Southern Bank Auditorium
12:00 pm Announcement of Top 20 Teams Advancing to Round Two – Murphy Center
12:15 pm Sales Presentations
239 Raper - A Contestants - Room 1
132 Raper - A Contestants - Room 2
238 Raper - B Contestants - Room 1
135 Raper - B Contestants - Room 2
111 Raper - C Contestants - Room 1
112 Raper - C Contestants - Room 2
117 Raper - D Contestants - Room 1
120 Raper - D Contestants - Room 2
209 Raper – A/B Contestants - Room 3
226A Raper – C/D Contestants - Room 3
4:00 pm Event complete

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

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

8:00 am Registration in Murphy Regional Center
10:00am Registration and check-in completed in Murphy Center
10:30 am Welcome and Multiple-Choice Test in Southern Bank Auditorium
11:00 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 at 11am in cafeteria)

8:00 am Registration in Murphy Regional Center
11:00 am Registration and check-in completed in Murphy Center
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
3:00 pm Event complete

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

8:00 am Registration in Murphy Regional Center
11:00 am Registration and check-in completed in Murphy Center
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
3:00 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:

- Mask for each participant
- 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