



IFYE® Association of the USA, Inc.
Peace Through Understanding

IFYE UPDATE – June 2024

Why IFYE is so important to me and why we're working so hard to keep it a vital organization!

Carolyn Hansen, President



When I take a moment to reflect on my IFYE experience, all sorts of memories flood my mind. I'm sure you can relate to living with our host families, experiencing a new culture, learning a new language, and realizing self-confidence while we encounter travel challenges. These are the common memories that bind us together as an organization, regardless of our new country or year of travel.

But I believe our experiences go far beyond that. In 1972 when I left Ohio for the Philippines, the common slogan was that IFYEs are "grass-roots ambassadors." Our orientation was learning about how to communicate well even if we didn't know the language. We went through numerous trainings about the major religions of the world; we were expected to do significant research about our new country, and most of all prepare ourselves for the great unknown. Upon our return, we were required to give many presentations. All of these opportunities lived up to becoming a grass-roots ambassador.

The orientation for IFYE was also a great orientation for life AFTER IFYE. I am certain the skills we honed then have served us well since. The curiosity which was needed to be a successful IFYE also prepared me for the various phases of my career, and I would guess, the same has happened for you.

These are some of the reasons why we need IFYE to continue as we prepare leaders in agriculture and other professional arenas as they go through their experience. That is why after taking years off to raise a family and pursue challenging work assignments, I chose to re-engage with our organization. A number of you have experienced this or are experiencing it now. Fortunately, many of you chose to stay involved with IFYE from the time you returned home until now.

IFYE needs you! We need your talents in identifying prospective IFYEs. We need your skills to serve on one of several national committees and we need you to participate in local IFYE association work or to restart a state association. We need your contacts with agriculture influencers and agribusinesses to procure financial support for the organization. Without your support, IFYE will have been an organization that has celebrated 75 years of successful intercultural exchanges and like so many other organizations, has sadly slipped away.

In this edition of the IFYE Update, you'll read an update from Tom Brand, who we have committed resources, to hire him as a part-time professional development director to seek out funding opportunities so we can resume the exchanges in 2025. Again, your contact information is vital to this effort. You'll learn more about our annual conference slated for late May 2025 in Colorado, co-hosted by both Colorado and Nebraska IFYEs.

The IFYE® Association shall make its services, facilities, and programs available to all persons regardless of race, color, creed, gender, gender variance, age, disability, marital status, sexual orientation, or national origin, and the Association shall not in any way discriminate against any person on the basis of race, color, creed, gender, gender variance, age, disability, marital status, sexual orientation, or national origin.

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If you have benefited from your IFYE experience, please join us in our efforts to promote the program through your many talents and resources. If you have a special story of the influence of IFYE on your life, please send me the story so that we might share it with other members as well as Congressional staffers to show what we have accomplished and continue to accomplish as IFYE alumni.

Please contact me at chansen@ifyeusa.org, with questions, concerns, and suggestions of how we can continue our unique experience. I believe IFYE is worth what I am doing, and I hope you will join us as we work together to keep IFYE alive!

From Peaks to the Plains 2025 IFYE Conference

Conference Committee

Join the IFYE Family in Loveland, Colorado, in 2025 for the IFYE Association of the USA Conference. The event will be co-hosted by the Colorado and Nebraska IFYE Alumni Associations.

Save the conference dates of May 29, through June 1, 2025, on your calendars. Under the theme “From Peaks to the Plains,” we will explore the plains of eastern Colorado and foray into the peaks of the Rocky Mountains through tours, workshops and guest speakers.



The conference begins on Thursday evening, May 29 with a welcome reception featuring heavy hors d'oeuvres. On Friday, directional tours will take us east, west, north, and south of Loveland, exploring regional cuisine, agriculture and culture. Saturday will be the regular Association business meeting and workshops, capped by the international banquet. Sunday there will be a sendoff following the traditional memorial service.

Keep watching IFYE alumni communications for more updates as the year progresses. Your conference committee consists of Colorado IFYE alumni Faith Kroschel, Laura Schick and Kellie Martindale and Nebraska IFYE Alumni Alyssa Dye and Barb Bierman Batie.

If you are among alumni willing to help with any part of the conference, please email Faith Kroschel at fkroschel@ifyeusa.org or Barb Batie at bbatie@ifyeusa.org or call Barb at 308-325-2247.

Increasing Awareness and Building Partnerships for IFYE

Tom Brand, Development Consultant



In mid-April, I was contacted by IFYE President Carolyn Hansen to gauge my interest in helping increase awareness and build partnerships with companies, organizations, and associations to further the IFYE mission. While not an IFYE alum myself, I deeply respect the opportunities created by the program and admire the impact IFYE continues to have in communities around the world. Reflecting on my own experiences, international travel has been life-changing both personally and professionally. My perspective shifted dramatically the first time I stepped into another country, and it's an experience I believe more people should have early in their lives. The decision to get involved with IFYE has been personally rewarding, and I'm glad to contribute to the ongoing success of the program.

The initial steps of our outreach efforts began with familiarizing myself with IFYE beyond my existing knowledge. The IFYE website is a valuable resource, providing a wealth of information and inspiration. Leveraging this resource, I prepared a concise introduction for the entities I planned to contact. This two-page document includes historical highlights of IFYE, a listing of the states and

countries involved with the 2023 IFYE exchanges, profiles of participants, and a list of the 2023 sponsors.

Next, I began assembling a list of entities to contact, creating an outreach log that includes the entity name, point of contact, title, address, phone number(s), and email address. The first round of contact was via email, with an introduction of myself and the opportunity to connect utilizing Microsoft's Bookings app. This app gives users access to your calendar and lets them choose between a video or conference call and the length of the meeting they prefer. That first round of outreach resulted in several connections, giving me the opportunity to share the two-page information sheet and continue the conversation about involvement with IFYE. For those who didn't respond to the initial email, I followed up with the information sheet and a reminder to book an appointment. Follow-up phone calls and additional email solicitations have been a terrific way to maintain contact with potential sponsors.

As these conversations began to take place through video and phone calls, many potential sponsors were asking about the return on their investment. Noting how other associations provide multiple levels of sponsorship opportunities and working with the development committee, we outlined four levels of sponsorships to share with prospective sponsors. The sponsorship opportunities proposal not only lists these levels and benefits associated with each, but it also includes a robust amount of information. The IFYE history document highlights the mission, objectives, goals, and guiding principles, as well as photos and graphics about the 2023 participants, the impact of IFYE, and why a company or organization should sponsor IFYE.

The results so far have been encouraging. Of the 103 national, state, and regional companies, associations, and organizations I've been in contact with, 26 have scheduled meetings to learn more. 65 personalized proposals have been sent to prospective sponsors, and 12 entities have offered in-kind donations and/or services, a highlight of just a few includes:

- A booth paid for at the Commodity Classic by the National Corn Growers Association.
- The US Grains Council has agreed to offer a conference room as meeting space in D.C. for a future IFYE Orientation or for briefings with IFYE participants while on Capitol Hill.
- The Kansas Farm Bureau will offer a trade show booth at the Young Farmer & Rancher program, to be held January 10-12, 2025, to showcase IFYE to conference attendees.

In contrast, 30 of the entities are not able to make a financial commitment at this time, mostly due to budget constraints or the association's policies about supporting other organizations whose focus is outside their strategic scope.

What's next? I'm continuing to connect with entities who have expressed interest in learning more and being involved with IFYE. Additionally, I'm following up with those who have received a proposal to learn about the timing of their donation, their fiscal year, and the decision-making processes involved.

How You Can Get Involved

How can you, as an IFYE alum, get involved? Visit with your local and area crop protection, seed dealers, and equipment reps. Share the IFYE message with commodity group board members and leaders and encourage them to share the message with their peers. The repeated sharing of information and your enthusiasm for IFYE is priceless, and the synergy created will lead to future opportunities to get more involved.

If you have any solid leads on entities to connect with, please let me know at tbrand@ifyeusa.org! I'll follow up, connect with them, share our information sheet, and put together a personalized proposal for their consideration.

Thank you for your support and involvement!

Two Great Gifting Options

Marty Orris, Development Committee Chair, mjorris@ifyeusa.org, Phone 309-664-8921



Your financial contributions make a difference to IFYE USA and our capacity to host exchange programs in future years. Many of you already give generously through annual gifts via check or credit card. For that, we thank you for your consistent support.

Did you know that with just a little bit of planning and coordination you can make much larger gifts to support IFYE?

The first option is a gift of appreciated stock. Look through your investment portfolio statements. Are there stocks or mutual funds that you have owned for many years? If so, it is likely that there is a very low original cost basis relative to the current market value. If you were to sell those assets, the capital gains taxes would likely hit you very hard. However, if you work with your financial advisor or broker to transfer one or more stocks IN KIND to IFYE USA, then you can make a much larger gift to support future IFYEs and avoid some potentially significant taxes.

IFYE's electronic delivery address is:

DTC Securities

DTC# 0725

FAO: IFYE Association of the USA, Inc.

Raymond James account # : call for details

Please contact: Roger McCoy at 816-632-7501 or Roger.McCoy@RaymondJames.com,
1968 IFYE MO to New Zealand.

For those of you over the age of 70 ½ you may also wish to make a Qualified Charitable Distribution directly out of your IRA (Individual Retirement Account). This is a tax-wise gifting strategy if you are able to meet your annual living expenses before taking your required minimum distributions (RMDs) out of your IRA each year. Those RMDs are taxed like regular income ... and who wants to pay more taxes if you don't have to?

Here's how it works:

- Step #1: Contact your IRA custodian and let them know you would like to make a Qualified Charitable Distribution (QCD) to the IFYE Association of the USA, Inc. and provide them with our mailing address: IFYE Association of the USA, Inc., c/o Roger Sherer, Associate Treasurer, P.O. Box 452, Bluffton, IN 46714-0052.
- Step #2: Determine the amount. It can be the full amount of your RMD for the year, a lesser amount, or an amount up to \$100,000.
- Step #3: Make sure that your financial advisor or investment firm sends the check directly to IFYE along with a form for Roger Sherer to sign to confirm our 501(c)3 status and to acknowledge the gift. IFYE will send this form back to you for your tax records. Make sure that the check is NOT payable to you.

There are so many creative ways to make a present or a future gift to IFYE. If you would like to discuss your personal situation and how you can be more charitable in a tax-efficient manner, talk to Marty Orris, IFYE board member and CTFA (Certified Trust and Financial Advisor) with Heartland Bank and Trust Company about your various options.

Good News on Farm Bill Progress

Jan Wood, Immediate Past President

For all of you who've been watching the progress of the 2024 Farm Bill in the U.S. House Ag Committee, you may be aware that The International Agriculture Cultural Immersion and Exchange Program language is currently in the Bill under Title III. *Although IFYE is not mentioned specifically by name, IFYE is encompassed within this program area.* Many of us have worked very hard to achieve this critical, but first step.

I was advised by one of the House Ag Committee staffers that we made the first cut in the Chairman's draft. On May 23rd, the full House Committee on Agriculture met to "mark-up" the draft and eventually Title III with our proposed language was approved.

Although this step is very important to IFYE, there is still more work to be done. I am currently reaching out to all Ag staff on the Senate Committee on Agriculture, Nutrition and Forestry. Our chances for success will be improved if our language is also in the Senate version of the Bill. The Senate Committee on Agriculture is working on their full version of the Bill but it is not complete nor ready for publication.

Another very crucial step is for the Bill to pass both the House of Representatives and the Senate; however, Congress will be in recess during the month of August.

Please note that we will still need to apply to the USDA to request funds for our program, which will be matched by USDA to the year-to-date level of giving from our IFYE Family. A big THANK YOU to all who have contributed to the effort so far. With work and luck, we'll be able to celebrate at the 2025 National IFYE Conference.

Traveling IFYE Family

Sheri Swackhamer, Chair, Alumni Communications



Cancun, Mexico
Cora Rhode 2022 IFYE Colorado to
Switzerland/England



Cancun, Mexico
Cora Rhode 2022 IFYE Colorado to
Switzerland/England



Don and Cheryl DeWerff
Don - 1975 IFYE Kansas to Thailand



Darrow Plantation, Louisiana
Don DeWerff



L-R: Cheryl DeWerff, Verla (1968 IFYE KS to UK)
& Rodney Vogt and Don DeWerff



IFYE Family on a Mississippi River Cruise



OAT Trip to Scotland,
Northern Ireland & Ireland
John Niska 1968 Michigan to Equador



Edinburgh Castle, Scotland



Boating down the Okavengo Delta in Botswana
Marjorie Loyd 1968 IFYE Kansas to Israel



Victoria Falls on Zambezi River in Zimbabwe
Marjorie Loyd 1968 IFYE Kansas to Israel



Victoria Falls on Zambezi River in Zimbabwe
Marjorie Loyd 1968 IFYE Kansas to Israel

If you would like to see some of your recent travel photos in our next IFYE Update, or you have a travel story to share, please email the details with your name and your IFYE travel exchange information to me at sswackhamer@ifyeusa.org.