

# AgriPOWER Institute

Ohio Farm  
Bureau  
Federation



CLASS IV



CLASS III



CLASS II



CLASS I



## PROGRAM INFORMATION

### 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 (CLASS I)**  
grain and livestock farmer

*"There are few involved in production agriculture today, so it's important we learn to reach out to connect with people outside of Ohio agriculture. AgriPOWER provided me the inspiration to be an effective advocate. The seminars are packed with information and resources I can apply in agriculture and my community. The program compelled me to critically examine issues I may not have considered prior to this experience. I had the opportunity to meet great people who share a common interest, travel to Washington, D.C. and examine issues throughout Ohio. I would recommend AgriPOWER to everyone in production agriculture."*



– **Brenda Hastings (CLASS III)**  
dairy farmer

## Institute Participants Speak Out

*"Through the AgriPOWER program I have gained insights into every aspect of agriculture – from the working of a hog farm to the political issues of Washington, D.C. At the same time I have forged lasting friendships with individuals who will undoubtedly be the future leaders of the industry. The experience has made me a better advocate for agriculture, while making me a better leader in my community and in Ohio agriculture."*



**– Kristin Reese (CLASS IV)**  
realtor, caterer and  
small diversified farmer

*"My experience with the AgriPOWER Institute in just eight months will be one that will last a lifetime. Whether the individual is a full-time farmer or actively involved in agriculture, the AgriPOWER Institute sharpens those skills needed to properly share agriculture's story to a farmer's No. 1 customer, 'the nonfarmer.' The skills I have gained have allowed me to be more efficient in doing just that, sharing not only my story about my family's farm, but about promoting agriculture in my community and beyond. The new friends I have made along the way are great connections to have, representing just about every commodity group in the agriculture industry."*



**– Jeff Heimerl (CLASS IV)**  
grain and livestock farmer

# AgriPOWER Institute

Never before in the history of agriculture has there been the urgency there is today for leaders and advocates for agriculture. With that in mind, Ohio Farm Bureau Federation (OFBF) launched an elite program designed specifically for farmers and agribusiness professionals: **AgriPOWER**. This yearlong program focuses on public policy issues confronting agriculture and the food industry such as animal activists, energy, and trade policies. It helps individuals develop the skills necessary to become effective leaders and advocates for agriculture by learning from experts in these fields. Additionally, the program is respectful of today's busy farm and family calendar.

OFBF is currently looking for 20 select individuals to participate in this leadership and advocacy development program, which will consist of seven multi-day institutes (17 total days). Topics covered during institute programs will include public policy matters 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 for agriculture. One of the institute sessions will be held in Washington, D.C., to help class members gain a valuable understanding of national and global issues.

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). Applications are due **May 18, 2012**.

**LEADERSHIP** | It 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 conjures up images of positive role models.

**ADVOCATE** | This means to speak or write in favor of, support or urge by argument, recommend publicly. 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.

## YOU SHOULD APPLY IF

- You want to improve your understanding of current issues and develop the skills necessary to lead and become an advocate for agriculture.
- You have a passion for agriculture and see yourself in a leadership role in the future.
- You are interested in the political process and/or have thought about running for office.
- You are open to new experiences and learning.
- You can commit the time necessary to participate in the program.

**IF THIS TYPE OF OPPORTUNITY INTERESTS YOU, READ ON** | Applicants should complete the enclosed application and return to OFBF postmarked by **May 18, 2012**. OFBF will review the applications and select the 2012-2013 program's class. All applicants will be notified of their acceptance status after June 15, 2012. The first institute for all accepted applicants to attend will convene in Columbus in July.

**TUITION** | The tuition is \$4,500 per person plus each individual is responsible for a \$400 participation deposit. Tuition includes lodging, meals, breaks, group travel and all course materials. OFBF currently plans to offer several scholarships. The contribution of those who receive scholarships will be their time, energy and commitment to make the program a success as well as a volunteer commitment after completion of the program. All participants, county Farm Bureaus and other agricultural organizations and businesses are invited to make a financial contribution to strengthen the program. 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 Ohio sessions, meals during the commuting trips and any incidental personal purchases are the responsibility of each individual participant. To encourage ownership and a firm commitment to the program each participant will be asked to contribute \$400, this is in addition to the \$4,500 tuition. The \$400 will be returned to the participant at graduation if the participant attends every session in its entirety. \$50 per Ohio session or \$100 for the Washington, D.C. session will be deducted from the reimbursement for each part of any institute the participant misses. Participants may seek scholarship support locally for any or all of the \$400 participation deposit.

## APPLICATION CHECKLIST

- \_\_\_\_\_ Application completed and mailed (postmarked by May 18, 2012)
- \_\_\_\_\_ Two letters of reference

## STATEMENT SIGNATURES

- \_\_\_\_\_ Applicant
- \_\_\_\_\_ Spouse (if applicable)
- \_\_\_\_\_ Employer (if applicable)

## Institute Participants Speak Out

*"Each session has been planned with great detail. When Paul Shapiro from HSUS presented his side of the story I think we all had a better insight to the real challenges we face with them. This institute is giving the participants more confidence to tell their story."*



*I have learned that our elected officials really need to hear from their constituents on issues that are important to you. Since I began the AgriPOWER program I have e-mailed and called officials and sent letters to the editors of several local papers that I previously had never done. I think it is vital to the agriculture industry that all producers learn to stand up and speak out if we want to survive and thrive."*

**– Becky Vincent (CLASS II)**  
animal health sales rep  
and livestock farmer

*"I am a full-time farmer and would highly recommend AgriPOWER to everyone. It was a great learning experience. The people we were able to interact with were integral to helping us learn more about state and national policies and how they affect us in our lives and businesses. We talked about telling our story in agriculture - after all if we don't, who will? The social networking session made me realize that telling our story can be as subtle as a Tweet or a post to our Facebook page about what we are doing and why we must do it. Our job is to provide our world with safe and affordable food like we have always done and need to continue to do with our increasing world population. I met a lot of people who are great leaders in agriculture and other important industries. We even had some fun. My classmates are truly top notch people who will continue to tell our story."*



**– Matt Bell (CLASS III)**  
livestock and grain farmer

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US

# AgriPOWER Institute

## Tentative Class Schedule 2012-2013 AgriPOWER Institute

*(Dates and locations subject to change.)*

### **SESSION 1 | July 20-21, 2012** (Columbus, Ohio)

Getting acquainted, understanding leadership, personal inventory/assessment, program orientation and getting to know Farm Bureau.

*(All participants will be invited and encouraged to attend Ohio Farm Bureau's Leadership Conference August 17-18 in Columbus. Attendance is optional.)*

### **SESSION 2 | August 23-25, 2012** (Wooster, Ohio)

Power and role of the media, spokesperson training, changing nature of communications, social media, OARDC research and tour and local economic development.

### **SESSION 3 | September 27-28, 2012** (Columbus, Ohio)

Up close look at state government, working with statewide elected officials and politics and etiquette.

### **SESSION 4 | December 7-8, 2012** (To be announced)

Local (township and county) government basics, education in Ohio, local economic development and energy issues.

### **SESSION 5 | January 23-25, 2013** (Washington, D.C.)

Power of organizations, Farm Bureau's process, national and international issues, trade, demographics and federal government basics.

*(All participants will be invited and encouraged to attend Ohio Farm Bureau's Ag Day at the Capitol which is typically held in February in Columbus. Attendance is optional.)*

### **SESSION 6 | February 21-23, 2013** (To be announced)

Leading and understanding change, activists and advocacy, divergent views, attacks on agriculture and food, and local economic development.

### **SESSION 7 | March 22-23, 2013** (Columbus, Ohio)

Service project, opportunities to get engaged in agricultural organizations, local organizations and Ohio Farm Bureau, business structures, human resources, social media revisited, leadership commitment and graduation.

## Institute Participants Speak Out

*"Participating in AgriPOWER has been very beneficial to me. It has taught me how to take a proactive role in agricultural issues and increased my ability to communicate effectively with legislators, farmers and the general public. I have enjoyed learning about the different levels of government and how they function. I think what we learn outside of the institute while sitting around with our fellow classmates is extremely beneficial. It makes you realize your farming operations are really not that different and everybody has a lot of the same issues that they are dealing with. It has been a great networking tool. I think it has made me a better leader and speaker and will have a positive effect on our farming operation. It is very important we keep programs like this around so agriculture always has people that can be proactive and informed and can help keep ag issues at the forefront."*



– **Scott Metzger (CLASS II)**  
grain and livestock farmer  
trucking business

For more information contact Sandy Kuhn at 614-246-8249  
or e-mail [skuhn@ofbf.org](mailto:skuhn@ofbf.org), or visit  
<http://ofbf.org/get-involved/agripower>

