

Agri**POWER** Institute

Ohio Farm
Bureau
Federation



JOIN US

Institute Participants Speak Out

"As farmers we have always known what our business is and how we do it, but when it comes to communicating this to others, that is not our strength. Through the AgriPOWER Institute, I have gained the tools and comfort level needed to be able to convey my messages to others, including the general public, other farmers, legislators, public officials and anyone who wants to learn about agriculture and farming."

— **Ryan McClure, grain and livestock farmer**



"This is a great program for people who not only want to see agriculture succeed in the future, but to help shape that success. It has provided a unique opportunity to engage a multitude of high-level policy makers in order to become an effective advocate for the farming industry. Its intensive approach to leadership development makes this program effective and well worth the time."

— **Seth Teter, assistant editor, Buckeye Farm News**



Institute Participants Speak Out

"I highly recommend the AgriPOWER Institute offered by the Ohio Farm Bureau. I can share that I have become much more aware of how proactive I must become in my job for agriculture. The Institute has shown us both the tools to make us better communicators and advocates for agriculture, and has made us keenly aware of the outside influences that threaten our industry. Not only as an individual, but as a whole, we must step up to the plate and become proactive for our relative industries, whether it is biofuels, live-stock, grain farming, nurseries, orchards, etc. Participate in this program. . . it will provide you with a tremendous opportunity to develop your own personal skills, create great friendships and networks, and help the future of Ohio agriculture become proactive and not reactive!"

— **Risë Labig, grain purchasing rep.,
The Andersons Inc.**



AgriPOWER Institute

LEADERSHIP | is typically defined as having the ability to lead — the ability to guide, direct or influence people. No individual attribute can make more of an impact on society and our future than the ability to guide others to a new level of achievement or understanding. Just hearing this single word congers up more images of positive role models and helps individuals strive to identify a mentor or program that will help them become exactly that — a leader.

ADVOCACY | simply means that you're giving aid to a cause, and usually includes active verbal support for that cause or position.

Millions of dollars are spent annually in an effort to learn the secrets of being an effective leader and advocate. It seems that there's an infinite number of publications and seminars available to help people develop their leadership skills or learn how to become an advocate.

With all the attention spent on both of these subjects, last year the Ohio Farm Bureau Federation (OFBF) — the state of Ohio's largest general farm organization — launched an elite program designed specifically for farmers and agribusiness professionals. This year-long program focuses on public policy issues confronting agriculture and the food industry. It helps individuals develop the skills necessary to become effective leaders and advocates for agriculture. Additionally, the program is respectful of today's busy farm and family calendar.

IF THIS TYPE OF OPPORTUNITY INTERESTS YOU, READ ON | We are looking for 20 select individuals to participate in a year-long leadership and advocacy development program. The program will consist of seven multi-day institutes. Interested applicants should complete the enclosed application and return to OFBF postmarked by May 29, 2009. OFBF will review the applications and select the 2009-2010 program's class. All applicants will be notified of their acceptance status after June 25, 2009. The first institute for all accepted applicants to attend will convene in Columbus on July 31, 2009. Individuals may nominate themselves or have their nomination sponsored by their respective county Farm Bureau, other agricultural organization, or employer. If you are nominating yourself, you must be a Farm Bureau member (contact your county Farm Bureau for membership information).

Applicants accepted are required to attend the program's seven (7) different two- or three-day institutes. Topics covered during various institute programs will include public policy issues facing local communities, the state of Ohio, the nation and the world. Additionally, specific sessions will help class members develop important skills necessary to become an effective leader and advocate, including public speaking, parliamentary procedure and more. One of the sessions will be held in Washington, D. C. to help class members gain a valuable understanding of national and global issues.

YOU SHOULD APPLY IF |

- You see yourself in a leadership role in agriculture in the future.
- You want to improve your understanding of current issues and develop the skills necessary to lead and become an advocate for agriculture.
- You can commit the time necessary to participate in the program.

TUITION | The program's tuition is \$4,000 per person. This includes lodging, meals, breaks, group travel, materials and all course materials. OFBF currently plans to offer several full scholarships. The contribution of those receiving these scholarships will be their time, energy and commitment to make the program a success. All participants, county Farm Bureaus and other agricultural groups are invited to make a financial contribution to strengthen the program for the future. Other organizations are invited to sponsor a participant, or in some cases an individual and his/her employer may cooperate to cover the program's tuition. Travel to and from the sessions (with the exception of the institute program held in Washington, D.C.), meals during the commuting trips, and any incidental personal purchases are the responsibility of each individual participant.

APPLICATION CHECKLIST

_____ Application completed and mailed (postmarked by May 29, 2009)

_____ Two letters of reference

STATEMENT SIGNATURES

_____ Applicant

_____ Spouse (if applicable)

_____ Employer (if applicable)

Please mail or deliver completed applications to the address on the application. Applications must be postmarked by May 29, 2009.



Institute Participants Speak Out

"The AgriPOWER Institute has reopened my eyes to the true importance of speaking up for not only the beef industry but for all of agriculture. Consistent and positive, our voice speaking as one for the farmers, ranchers, and consumers of this great country, must be ever vigilant and prominent. This program helps all of us involved in production agriculture to accomplish that, but also reaffirms the stance we proudly take in providing a safe and wholesome food and fiber policy. After spending many years devoted to the growth and success of this industry, it certainly is wise to devote equal time to the promotion of it. Please consider investing your efforts and time toward the continued growth and prosperity of production agriculture. You, as an individual, will benefit, your community and industry will benefit, and we as consumers will benefit. Please consider participating in the upcoming AgriPOWER Institute. It is a motivating and accomplished program."

— **Alan P. Brinker,**
commercial beef producer





Tentative Class Schedule 2009-2010 AgriPOWER Institute

(Dates and locations subject to change.)

INSTITUTE #1 | July 31-Aug. 1, 2009 (Columbus, Ohio)
Understanding leadership, personal inventory/assessment, getting acquainted/program orientation, getting to know Farm Bureau.

INSTITUTE #2 | Aug. 27-29, 2009 (Columbus, Ohio)
Power and the role of the media, spokesperson training, changing nature of communications, activists and advocacy, divergent viewpoints, attacks on agriculture and food.

INSTITUTE #3 | Sept. 18-19, 2009 (Columbus, Ohio)
State government basics, Ohio's challenges, crafting an agbioresource, Ohio demographics, politics.

INSTITUTE #4 | Dec. 18-19, 2009 (Toledo, Ohio)
Local government basics, education in Ohio, economic development, building community capital.

INSTITUTE #5 | Jan. 21-23, 2010 (Washington, D. C.)
Power of organization, Farm Bureau's process, national issues, international issues, trade demographics and diversity in America, federal government basics.

INSTITUTE #6 | Feb. 25-27, 2010 (Wooster, Ohio)
Organizations in action, setting priorities in a grassroots organization, governance issues, understanding and leading change, parliamentary procedure.

(All participants will be invited and encouraged to attend, if their schedule permits, Ohio Farm Bureau's Ag Day at the Capitol program, a one-day program that is typically held in Columbus. Attendance at Ag Day at the Capitol is not required.)

INSTITUTE #7 | March 19-20, 2010 (Columbus, Ohio)
Business' role in public policy, managing risk, human resource issues in the workplace, philanthropy, service project, recognition.

Institute Participants Speak Out

"The AgriPOWER Institute is a great networking opportunity to get acquainted with people from all industries around the state and create valuable connections that will pay dividends throughout your life. Think outside the box — AgriPOWER takes you there. It will help you take the step that will make you better capable of dealing with those on the other side of the issue. It's not about being a world class speaker, but you may surprise yourself and find a hidden talent you never knew existed. AgriPOWER has shown me the inter-workings of other organizations, government and parts of the business world that will enable me to take agriculture's issues to the next level."

— **Robert Morrison,**
technical services
manager, Synagro
Technologies Inc.



For more information contact David White at 614-246-8261
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