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Dear NYSTA Member:

In 2017-18, the New York State Turfgrass Association embarked on a Strategic Planning process. One key objective is career awareness and outreach at the K-12 schools in New York State. We have partnered with the New York State FFA (Future Farmers of America) regional school FFA chapters. FFA is experiencing tremendous growth within the state and the nation. We have also partnered with agriculture educators and counselors at each school district.

In January 2019, the NYSTA Board of Directors met with the Director of the New York Association of FFA, and the Program Specialist of the New York Agriculture Education. One of the outcomes of that meeting was:

*Develop a regional collaborative resource contact list. The list will include names/contact info of all K-12 Ag. Educators, FFA advisors at each school, and a list which includes names/contact info of turf/landscape management professional within that region. **The goal is to match teachers/advisors with industry professionals as a resource for possible guest speakers, participate in career fairs, coordinate field trips to various facilities, and develop Co-op/internship opportunities where/when appropriate with various school districts.***

We received a regional list of Ag Educators and FFA Advisors and our next step is to match green industry professionals within these regions as Ambassadors to the appropriate school districts. **We have selected your name as a possible Green Industry Ambassador and ask you to consider this opportunity.** As mentioned above, as an Ambassador your availability/responsibility if contacted by an Ag Educator or FFA Advisor may include:

- Consider developing a Work-Based Learning program at your facility or place of business in coordination with a school district. ([click here for explanation](#))
- Guest speaker as it relates to career opportunities within the Green Industry at career days or various classes
- Host a field trip to your facility or place of business

We believe strongly that this approach will expand awareness to young individuals about the tremendous opportunities available to them and at the same time begin to satisfy the employment shortage we are experiencing. It is our way of "paying it forward".

If you are willing to become an Ambassador, [please complete the attached form](#) and return it to the NYSTA office. Once we confirm your status NYSTA will provide you with the necessary information/educational tools needed at outreach presentations.

Thank you for your consideration.

Sincerely;

Dominic Morales  
NYSTA Board Member

