

Progressive Agriculture Foundation



Chapter 4: Foundation Policies & Procedures

Policies of the Progressive Agriculture Foundation®

Section 1: Business Practices

a. "Whistle Blower" Policy

"Whistleblower protection" prohibits employers taking punitive action against employees who lawfully disclose employer information to parties in a judicial proceeding involving a fraud claim or other illegal business practices. It is unlawful to retaliate against a foundation employee who provides information about or otherwise assists in the investigation of such complaints. The foundation Board of Directors does not allow retaliation against an employee for complaining of questionable accounting, internal accounting controls, auditing matters or for cooperating in an investigation of any complaint. (6/4/04)

b. Reporting Improprieties Policy

A Foundation employee who has a concern regarding the Progressive Agriculture Foundation's governance, finances or compliance with applicable laws and regulations should first report their concern to their immediate supervisor. If the employee does not believe that their concern was properly addressed by their supervisor or that their supervisor may be involved in the impropriety, it should be reported to the president of the Board and the chairperson of the Finance/Audit Committee. The Foundation co-executive director(s) should report their concern to the Board President. All reports will be handled on a confidential basis.

The Foundation co-executive director(s), Board president and the chairperson of the Finance/Audit Committee will coordinate an investigation and the Foundation will take appropriate corrective action as deemed necessary by the findings of the investigation. (10/24/06)

c. Mandatory Document Retention and Document Destruction

It is a felony for an employee of the foundation to "knowingly" destroy or create documents or voice messages to "impede, obstruct or influence" any existing or contemplated investigation of the foundation. This may include but is not limited to corruptly altering, destroying, mutilating, or concealing any electronic or paper document or voice message with the intent to impair the object's integrity or availability for use in an official proceeding. (6/4/04)

Section 2: Code of Ethics

- a. Officers, members of the Board of Directors and employees of the Progressive Agriculture Foundation will conduct business honestly and ethically, striving constantly to improve the quality of foundation services, products and operations. These same individuals will work to create a reputation for honesty, fairness, respect, responsibility, integrity, trust and sound business judgment. No illegal or unethical conduct is in the foundation's best interest. Progressive Agriculture Foundation will not compromise its principles for short-term advantage. The ethical performance of the foundation is the sum of the ethics of the

people who work for it. Thus, all are expected to adhere to high standards of personal integrity.

- b. Officers, members of the Board of Directors and employees of the foundation must not permit personal interests to conflict, or appear to conflict, with the interests of the foundation, its clients or affiliates. Officers, members of the Board of Directors and employees must be particularly careful to avoid representing Progressive Agriculture Foundation in any transaction with others with whom they have an outside business affiliation or relationship. Officers, members of the Board of Directors and employees shall avoid using their contacts to advance their private business or personal interests at the expense of the foundation, its clients or affiliates.
- c. No bribes, kickbacks or other similar remuneration or consideration shall be given to any person or organization in order to attract or influence business activity. Officers, members of the Board of Directors and employees shall avoid gifts, gratuities, fees, bonuses or excessive entertainment, in order to attract or influence business activity.
- d. Officers, members of the Board of Directors and employees of Progressive Agriculture Foundation are often in possession of or come in contact with proprietary, confidential or business-sensitive information and must take appropriate steps to assure that such information is strictly safeguarded. This information—whether on behalf of the foundation or its clients or affiliates—could include strategic plans, operating results, marketing strategies, customer lists, personnel records, upcoming acquisitions and divestitures, new investments, and costs, processes and methods. Proprietary, confidential and sensitive information about this foundation, other organizations and companies, individuals and entities should be treated with sensitivity and discretion and only be disseminated, as appropriate, on a need-to-know basis.
- e. Misuse of material inside information can result in civil liability and penalties. Until the material information has been publicly released, an employee must not disclose it to anyone except those within the foundation whose positions require use of the information.
- f. Officers, members of the Board of Directors and employees will seek to report all information accurately and honestly, and as otherwise required by applicable reporting requirements.
- g. Officers, members of the Board of Directors and employees will refrain from gathering competitor information by illegitimate means and refrain from acting on knowledge which has been gathered in such a manner. The officers, members of the Board of Directors and employees of Progressive Agriculture Foundation will avoid exaggerating or disparaging comparisons of the services and competence of their competitors.
- h. Officers, members of the Board of Directors and employees will obey all Equal Employment Opportunity laws and act with respect and responsibility towards others in all of their dealings.
- i. Officers, members of the Board of Directors and employees agree to disclose unethical, dishonest, fraudulent and illegal behavior, or the violation of foundation policies and procedures, directly to management or an officer of the Board of Directors.

- j. Violation of this Code of Ethics can result in discipline, including possible termination. The degree of discipline relates in part to whether there was a voluntary disclosure of any ethical violation and whether or not the violator cooperated in any subsequent investigation. Remember that good ethics is good business! (6/4/04)

Section 3: Conflict of Interest

- a. Business or professional interests. Board members may not make a profit in any way in their outside employment or business interests from service on the Progressive Agriculture Foundation board of directors. During board meetings, board members shall disclose any conflict of interest involving an issue before the board. While they may participate in discussion on the issue, they shall not vote.
- b. Gifts, gratuities. Board members will not accept gifts, gratuities, trips, personal property or other items of value from an outside person or organization as an inducement to do business with or provide services for the foundation.
- c. Personal beliefs. Board members hold a wide range of personal beliefs, values and commitments. Board members shall not attempt to use their board office to further their personal interests, or to convince other board members, the administrators or staff to act upon the board members' wishes.
- d. Abuse of the board office. Board members should not abuse their office by using the nonprofit's staff, services, equipment or property for their personal, professional or family gain. This includes using their position to obtain employment at the organization for themselves, family members or friends. (10/29/03)

Section 4: Financial Oversight & Reporting

- a. Scope of Auditors

The entity that audits the Progressive Agriculture Foundation's records may not provide other accounting or financial services for the foundation, including: (1) bookkeeping or other services related to the accounting records or financial statements of the foundation; (2) financial information systems design and implementation; (3) appraisal or valuation services, fairness opinions, or contribution-in-kind reports; (4) actuarial services; (5) internal audit outsourcing services; (6) management functions or human resources; (7) broker or dealer, investment adviser, or investment banking services; (8) legal services and expert services unrelated to the audit; (9) any other service that the Board of Directors determines is impermissible. The lead auditing company, coordinating partner and the reviewing partner must be changed every 5 years. (6/4/04)

- b. Composition of Finance/Audit Committee

Members of the Finance/Audit Committee will be composed of members of the Board of Directors as appointed annually by the President. Ex-officio members include executive director – development, executive director – programs and a representative of the foundation's accounting firm and of the foundation's auditing firm. (6/4/04)

- c. Foundation Executive(s) Responsibility for Financial Reports

The co-executive directors of the foundation shall prepare a statement to accompany the audit report to certify the "appropriateness of the financial statements and disclosures contained in the report, and that those financial statements and disclosures fairly present, in all material respects, the operations and financial condition of the foundation." (6/4/04)

d. Filing of IRS Report Forms

The filing deadline for Form 990, 990-EZ, or 990-PF is "the 15th day of the 5th month after [an] organization's accounting period ends." Thus, the foundation's fiscal year ends on December 31 and the 990 form is due May 15 of the following year. This form must be filed on a timely basis with no extension requests to the Internal Revenue Service. (6/4/04)

e. Prohibition of Personal Loans

The foundation will not extend credit to any Board member, any executive director or other employee of the foundation. The foundation may issue an advance to members of the Board of Directors, executive officers and/or staff only for travel condoned by the foundation and its Board of Directors for foundation-related activities. (6/4/04)

f. Employee Expense Report Approval and Reimbursement of Expenses

The Foundation accounting firm will submit expense reimbursements, including travel expense reimbursements for the executive director – development and the executive director – programs to the secretary/treasurer of the Board of Directors on a monthly basis for approval. Expense reimbursements, including travel expense reimbursements for other Foundation staff will be submitted to their respective supervisor for approval and then forwarded to the accounting firm for reimbursement. Employees will be reimbursed by the Foundation accounting firm in a timely manner. (7/20/06)

Section 5: Gift Acceptance

- a. The Progressive Agriculture Foundation accepts gifts directly or through wills, living trusts, IRAs or charitable trusts. Gifts may be in the form of gift annuities, publicly traded securities, closely held stock, life insurance, real estate, equipment or other tangible property. (4/30/07)

Section 6: Gifts In-Kind

a. General Statement

Gifts In-Kind contributions can ensure successful educational efforts for the Progressive Agriculture Foundation. Progressive Agriculture Foundation encourages and appreciates gifts of equipment, materials, supplies and services that the foundation would otherwise need to purchase. Through Gifts In-Kind, sponsors help Progressive Agriculture Foundation strengthen its programs to provide the best possible educational experience for children, adults and families.

b. Acceptance Policy

All Gifts In-Kind are reviewed, accepted, and officially acknowledged by the staff of the foundation. Prior to acceptance, the gift is reviewed to see if it meets the needs of the foundation. Progressive Agriculture Foundation reserves the right to decline any gift that does not further the foundation's mission. The donor is responsible for making arrangements to deliver the gift.

c. Appraisal Guidelines

In accordance with Internal Revenue Service regulations, the donor is responsible for determining the value of an accepted gift. Before presenting a gift of tangible property to Progressive Agriculture Foundation, donors should first establish the fair market value of the gift with a recognized independent appraiser. Progressive Agriculture Foundation personnel are not qualified appraisers and federal regulations do not permit foundation staff to give appraisals or estimates of value.

d. Tax Deduction Issues

Generally, the fair market value of a Gift In-kind is deductible for equipment, materials and supplies. For services, the value is the actual out-of-pocket cost.

A donation within a tax year valued at \$250 or more requires a written acknowledgment from the recipient. Accordingly, Progressive Agriculture Foundation staff will mail a sponsor the required receipt.

If the value of a gift is \$500 or more, the Internal Revenue Service requires donors to file IRS Form 8283 and comply with its regulations pertaining to non-cash charitable contributions. If the donation is valued at more than \$5,000, the donor must obtain a qualified appraisal and submit an appraisal summary with the return claiming the deduction. A copy of the appraisal must also be given to Progressive Agriculture Foundation. For tax purposes, the date of the gift is the date of physical delivery. For those that contribute products, the deduction is limited to the actual cost of producing the item when the donor is the creator of a contributed tangible asset.

The summary above is based on Internal Revenue Service publications and provides basic guidelines regarding tax deductions for Gifts In-Kind. This summary is not intended to serve as a complete account of the requirements or limitations covering tax-deductible gifts. Progressive Agriculture Foundation recommends that donors consult their tax advisors when considering Gifts In-Kind. (5/5/05)

Section 7: Gifts of Real Estate

- a. It is the policy of the Progressive Agriculture Foundation not to accept gifts of real estate or interests in real estate which could result in the Progressive Agriculture Foundation being liable for environmental contamination under the Comprehensive Environmental Response, Compensation and Liability Act of 1980 (CERCLA) as amended by Super Fund Amendment and Reauthorization Act of 1986 (SARA) or by other such amendments that may be adopted in the future, or any other applicable laws or regulations.

- b. The Progressive Agriculture Foundation will review the potential for liability in connection with each and every parcel of real estate which may be proposed to be transferred as a gift to the Progressive Agriculture Foundation. This review shall be for the specific purpose of determining whether or not the property potentially contains or previously contained contaminants or hazardous wastes. A decision will be made as to whether or not the property will be accepted based on environmental assessments as set out in the following procedure.
- c. The Progressive Agriculture Foundation retains the right to refuse or accept property in the event potential liability is evidenced by an initial environmental assessment, site examination, investigation into prior uses, or for any other reason.

Procedure for Reviewing Potential Environmental Liability

- a. The donor will be advised of the Progressive Agriculture Foundation's need to avoid liability in connection with the risk of contamination to the property which is proposed to be given. A letter will be sent to the donor from the foundation development director to gather information from the donor regarding prior uses of the real estate. An environmental assessment company will conduct an on-site examination of the property with the development director present. The donor will be responsible for the cost of this examination.

Properties considered for acceptance will meet the following criteria:

- a. The prior uses of the property and surrounding properties are not of a nature that may have exposed the property to contamination.
- b. The on-site examination of the property revealed no evidence of contamination and that the property is free of contamination.

If the assessment report indicates that the property may be contaminated, the Progressive Agriculture Foundation may reject the property. The development director will forward its recommendation to the donor, with a summary of the findings of the environmental assessment. (4/30/07)

Section 8: Investments

- a. The Progressive Agriculture Foundation (the foundation) board of directors directs all excess year-end revenue into Certificates of Deposit (CD). Excess year-end revenue funds will develop a reserve for the foundation, with the long-term goal of having 6 months in the reserve. Reserves will not be expended, unless the staff receives a directive from the board of directors. Only the return on this investment in the form of interest, etc. may be applied to the Progressive Agriculture Foundation annual budget. (10/30/02)
- b. The foundation directs all endowment contributions to be invested in Certificates of Deposit (CD). The long-term goal for the foundation endowment is \$10 million. Endowment contributions will not be expended unless the staff receives the written permission of the sponsor(s) who contributed to the endowment and an accompanied approval by the Board of Directors. Only the return on the endowment in the form of interest, etc. may be applied to the Progressive Agriculture Foundation annual budget. (10/30/02)

- c. The Finance Committee will review these policies periodically to determine the best investment opportunities and recommend to the board of directors changes as the reserves and the endowment increase. Certificates of Deposit (CD) are a short-term investment approach. (10/30/02)

Section 9: Licensing the Progressive Agriculture Safety Day® Program

In lieu of managing programs in countries other than the U.S. and Canada, the Progressive Agriculture Foundation® (PAF) may license the Safety Day program, its name and logos, which are registered trademarks with the U.S. Patent and Trademark Office and the Canadian Intellectual Property Office. Licenses protect proprietary and intellectual property of PAF and give another organization permission to do PAF activities and to use PAF properties. Licensing is assigning limited use rights for PAF property.

Licensing is only allowed with organizations that PAF has an established relationship with including sponsors and other organizations that PAF collaborates with.

The senior management of PAF will work with the organization's legal advisor in the development of written licensing agreement(s). Senior management of PAF will represent the organization in negotiating and in the signing of a licensing agreement with a licensee. The Board of Directors will review and approve a licensee and territory before PAF senior management executes an agreement. The license shall cover the following:

- Term (agreement length)
- Licensing fee(s)
- Prohibited uses
- Transfer and sublicense rights
- Limitations on the licensor's liability
- Support services
- Nondisclosure of confidential information
- Indemnity for infringement
- Enforcement of remedies
- Contract termination (4/18/11)

Section 10: Organizational Effectiveness

According to the Better Business Bureau, "a non-profit charity organization should regularly assess its effectiveness in achieving its mission. An organization needs to have defined, measurable goals and objectives in place and a defined process in place to evaluate the success and impact of its program(s) in fulfilling the goals and objectives of the organization and that also identifies ways to address any deficiencies."

To meet these standards, the Progressive Agriculture Foundation Board of Directors and senior staff shall:

Assess, no less than every two years, the organization's performance and effectiveness and determine future actions required to achieve its mission.

Elements of the assessment will include the following:

- Identification of measurable goals and objectives including a numerical goal of the number of individuals who received farm safety education through the Progressive Agriculture Safety Day® program. Financial goal(s) will include raising a certain volume of dollars for the foundation.
- Consideration of how well the identified goals and objectives conform with the mission of the organization.
- Description of the activities that the charity undertook in the past two years to address these objectives.
- Measurement of the satisfaction of those who benefit from the charity's programs.
- Analysis of the effectiveness of the charity's activities in fulfilling its stated mission, goals and objectives.
- Recommendations for future actions the charity might take based on the findings of the assessment. For example, if goals and objectives were not met, what might be done to improve performance? If goals and objectives were fully satisfied, what future goals and objectives might be identified? (6/4/04)

Section 11: Personnel Matters

- a. Ex-officio members of the Progressive Agriculture Foundation (PAF) Board of Directors serve as consultants to the Board and do not have voting privileges. Board ex-officio members include the PAF employees responsible for fundraising management and program management, a representative of the Canadian Agricultural Safety Association (CASA) and a representative of the agency providing marketing and communication services for PAF.

The CASA ex-officio member of the PAF Board of Directors will be selected by CASA's Board of Directors. The CASA ex-officio member will be mutually agreed upon by the PAF Board of Directors and the CASA Executive Director. Expenses as the CASA ex-officio member to the PAF Board will be incurred by CASA.

The marketing and communications ex-officio member of the PAF Board of Directors will be selected by the Foundation's agency. The marketing & communications ex-officio member will be mutually agreed upon by the PAF Board of Directors and the Foundation's agency. Expenses as the marketing and communications ex-officio member to the PAF Board will be incurred by the Foundation's agency. (7/21/11)

- b. The Executive Committee of the Progressive Agriculture Foundation (the foundation) will annually conduct performance reviews of senior management of the foundation, which includes the Executive Director – Development and the Executive Director – Programs. The Executive Committee will also be responsible for adjustments to the annual salary of senior management, if appropriate and if the foundation budget allows. The procedure for these annual reviews will be determined by the Executive Committee. (10/30/02)

- c. The Progressive Agriculture Foundation provides staff with salary increases based on performance, as measured through an annual performance review. Annual performance reviews for all staff will be held in the fall with merit salary increases occurring on January 1. The Finance Committee establishes and reviews salary ranges for all positions every three years. Prior to the October Board meeting, the Finance Committee annually establishes allowable percentages for merit increases for all Foundation positions, based on a review of salary survey information for comparable positions. (7/21/08)
- d. The Chief Administrative Officer/Executive Director – Development will conduct the annual performance review for the development staff. The Executive Director – Programs will conduct the annual performance reviews for the program staff. (7/21/08)
- e. We value the safety and well-being of all Foundation employees. The following is the Foundation’s policy on the use of cell phones while driving.
 - 1. Employees are not permitted to use a cell phone, either handheld or hands-free, while operating a motor vehicle on foundation business.
 - 2. Employees are not permitted to read or respond to e-mails or text messages while operating a motor vehicle on foundation business.
 - 3. This policy also applies to use of PDAs.
 - 4. While driving, calls cannot be answered and must be directed to voice mail.
 - 5. If an employee must make an emergency call (911), the vehicle should first be parked in a safe location.

If an employee is found to be in violation of this policy it is grounds for discipline, which may include dismissal. An employee signature is required and certifies their agreement to comply with this policy. (7/21/10)

Section 12: Sponsored Programs – Special Project Sponsor Credit

- a. A company, foundation or individual may sponsor special projects including chapters in the Topics and Activities manual, revised components within the chapters and other activities that enhance the mission of the Progressive Agriculture Safety Day® program. This funder will have the opportunity to be listed as the sponsor of the special project.
- b. Progressive Agriculture Foundation (PAF) staff will work in cooperation with the sponsor contact to develop appropriate, mutually agreed upon, recognition on the special project materials. Sponsorship recognition may change due to any major project revision. This policy impacts annual special project contributions to PAF and does not impact endowment contributions. (7/24/12)

Section 13: Vendors & Contracts

- a. In contracting with an outside vendor for services, staff of the Progressive Agriculture Foundation (the foundation) must obtain a minimum of two bids for contracts of \$1,000 or more. Bids for multi-year contracts may be solicited from vendors. Staff of the foundation will select the vendor offering the highest quality product with the best service, which may or may not represent the lowest bid. (10/30/02)

- b. No pecuniary obligation which is out of the ordinary course of business of more than \$5,000 shall be undertaken by the foundation without sanction by resolution of the directors duly adopted by the board of directors of the foundation. (10/30/02)

Section 14: Guidelines for Use of the Progressive Agriculture Foundation Name and Trademarks by Coordinators and Staff

Note: these Guidelines are for the exclusive use of Progressive Agriculture Safety Day® coordinators, Progressive Agriculture Foundation staff and Canadian Agricultural Safety Association staff.

The trademarks PROGRESSIVE AGRICULTURE FOUNDATION®, PROGRESSIVE AGRICULTURE SAFETY DAY® and the Foundation's Safety Day logos, both registered and unregistered, are the valuable and important intellectual property of the Progressive Agriculture Foundation (Foundation) and are protected by law. It is important that you protect the value and integrity of the Foundation's trademarks and the Foundation's legal name by using them properly. These Guidelines set out the Foundation's policies for your use of the Foundation's trademarks and name. The Guidelines apply to the Foundation's name and trademarks described above, the trademarks displayed below, and additional trademarks that the Foundation may develop and use in the future. The Foundation reserves the right to update and modify these Guidelines at any time and to act as the Foundation deems necessary to protect its rights.

Official Foundation Name

The legal name of the Foundation is the "Progressive Agriculture Foundation." You may refer to the acronym PAF after first identifying the organization as "Progressive Agriculture Foundation (PAF)." Do not use periods within the acronym.

Official Program Name

The official name of our program is the Progressive Agriculture Safety Day®. This name is a valuable trademark of the Foundation and should always be used in its entirety, with no words added or left out. When the phrase "Progressive Agriculture Safety Day®" is used in printed form, it should be identified by and include the "®" symbol at the end. However, where a brochure, article, advertisement or other material refers to Progressive Agriculture Safety Day many times throughout the document, it is not necessary to use the "®" with every use of "Progressive Agriculture Safety Day", since this may not be aesthetically pleasing, but in such cases you should always display the ® symbol with a few prominent uses of the Progressive Agriculture Safety Day® trademark on each page of the brochure, advertisement, article or other material containing this mark.

Use of the Foundation's Name and Trademarks

Progressive Agriculture Safety Day® coordinators, Progressive Agriculture Foundation (PAF) staff and Canadian Agricultural Safety Association staff are authorized to use the Foundation's name, program names and trademarks (which include its logos) subject to the following requirements and limitations:

- A. The use of the legal name PROGRESSIVE AGRICULTURE FOUNDATION, the trademarks PROGRESSIVE AGRICULTURE FOUNDATION®, and PROGRESSIVE

AGRICULTURE SAFETY DAY®, and the Foundation's other trademarks and logos shall only be used in a manner that reflects dignity and credit on the organization.

- B. Progressive Agriculture Safety Day® coordinators, Progressive Agriculture Foundation staff and Canadian Agricultural Safety Association staff are encouraged to use the Foundation and program names, as well as the Foundation's other trademarks and logos to publicize and promote the organization, especially in the context of: public information, including but not limited to, newspapers, television, videos, multimedia works, website home pages and other forms of publicity relating to the Progressive Agriculture Foundation and its programs.
- C. The Foundation's name and the Foundation's logos and other trademarks as described in these Guidelines CANNOT be used in conjunction with or to promote, advertise or market ANY events, programs, safety days or other activities that are not officially approved by the Foundation in advance.
- D. Progressive Agriculture Safety Day® coordinators and Canadian Agricultural Safety Association staff can obtain the Foundation's logos from the coordinator section of the website.

Official Logo

There are two versions of the logo. The first version (examples 1 and 2) is designed to be used when the printed logo will be less than 2 ½-inches in size. This logo is available in color and black and white. These are simple versions of the logo, without small type below the triangle:



1.



2.

The second version of the logo (examples 3 and 4) is designed to be used when the printed logo will be 2 ½-inches or larger in size. This logo is also available in color and black and white. This version has small descriptive type within and just below the lower edge of the triangle:



3.



4.

Details of Logo Use

1. The logo shall always be used in its entirety - meaning it shall always appear as a whole, complete image. The ® symbol for logo versions 1 and 2 and the ™ symbol for logo versions 3 and 4 must remain part of the logo.
2. Do not place text or other images over or on top of the PAF logo.
3. No photo, drawing, symbol, word or other figure or object may be placed on or obscure the logo.
4. The logo shall be kept upright.
5. The official colors of the logo are the following:

PMS colors for the logo are:

PMS 185 (red)

Pantone Yellow

6. Process colors for the logo are:

Red: 100%-M, 100%-Y

Yellow: 100%

Gold: 20%-M, 100% Y

Black: 100%

Section 15: Guidelines for Use of the Progressive Agriculture Foundation Name and Trademarks by Foundation Sponsors and the General Public

Note: If you are a Progressive Agriculture Safety Day® coordinator or a staff member of either the Progressive Agriculture Foundation or the Canadian Agricultural Safety Association, please go to the pass-protected coordinator section of the Foundation's website (www.progressiveag.org) for instructions on how to use the Foundation's name and trademarks or to obtain approved copies of the Foundation's logos.

The trademarks PROGRESSIVE AGRICULTURE FOUNDATION®, PROGRESSIVE AGRICULTURE SAFETY DAY® and the Foundation's Safety Day logos, both registered and

unregistered, are the valuable and important intellectual property of the Progressive Agriculture Foundation (Foundation) and are protected by law. These trademarks cannot be used by you or any other person or organization for any purpose without the prior written approval of the executive director or directors of the Foundation. It is important that you protect the value and integrity of the Foundation's trademarks and the Foundation's legal name by using them properly. These Guidelines set out the Foundation's policies for your use of the Foundation's trademarks and name. The Guidelines apply to the Foundation's name and trademarks described above, the trademarks displayed below, and additional trademarks that the Foundation may develop and use in the future. The Foundation reserves the right to update and modify these Guidelines at any time and to act as the Foundation deems necessary to protect its rights.

Official Foundation Name

The legal name of the Foundation is the "Progressive Agriculture Foundation." You may refer to the acronym PAF after first identifying the organization as "Progressive Agriculture Foundation (PAF)." Do not use periods within the acronym.

Official Program Name

The official name of our program is the Progressive Agriculture Safety Day®. This name is a valuable trademark of the Foundation and should always be used in its entirety, with no words added or left out. When the phrase "Progressive Agriculture Safety Day®" is used in printed form, it should be identified by and include the "®" symbol at the end. However, where a brochure, article, advertisement or other material refers to Progressive Agriculture Safety Day many times throughout the document, it is not necessary to use the "®" with every use of "Progressive Agriculture Safety Day", since this may not be aesthetically pleasing, but in such cases you should always display the ® symbol with a few prominent uses of the Progressive Agriculture Safety Day® trademark on each page of the brochure, advertisement, article or other material containing this mark.

Use of the Foundation's Name and Trademarks

Once you have obtained director written approval as provided above, you may use the Foundation's name, program names and trademarks (which include its logos) subject to the following requirements and limitations:

- a. The use of the legal name PROGRESSIVE AGRICULTURE FOUNDATION, the trademarks PROGRESSIVE AGRICULTURE FOUNDATION®, and PROGRESSIVE AGRICULTURE SAFETY DAY®, and the Foundation's other trademarks and logos shall only be used in a manner that reflects dignity and credit on the organization.
- b. The Foundation's name and the Foundation's logos and other trademarks as described in these Guidelines CANNOT be used in conjunction with or to promote, advertise or market ANY events, programs, safety days or other activities that are not officially approved by the Foundation in advance.

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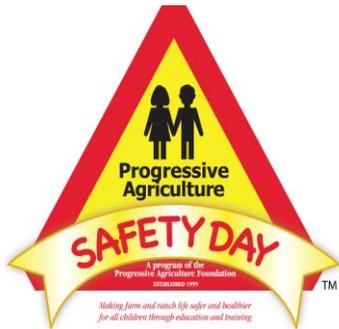


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 Pantone Yellow

6. Process colors for the logo are:

Red: 100%-M, 100%-Y
Yellow: 100%
Gold: 20%-M, 100% Y
Black: 100%

Section 16: Procedure for Recognizing 10-year Anniversary Sponsors

- a. Special obelisk recognition award.
- b. Invitation to top management of sponsoring company to attend annual reception and dinner held in conjunction with foundation's annual meeting.
- c. Resolution letter from Board of Directors to anniversary sponsor(s).
- d. Recognition of anniversary sponsor(s) in *Progressive Farmer* magazine and other farm-related publications.
- e. Recognition of anniversary sponsor(s) on our website.
- f. News release recognizing anniversary sponsor(s).