
News Release

Wisconsin Association of FFA

For Immediate Release

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_____ FFA Attends State FFA FIRE Conference

(chapter name)

_____ of the _____ FFA Chapter
(name (s) see attached sheet) (chapter name)

attended the Wisconsin FFA FIRE Conference, September 29 at the University of Wisconsin-River Falls Campus in River Falls, Wisconsin. FIRE stands for “Foundations in Reaching Excellence.” The conference helps young FFA members discover opportunities in the FFA organization and gain valuable leadership skills. This is one of three conferences held around the state of Wisconsin for seventh, eighth and ninth grade FFA members. Over 600 members will attend these three conferences.

The State FFA FIRE Conference is designed to inform first year members about the FFA and motivate them to participate in its many activities. Students learned about communication skills, social skills, goal setting, travel opportunities and FFA awards along with developing leadership skills.

The conference is conducted by the 2007-2008 State FFA Officer Team along with assistance from the UW-River Falls Ag Education Society. Andrew Christenson, State FFA President along with his fellow state FFA officers developed this conference around the theme “The New Frontier – Expanding Your Horizons” Jessica Berger, 2007 National FFA Officer Candidate from the Bonduel FFA believes, that attending FIRE Conference is the perfect way for young FFA members to map out future goals for their FFA involvement and meet people who will help them reach those goals.

Not only does this conference help students understand the FFA organization better, but helps them develop skills in meeting people, working with others and setting goals with a plan of action. “In the FFA, we work to get students started early in developing skills they will need for future careers and opportunities,” said Cheryl Zimmerman, State FFA Executive Director. “FFA develops the whole person and these young members are taking a step in the right direction.”

The Wisconsin FFA Association is comprised of over 250 local chapters with 18,000 members gaining leadership for the future of agriculture. FFA activities and award programs complement instruction in agriculture education by giving students practical experience in the application of agricultural skills and knowledge gained in classes. FFA's mission is to develop members' potential for premier leadership, personal growth and career success through agricultural education.