

# RENDEZVOUS IN THE **ROCKIES**

# REGISTER NOW!

## 2012 NATIONAL AGRICULTURE IN THE CLASSROOM CONFERENCE

HOSTED BY Colorado Foundation for Agriculture & the Western Region Agriculture in the Classroom



**June 19-22  
2012**



**Loveland,  
Colorado**

# TRADING IDEAS ABOUT AGRICULTURAL LITERACY

2012 NAITC  
Conference

June 19-22, 2012

Loveland, Colorado

Embassy Suites  
Loveland

Super Shuttle  
from Denver  
International  
Airport to  
Embassy Suites

# RENDEZVOUS IN THE ROCKIES

The strength of Agriculture in the Classroom (AIC) comes from its grassroots organization and the fact that educators are very much a part of the movement. Giant strides have been made since AIC was established in 1981. AIC is a standard-bearing educational program designed to supplement and enhance the teacher's existing curriculum.

Each year a national AITC Conference is held to share ideas and resources. Those attending and benefiting from the conference are:

- Educators of all grade levels
- Administrators
- Curriculum Developers
- Career Guidance Counselors
- Teacher Aides
- Substitute Teachers
- AITC Volunteers
- State AITC Contacts
- Agricultural Science Teachers
- Extension Educators
- AITC Board Members
- Agricultural Industry Representatives
- STEM Educators
- University Staff & Instructors

The AITC program has been managed in Colorado by the Colorado Foundation for Agriculture (CFA) since 1991. This is the first time the national conference has been held in Colorado. We are combining the best efforts of agriculture, business and education to present a national conference.

An AITC presence exists in every state and territory. Each state organization addresses agriculture education in a way best suited to its own needs. This is an opportunity to learn the methods and innovative ideas generated by educators throughout the nation.

## EDUCATORS GIVE YOURSELF SOME CREDIT

YOU CAN EARN CONTINUING EDUCATION CREDITS FROM COLORADO STATE UNIVERSITY. THE FORMS AND FEES WILL BE HANDLED WHEN YOU CHECK-IN TO THE CONFERENCE. CHECK WITH YOUR STATE AITC ABOUT SCHOLARSHIPS TO OFFSET THE COST OF THE CREDIT PROGRAM OR CONFERENCE. **COLORADO TEACHERS:** APPLY FOR CONFERENCE SCHOLARSHIP. GO TO [WWW.GROWINGYOURFUTURE.COM](http://WWW.GROWINGYOURFUTURE.COM), SELECT 2012 NAITC, AND APPLY FOR SCHOLARSHIP.

CALL FOR

## PRESENTATIONS

This is done. We received a great selection of applications. It was a difficult task to pick and choose; there was no way we could go wrong. The list is on the registration web site: [www.regonline.com/2012NAITC](http://www.regonline.com/2012NAITC). and we know you'll find yourself in the same boat we were in...which one? which one?

A choice of pre-conference tours have been developed for NAITC participants and guests. Another tour may come into being after the Colorado Rockies baseball team learns their 2012 season schedule. We would be delighted if it turns out this is a perfect world and the Rockies play at home on our time frame!

One tour will take us to **Rocky Mountain National Park**, the **Stanley Hotel** and allow a couple of hours to shop in **Estes Park**. We tour the Stanley Hotel and hear it's ghostly history (Stephen King anyone?!). You'll want to bring a jacket, a camera and some cash to leave behind in the unique shops found in Estes Park!

Tour two is guided by Poudre Wilderness Volunteers. PWV volunteers have agreed to share **Leave No Trace (LNT)** principles. Learn how we preserve Colorado's pristine wilderness areas while enjoying the resource. This group will travel to the Canyon Lakes area to hike and identify the **flora and fauna** of the area while practicing LNT.

For Teachers Only: **Work on a farm or ranch for a day**. Local farmers and ranchers will host teachers for a day. You'll learn about their businesses and get to work since they need to get things done in June. This is a hands-on experience. Each farmer/rancher host will accommodate two teachers. This is an opportunity to ask questions and learn first-hand.

Who do you suppose thought to add the **Beer & Barley Tour** for a grand finale?! This post-conference tour will have us visiting the Anheuser Busch research facility and brewery near Wellington and then we'll mosey into town to one of the Micro-Breweries that are putting Fort Collins on the map. We'll do a little learnin' and do a little samplin'.

Guests are welcome to join the tours and Thursday's Workshop on Wheels. Guests are also invited to the Welcome to Colorado General Session, National Teachers Award Luncheon, Welcome to the West Dinner, the State Awards Breakfast which will also feature state-sponsored tables and the Farewell Luncheon. Tickets for these events can be purchased during the registration process. Workshops, mini-workshops and water festivals are exclusive to full and single day conference registrants. Guests can be sent off to the spa, go shopping at the nearby shops, check out the sculpture in the parks in Loveland or any number of entertaining activities within easy reach of the Embassy Suites Loveland while you participate in the workshops.

## CONFERENCE GUESTS

QUESTIONS?

Contact Bette Blinde  
Colorado Agriculture  
in the Classroom  
970-881-2902

[bblinde@  
growingyourfuture.com](mailto:bblinde@growingyourfuture.com)

# SCHEDULE AT A GLANCE

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## TRADING IDEAS ABOUT AGRICULTURAL LITERACY

### Tuesday, June 19

8:00 am-5:00 pm  
9:00 am-4:00 pm  
12:00 noon  
3:00 pm-6:00 pm  
3:00 pm-8:00 pm  
5:30 pm-6:30 pm  
6:00 pm-8:00 pm  
7:00 pm

National Agriculture in the Classroom (NAITC) Annual Meeting  
Optional Pre-Conference Tours  
NAITC Lunch  
Silent Auction Set-up  
Registration / Exhibitor Move-in  
Newcomer Orientation (reception with NAITC members)  
Silent Auction Opens  
NAITC Dinner - off site

### Wednesday, June 20

6:30 am  
7:30 am  
  
9:30 am-11:00 am  
11:20 am-12:05 pm  
12:15 pm  
2:15 pm-3:00 pm  
3:20 pm-4:50 pm  
5:30-6:30 pm  
6:45 pm

Registration  
General Session  
Welcome to Colorado – Colorado Commissioner of Agriculture John Salazar  
Keynote Speaker  
Workshops  
Mini Workshops  
National Teacher Awards Luncheon  
Mini Workshops  
Workshops  
Awards Reception (invitation only)  
Welcome to the West Dinner

### Thursday, June 21

7:45 am-8:45 am  
8:00 am-9:00  
6:00 pm

Board Workshop-on-Wheels buses  
Workshop-on-Wheels depart  
All Workshop-on-Wheels tours conclude at the hotel. Enjoy an evening on your own.

### Friday, June 22

7:00 am-8:45 am  
9:15 am-11:55 am  
10:35 am  
12:15 pm-1:45 pm  
3:00 pm-7:00 pm

State Awards and State Tables Breakfast  
Water Festivals  
Silent Auction Closes  
Farewell Luncheon with 2013 Minnesota presentation  
Post-conference Beer & Barley Tour

## REGISTRATION FEES

	By April 16	By May 14	After May 14
Full Registration	\$375	\$425	\$475
Single Day Registration (Wed)	\$175	\$200	\$225
Single Day Registration (Thurs. or Fri.)	\$100	\$125	\$150
Optional Tours	\$90 per person		
Guest Tickets	Range from \$60 to \$100/person/event		
Commercial Exhibitor Fees (full registration is required)	Table Top \$100		
Table Top displays for state contacts	Free		

Cover photo credits: Colorado AgInsights photo contest award winners. Left to right, top to bottom: Last Minute Repairs, 2006, Jean Armstrong; The Fences are Down, 2000, Rachel Whiting; It's Lovel, 2000, Sally Parker; Corn Harvest, 2001, Matt Guccini; Grandpa's Hands, 2005, Dee Jensen; Kelley Hewes; Down the Hill, 2010, Gary Rich; Buddy Talk, 2010, Laurie Cook; Sunflowers Awaken, 2010, Jared Atencio; Orchard and Mt. Garfield, 2010, Jim Cox

# EXHIBITORS

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### QUESTIONS?

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in the Classroom  
970-881-2902

bblinde@  
growingyourfuture.com



2012 NAITC

CONFERENCE

# HOTEL

You can register as an exhibitor at the conference. State AITC contacts can reserve space for no charge. The fee for non-AITC contacts is \$100. Each exhibit space includes one 6-foot by 30-inch clothed display table. Exhibit tables are limited and are available on a first-come, first-served basis.

More than 400 enthusiastic educators and administrators from across the nation will converge in Colorado to share resources, lessons, and innovations promoting the importance of agriculture in everyone's lives. Attendees will return home to share what they have learned with students. Thousands will be impacted. This important event is made possible through the generous contributions of sponsoring partners committed to the education of agriculture. Review the sponsorship opportunities section of the website. Please contact Bette with any questions and thank you in advance for your generous support! Bette Blinde, Colorado Foundation for Agriculture, Colorado AgriCULTURE in the Classroom, 970-881-2902, bblinde@growingyourfuture.com.

Colorado boasts having 25 mountain peaks exceeding 14,000 feet elevation. You can put your name on one of the mountain images on display during the conference. Mount Elbert at 14,440 feet is the highest mountain peak in Colorado.

#### Mount Elbert sponsorship (exclusive) \$14,440 or more

- Display space in the Exhibit Area
- Six (6) complimentary conference registrations
- Acknowledgement at Awards Luncheon and Awards Breakfast
- Invitation to include information and/or item in registration packet
- Full page display ad in NAITC Conference Program
- Feature article in NAITC Conference Program
- Contributing sponsor status in press kits and press releases
- Logo in e-newsletters and participant correspondence
- Acknowledgement on the conference website sponsor page, with logo linking to sponsoring organization's homepage
- Email blasts with sponsor logos
- On-site signage and banners
- Acknowledgement in the NAITC Conference Program
- Inclusion of attending representatives in the list of participants

#### Mount Evans: \$10,000 or more

- Display space in the Exhibit Area
- Four (4) complimentary conference registrations
- Acknowledgement at Awards Breakfast and Awards Breakfast
- Invitation to include information and/or item in registration packet
- Full page display ad in NAITC Conference Program
- Contributing sponsor status in press kits and press releases
- Logo ID in e-newsletters and participant correspondence
- Acknowledgement on the conference website sponsor page, with logo linking to sponsoring organization's homepage
- On-site signage and banners
- Acknowledgement in the NAITC Conference Program
- Inclusion of attending representatives in the list of participants

#### Long's Peak: \$5,000 or more

- Table Top Display in the Exhibit Area
- Two (2) complimentary conference registrations
- Signage for sponsored event
- Acknowledgement on the conference website sponsor page, with logo linking to sponsoring organization's homepage
- Half page display ad in NAITC Conference Program
- Contributing sponsor status in press kits and press releases
- Logo in e-newsletters and participant correspondence
- Acknowledgement on the conference website sponsor page, with logo linking to sponsoring organization's homepage
- On-site signage and banners
- Acknowledgement in the NAITC Conference Program
- Inclusion of attending representatives in the list of participants

# SPONSORSHIP OPPORTUNITIES

#### Pike's Peak: \$2,000 or more

- One (1) complimentary conference registration
- Logo on sponsored item or displayed at sponsored event
- Acknowledgement on the conference website sponsor page, with logo linking to sponsoring organization's homepage
- Quarter page display ad in NAITC Conference Program
- Acknowledgement via conference onsite signage
- Acknowledgement in the NAITC Conference Program
- Contributing sponsor status in press kits and press releases
- Inclusion of attending representative in the list of participants

#### EXCLUSIVE SPONSORSHIP OPPORTUNITIES

National Teacher Awards Luncheon - \$15,000

State Awards Breakfast - \$12,000

Welcome to the West Dinner - \$10,000

Farewell Luncheon - \$10,000

General Session - \$5,000

Morning Break (Wed. or Fri.) - \$5,000

Afternoon Break (Wed.) - \$5,000

Keynote Speaker - \$2,000

NAITC Lunch - \$1,500

Newcomer Orientation - \$1,000

Workshop on Wheels Lunches - variable

#### SELECT SPONSORSHIP ITEMS

##### Registration Bag - \$5,000

Your company logo printed on the registration bag given to participants at check-in.

##### Notebook Sponsor - \$2,000

Your logo printed on the notebook containing conference materials provided to all registered participants.

##### Pre-Conference Tours - Tuesday Tours - \$1,000

##### Bus Sponsor - \$1,000/bus

Your logo will be used to identify one of Thursday Workshop-on-Wheels tour buses. You are invited to join your bus group for the day and provide an item for participants containing your logo.

##### Conference Pens - \$1,000

Your company logo printed on the conference pens given to all registered participants.

##### Badge Lanyard - \$500 **CLAIMED**

Company logo or name printed on the lanyard.

##### Refreshments for Thursday bus tours **CLAIMED**

##### Silent Auction and Live Auction contributions

##### Sponsor a Colorado Teacher to Attend

Conference Registration - \$375

##### Sponsor a non-Colorado Teacher to Attend

Phone respective state's Agriculture in the Classroom contact for information

There is everything to like about the Embassy Suites Loveland Hotel, Spa and Conference Center. The suites, the spa, the staff and the incredible pricing offered to NAITC participants. Check it out and book early to ensure your suite will be waiting for your arrival.

# BITS AND PIECES ALPHABETICALLY

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## TRADING IDEAS ABOUT AGRICULTURAL LITERACY

**NAITC Annual Meeting:** For members of AITC NAITC only. This is the annual meeting.

**Exhibits:** These are state booths and commercial booths. Exhibitors set up on Tuesday afternoon or before 7:00 am Wednesday. Exhibits are on-going throughout the conference. Water Festival exhibit tables will join the displays on Friday. Exhibit take down follows the conference conclusion Friday.

**Farewell Luncheon:** Guests can purchase tickets to attend. Minnesota representatives will introduce you to their state and invite you to start planning for the 2013 NAITC. Speaker.

**Mini-Workshops:** Guests cannot participate. You will be able to pre-select two of the offerings. If you are attending with a group, we encourage your group to split up and experience as many mini-workshops as you have people. There will be at least 20 45-minute presentations focusing on agricultural topics. This is an opportunity to learn how to incorporate and integrate agriculture into academic curriculum. Mini-Workshops are grade level appropriate and address specific academic subject areas. The list of topics and presenters will be available January 2012.

**National Teacher Awards Luncheon:** Guests can purchase tickets to attend. This is an opportunity to congratulate the best of the best. Five teachers are selected from the State award winning crop. These educators have integrated agricultural topics into their curriculum. Their students are the beneficiaries and they have working models of successful agricultural literacy programs.

**National Teacher Awards Reception:** To honor five teachers named to receive National Teacher Awards. These honorees will be presented to the entire conference at Wednesday's Luncheon. The reception is invitation only.

**Newcomer's Orientation:** First time to attend a NAITC conference? This is the place to start. You will have an opportunity to meet NAITC members and learn how to make the most of the offerings at the conference.

**On-site Registration Check-in:** 3:00-8:00 pm Tuesday and 6:30 am Wednesday. Pick up conference credentials, sign up for Colorado State University credits.

**Silent Auction:** The auction sets up on Tuesday from 3:00-6:00 pm. The Silent Auction will open at 6:00 pm Tuesday and close on Friday at the end of mid-morning break. Winners are asked to pick up their items and pay before the Farewell Luncheon.

**State Awards Breakfast & State Breakfast:** Guests can purchase tickets to attend. The State Awards Breakfast will honor teachers recognized by their respective states for excellence integrating agriculture into their classroom curriculum and, as a result, improving agricultural literacy in their state. Ace grant winners and White/Reinhardt winners will be presented. You will have an opportunity to learn about another state's Agriculture in the Classroom program by joining them for breakfast. Each state will provide resources and materials from their state at their decorated table. We encourage groups to split up so you can experience the diversity of agriculture in the classroom programs. Speaker.

**Teachers Only: Work on a Farm or Ranch.** What a rare opportunity to spend a day with a working farmer or rancher. See their operation. Get your hands dirty. Get answers to your questions directly from someone living and working with agriculture.

**Water Festivals:** 30-minute workshops presented by a cadre of Colorado water festival participants and organizers. Each session will provide you with a lesson linking water, agriculture and natural resources. Fun, educational activities focusing on the science of water with an emphasis on upstream-downstream considerations.

**Welcome to the West Dinner:** Guests can purchase tickets to attend. Enjoy a variety of Colorado foods prepared by Colorado Commodity Organizations and the Colorado Chef's Association. A country-western band, Native American dancers, line dancing and a live auction will entertain throughout.

**Workshops:** These are structured like the Mini-Workshops. Additional time allows presenters to provide more in-depth information about their topics and methodology. Workshops are 90-minute sessions. Grade level appropriate with specific academic subject areas noted. The list of topics and presenters will be available January 2012.

**Workshop-on-Wheels:** Guests can purchase tickets to attend. The buses will load at the hotel entrance. You will have pre-selected your tour. Your bus will be easily identified and there will be volunteers on hand to help. Tours are topical in nature. For instance, the Agri-Tourism tour will visit sites that are agriculture based but for whom the main income is generated through agri-tourism activity. The sites included on this tour are Harvest Farm, Terry Bison Ranch, Bee Family Farm Museum and Cozy Cow Dairy. Buses will be stocked with water and snacks. Lunch will be provided.



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