



LEAD New York:
A powerful growth opportunity. A clear path to greater success.

The food and agriculture system in New York State is actually a complex web of complementary industries. It functions well only through the interactivity of many individuals - including growers, suppliers, lenders, shippers, educators, marketers, retailers and others.

The LEAD New York Program hones in on individuals leadership skills, enhancing their effectiveness and promoting strategic thinking and partnerships that would not otherwise be possible. Working together, with an understanding of each other's needs, food and agriculture industry leaders can be much more effective - and often more profitable - than they would be on their own.

More than 90% of LEAD New York alumni serve on boards of directors, advisory committees, task forces, school boards, planning agencies, and other top-level influential positions. Several alumni have been elected to high government positions and others are active in lobbying on the national level.

You can be one of these leaders - with the skills, knowledge, confidence and connections you never knew you could possess. Take the lead now, with LEAD New York!



The LEAD New York alumni list includes representatives from some of the most progressive sectors of the agricultural and food industries. Below are just a few of the many organizations who have sent their rising stars to participate in the program and further their professional development.

- American Farmland Trust
- Cargill Animal Nutrition
- Cornell College of Agriculture and Life Sciences & Cornell Cooperative Extension County Offices
- Crop Production Services
- Dairylea Cooperative, Inc.
- Farm Credit East
- Farm Fresh First
- National Grape Cooperative, Inc.
- New York Farm Bureau
- New York State Dept. of Labor
- New York State Dept. of Ag & Markets
- Private farming operations throughout New York State
- US Department of Agriculture



JOIN US!



INSPIRING AND DEVELOPING
 LEADERS FOR THE FOOD AND
 AGRICULTURE INDUSTRY



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Cornell University



LEAD New York's alumni are living proof that the program's mission - inspiring and developing industry leaders - is exactly what it has been accomplishing since 1985. And, as confirmed by participants' feedback, the benefits and networks gained through the program continue long past completion of its demanding, yet rewarding curriculum.

Participants enter with diverse backgrounds, goals and levels of leadership experience, but all share a desire for personal growth and commitment to the betterment of the overall industry. The result is a unique opportunity to benefit from the shared experiences of 25-30 men and women who - like you - are serious about the future of New York's food and agricultural system.



"We can all remember significant events that have impacted our lives positively. For me, participating in the LEAD New York program and experiencing its benefits has been a seminal event."
John Noble, Class 1 Noblehurst Farm

A Diverse Organization for a Diverse Industry

LEAD New York is as broad and as active as the industry represents. Since its first class of food and agriculture industry leaders enrolled in 1985, participants have benefited from the active collaboration of several statewide organizations, including the College of Agriculture and Life Sciences at Cornell, the NYS Agricultural Society, the NYS Department of Agriculture and Markets, the New York Farm Bureau, and a number of corporate supporters and trade groups representing the broad sweep of New York State's vibrant farm sector.



"The emerging take-home lesson for me is the vital role networking plays in becoming a great leader. Networking helps in the business environment and is essential in becoming an active leader in my community, especially local government. The networks gained through LEAD class members, alumni, and session speakers are priceless. The contacts made through the LEAD experience allow me to become a better leader and an active member of my community."
**Susan Dingee, Class 12
 Agri-Business Child Development**

Through LEAD New York, you'll become part of a close-knit group, and build valuable professional relationships that will last a lifetime. Many alumni have cited networking as one of the most important benefits of the entire program.

This program of seminars, workshops and field travel has established a reputation for enhancing careers, improving lives and fostering the growth of each participant. It is a rigorous program that emphasizes the development of communication, leadership and networking skills, studies public policymaking, enhances issue evaluation and problem-solving techniques, and enhances social capital.

Since 1985, nearly 400 people have completed the LEAD New York program and they have gone on to take leadership roles throughout the food and agricultural industries.



The goals of LEAD New York can be identified in three broad categories:

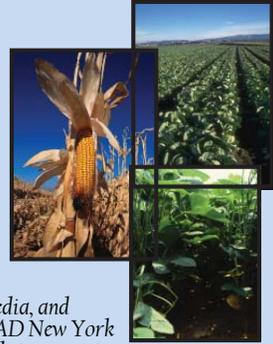
- 1) To improve participants' leadership skills and behavior,
- 2) To improve self-awareness, encourage reflection, and foster a commitment to lifelong learning,
- 3) To improve participants' knowledge of relevant issues facing their industry and community and enhance their sense of civic responsibility.

Sessions are once a month from October to April in each of the two years and are generally 2 to 4 days in length, mostly Thursday thru Saturday. Most sessions are held within New York State with the exception of one in Ottawa, Canada, one in Washington D.C. and an international study trip.

Tuition is \$2,000 year one and \$3,000 year two. Tuition covers lodging, meals and some transportation costs. Scholarships are available and cost should not be a barrier when applying.

"Since winning the (MacArthur Foundation) award, I've become something of a symbol for the U.S. family farmer. I am invited often to speak about farming and agriculture issues all around the country, and that often includes meeting elected officials, people in the media, and other professionals. LEAD New York was absolutely invaluable in preparing me for this state of my career."

**Cheryl Rogowski, Class 10
 Rogowski Family Farm**



A TYPICAL CLASS

Size - Between 25 and 30 participants
Average Age - Approximately 38; the minimum age is 25, and there is no maximum age
Composition - Equal number of male and female participants, if possible. Approximately 1/3 involved in production ag, 1/3 for-profit agribusiness, 1/3 not-for profit, government, and educational organizations

To learn more about LEAD New York or to obtain an application, please visit our website at www.leadny.org or call our office at (607)255-7907.

