

# NAFB FOUNDATION NEWS

DECEMBER 2010

WWW.NAFB.COM



WE APPRECIATE OUR BOOSTERS AND CORPORATE SUPPORTERS

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Northern Ag Network

Vice President, Ken Anderson  
Brownfield Ag News

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## Message from Outgoing President Taylor Brown



I am very excited about the leadership that **Ken Anderson** brings as our new NAFB Foundation President! Ken is going into his eighth year on our Board, and has made a phenomenal difference in many areas such as the development of our annual giving program. Having served on the Foundation Board since 1990 myself, I can say without question that this Board, especially with the recent addition of **Don Wick** and **Ken Root**, has never been stronger.

During my own years on the Board, I have watched our Foundation's net worth increase from \$87,000 to a peak of \$290,000. Today, our annual budget is nearly \$60,000, and we are providing industry support in ways that we never before dreamed possible. Even more impressive is the fact that today over 100 businesses and individuals contribute each year, either to support our fundraising auction, or to make annual gifts through our Booster Club.



I have continually been impressed with the leaders and industry partners who have stepped forward to be part of this Foundation, and it has been a true honor to serve with them. Please join us in supporting this important work. When we each decide to personally give just a little back each year to this industry, then we together create a brighter future for farm broadcasting!

### Taylor

Taylor Brown  
Northern Broadcasting System, Inc

## Ag Industry Steps Up to the Plate

This fall, the Foundation received contributions of \$5,000 each from John Deere and Monsanto for support of Foundation activities. These two gifts are a part of a campaign for the Foundation to encourage and solicit more corporate support.

**Don Borgman**, Director of Industry Relations for John Deere, said the importance of this support is to help "Develop informed communicators who can actively and accurately report the news of agriculture is more important today than ever before. As our society becomes more urban, having a credible source of understanding of how they really get their food, clothing and energy will be critical to them and to making agriculture successful."



JOHN DEERE

Foundation Vice President **Hugh Whaley** adds, "Since its inception, the NAFB Foundation has enjoyed increasingly stable support from individual members, organizations and agribusiness.

MONSANTO



The foundation is appreciative of the recent Deere and Monsanto donations. We want to aggressively build upon that momentum to raise the bar for corporate involvement. One of our first objectives is to secure 'naming rights' sponsors for our scholarship and intern programs. This will help us use our individual contributions to build our endowment. A larger endowment can fund additional programs to help secure the future of the farm broadcasting industry."



## A Message from the President-Elect



One of my favorite movies is “It’s A Wonderful Life.” The hero of the story—George Bailey—gets a chance to see what the world would have been like if he had never been born. He learns that the impact he has had on the lives of others is much greater than he ever imagined.

Supporting the NAFB Foundation is one of the ways we can make a difference in the lives of others. Foundation-funded internships—made possible by your contributions—help many young people get their first taste of farm broadcasting. College students, with the help of Foundation-funded scholarships, are achieving their dreams of a college degree and a possible career in farm broadcasting. Your contributions have also helped fund the development and distribution of the ‘Harvesting the Power’ curriculum, exposing hundreds of young people to the importance of farm broadcasting. And your donations help with many other important projects that are working to help ensure a brighter future for the industry.

When you give to the NAFB Foundation—be it the donation of an auction item or a contribution to the Booster Club—you are indeed having a positive impact on others, and on the future of your industry. Your support is greatly appreciated.

I would like to thank **Taylor Brown** and **Rich Hull**, who are leaving the Foundation Board at the end of the year. Over the years, these two men have made tremendous contributions to the growth and success of the Foundation. Taylor and Rich, we salute you.

At the same time, we welcome **Don Wick** and **Ken Root** to the board. They bring valuable experience and leadership skills, and we are excited to have them join us.

Happy Holidays to you and yours!

**Ken Anderson**  
NAFB Foundation President-Elect  
Brownfield Ag News

## Scholarship Winners Have ‘Experience of a Lifetime’

This past June three well-deserving, aspiring ag communicators and journalists were selected to receive not only NAFB Foundation Scholarships, but also the opportunity to come to the NAFB Annual Convention to learn, network and experience a piece of the industry first-hand. If you didn’t get a chance to meet one of these great young adults, here is a little about them:

**Taylor James** is a junior at Kansas State University, majoring in agricultural communications and journalism with an emphasis in animal sciences and industry. He grew up on a farm in Kansas and has served in many leadership roles with 4-H and FFA. This past summer, he served as an intern at KFRM in Clay Center, Kansas, reporting on the wheat harvest and county fairs. Taylor plans to graduate in 2012, with hopes of becoming a farm broadcaster, and eventually owning his own broadcasting company.



*Glenn Kummerow Scholarship winner, Taylor James, gives his appreciation at the Foundation Scholarship Luncheon during the NAFB Convention.*

**Denise Donley** is a junior at Southern Illinois University-Edwardsville, majoring in agricultural communications. She grew up on a farm in Illinois and has been active in the community and her school, including softball, volleyball, 4-H and FFA, as well as serving as a member of SIU’s college campus board. Denise enjoyed her summer internship at STARadio in Quincy, Illinois, which gave her experience in news writing and reporting, as well as the opportunity to implement a new radio series titled “Farm to Fork.” After graduation, Denise hopes to work at a radio or TV station, and work on her master’s degree.



*Each scholarship recipient was presented with a plaque and a 2010 NAFB Foundation Toy Tractor, courtesy of Charleston|Orwig. Pictured left to right: Taylor Brown, Julie Martin, Taylor James, Denise Donley, Lyle Orwig.*



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**Lindsay Hill**  
ABN Radio

**Eric Brown**  
KRVN/Rural Radio  
Network

**Vic McGill**  
Katz Agri-Marketing

**Tami Craig Schilling**  
Monsanto

**Lyle Orwig**  
Charleston | Orwig

**Gene Hemphill**  
New Holland North  
America

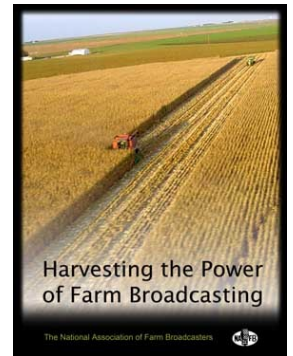
**Ken Root**  
WGFA Radio/  
AgriBusiness Report

**Julie Martin** is a senior at the University of Wisconsin-Madison, majoring in life sciences communications. After she graduates, she looks forward to pursuing her master's degree in life sciences communications and building on her agri-marketing and communication experiences by pursuing more internships. Raised on a dairy and crop farm, Julie is passionate about promoting agriculture to consumers. She says, "I've watched children see a farm for the first time and the look of amazement in their faces is priceless as they pet farm animals and learn where their food comes from."

All three recipients were able to attend the 2010 Annual Convention, and each made the most of it, making new contacts to help them prosper in their future.

## "Harvesting the Power" Curriculum Put in to Practice

Texas Tech University's Department of Agricultural Education and Communications has redesigned the "Harvesting the Power of Farm Broadcasting" curriculum. The curriculum is a project commissioned by the NAFB Foundation to educate agricultural communications students about farm broadcasting, the power of farm radio, and media buying.



The free curriculum can be found at [www.nafbfoundation.com](http://www.nafbfoundation.com) and is available for college professors to download reading materials, PowerPoint slides, video presentations and activities to use in their classes, and is designed so that professors can use as many or as few resources as needed.

During the Fall 2010 semester, seven universities brought the curriculum into their classroom, and another six plan to use it in the Spring. Developers are currently promoting its availability to other institutions and organizations.

Current users of the coursework found it to be useful and thought the website was user-friendly. One instructor noted, "We were thrilled to have it. You can find materials on other media, but for radio and television, there isn't really anything, so it was nice to have."

This project is another way the NAFB Foundation is helping to bring farm broadcasting to the next generation. Thank you to those who have helped make it happen.

Have you thought about what you could donate to the 2011 Foundation Auction?

Your item contributions are always welcome!

## 2010 Booster Club

### Platinum Level

Harold "Skip" Davis  
Rich & Sharon Hull  
Orion Samuelson

Ron Claussen  
Cynthia Cunningham  
Farm Progress Companies  
Greg Guse  
Al Gustin

### Gold Level

American Ag Network  
Max Armstrong  
Brownfield Ag News  
George & Christine Gatley  
Minnesota Soybean Research  
& Promotion Council  
Pioneer Hi-Bred International,  
Inc.

Ted & Caroline Haller  
Mike Hansen  
Pam Jahnke  
KCE Public Affairs Associates  
LLC  
KFGO Radio  
Janice Keene  
George Logan  
Bill Mann-Rittman  
Jennifer Morrill

### Silver Level

Ken Anderson  
Donald Borgman  
Eric Brown  
Taylor Brown  
ABN Radio  
Pam Fretwell  
Dix & Harriett Harper  
Terry Henne  
Dave Knau  
Vic McGill  
Gene Millard  
Lyle Orwig  
Red River Farm Network  
Mark Vail  
Hugh Whaley  
Cyndi Young-Puyear

Oklahoma Farm Bureau  
Roger Olson  
Michael Orso  
Russell Parker  
Kathy Patton Strunk  
Laura Plambeck  
Roddy Peeples  
Christine Quinn  
Larry Quinn  
Dave Schumacher  
Dan Skelton  
Staradio Corp.  
Jason Vance  
Don & Kolleen Wick  
WMBD Radio

### Boosters

Joe Gangwish  
Ron Hays  
Bruce Herz  
Lee & Lila Kline  
Jerry Lackey  
Troy Leininger  
Steve Mercer  
Verne Sheppard

### Bronze Level

Ag Radio Network  
Greg Akagi  
Brent Babb  
Stephen Barr  
Bob Bosold  
Colleen Callahan  
Communications



## From Your Booster Club Chair



As 2010 draws to a close, now is the time for all good men and women to come to the aid of the NAFB Foundation with a tax deductible contribution. We are getting close to our goal of \$22,000, and with your help we can reach it. Each year six college students—three scholarship recipients and three station/network interns—directly benefit from your generosity.

Since the NAFB Foundation was established in 1975, we have provided more than \$225,000 in scholarships to 85 students. This has made a tremendous impact on our industry.

It is easy to make your tax deductible contribution on-line by going to [www.nafbfoundation.com](http://www.nafbfoundation.com) and clicking on "Become a Foundation Booster." It's a safe and secure way to make your contribution, which will help young students realize their dream of working in agricultural communications. (If you attended the Foundation Luncheon at the NAFB Convention, you heard from three outstanding college kids.)

Thank you for your assistance. Have a great Christmas and a prosperous New Year.

Best regards,

**Eric Brown**  
Booster Club Chair  
KRVN/Rural Radio Network

## Why I Give... Contributor Spotlight

There are many individuals and organizations that make the NAFB Foundation a part of their annual giving. Some are members of the Booster Club, some participate in the auction by donating an item or bidding, and many do it all.

**Max Armstrong**, Farm Progress Companies/WGN Radio, has been a long-time supporter of the Foundation from all aspects. [Click here to hear why Max feels it is important to contribute.](#)



## 2010 Auction Donors and Buyers

### Item Donors

680 KFEQ  
Ag Media Research  
Agri-Pulse Communications  
Max Armstrong  
BASF  
Brownfield Ag News  
Case IH  
CAST  
Cattlemen's Beef Board  
Charlston|Orwig  
CHS Inc.  
Cotton Board  
Rick Coyle  
Janice Dahl  
Dairy Management, Inc.  
Demeter Communications  
Joe Ertl  
Farm Credit  
George Gatley  
Growth Energy  
Dix Harper  
John Deere  
Kansas City Royals  
Janice Keene  
MF Global/Dean Moore  
Monsanto Company  
Russell Nemetz/Haylie Shipp  
New Holland  
Novus International, Inc.  
Pioneer Hi-Bred International  
Orion Samuelson  
Evan Slack  
Leslie Smith  
Valmont Irrigation  
Water Street Solutions  
Westin Crown Center

### Item Buyers

Price Allan  
Don Borgman  
Taylor Brown  
Tom Cassidy  
Tami Craig Schilling  
Roger Currier  
Janice Dahl  
Rita Frazer  
George Gatley  
Todd Gleason  
Meghan Grebner  
Al & Peggy Gustin  
John Harvey  
Ron Hays  
Lynn Henderson  
Terry Henne  
Erica Irlbeck  
Pam Jahnke  
Jerry Katz  
Lynn Ketelsen  
Dave Knau  
Chuck Langner  
George Logan  
Bill Mann  
Steve Mercer  
Jennifer Morrill  
Carrie Muehling  
Russell Nemetz  
Mark & Kathi Oppold  
Jerry Passer  
Kathy Patton-Strunk  
Mike Perrine  
Teresa Roof  
Bill Sanders  
Bart Schott  
Haylie Shipp  
Greg Steckline  
"The Girls"  
Anita Vanderwert  
John Vasichack  
Roger Ward

## Record Year for the Foundation Auction

The Foundation Auction brought in a record \$22,305 this year at the NAFB Convention. Included in that number is the live auction of Toy Tractors number 1 through 5. Toy Tractor No. 2 was sold three times! First to **Rich Hull**, next **Evan Slack**, Evan Slack Network, then **Taylor Brown**. Although Evan took the tractor home, the generosity of the three brought in \$6,750!



*Evan Slack and Rich Hull*

NAFB Foundation Auction Co-Chair **Tami Craig Schilling**, expresses "many, many thanks for those who stepped up to the plate in 2010 to support the Foundation." She adds, "Donations, no matter the size, allow the Foundation to continue its important work in creating a brighter future for farm broadcasting."



*Tami Craig Schilling*

Some of the big ticket items included a NASCAR race package at the Kansas Speedway (donated by Pioneer), a stay at the Union League Club of Chicago and CBOT experience (donated by MF Global), a Terry Redlin print (donated by **Ron Claussen**, Ag Media Research) and a weekend stay at the Lake of the Ozarks (donated by Agri-Pulse Communications).



*Orion Samuelson (above)  
and Dave Schumacher  
(right)*

This year's event was again lead by the guidance of **Orion Samuelson**, WGN Radio, and **Dave Schumacher**, KTRS Radio, who served as Master of Ceremonies and Auctioneer, respectively. A big thank you is owed to them and to all who participated in this year's event!



Congratulations to Booster Club Flip Cam drawing winners **Christine Quinn**, Farm Credit Administration, and **Dix Harper**, NAFB Emeritus member, and 50/50 raffle winner **Brent Babb**, USSEC!



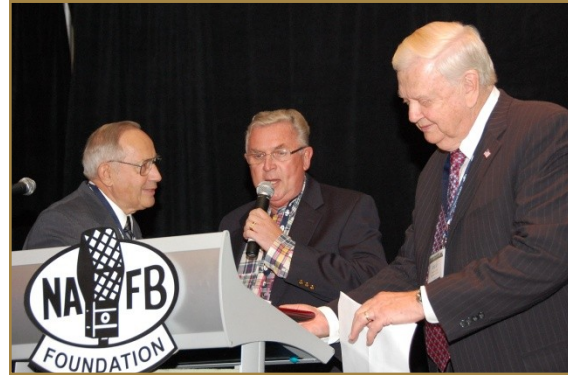
## It's Been a Great Ride.

Tractor ride that is. Since 2003, the NAFB Foundation has been commissioning a special annual edition of a classic scale model toy tractor, and selling them in a numbered limited edition as a fundraiser.

Eight years ago, Foundation Board Member **Rich Hull** contacted Scale Models/Dyersville Die Cast about partnering for the project. Knowing that it is not easy to produce a limited number easily, famed toy model maker and designer **Joe Ertl** agreed to help.

In 2003 the first model came off the line—an Oliver 1995. Since then the selections have included a Farmall 806, 1964 Allis Chalmers 190, John Deere 3010, Ford 900 Series, Massey Ferguson 1150, and a Farmall Super M.

These models are truly collectibles as each year they have completely sold out, leaving only eBay and other outlets as a place to find them. The tractors had a regular group of collectors including NAFB members and those who would buy one each year at the National Farm Toy Show in Dyersville, Iowa.



*The NAFB Foundation honored Joe Ertl during the Live Auction at the Annual Convention. Pictured left to right: Joe Ertl, Rich Hull and Orion Samuelson.*

2010 is the final year of the toy tractor program, and the finale model is the John Deere B. It will undoubtedly be another successful year for the fundraiser, which over the years has raised more than \$75,000 for the betterment and future of the farm broadcasting industry.

Thank you to Rich and Joe for your work and support of the NAFB Foundation Toy Tractor program, and thank you to all of those who have participated.

The 2011 NAFB Foundation Scholarship application will be available February 1. If you know a college student who fits the criteria, please encourage them to apply to be awarded up to \$5,000. Visit [www.nafbfoundation.com](http://www.nafbfoundation.com) to access the application. Deadline is May 28.

If you have questions, comments or ideas, please contact NAFB Member Services Manager Jennifer Saylor at [jennifer@nafb.com](mailto:jennifer@nafb.com) or 816.431.4032.