

Welcome Class 17! A letter from Class 16 Fellows



By Martha Facer,
Wegmans

Congratulations LEAD NY Class 17!

You are about to begin on an 18-month journey that will change your perspectives, open your mind and most importantly introduce you to many different people throughout the world involved in agriculture. For us in Class 16 our LEAD NY class work has come to an end but our friendships made will be life-long.

As we wrapped up our session in March, we all spent time thinking about advice for Class 17. Staying open was a theme that was continually brought up. This includes staying open to new ideas, staying open to feedback, staying open to perspectives and staying open to activities that push you. Through our class experience we had the opportunity to visit many different types of business, talk with various types of leaders and interact with agriculture professionals from around the country. In order to take the most out of all of these experiences it's very important to stay open and not enter any situation with preconceived notions. Many of our classmates had never flown internationally until our study trip, some had never been on a large production farm and some hadn't given a presentation since high school. Through LEAD, however, you will get to do all of this and more! It may not seem comfortable but that is the goal.

Like ours, your class will be made up of all types of people from Agriculture production, For-Profit businesses and Non-Profit organizations. Your classmates will be your biggest resource and will be there to push you to experience new ideas. There will be times that you will not agree with each other but that is when it's most important to stretch out of your comfort zone and have the tough conversations. Your classmates are there to help you and push you. Through this process, it is extremely important to trust your classmates and respect their ideas. Everyone is joining LEAD with a different goal and background but that is what makes each class unique.

Now as we all know - and Class 17 you are about to discover - not all of LEAD is business. There is going to be time for you to kick back and get to know each other on a more personal level. Take advantage of this time! This time can include carpooling to

sessions, catching up with your peer group outside of sessions, having a group yoga session and enjoying a cold beverage in the hospitality suite. This time is more valuable than some of the sessions as your classmates will become your strongest network and friends you will reach out to after you graduate.

Class 17 enjoy every experience! You will find it hard to balance everything from time to time but that will make you stronger. Make sure to thank those around you. Going through LEAD is not just a commitment for you but also for your family and colleagues. Do your best to show to every session open and ready to learn as you do not get this experience anywhere else. Most of all Class 17, Congratulations! This is truly going to be an amazing experience! We are here to help you if you ever need it! Best of luck!

—Class 16. 🌱

Class 16 Fellows



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By Larry Van De Valk,
Executive Director, LEAD New York



Demonstrating our Commitment to Lifelong Learning

What is Your 'Mental Muscle' Workout Routine?

One of LEAD's key program objectives is to instill in its participants a commitment to lifelong learning. I also know that one of the most effective ways to teach important leadership behaviors is through example. So it is important that I model this behavior personally, and programmatically as well.

On a personal level, earning my PhD while serving as program director was certainly one example of my commitment to lifelong learning, as well as the fact that I did this in my 40s. More recently, I attended a week-long Harvard Agribusiness Seminar in Boston with about 200 other global agribusiness leaders. Next spring, I will be attending an *Immunity to Change* training by an organization called "Minds at Work". And throughout the past 17 years, I have lost count of the number of seminars, workshops, conferences and certification trainings I have attended. Many of the assessment tools we use in LEAD today

are a direct result of my certifications, and several of our most effective program activities are things that I learned through my completion of various professional development exercises. I believe I do a good job of modeling the lifelong learning mindset.

Programmatically, we are no different. LEAD has been in continuous operation for over 32 years, and during that time we have conducted a number of different *internal* program reviews and evaluations, including my own dissertation work. We use the information collected from these studies to continuously revise and improve our program. I often say that an alumnus from one of our earliest classes would hardly recognize the program today – that much has changed in our curriculum – and for the better, we believe. And as further evidence of our commitment to lifelong learning and improvement, the LEADNY Board of Directors recently authorized an *external* program review, to be conducted during calendar year 2018. We will assemble a team of external reviewers to come in and do a thorough analysis of our curriculum and make recommendations for additional program improvements. (Stay tuned for an invitation to participate in that review in early 2018, by the way.)

Which brings me to you: What is *your* lifelong learning plan? If you are a LEADNY

alumnus, then certainly our program was *one part* of your 'mental muscle' workout. But as we say in our program, your leadership development journey doesn't end when you graduate. What have you been doing since then? Some alumni have pursued advanced degrees. Others attend more conferences, especially those they normally would not have attended. Many read more, and read things that challenge their way of thinking. A handful have participated in other leadership development programs. And a few have embraced the learning that goes along with new travel experiences. And our program is committed to making that option more accessible to our alumni.

Our inaugural LEAD Alumni study trip to Ireland and Scotland is one example of the type of study travel available to you. (See the related article in this issue.) That trip was so successful that our board of directors has decided to offer a second alumni study trip *this winter*. **We will be travelling to Costa Rica from January 20 – 28. Details on how to reserve your spot in this limited offering tour will be forthcoming, but you might want to put the dates in your calendar now.** This is a tour you won't want to miss. I would encourage you to take advantage of this opportunity to continue your own lifelong learning through study travel with fellow LEAD alumni and guests! 🌱

WHAT IS YOUR LIFELONG LEARNING PLAN?



We will be travelling to Costa Rica from January 20 – 28. Details on how to reserve your spot in this limited offering tour will be forthcoming, but you might want to put the dates in your calendar now.

Class 17 Fundraising Campaign Kickoff

THANKS TO ALL OF OUR CLASS 16 INVESTORS!

Over \$50,000

Northeast Agricultural Education Foundation, Inc.

\$25,000—\$49,999

American Agriculturist Foundation Endowment Fund Dairy Farmers of America Charitable Foundation

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Farm Credit Endowment Fund Eastern Produce Council

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Friends of Pro-Fac Fund Diane and George Conneman Endowment Fund Lowell Smith Circle of Courage Fund

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AS ALWAYS, with the start of a new class, we “wipe the slate clean” and begin a new fundraising cycle. So, if you would like to see your name appear in the class 17 donor roster in our next newsletter, make sure you send in a donation today! Details can be found on the donor card on the back cover of this newsletter. THANKS IN ADVANCE FOR YOUR CONTINUED SUPPORT!

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PLEASE NOTE: The roster represents all of the donors to the Class 16 funding cycle, from July 1, 2015 through June 30, 2017. We extend our sincere appreciation to all those that supported our program in the past two years!

GUINNESS®



Inaugural Alumni Study Trip to Ireland and Scotland a Success!

Plans already underway to offer a second trip in Winter 2018

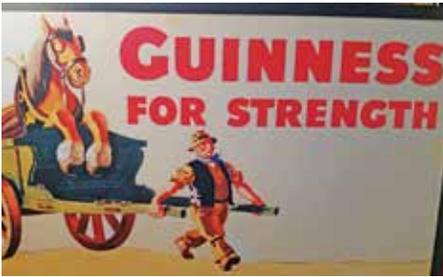
By Larry Van De Valk,
Executive Director, LEAD New York

“GUINNESS FOR STRENGTH!” soon became the motto for 18 LEAD alumni and guests that travelled to Ireland and Scotland this past July. This was due in part to the fact that the tour leader (yours truly) kept them moving at a fairly brisk pace and they needed occasional hydration stops. But it also had to do with the outstanding branding/marketing employed by that company, and the importance of the beverage industry to agriculture in general. We saw a LOT of barley being grown in both countries, about 50% of which goes to the brewing and distilling sectors. So enjoying a properly poured pint was part of the agricultural learning experience.

In all seriousness, this trip had plenty of substance to warrant it being called a “study tour”. We visited dairy, beef, sheep, equine, trout and crop farms. We heard from Nuffield Scholars, cooperative members, Scottish Rural Enterprise graduates and

leaders of Irish farming organizations. We learned a bit about the European Union’s Common Agricultural Policy, and we also learned that farmers are worried about what ‘Brexit’ will mean for their industry. We visited farm shops and sampled local cuisine. We also mixed in some historical (e.g. castles, abbeys and colleges), cultural (e.g. Irish song and dance) and scenic (e.g. Cliffs of Moher and St. Andrews golf) stops along the way. And there was a fair bit of time allowed for shopping, relaxing and exploring on your own.

Participants included representatives from LEAD classes 3, 6, 10, 11, and 15, as well as their spouses or guests. Chuck Colby even sported his vintage Class 3 nametag, and survived the trip even while hobbling around with a recently broken foot – he deserves an award! Though the group was made up of members of so many different classes, they quickly bonded fabulously, and



the networking benefit was like any other group our program brings together. New friendships were formed.

Participant comments in the post-trip evaluation were overwhelmingly positive. They are too numerous to share here, but suffice it to say that all would participate in another LEAD alumni study tour in the future, and would strongly encourage others to do so. They noted that the trip was a great value (low cost for what was provided), and that it was great to be able to just “pay and show up”, knowing that all of the logistical details (lodging, meals, transportation, tours) had been taken care of for them. They also noted that unlike a personal vacation or group vacation through AAA or AARP, travelling with LEAD ensures that you are travelling with a group of like-minded people and will have tour content that focusses on food and agriculture, getting in to meet farmers and agribusinesses that you probably couldn't find on your own.

About a year ago, we surveyed LEAD alumni about their interest in LEAD alumni study trips in general. The response to that survey was also overwhelmingly positive. July was actually the third-choice month to travel (January and February were the two top months), but we decided to offer our first trip in July anyway, because we didn't

want to lose the enthusiasm generated by our survey. Though we only had 18 people participate in this trip (out of a maximum of 30 available seats), we now don't want to lose the momentum we have built. So, the LEAD board has endorsed the concept of offering another LEAD alumni study trip this coming winter!

We will offer our second LEADNY Alumni Study Trip to Costa Rica January 20 – 28, 2018. Few countries can boast of pristine ecosystems, multi-level tropical forests, fertile soils, a diversity of wildlife and a reputation for the unusual that Costa Rica enjoys. “Pura Vida” (pure life) aptly describes this experience and for those who have travelled to Costa Rica this diversity is

highly rewarding. For some it is the beaches – for others, the experience – for those that travel with this tour something to cross off your “bucket list”!

The LEADNY Alumni tour is truly unique and specially designed to provide our participants with an in-depth view of some of the lesser known wonders of Costa Rica – from EARTH to the Eco Lodge, research to local agriculture, we have combined tourism with insights into the rich agricultural diversity of Central America's gem.... Costa Rica. **Space for this tour will be very limited, so keep your eye out for instructions on how to reserve a spot soon.** We hope that many of you will be able to join us! 🌿



WELCOME CLASS 17!

We are pleased to share the roster for Class 17. As we mentioned in our spring newsletter, we had one of our largest applicant pools in 20 years, so selection to this cohort was truly competitive. Congratulations to the members of Class 17—we look forward to working with you!

NAME	EMPLOYER	NAME	EMPLOYER
Blanchflower, Olivia	GrowNYC/Greenmarket	King, John	Crop Production Services
Bowgren, Tyson	Wagner Millwork	Kreher, Jeannette	Kreher's Farm Fresh Eggs
Brightly, Joseph	Brightly Farms	Lockwood, Patricia	Farm Credit East
Carpenter, Katie	NY Ag in the Classroom	Long, Emmaline	CY Farms
Colangelo, Anthony	Dehm Associates	Marcus, Jessie	Peconic Land Trust
Critelli, Jamie	Floral Beauty Greenhouses	Oakes, Christopher	LynOaken Farms
Dembeck, Dylan	Minkus Family Farms	Penny-Stroop, Danielle	Novus International
Flansburg, Christopher	BCA Ag Technologies	Reeves, Karin	Reeves Farms
Gallagher, Jean	Farm Credit East	Ryan, Erika	Kelly & Sellar Ryan, PLLC
Gianforte, Luke	Gianforte Farms	Stout, Stephen	Agricultural Consulting Services
Gonzalez, Raquel	NYS Dept. of Ag. and Markets	Thompson, Natasha	Food Bank of the Southern Tier
Huson, Jennifer	Dairy Farmers of America	VanHorn, Kristin	Schuyler County Planning
Jensen, Eileen	NY Animal Agriculture Coalition	Williams, Lauren	NY Farm Bureau
Jilek, Katrina	Ag. Stewardship Association	Zaleski, Jaclyn	NY Farm Bureau
Kenny, Claudia	NYS Ag. Mediation Program	Zick, Christina	CoBank

Zuber earns prestigious business school award

Tristan Zuber (class 15) recently completed her MS-MBA in Food and Agribusiness Management at Purdue University. At graduation, Tristan was awarded the Founder's Cup, which recognizes the most outstanding capstone project in this year's graduating class. Her survey for this project was even re-tweeted by NY Times! Congratulations Tristan.

LEADNY Alumni Leading the Way in Hemp Production

Farm Fresh First, LLC (an organization led by several LEADNY alumni, featured in our summer 2015 newsletter) is partnering with the College of Agriculture and Life Sciences at Cornell and the NYS Department of Agriculture and Markets on an Industrial Hemp Production study. Of all the farms that are conducting field trials as part of this study, all but one are farms that are owned or managed by LEADNY alumni or current class members. Once again, LEAD grads are at the leading edge of a new industry sector in NYS agriculture!

NEWS YOU CAN USE

ALUMNI NEWS, OPPORTUNITIES & EVENTS

Dueppengiesser Dairy wins AEM Award

Peter Dueppengiesser (class 5), together with other family members at their dairy operation, were recently awarded the Agricultural Environmental Management Award at the 2017 Empire Farm Days, recognizing the farm for their outstanding conservation and management practices. Congratulations, Pete and family!

Join Class 17 if you can!

As most of you know, building personal and professional networks is one of the primary outcomes of participating in LEAD New York. That networking benefit still applies to those alumni that choose to join the current class members as a speaker, tour host or guest at one of our seminars. Year 1 dates and locations are provided in the schedule below. If we are going to be in your area, and you would like to join the class members for a portion of their seminar (e.g. for dinner or a tour), simply contact the LEAD office and we will be happy to give you details on where and when you can meet the class. Take advantage of the networking opportunity!

CLASS 17 YEAR 1, 2017-2018

- Sept. 28-30** **Camp Oswegatchie** — Retreat, introductions, teambuilding, MBTI #1, leadership theory intro.
- Nov. 2-4** **Rochester** — Consumers, marketing, food away from home, business etiquette, fundraising basics, speech training, 360 feedback
- Dec. 7-9** **Batavia** — Production ag. issues, technology, persuasive speeches, debate training
- Jan. 4-6** **Syracuse** — Ag. Society, practice debates, cooperatives, writing skills, equine industry
- Feb. 5-7** **Albany** — State government, shadowing activity, lobbying, media training
- Mar. 4-8** **NYC/LI** — Food distribution, finance, urban consumers, LI agriculture, farmland preservation, conflict management
- Apr. 4-7** **Watkins Glen** — Local government, Libertyville, meeting management and board service, forest products, graduation

AFT searching for NYS Deputy Director

American Farmland Trust is hiring for the newly created position of New York State Deputy Director. The job description can be found at: <https://www.farmland.org/careers/new-york-state-deputy-director>. The Deputy Director will provide leadership for American Farmland Trust's programs in New York and help shape and carry out the strategic agenda of a growing, forward-looking conservation organization. The position will be based in AFT's New York State Office in Saratoga Springs and will work closely with AFT regional and national staff, with a major role in AFT's programs to help bring a new generation of farmers on to the land. We will begin interviews for the position in September.

Class 17 in the news!

LEAD alumni aren't the only ones with their names in print. They haven't even started their LEAD journey yet, and members of class 17 are already showing up in the agricultural news media! Claudia Kenny (NYS Ag Mediation Program) recently wrote a guest opinion for the August 2017 issue of New York Farm Bureau's Grassroots publication. In that same issue, Emma-line Long (CY Farms) was interviewed for "The Face of Agriculture" feature. Kristin VanHorn, Director of Planning for Schuyler County, played an integral role in the New York State \$10 Million Southern Tier Region Winner of the Second-Round Downtown Revitalization Initiative for the Village of Watkins Glen. We look forward to having our current class members appear in a number of other news outlets in the coming months!

Kentucky to host 2017 ILAC

KALP cordially invites you to the 2017 ILAC seminar in Lexington, Kentucky, being held Monday, October 16th -Thursday, October 19th. In addition to exploring agriculture in the Bluegrass region, we will also be hosting an International Ideas Festival on Tuesday, October 17th. See <https://www3.ca.uky.edu/agecon/ilac/new.php> for details.

Foundation Looking for Partners to Promote Youth Ag Literacy in 2018

The NYS Agricultural Society Foundation wants to partner with local community organizations to promote agricultural literacy in youth. By doing a better job of informing kids now about how their food is produced, and the diverse and exciting career opportunities that are available to explore in agriculture and food production, the Foundation envisions that a stronger tie can be forged with future consumers, opinion leaders and decision-makers. The Foundation will be awarding grants ranging from \$500 to \$2,500 for projects conducted in 2018. Due December 1, 2017, grant applications are available online at www.nysagsociety.org.

Commissioner appoints Hanselman, Hardie and Mueller to state dairy board

New York State Agriculture Commissioner Richard A. Ball recently announced the members of the 2017 New York State Dairy Promotion Order Advisory Board. The Advisory Board, which administers the Dairy Promotion Order and evaluates dairy marketing promotion programs, consists of ten New York milk producers appointed by the Commissioner. Each member serves a three-year term starting May 1, 2017. Members include Barb Hanselman (class 12), Skip Hardie (class 1) and John Mueller (class 6). Congratulations!

Call and Earle inducted into AGR Zeta Hall of Fame

They may not be LEAD alumni, but two key historical figures for our program were recently honored by the Alpha Gamma Rho Fraternity at Cornell (Zeta Chapter). Dean Emeritus David L. Call was dean of the College of Agriculture and Life Sciences at Cornell when our program was founded, and we wouldn't be where we are today if it weren't for his support in those early years. Brian O. Earle was the third director of the LEAD program while he was a Communications Department faculty member in the college, and he set the standard for much of the communications training that we do today. Congratulations to both gentlemen!

LEAD alumni recognized at 2017 NYS Agricultural Society Annual Forum

Walnut Ridge Dairy in Lansing, NY was recognized with the society's "Business of the Year" award in the production agriculture category. Nearly the entire owner/management team is made up of LEAD alumni, including Skip Hardie (class 1), Steve Palladino (class 7) and John Fleming (class 8). Additionally, Beth Claypoole (class 8) began her term as president of the society, succeeding Hans Kunze (class 4), immediate past president. Judi Whittaker (class 11) took over as program committee chair, and will ultimately succeed Beth as president in a couple of years. Other recent society presidents have included Diane Held (class 4), Sandie Prokop (class 2) and Eleanor Jacobs (class 5). Nine of the fourteen mentors for the ambassador program were LEAD alumni or board members, and about half of the current society board members are LEAD alumni. LEAD alumni are certainly giving back to the society – keep up the good work!

WE WILL OFFER OUR 2ND LEADNY ALUMNI STUDY TRIP TO COSTA RICA JANUARY 20 - 28, 2018.



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Larry Van De Valk, PhD

Executive Director

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