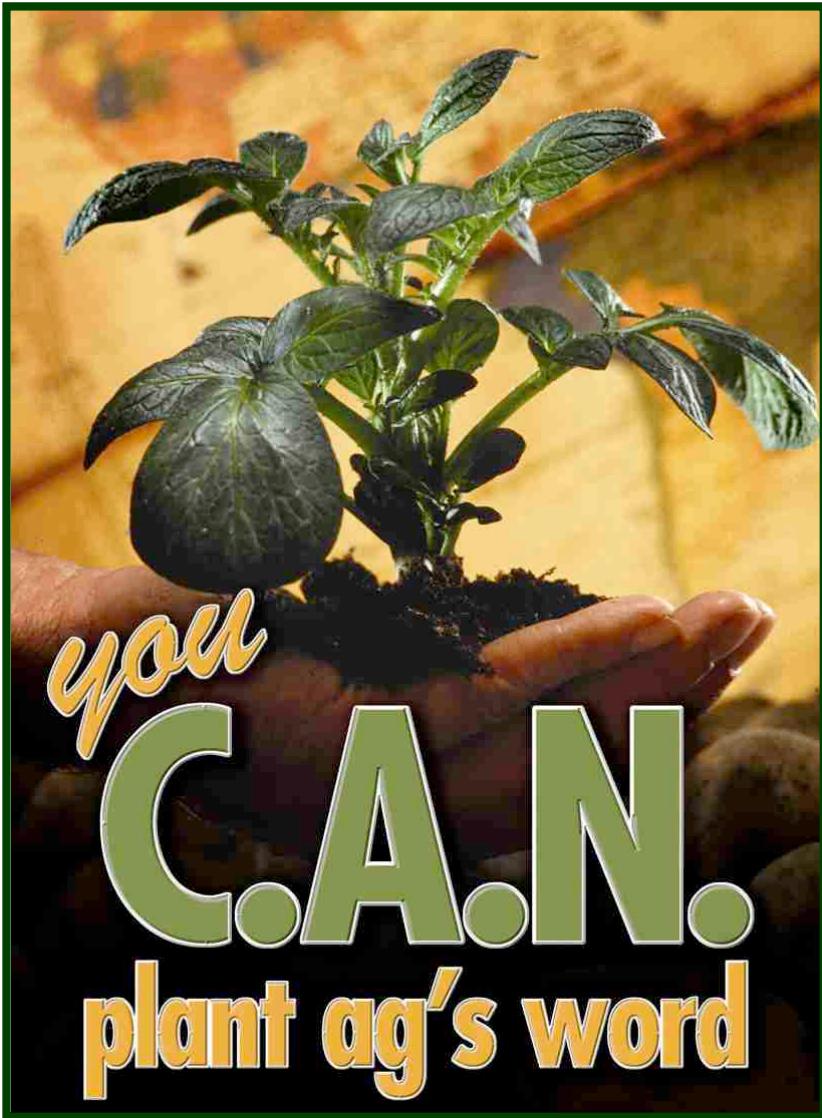


# Make the Connection



## Mission

- To provide scientifically based, accurate information to the public regarding the safety and value of American agricultural food production.

➤

## Objectives

- To provide a unique and convenient educational resource for teachers
- To be widely used and recognized in the agricultural community
- To build a strong network of active ambassadors
- To provide visuals and information for effective presentations

To join our network go to <http://ambassador.maca.org>

CropLife  
**AMBASSADOR**  
Network



# Take the 5 steps

## 1. Sign up for an activity

- Ambassador opportunities are listed on the home page of our website <http://ambassador.maca.org> in the Spring and Fall.
- Check often during the spring and fall as requests may be added daily.
- Click on the school; complete the form and submit (Information goes to CAN coordinator)

## 2. Make the connection

- You will receive an email from the CAN coordinator with the contact information for the teacher who requested the presentation.
- Contact the teacher and make arrangements for a date and time.
- Let the teacher know you will need a screen to show slide show and will arrive 15 minutes early to set up. Refer to #4.

## 3. Prepare

Before going Download PowerPoint presentation from CAN's website:

- Go to <http://ambassador.maca.org>
- Near the top of the page click on "presentations"
- Locate the presentation you wish to download to your computer hard drive.
- Click on "Downloadable Power Point file." (Do not click on presentation's title)
- At this point your computer gives you the option to save to a disk or open it. As the presentations are too large to save to disk, click OK to open it.
- View the presentation and/or "save as" to your hard drive

Print a copy of the presentation with script for your reference

- Go to toolbar
- Select file and then print.
- When print box appears, go to Print What.
- To print only the picture of the slide: select slide. Click print
- To print picture of the slide plus script: select note pages. Click print.

## 4. Presentation

Arrive at destination about 15 minutes early to set up equipment

- You will need a laptop computer and LCD projector
- If you are unable to use a laptop and LCD projector, an alternate choice is to copy the slides onto transparencies to be used on an overhead projector that all schools have.

Introduce yourself, your company and personal history of you in relation to agriculture. Give Presentation:

- Go to toolbars
- Choose Slide Show, View Show

## 5. Feedback to CAN

- Go to <http://ambassador.maca.org>
- Under Volunteers, click on report activity; complete form and submit.

# Make an A+ Connection

## Get Personal

Don't be shy! The kids want to hear about your experience with agriculture. Consider these ideas:

- Refer to related aspects of your life. Example: "I've been involved in agriculture all my life... grew up on a farm in ...now I work for...."
- Mention your professional credentials
- Highlight what you have in common with the audience: "I have children so I'm concerned about the safety of our food supply."
- Use personal anecdotes to help explain agriculture and crop protection
- Tell the students why agriculture and crop protection is important to you.
- Feel free to add to the presentation script especially information about your area of expertise in agriculture.

## Involve the Students

- Ask the students questions such as:
  - Where does food come from?
  - Who has been on a farm?
  - What technology are you familiar with?
  - What's important to them about their food?
- Ask them if they understand terms used in presentation. If not, give simple explanation.

## Make it visual

- Bring along common everyday items that come from agriculture. Pass them around the class.
- Give the students visual understanding of certain terms, i.e.) an acre is the size of a football field without the end zones, a bushel is the size of a laundry basket, etc.
- Make facts visual. For example for the fact "Then, 55% of the population were farmers. Today only 2% of the population is farmers." Have  $\frac{1}{2}$  of the class stand up (representing 50%). Next, ask the class how many students currently come from a family which farms. It will help them visualize the change in farming population.
- When discussing the dollar value of our food use play money. The US spends 11% of our income on food vs. India at 64%. For every \$10 we spend \$1 on food where India spends over \$6. Let the students handle the money. Give them 10 one dollar bills. Have them give you back one dollar and six dollars. Ask them which scenario they prefer.
- When referring to countries have the students locate the country on a map or globe in the classroom. Discuss geographic reasons why certain foods are grown in different areas of the country; geographic reasons why food is more expensive in certain countries.

## Presentation Skills

- Establish good rapport
  - Establish eye contact
  - Avoid podiums. Get close to the students.
  - Use the scripts as a guide but add your own words so your presentation is natural.
  - Use your hands. Direct their attention to PowerPoint visual or props brought.

# Equipment Needs

Always inform the teacher what visual equipment you are bringing and what they may need to provide. The school can provide you with a screen and table on which to place your computer/projector or an overhead projector if needed.

## Option #1 Computer

Equipment needs: Laptop computer/LCD projector/Screen

The presentations can be easily downloaded onto your laptop's hard drive which you connect to a LCD projector.

If you do not have a laptop or LCD projector to take with you ask the school if they have equipment on which you can show a Microsoft PowerPoint presentation.



If you are using the schools equipment and need a CD of the presentation you can either burn your own or contact CAN for a CD.

## Option #2 Overhead Projector

Equipment needs: Transparencies/Overhead Projector/Screen

The PowerPoint slides can be made into color transparencies to be used with an overhead projector.

## Equipment Difficulties

**The famous last words: "It won't happen to me!"**

Be prepared and be familiar with your equipment set-up. However, as we all know, equipment failures do happen. If so, stay calm. Always have a printed copy of the presentation so that you have a guide with the content. Bringing props (like the Ag Bag provided with this training) for the students gives you another visual to fall back on. Use the chalkboard to emphasize words or draw pictures-you do not need to be an artist. Do you have any visuals (posters/handouts) at your job that you could always carry with you?

Ex. Pictures of plants grown with and without crop protection.

Effects of pests on a field

# Questions?

## Contact:

Janet Braun

CropLife Ambassador Network

Program Coordinator

314-849-9446

[janet@maca.org](mailto:janet@maca.org)

Office Hours: Monday, Tuesday, Thursday 8:30 am – 2:30 pm (Central Standard Time)