

***Wisconsin Cranberry Leadership Development Program
2022-23 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 for the sixth 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. The minimum age requirement is 21 years of age.

Applications

The 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 Wednesday, July 20. The class will be announced at the WSCGA Summer Meeting, Field Day and Trade Show on Wednesday, August 10 at the Wisconsin Cranberry Research Station in Black River Falls, 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 9-10, 2022

Two Day, Overnight- Retreat Setting at Treehaven, Tomahawk

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

Session 2: December 14, 2022

One Day- Wisconsin Cranberry Research Station, Black River Falls

This session 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 25-26, 2023

Two Day, Overnight- Laughlin Constable, Milwaukee

Laughlin Constable, a full-service communications firm, will facilitate 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 21-22, 2023

Two Day, Overnight- UW Madison and DeWitt LLP, Madison

Topics include UW CALS, USDA ARS and UW Division of Extension structure, mission, function and relationship with industry. Representatives of UW CALS, USDA ARS and UWEX will present on their programs.

The program also includes governmental relations and advocacy such as interaction and regulation by DNR and DATCP. Jordan Lamb will present on the Legislative Program with Capitol visits arranged. Participants will have the opportunity to tour labs on campus and talk with research faculty.

Session 5: March 2023

The final session is a commencement for the program. This will take place during a social hour and dinner held at a central location. The evening will include a guest speaker, alumni experiences, and participant presentations.

Timetable

Applications Due

July 20, 2022

Candidate Selection

August 1, 2022

Candidate Announcement

August 10, 2022

Wisconsin Cranberry Leadership Development Program
2022-23 Application Form

Name: _____

Home Address: _____

Phone: _____ 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 reasons 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. Additionally, I understand that the minimum age to enroll is 21 years of age.

Signed: _____ **Date:** _____

Please provide one letter of reference with your application and return by Wednesday, July 20 to:

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