

## Aaron Alejandro - Executive Director, Texas FFA Foundation

Aaron Alejandro is Executive Director of the Texas FFA Foundation located in Austin, Texas. In his non-professional hours, Aaron consults with businesses, organizations, education, and youth clubs



about ways to improve organizational and individual performance. He has more than 30+ years of experience in management, personal and professional training. As an inspirational speaker, his unique style of delivery transcends all age groups and corporate cultures offering a clear message of personal dynamics for success.

In his position with the Texas FFA Foundation, Aaron has established relationships with sponsors and individuals resulting in significant stakeholder engagement. With more than 270,000 students enrolled in agricultural science courses and Texas FFA membership with more than 170,000+ members, Aaron's efforts are bringing much needed "fuel" - in the form of sponsorships - to help make dreams come true.

Aaron coordinated and established the **Star Partnership** and **Convention Partners Program** which have established record levels of donor support. The **MYTEXASFFA** initiative includes a dynamic website ([MYTEXASFFA.ORG](https://mytexasffa.org)) [which has an Emmy nominated documentary on the Texas FFA Foundation (just click the "watch the film" link)] establishing benchmark success for Texas agricultural science education and the Texas FFA – innovation in advocacy, engagement, and stakeholder connection.

In 2022, the Foundation recorded more than \$16 million dollars in endowment and financial assets. This amount represents a 400% net asset growth in financial support since Aaron joined the organization in 2000 ... in addition to the many leading-edge leadership development programs he helped establish. In the summer of 2022, fundraising records for the annual Texas FFA Convention were broken and new benchmarks set. Because of its success, The Texas FFA Foundation's development model is being used by more than 20 state FFA foundations.

In 2021 Aaron visioned and helped establish the professional nonprofit organization **LEAD (Leadership Executives of Agricultural Education / FFA Development)**. The organization is made up of executives across the United States who serve in professional development roles to support agricultural science education / FFA. In addition to professional training, networking, and collaboration, the organization helps to recognize the success of development officers and the critical role they play in providing the fuel to help make dreams come true for members of the FFA and the educators who guide them.



Aaron led the development of the LEAD Series for Texas agricultural science teachers and FFA members. A program geared to developing next level leadership skills through expanded professional networks, tours, sponsor visits, policy maker insights, and stakeholder engagement.

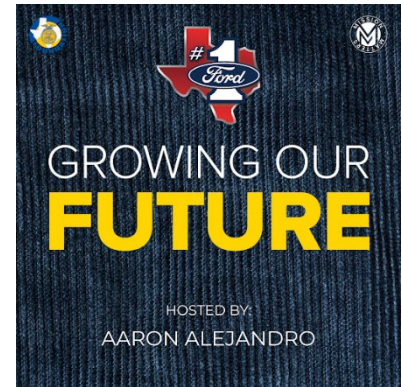


- **LEAD Experience** – affords 36 teachers (3 from each of the 12 respective areas) a chance to travel on bus for a week across the Lone Star State. Participants will travel approximately 1,000 miles visiting 14 locations and hearing from more than 50 presenters in agriculture, education, business, conservation, policy, and development.

- **Legislative LEAD** – open to all Texas agricultural science teachers, participants come to the State Capitol for a two-day learning experience. Provides an educational experience to help teachers better understand and engage in legislative, government and educational discussions. We empower our teachers to become the “trusted advisor” for their elected officials. In 2020, the Texas FFA Foundation received a grant from the Sumner Foundation to expand the Legislative LEAD program to Texas FFA members.

In April 2022, the Texas FFA Foundation launched the *Growing Our Future* podcast hosted by Aaron Alejandro. The monthly podcast features subject matter experts sharing seeds of greatness, professional insights, and strategies for personal and career success. With 50+ episodes, the podcast has been shared through more than 9,500 media channels on domestic and international forums. Be sure to listen to the podcast episodes at:

- [Apple](#)
- [Spotify](#)
- [Amazon Music](#)
- [YouTube \(Texas FFA Foundation\)](#)
- [Mission Matters](#)



In May 2022, Aaron was appointed to serve as one of nine members on the Industry-Based Certification Advisory Council established by the 87th Legislative Session (H.B.3938) and signed by Gov. Greg Abbott. The Governor of Texas, Lt. Governor, and Speaker of the Texas House of Representatives each appointed three qualified individuals to serve on the Advisory Council. Alejandro was appointed by Lt. Gov. Dan Patrick. Alejandro was selected based on the depth and diversity of his experience and impressive professional network. Criteria for acceptance include a track record of business and industry engagement, organizational growth metrics,

as well as personal and professional achievements. As a member of the Industry-Based Certification Advisory Council, Aaron will be in a unique position to advocate for career technical education and career technical student organizations.

### Proven Experience

- President of the Texas FFA Association (*the first Hispanic to be elected to serve as President*)
- 1983 American Legion Boys State – Attorney General
- National Flag Day Ceremonies, Baltimore, Maryland – Texas Representative 1983 and 1986
- Consultant for the Texas Department of Agriculture
- Marketing Representative for CEV Multimedia, Ltd.,
- Produced seven Leadership Series videos for CEV Multimedia, Ltd. His presentation productions of *Fundamental Parliamentary Procedure*, *Leadership Skills*, *The Power of Choice* and *Life Strategies* rank among the top producers nationwide. CEV estimates millions of viewers have watched his presentations.
- District Director for a Member of the U.S. Congress
- Created a national recognized truancy intervention program (TIP)

Aaron was raised at Cal Farley's Boys Ranch just outside of Amarillo, Texas. As a promising youth in the midst of what could have been less than promising circumstances, Aaron quickly learned the importance of a positive attitude. His life reflects his philosophy - ***positive attitudes create positive results.***

Aaron is blessed with a beautiful family and spends much of his time with his wife, Rebecca, his sons: Chandler and William Jaxson; and his daughters: Abigail (*her husband Jay*) and Keagan. He's especially excited about the newest additions to his family, grandson, Liam and his granddaughter Hattie Jane. Aaron and his family attend Colonial Church. He enjoys the outdoors, hunting, and fishing. Aaron wrapped up coaching six seasons of his son's soccer team, *The Warriors*. William has moved on to competitive play in the Dallas/Ft. Worth Metroplex and now Aaron enjoys cheering on the DKSC 07B-Yazzan U17 Boys Select / ECNL and his senior year of soccer for the first year of soccer at the new Memorial High School as a varsity standout. Aaron is an accomplished martial artist and trains with Warriors Way International.

Aaron has shared his tools for achieving success among businesses and organizations in more than 800 cities across the United States.

### **Aaron Alejandro**

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MY**TEXAS**FFA.ORG

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## LET'S CONNECT



Aaron Alejandro – Page

<https://www.facebook.com/LivYourBrand/>



<https://www.instagram.com/liveyourbrand/>



[https://twitter.com/Aaron\\_Alejandro](https://twitter.com/Aaron_Alejandro)



<https://www.linkedin.com/in/aaron-alejandro-26009620/>



TikTok

@aaronjkd2020

## Presentations

### Compete for Minds

It is a noisy world out there and to gain the attention we want; we must have a plan and strategy to compete. An engaging presentation helping participants connect to proven methods in audience engagement. Understanding demographics, trends and best practices gives us a chance to cut through the clutter and be heard. Let's compete.

### Live Your Brand

Today's world of social media provides a unique opportunity for people to connect with people ... long before they may connect with a company, organization, or cause. Live your brand is chalked full of strategies of how you can promote values you want identified with your personal brand. Living your brand then provides you the chance to be "the expert" on chosen content.

### Leadership ... Don't Overthink It

Too many believe there is a "silver bullet" or a "secret weapon" to becoming an effective leader. Well ... people don't change and neither has methods to connect, inspire and move the needle. This presentation will equip participants with life strategies that relate at home, work, with associates or even larger audiences. Keep it simple ... it will work.

### AI3 - What We Say ... What They Hear

It's not what we say ... it's what they hear. Is it artificial insemination, artificial intelligence or a simple case of need more agricultural information? AI3 will focus on common misperception of agriculture, how we communicate and effective strategies to help connect the general public to their food.

### When Your Values are Clear ... Your Choices are Easy

Leadership needs to be grounded in sound ethics. Our choices should become a mirror on the values we support. This presentation will help participants take an inventory of core values and then identify strategies to utilize those values in ethical leadership and decision making.

## Notable Accomplishments and Recognitions



In September 2021, Aaron was featured on the **Mission Matters** business podcast with Adam Torres. Mission Matters Media is a media and publishing company dedicated to the needs of business owners, entrepreneurs and executives. Aaron's podcast interview can be seen on the Mission Matters website or YouTube. The success of the podcast prompted a follow-up Clubhouse visit which included the CEO of the National FFA Organization (Scott Stump) and Chair of the Board – National FFA Organization

(James Woodard). Watch the interview at: <https://youtu.be/6BnYLlw1DrA> or visit the Mission Matters website at: <https://missionmatters.com/aaron-alejandro-discusses-the-importance-of-agricultural-education-for-todays-youth/>

In May 2018, Aaron joined the list of guests on **KRLD's CEO Spotlight** radio show hosted by David Johnson. David's radio show features top CEOs from around the country weekdays at 6:20 p.m. and 5:20 a.m. on KRLD Radio. CEOs who have been a part of the radio show include:

- Six Flags
- Southwest Airlines
- FedEx Office
- Gattis Pizza
- Macy's / Neiman Marcus
- Nexstar Media Group
- Taco Bueno
- Co-Founder – Home Depot

In March 2016, Aaron's efforts for agricultural advocacy were recognized - a visionary being acknowledged nationally through the **Farm Credit 100 Fresh Perspectives**, a search to identify and honor 100 leaders who are changing rural communities and agriculture for the better. Selected by a panel of experts on rural matters, including Farm Credit leaders and others from around the agriculture industry, honorees like Aaron are among the best-of-the-best who are positively shaping what is next for rural communities and agriculture.



In September 2017, Aaron was accepted into the Forbes Nonprofit Council, an invitation-only community for chief executives in successful nonprofit organizations. Alejandro joins other Forbes Nonprofit Council members, who are hand-selected, to become part of a curated network of successful peers and get access to a variety of exclusive benefits and resources, including the opportunity to submit thought leadership articles and short tips on industry-related topics for publishing on Forbes.com. Scott Gerber, founder of Forbes Councils, says, ***"We are honored to welcome Aaron into the community. Our mission with Forbes Councils is to curate successful professionals from every industry, creating a***

***vetted, social capital-driven network that helps every member make an even greater impact on the business world."***

**LEADING  
a Legacy**

Youth, Agriculture, and Leadership

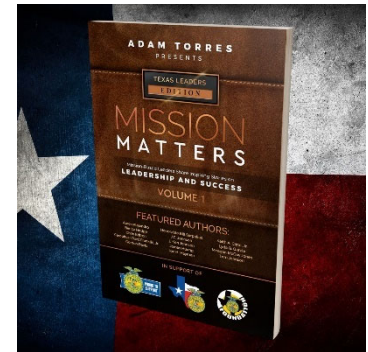


In 2023, Aaron contributed to two published books. “*LEADING a Legacy ... Youth, Agriculture, and Leadership*” was a collaborative project with 14 state FFA Foundation executives along with best-selling author Tom Ziglar. The book captures insights on topics related to the important role development officers bring to state agricultural education / FFA operations.

In the same year, Aaron worked with the team at Mission Matters and assembled yet another recognized business / industry leaders in writing *Leadership and Success (Volume 1)*. The Texas Leaders Edition provides mission-based insights

through inspiring stories from the contributing authors. Sales from the book benefit the mission of the Texas FFA Foundation.

(<https://www.amazon.com/Mission-Matters-Mission-Based-Inspiring-Leadership/dp/1949680495>)



In 2011, Aaron played a small role in the feature film *Deep in the Heart*. The role put him on stage with Val Kilmer, John Gries, Elaine Hendrix and D.B. Sweeny. The movie depicts the true-life story of Mr. Dick Wallrath. Mr. Wallrath and Aaron have forged a great friendship. Wallrath is the largest individual donor in the history of the Texas FFA Foundation, donating millions in scholarships to help deserving Texas FFA members and making their academic dreams a reality. Between the Texas FFA and 4-H, Mr. Wallrath has invested more than \$30 million in Texas young people.



In 2012, Aaron added a new milestone to his career as a participant in the setting of a World Record. He was one of more than 850 people who participated in the La Quinta Mattress Human Dominoes which took place in New Orleans - breaking the previous World Record of 550 mattress human dominoes. Aaron was #381 in the World Record setting event. Aaron was in New Orleans participating in the La Quinta International Conference.



In 1983, Aaron participated in the American Legion Texas Boys State where he was elected Attorney General. One vote short of going to Boys Nation, Governor Mark White appointed Aaron to represent Texas and carry our state flag at National Flag Day Ceremonies in Baltimore, Maryland at the historic Fort McHenry. His duties required him to carry the banner of the Lone Star State and then join his country at 6:00 p.m. in pausing to say the Pledge of Allegiance (*Pause for the Pledge*) which is a national tradition happening on June 14 - Flag Day - each year. In 1986, Governor Bill Clements once again appointed Aaron (as President of the

Texas FFA) to carry the Texas flag, making him the only individual nationally to have represented their respective state on two occasions.

An avid sportsman, Aaron was featured along with Texas FFA President – Blake Vineyard on *The Prieferts'* television show seen on the Sportsman Channel. Aaron harvested an Aoudad sheep in the majestic Palo Duro Canyon. He supports conservation and best practices to ensure the longevity of our natural resources.

## Author

In addition to being an accomplished speaker, Aaron has contributed to various written publications. In addition to his articles in the Forbes Nonprofit Council, Aaron has written chapters for several books including:

- *Lessons from Our Mothers and Fathers* by Cleo Franklin
- *LEADing a Legacy – Youth, Agriculture, and Leadership* by various professional development officers
- *Mission Matters (to be released July 2023)* by recognized leaders in business, management, and leadership

He has also been asked to write and contribute to the promotional introductions to:

- *10 Leadership Virtues for Disruptive Times* by Tom Ziglar
- *Tomorrow's Youth – Reaching a Hope-Deferred Generation* by James McLamb

## Community & Professional Engagement

- Visionary to establish the LEAD professional nonprofit organization for agricultural science education / FFA development officers
- Member of the Dillard College of Business Agribusiness Advisory Board - Midwestern State University (*currently serving*)
- Texas FFA Association board of directors (*currently serving*)
- Live Like Johnny Organization board of directors (*currently serving*)
- ORC (Operation Rescue Children) board of directors (*currently serving*)
- Planning Committee of the Latinos in Agriculture Leadership Conference
- Boys & Girls Clubs operational board of directors
- Leadership Wichita Falls
- Downtown Rotary Club
- Committees Service: Boy Scouts of America, Girl Scouts, and Minority Recruitment and Retention for Midwestern State University
- Paul Harris Fellow - as a member of Rotary International, Aaron was awarded by members of his Rotary Club
- 1989 graduate of Leadership Wichita Falls
- 1990 Texas Spokesperson for Agriculture
- Ethical Leadership Summit at the Soderquist Center for Ethical Leadership
- Inaugural class of the Coach Leadership program of the Ziglar Corporation

## College Connections

- Agricultural Communication / Education at Texas Tech University
- Completed bachelor's degree in Public Administration at Midwestern State University
- National Agri-Marketing Association (NAMA)
- Agricultural Communicators of Tomorrow (ACT)
- Collegiate FFA
- Charter member of Alpha Gamma Rho Fraternity (pin #21)
- Recruiter for the Texas Tech University College of Agriculture and Natural Resources
- Hosted *Food, Fiber and You*, a weekly television talk show produced by the Agricultural Ambassadors, university students who speak to student assemblies, 4-H and FFA events across Texas

## CliftonStrengths Top 5

This is Aaron's most five most dominant CliftonStrengths revealed by your responses to the CliftonStrengths assessment.

1. **Strategic** You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.
2. **Positivity** You have contagious enthusiasm. You are upbeat and can get others excited about what they are going to do.
3. **Includer** You accept others. You show awareness of those who feel left out and make an effort to include them.
4. **Achiever** You work hard and possess a great deal of stamina. You take immense satisfaction in being busy and productive.
5. **Belief** You have certain core values that are unchanging. Out of these values emerges a defined purpose for your life.



Each Person is a **UNIQUE BLEND** of **ALL FOUR** traits. Your assessment shows that your personality blend is: "D/I." You will learn more about your "D/I" blend in your Personality Profile Report.

