



THE CATALYST

Developing the Best in Leadership

ISSUE TWO • DECEMBER 2020



State Officers, Blake Mills, Kirby Russell, State Representative Drew Springer Chairman, Agriculture & Livestock Committee, Emilee Sanderson

A NEW PERSPECTIVE

A time to celebrate and look back on the year 2020. We reflect on the events that occurred and the difference between what we expected and what we did. While we had a different year, we are grateful for the support from stakeholders, volunteers, and leaders. Let us share with you our growth and development despite COVID -19.

Texas FFA has grown in many aspects over the year. Despite challenges, we were still able to meet goals and Texas FFA has continued its growth. Texas FFA membership increased to 139,815, Agricultural Science Teachers increased to 2,395, Texas FFA Chapters 1,079, and students enrolled in Agriculture Science courses have grown to 214,278.

The 92nd Texas FFA Convention was held virtually. During the week of convention, nearly 25,000 users logged in to engage. This is more than a 10,000 - individual increase from 2019 who attended the convention in Fort Worth.

Our students received scholarships, award recognition, and opportunities to develop leadership growth. Texas FFA awarded \$2,365,000 in academic scholarships and awards.

We are ready to put 2020 behind us and we are excited about 2021!

ARE WE CONNECTED?

FACEBOOK

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THE BRIGHT SIDE

This year we launched and successfully executed some new programs. The Growing our Future Leadership and Lead series, ATAT Professional Development Conference, and the LEAD series.

The Growing our Future Leadership series consisted of a series of webinars on topics related to leadership, education, agriculture, advocacy, and development.

The LEAD (*Leadership. Education. Advocacy. Development*) conference included workshops, presentations, speakers, and webinars. It consisted of a robust leadership experience celebrating its 10th year.

See our LEAD webinars and programs at our YouTube Channel  <https://www.youtube.com/channel/UCWGE9CPrHMyRSm6ZUY7RMVg/videos>

We were honored to gain two new Corporate Sponsors. Cavender's and Bloom have contributed their generous support. Cavender's has also endowed three proficiency award scholarships. They launched a virtual concert with Billy Bob's Texas which benefited the Texas FFA.

Bloom is currently a sponsor of the National FFA Organization and has turned its attention to Texas. Bloom looks forward to the opportunity to excel in the state of Texas.

We are grateful for all our generous sponsor's support and interest in the future of Texas FFA and our members. We look forward to entering 2021 with an incredible group of supporters and game - changers.



THE "WHY" BEHIND EVERY GIFT



Richard Wallrath at the Texas FFA Convention

Richard "Dick" and Patsy Wallrath have been continuous donors over many years for the Texas FFA Foundation. In 2010, Wallrath donated \$1.5 million to the Texas FFA Foundation alone, making him the leading individual sponsor in Texas FFA history. His long - time dedication and generosity does not go unnoticed. When asked why he supports the Texas FFA Foundation he said, ***"It teaches kids about honesty, integrity, decency, and God. Schools don't teach these things anymore."*** In 2006, he created the Richard Wallrath Educational Foundation. It has given out 1,400 \$10,000 scholarships to Texas 4-H and FFA members.



Dayton Wood, Ambassador Coordinator

Dayton Wood served as an Ambassador Coordinator for the 2020 State Convention. As a Texas FFA Scholarship recipient, Dayton supports the Texas FFA because it supports him. Dayton said why he is thankful for the Texas FFA. ***"Through this organization, I've been given countless opportunities to grow personally and professionally. Each and every day I apply the skills I've learned to make me a better person, student, and leader. This is why I support Texas FFA."***

LIVING A LEGACY FOR 20 YEARS ... AND MORE TO COME!



Texas FFA Association President, 1985-86

Congratulations to Aaron Alejandro for 20 years of dedication, commitment, and service as Executive Director of the Texas FFA Foundation.

Under his leadership since 2000, the Foundation has forged corporate partnerships, permanently endowed scholarships, created student ambassadors, and developed mentoring, agricultural advocacy, and teacher development programs.

We appreciate the investment of time, energy, and knowledge he puts into this organization. May you continue to inspire us for many years to come. Happy 20th Anniversary.



2019 LEAD Conference

"Under the leadership of Aaron Alejandro, the Texas FFA Foundation has experienced remarkable growth over the past 20 years and made enormous contributions to the opportunities and success of Agriculture Science students and teachers"

- Mitchell Dale
Chairman of the Board
President of McRee Ford



"My first impression of Aaron Alejandro was he is one of those special people that you know is going to do something incredible and leave an impact. Over the years our paths have crossed and when he flashes his smile and asks you to help, it's hard to tell him no. I am very proud of him and excited to see what he does next."

- Kathy Cornett
Original Capital Campaign Cabinet Member



"Passionate for agricultural education. He takes the role of promoting agriculture education to heart and it shows in all of his daily actions."

- Ray Pieniazek
Executive Director
Agriculture Teachers Association of Texas



"Aaron's two decades of leadership to the Texas FFA Foundation have helped an innumerable amount of students. His passion for agricultural science education, advocacy, and student development have positioned Texas agricultural science education and FFA to remain relevant in the 21st century."

- Austin Large
Executive Director
Texas FFA Association



HERE TO SERVE

Our purpose is to strengthen agricultural education and the Texas FFA program, so each student can develop their potential for personal growth, career success and leadership in a global marketplace.

OUR TEAM



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BOARD MEMBER SPOTLIGHT



Della Serna, Foundation Board member from Kingsville, Texas. Following in her father's footsteps, Della is a rancher at El Coyote Ranch. She plays a major role in the ranch's large cattle and purebred operations. Della was president of her FFA chapter and now serving on the Foundation Board of Directors. Sitting on the board is one-way Della gives back to an organization that helped her get where she is today. She has been successful in her education and career because of the skills she cultivated from Texas FFA.

"While know everyone will have different journeys in the organization, serving on the board allows us to help others get the chance at the experience."

"Our favorite attitude should be gratitude."

- Zig Ziglar

DID YOU GET THE PERFECT STOCKING STUFFER?

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