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## ***Wisconsin Cranberry Leadership Development Program 2017-18 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 fourth 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 16 to allow us to contact the individual and provide them with an application form.

### **Applications**

Individual application forms are enclosed, if you wish to apply or share them with someone on your marsh. Each applicant should complete the form and submit it to:

WCREF Leadership Development Program  
132 East Grand Avenue, Suite 202  
PO Box 365  
Wisconsin Rapids, WI 54495-0365

Applications are due FRIDAY, JULY 14. The first class will be announced at the WSCGA Summer Meeting, Field Day and Trade Show on Wednesday, August 9 at the Wisconsin Cranberry Discovery Center in Warrens, 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 \$300 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.

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## **WCREF Cranberry Leadership Development Program**

### ***Agenda and Schedule Draft***

#### *Session 1 Overnight Camp Setting – November 2017*

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

#### *Session 2 One Day, Dewitt Ross and Stevens, Madison – December 2017*

This would be a session to provide 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 would include structure, mission and function of WSCGA, WCREF, WCB, CI, CMC, CMI and the industry relationship with the USDA ARS.

#### *Session 3 Communications - Overnight, Milwaukee – January 2018*

Laughlin Constable, a full-service communications firm, would provide this session. Topics would 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 would not only provide interview and media communications skills but also help 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 would also enable the new leaders to better understand media strategies implemented by the association.

#### *Session 4 Overnight Madison – February 2018*

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

### ***Timetable***

Planning of the Agendas for each of the sessions	May through August, 2017
Application for Enrollment	June - July 2017
Candidate Selection	August 1, 2017
Session I	November, 2017
Session II	December 2017
Session III	January, 2018
Session IV	February, 2018
Session V (Commencement)	March 2018

## **Wisconsin Cranberry Leadership Program** **2017-18 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 a New Leader Development Program. The program will begin in November 2017 and conclude in March 2018.

Please use this form to nominate individuals who you know are interested in the program and would be suitable candidates.

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**  
**2017-18 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 \$300 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 need 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 \$300 program fee will be refunded.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please provide one letter of reference with your application and return to:

WCREF Cranberry Leadership Development Program  
PO Box 365  
Wisconsin Rapids, WI 54494-0365