
***Wisconsin Cranberry Leadership Development Program
2019-20 Class***

Developing strong leaders for agriculture and the cranberry community is vitally important for the continued success of the industry in Wisconsin. Wisconsin's cranberry growers recognized this need as we developed an industry strategic plan. The WSCGA and Wisconsin Cranberry Board, Inc. worked through the Wisconsin Cranberry Research and Education Foundation to develop and implement a program to provide a new generation of leaders with the tools they need to fill this role. We are pleased to announce that we are taking applications and nominations for the fifth class in this program.

A class of no more than 15 participants will be selected. We are looking for individuals who are part of a cranberry growing farming operation or employees who play a key role in the farm and are committed to serving in a leadership role in the industry now or in the future. Participants must commit to attending all of the sessions. There are no age requirements or restrictions.

Nominations

If you know of someone who would be interested in the program, or would be a good candidate, and wish to nominate them for the program, please use the enclosed nomination form. We ask you to submit the NOMINATION FORM to us by FRIDAY, JUNE 14 to allow us to contact the individual and provide them with an application form.

Applications

An individual application form is enclosed, if you wish to apply or share it with someone on your marsh. Each applicant should complete the form and submit it to:

WCREF Cranberry Leadership Development Program
PO Box 1082
Wisconsin Rapids, WI 54495-1082

Applications are due FRIDAY, JULY 19. The first class will be announced at the WSCGA Summer Meeting, Field Day and Trade Show on Wednesday, August 14 at the DuBay Cranberry Co. in Junction City, WI.

Costs and Commitment

Due to grants from the Wisconsin Cranberry Board, Inc., WSCGA and the WCREF, the costs of the program are largely underwritten. Each participant is asked to commit \$500 toward the cost and to participate in all of the sessions.

The details are covered in the enclosed material. If you have any further questions, you can contact Tom Lochner at 715-423-2070.

WCREF Cranberry Leadership Development Program

Agenda and Schedule Draft

Session 1: November 2019

Two Day, Overnight- Camp Setting

A facilitator conducts a self-assessment for program participants, lead a discussion on generations, leadership style and conflict resolution. The session also includes a program overview and preliminary discussion with the group about future sessions and speakers.

Session 2: December 2019

One Day- Dewitt Law Firm, Madison

This session to provides participants with information on industry groups and the opportunity to meet the professionals who work on behalf of the cranberry growers in Wisconsin and nationally. Presentations will include structure, mission and function of WSCGA, WCREF, WCB, CI, CMC, CMI and the industry relationship with the USDA ARS.

Session 3: January 2020

Two Day, Overnight- Laughlin Constable, Milwaukee

Laughlin Constable, a full-service communications firm, will provide this session. Topics include working with the media, "today's media", the industry's communications program, message development, developing speaking and interview skills, and multiple interviews and presentations with coaching to improve communication skills.

This session not only provides interview and media communications skills, but also helps the participants understand the communications program of industry, become involved in message development and gain a better understanding of the new media that deals with public policy management. It also enables the new leaders to better understand media strategies implemented by the Association.

Session 4: February 2020

Two Day, Overnight- UW Madison and DeWitt Law Firm, Madison

Topics include UW CALS, USDA ARS and UW Extension structure, mission function and relationship with industry. The program also includes governmental relations and advocacy including interaction and regulation by DNR and DATCP. Jordan Lamb will present on the Legislative Program with Capitol visits arranged. Representatives of UW CALS, USDA ARS and UWEX will present on their programs. Participants will have the opportunity to tour labs on campus and talk with research faculty.

Timetable

Program planning for Sessions I-V

Application Period

Candidate Selection

Session I

Session II

Session III

Session IV

Session V (Commencement)

May through August 2019

June - July 2019

August 1, 2019

November 2019

December 2019

January 2020

February 2020

March 2020

Wisconsin Cranberry Leadership Program
2019-20 Nomination Form

Developing strong and effective agricultural leaders is necessary for the continued success of the Wisconsin cranberry industry. The Wisconsin Cranberry Research and Education Foundation, with support from the Wisconsin Cranberry Board, Inc., is seeking qualified candidates to participate in the Cranberry Leadership Development Program. The program will begin in November 2019 and conclude in March 2020.

Please use this form to nominate individuals who you know are interested in the program and would be suitable candidates. Return completed form by Friday, June 14 to:

WCREF Cranberry Leadership Development Program
PO Box 1082
Wisconsin Rapids, WI 54495-1082

Your information:

Name: _____

Address _____

Telephone Number: _____

Email: _____

Nominee Information:

Name: _____

Address: _____

Telephone Number: _____

Email: _____

Why do you believe that this individual would be a good candidate for the program?

Wisconsin Cranberry Leadership Program
2019-20 Application Form

Name: _____

Home Address: _____

Preferred Telephone: _____ Email: _____

Current Employer: _____

Work Address: _____

How many years have you been in the cranberry industry? _____

Please list any industry events or programs that you have participated in. Include any leadership positions that you have served in.

Applicant's Personal Statement:

Why do you want to participate in this program?

What are your personal goals with respect to your participation?

How do you envision applying what you learn while in the program?

What do you see as the major issue facing Wisconsin's cranberry growers in the next two to three years?

I understand the purposes of the WCREF Leadership development Program and, if selected, I agree to commit the time necessary to complete the program. I understand that if accepted into the program, I will be responsible for a \$500 participant's fee. I understand that attendance at all sessions is critical to the integrity and success of the program, and an absence for personal or professional reason needs to be approved by the Program Committee. I understand that if I miss a portion of two or more sessions, I will not receive a certificate of completion, and none of the \$500 program fee will be refunded.

Signed: _____ **Date:** _____

Please provide one letter of reference with your application and return by Friday, July 19 to:

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