

North Carolina Farm Bureau LEAD Program Leadership – Education – Activity – Development

Summary and Responsibilities

1. North Carolina Farm Bureau's LEAD Program is a leadership development program. Its purpose is to develop, foster, and enhance the skills of individuals and couples (between the ages of 36 and 52) actively engaged in production agriculture.
2. NC Farm Bureau's LEAD Program is a two-year course consisting of classroom instruction, farm and agri-business tours, activities, and open discussion designed to broaden the knowledge and leadership capabilities of participants.
3. NC Farm Bureau has made a significant commitment both financially and through staff time to make this a worthwhile program.
 - A. Attendance: You are expected to attend all classes except in the case of extreme emergency or unforeseen circumstances. You must attend at least 75% of all classes offered in order to graduate. The program consists of a minimum of ten classes.
 - B. Projects: Participants may be required to complete certain projects or assignments as determined by the LEAD Program Team Leader. These projects/assignments may include, but are not limited to: individual's leadership project (to be completed before graduation), presenting at or participating in designated conferences on behalf of the LEAD program, Zoom meetings (as needed), conducting virtual farm tours of participant's farming operation for legislators (if requested).
 - C. Professionalism: You are representing Farm Bureau during your entire course, both in and out of class.
 - D. Dress Code: Dress will be business casual unless otherwise specified by the LEAD Program Team Leader. No jeans!!
4. Workshop Guidelines
 - A. You are responsible for your actions.
 - B. Feel free to speak up, but respect others and their opinions.
 - C. You have a right to disagree, just don't be disagreeable.
 - D. Silence all electronic devices during class periods.
 - E. Be in class on time and in proper dress.
 - F. Notify the LEAD Program Team Leader immediately of any conflicts, emergencies, etc., that may require special attention.
5. Spouses who are not participants in NC Farm Bureau's LEAD Program may attend functions as identified by the LEAD Program Team Leader. Any extra costs incurred will be the responsibility of the participant.

After LEAD Program completion, participant should be able to successfully articulate message of importance of agriculture with legislators, media representatives, non-farming general population, and others, through the following avenues:

- **Media Training**. Participant will tour and receive information on radio/television stations, and/or newspaper offices to gather information on quality interviews and what these outlets need from interviewee in order to publish/air story.
- **Public Speaking Ability**. Participant will select topic to research, then speak in front of group on specified topic at beginning of term. Speech will be recorded, and feedback given. Participant is to watch recorded video, then give same speech again at end of term to hone in on skills acquired during term of LEAD Program.
- **Public Relations Strategies & Communication**. Participant will be trained in industry jargon, and how best to redesign communication with public to make conversation friendlier to general population. Participant will also receive training on differences in cultures that may affect agricultural industry, and how best to approach these differences (words, gestures, body language, etc. that has effect).
- **E-Meeting Capabilities**. Participant will learn basics of Zoom, or other non-face-to-face meeting applications, in order to be able to engage in important meetings and/or discussions. Participant should also demonstrate proficiency to host/facilitate such discussions.
- **Farm Tours**. Participant will tour various farming operations to gain a better understanding of how things can be done differently in other parts of the state/country/world than they are at home. Participant will also network with other producers and learn what hardships other producers in the industry face.

“I can truly say at its core the LEAD Program prepared me and will prepare you to be the best leader you can be. This program is one the best agricultural leadership programs in the state, and I am definitely a better leader in the field of agriculture because it.”

-Dalton Dockery, LEAD Class of 2013-2014

“[The staff] does a great job putting together a program of great team building skills that will develop you as a leader. At the end of the day you will look back and cherish every minute. This program fills that need to continue developing leadership for this organization... Get involved with LEAD and you won't be disappointed. It will bring out the leader in you.”

- Charles Herlocker, LEAD Class of 2017-2018

NCFB LEAD Program Tentative Dates 2021-2022

- A. First Session: January 19-22, 2021 (Wilmington)**
Starts first day at 1:00 pm / Ends last day at 11:30 am
- B. Second Session: February 28 - March 3, 2021 (Washington, DC)**
Starts first day at 8:30 am / Ends last day at 7:00 pm
- C. Third Session: Policy Review Day (and following day), July 29-30, 2021 (Raleigh)**
Starts at 8:00 am / Ends last day at 12:00 noon
- D. Fourth Session: Summer and Fall Assignments**
- Attend two county Advisory Committee meetings
 - Attend two county Farm Bureau Annual meetings
- E. Fifth Session: September 16-18, 2021 (Asheville)**
Starts first day at 1:00 pm / Ends last day at 12:00 pm
- F. Sixth Session: NC Farm Bureau Annual Convention, December 5, 2021 (Raleigh)**
Dinner / meeting starts at 5:00 pm
- G. Seventh Session: TBD February 2022 (Raleigh)**
Starts at 1pm/ Ends last day at 12 noon
- H. Eighth Session: TBD March 2022 (Raleigh)**
Starts first day at 1:00 pm / Ends last day at 12:00 pm
- I. Ninth Session: LEAD Educational Tour, July 2022 (Tentative)**
- J. GRADUATION: NC Farm Bureau Annual Convention, December 4, 2022 (Greensboro)**
Reunion dinner starts at 5:00 pm

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Application Instructions

Thank you for your interest in NC Farm Bureau's LEAD Program. Please follow these steps as you complete the application.

1. The applicant must be a current NC Farm Bureau member and actively engaged in production agriculture.
2. Each person **MUST COMPLETE** an individual application, even if both you and your spouse are applying.
3. Please answer every question on the application; incomplete applications will not be accepted. The selection committee will base its selection of participants on information obtained from the application.
4. If additional space is needed to answer a question, attach a separate sheet.
5. A \$200 fee per individual (\$400 per married couple) is due upon acceptance into the program. The deadline for the fee is November 30. Checks are to be made payable to "NC Farm Bureau Federation".
6. **The COMPLETED application must be signed and submitted by September 1, 2020 to:**

Audrey Brown
Director of Field Services
audrey.brown@ncfb.org
NC Farm Bureau Federation
PO Box 27766
Raleigh, NC 27611

QUESTIONS should be directed to:

Audrey Brown
Director of Field Services
audrey.brown@ncfb.org
(919) 783-4310

Mac Hodges
LEAD Program Team Leader
mac.hodges@ncfb.org
(919) 270-9056

North Carolina Farm Bureau LEAD Program
Leadership – Education – Activity – Development

Application

Farm Bureau Membership Number _____

County _____

Preferred Name (for nametag) _____

Mailing Address _____

City _____ State _____ Zip code _____

E-mail Address _____

Web Address _____

Social Media Handle(s) _____

Mobile Number _____

Other Phone (optional) _____

Gender _____ Male _____ Female

Shirt Size (button-up shirt, choose your fit) _____ Men's (loose fit) _____ Women's (tailored fit)

NEED TO INCLUDE "TALL" "PETITE" OR "REGULAR" SIZE OPTION FOR SHIRTS.

Driver's License Information

LEGAL Name (as it appears on your DRIVER's LICENSE)

Driver's License Number _____

Driver's License City of Residence _____

Date of Birth _____

NCFB LEAD Program Application

A. Production Agriculture History

Describe your production operation or agribusiness you own or are employed by (*be as specific as possible and include duties and responsibilities*).

B. Other Employment History (*list in chronological order with most current first*):

Name of Employer	Position Held	Date Employment Began	Date Employment Ended

C. List organizations/groups in which you are or have been a member and the leadership roles you have assumed in each (*mention ag-related and non-ag related activities*):

Organization/Group	Year	Leadership Role

NCFB LEAD Program Application

D. What do you consider to be your most noteworthy accomplishments?

E. List colleges attended and/or short courses completed:

Name of School	Enrollment Date	Graduation Date	Degree Earned	Major / Minor Field

Describe other educational experiences.

F. List awards/honors you have received (*include ag-related and non-ag related activities*):

Awards/Honors	Year

NCFB LEAD Program Application

G. What are your leadership strengths and how do they qualify you as an emerging farm leader?

H. Leadership Development Program

Why do you wish to participate in the L.E.A.D. Program?

I. Are you willing to serve/get involved in your County Farm Bureau?

Please discuss how you plan to apply what you have learned in the LEAD Program in your County Farm Bureau's total program.

NCFB LEAD Program Application Acknowledgment

I have read, understand, and agree to the above application.

Applicant's Signature _____

Spouse's Signature _____

Print Name _____

Print Name _____

Date _____

Date _____

County Farm Bureau President

NC Farm Bureau's LEAD Program is designed for members who demonstrate leadership potential in agriculture. The LEAD Program selection committee requires a recommendation by the county Farm Bureau president and NCFB Field Representative before the applicant can be considered. Please sign below if you would like for the selection committee to consider this candidate.

County FB President Signature _____

NCFB Field Representative Signature _____

County _____

Date _____

Applicant should return the COMPLETED application by September 1, 2020 to:

Audrey Brown

audrey.brown@ncfb.org

NC Farm Bureau Federation

PO Box 27766

Raleigh, NC 27611