

Make48 Competitors Convert Ideas Into Solutions

Each year, FFA members represent their chapters by competing in National FFA Career and Leadership Development Events. Brady Boulton, Claire Erselius, Luke Erselius and Broox Stockman of the Montezuma FFA Chapter in Iowa were named the 2024 National FFA Agricultural Communications CDE team event winners. As part of the event, they wrote a feature story about a designated topic during the 97th National FFA Convention & Expo. Here's a section of that piece, edited for FFA New Horizons.

Students nationwide are addressing real-life problems through this one-of-a-kind, invention-based competition.

— By Brady Boulton

With access to cutting-edge resources and industry experts, Make48 Innovation experience participants are cultivating critical skills and gaining valuable experiences — all during a two-day competition.

After a Make48 corporate representative presents the event's challenge, participating teams collaborate to create a physical prototype, sales sheet and one-minute pitch that's presented to a panel of judges. A winning team, which receives \$2,000 and a custom trophy, is then selected based on the product's relevance to the challenge's solutions and real-world applications.

Make48 founders are also currently developing a classroom curriculum for students and teachers, including those involved in FFA, throughout the country. This curriculum will use a bracket-style format to involve 128 participating schools, with the top 32 teams advancing and earning a spot to be featured in the Make48 television documentary series.

"We're tapping into the future workforce big-time," says Make48 CEO and Co-Founder Tom Gray.

To sign up for the Make48 curriculum or learn more about the two-day competitions, visit Make48.com or follow @GOMAKE48 on social media.

Top-Notch Communicators
Ready to see where the agricultural communications CDE can take you?
Scan this code to learn more about the national competition.



ADVOCATING FOR AGRICULTURE

Raylynn Kubik, the 2024 Teen Miss Princess of America, uses her social platform to share her passions and educate others about the industry. — By Taleen Hanna

Growing up on her family's cow-calf ranch in Oklahoma means Newkirk FFA member Raylynn Kubik is surrounded by agriculture.

In addition to showing cattle and being active in FFA, she's serving as the 2024 Teen Miss Princess of America. Her platform for her year of service, called The Little Sprout, focuses on agricultural education and literacy.

She says young students are excited to learn about agriculture through books. "It really sticks out to me, seeing their faces light up," she adds. "I'm hoping to inspire efforts one little sprout at a time."

Kubik read to 12 classrooms during Read Across America Week in March 2024, and she continues visiting schools to spread her love and passion for agriculture.

"I've seen the struggles and lack of knowledge about agriculture that people have," she says. "Many don't know where their food comes from, and I love to share that with everyone."

One particular fact she loves to share is that Oklahoma is one of seven states that is home to more cattle than people.

"They're never expecting that, and it's something I find so heartwarming," Kubik says. "I'm able to share with them that this industry is feeding and clothing our nation, which is something to be proud of."

Love to advocate? If so, Kubik encourages you to research your community's strengths in agriculture and share these with everyone you meet.

"We can tell everyone about the wonderful benefits we have in our backyards," she says.



Raylynn Kubik wears her state costume and represents Oklahoma during the 2024 Teen Miss Princess of America competition.