

2014 AgriPOWER Institute

In 2014, Ohio Farm Bureau Federation will select 20 individuals to participate in a 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 **April 18, 2014**.

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 Ohio Farm Bureau postmarked by **April 18, 2014**. Ohio Farm Bureau will review the applications and select the 2014-2015 program's class. All applicants will be notified of their acceptance status after June 13, 2014. The first institute for all accepted applicants to attend will convene in Columbus in July.

2014-2015 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. Ohio Farm Bureau 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. (or out-of-state) 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.

2014-2015 SESSION OUTLINE

Dates and locations are tentative

SESSION 1 | July 18-19, 2014 (Columbus)
Program orientation and getting to know Farm Bureau. Personal strengths finder assessment and evolving leadership development.

SESSION 2 | Aug. 14-16, 2014 (Wooster)
Power and role of the media, spokesperson training, changing nature of communications, social media, OARDC research and tour and local economic development tour.

SESSION 3 | Sept. 10-12, 2014 (Washington D.C.)
Power of organizations, Farm Bureau's process, national and international issues, trade, demographics and federal government basics.

SESSION 4 | Nov. 21-22, 2014 (TBA)
Local (township and county) government basics, local economic development and energy issues.

SESSION 5 | Jan. 21-23, 2015 (TBA)
Out of state agriculture tour, leading and understanding change, activists and advocacy, divergent views, attacks on agriculture and food.

SESSION 6 | Feb. 20-21, 2015 (Columbus)
Up close look at state government, working with statewide elected officials and politics and etiquette. Attend Ohio Farm Bureau Ag Day at the Capitol.

SESSION 7 | April 3-4, 2015 (Columbus)
Service opportunities to get engaged in agricultural organizations, local organizations and Ohio Farm Bureau. Review business structures and transitions.

"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
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**
grain and livestock farmer

AgriPOWER Institute

FOR MORE INFORMATION

contact Melinda Witten

614-519-8761 | mwitten@ofbf.org

OR VISIT ofb.ag/agripower



[facebook.com/OhioFarmBureau](https://www.facebook.com/OhioFarmBureau)
[facebook.com/OurOhio](https://www.facebook.com/OurOhio)

twitter.com/OhioFarmBureau
twitter.com/OurOhio

AgriPOWER Institute

Ohio Farm
Bureau
Federation



PROGRAM INFORMATION



Never before in the history of agriculture
has there been the urgency there is today
for leaders and advocates for agriculture.

Ohio Farm Bureau 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.

Want a better idea of AgriPOWER?

Attend these 2013-2014 AgriPOWER and Young Agricultural Professionals programs to get a taste for and an understanding of the 2014-2015 AgriPOWER Institute.

2013–2014 SESSIONS

Dates and locations are tentative

June 29 — Summer Reachout Event at Deer Creek State Park

- Visit with AgriPOWER Alumni and Young Ag Professionals while having the opportunity to tour very unique operations and business around Ohio.
- You will have three different tour options
 - Option one consists of a behind the scenes tour of Scioto Downs then meeting with farmers at the North Market and a visit to the new Watershed Distillery.
 - Option two consists of visits to Bluegrass Farms, Premier Solutions and Stokes Berry Farms.
 - Option three is a family friendly tour to COSI and a visit with Wildlife Officers at Deer Creek State Park.
- An AgriPOWER alumni reception will be held following the group dinner on Saturday evening. All past AgriPOWER graduates are invited.

Dec. 4–6 — OFBF Annual Meeting Leadership Training and Policy Development

- AgriPOWER graduates and future candidates are invited to a day of training to continue to enhance professional development skills.

- A special AgriPOWER session will be offered to study the Strengths Finder 2.0 book.
- Get a hands-on look at how Ohio Farm Bureau's grassroots policy is developed.

February 2014 — Ag Day at the Capitol

Get an up close look at state government, working with statewide elected officials and politics and etiquette.

- Visit with legislators and review the state level of government.
- AgriPOWER graduates and future candidates are invited to attend special luncheon.

March 2014 — TBA

- Spokesperson training and working with the media
- Becoming an advocate
- Meet with opposition groups

All programs and events are free of charge to Farm Bureau members. All AgriPOWER alumni and future participants are encouraged to attend.

If you are interested in participating in any of these AgriPOWER mini programs, please fill out the interest form at ofb.ag/agripowermini13.