

# AgrInstitute™

Leadership, cultivated.

## 2010 – The Momentum Continues for AgrInstitute

By AgrInstitute Chairperson Kenda Resler-Friend

In early 2010, the AgrInstitute Board of Directors set goals for the year in three “buckets,” including Financial, Marketing and Network connect. So how did we do on these three key areas? It was another good year thanks to the engagement and support of many. Here is a quick review.

### -Financial-

- **Retaining/developing new donors-** We met our corporate renewal budget even though several large donors had tough years and were unable to contribute. We expect to be within \$1,500 of individual renewal goal, yet know there is a great deal of work to be done. Did your gift get mailed?
- **Developing new donors-** We have reached out to numerous new agribusiness groups, and are establishing relationships. For example, we welcome Harvest Land Coop to our list of donors.
- **Improving ALP support-** We are pleased that more than 20 ALP graduates increased their giving level in 2010, and six ALP grads contributed for the first time. Our goal is to have at least 80% of program graduates “paying it forward” with annual contributions. We will recognize any class successful in getting 100% of all members to make some sort of donation each year at the ALP benefit auction.
- **County Endowment Funds-** Thanks to the leadership of Dan Arnholt working with many ALP Network members, we reached our goal of 10 endowments by adding endowments in Boone, Benton, Hancock and Hendricks Counties. We also increased funds in other funds, bringing our aggregate total to \$136,954.

### -Marketing-

- **Website-** We did a thorough, yet still improving, update of the website with the ability to add logos of donors. Be sure to check it out and listen to the podcasts posted by ALP class members!

- **Newsletters/Media-** We completed 10 newsletters throughout the year and have started plans to expand/improve in 2011. We also issued news releases and note that many ALP graduates are featured in the press due to their leadership roles in the industry.
- **Testimonial Campaign-** We have developed this program to capture and market the real world value of the ALP program and will focus on implementing it in 2011.
- **Donor Visits-** We have visited several sponsors via board meetings in 2010 and will continue to do so in the future as this has proven to be a valuable way to connect with our donors and reinforce the value of the program while networking at leading Indiana agribusinesses.

### -Network Connect-

- **Go where they are-** As opposed to “creating” events, we worked to be a presence at key events around the state. We accomplished this and will work to strategically invest staff and volunteer time to do so again in 2011.
- **Regional connect development-** Securing sponsors for ALP seminars is a way to help defray program costs, and has been an area of focus. In 2010, our sponsors included Premier Ag Coop, Grammer Industries, Tippecanoe Co. Farm Bureau, Purdue University College of Agriculture/Ag Research Programs, Mike Ferree, Peggy Naile, Don Strietelmeier, Marshall Martin, Donya Lester and Dan Gwin.
- **Social media-** We work to stay connected through social media outlets and will be strategically aligning our efforts in 2011.

As you can see, many people have been involved in our success this year, and I thank the Board for their hard work and dedication to the success of our organization. It is the time to make New Year’s resolutions – why not make increased AgrInstitute involvement one of yours?

### AgrInstitute

A leadership development and people capacity building organization that facilitates the network of agriculture and non-agricultural communities.

### Calendar These Events

#### Jan 13-15, 2011

ALP Class 14,  
Seminar 4  
Indianapolis, Indiana

#### Feb. 27- March 5, 2011

ALP Class 14,  
Seminar 5  
Washington D.C.

#### March 26, 2011

ALP Benefit Auction,  
Indiana Farm Bureau  
Football Center  
Indianapolis, Indiana

#### April 7-9, 2011

ALP Class 14  
Seminar 6  
Warsaw, Indiana

### Check Out :

#### 2011 Indiana Livestock, Forage & Grain Forum

Attend this second annual ag industry educational forum on Friday, January 28, 2011. To learn more, visit:

[http://www.indianasoybean.com/index.php?option=com\\_content&view=article&id=386](http://www.indianasoybean.com/index.php?option=com_content&view=article&id=386)

#### Purdue Ag Fish Fry

The Purdue Ag Alumni Association invites you to attend its annual fish fry on Saturday, February 5, at the Blue Ribbon Pavilion at the Indiana State Fairgrounds. Dan Glickman will be the keynote speaker... And read about another great reason to attend this event on page 4.

<http://www.ag.purdue.edu/agalumni/Pages/2011fishfry.aspx>

## The Journey of ALP Class 14

### Going Global to Local

By Matt Hill, Class 14 Member

Going global to local, sounds like a long trip over a 3 day workshop, but class 14 was up for the challenge.

Class 14 members settled in for session 3 in a wintery Lafayette, IN. (home of our beloved BOILERMAKERS!) While the weather outside the walls of the Beck Ag Center was cold, the folks at the center were warm hosts over our 3 days.

Session 3 began with Dr. Mike Boehlje from Purdue University's Ag Economics department. Dr. Boehlje challenged the group to "Go Global" to understand the impact global capital systems have on agriculture in the 21<sup>st</sup> century. We must continue to look upon the horizon in agriculture and no longer does the horizon only include just agriculture.

To gain an increased perspective of how local food systems play a role within agriculture and the community, the class ventured to the Pleasant Acre Farms near Lafayette. Neil Moseley and his family have been working hard to develop a local food system supplying year round vegetables to nearby consumers. Following a class discussion with Terry Fleck about the role of consumer choice in the food system, we set out to tour the Moseley operation. It was uplifting to see the green lettuce and tomatoes growing on a cold December afternoon in Indiana. Perhaps even more impressive was the meal the class enjoyed from Purdue's Hospitality and Tourism Management department made solely of the Moseley's products!

Friday the class focused on the role that Purdue University plays in the landscape of Indiana agriculture. Global and local themes were very evident while the class discussed the role of Purdue programs in our local and global communities. To gain further insight into some of the Purdue programs, class 14 spent the afternoon touring a sample of the facilities on campus ranging from the department of Forestry to Food Science.

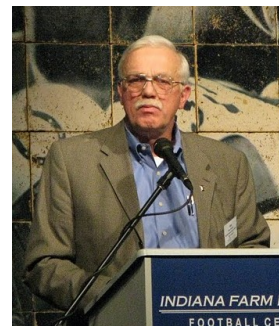
To round out session 3, Saturday morning the class had a chance to learn first-hand the impact that renewable energy can have on communities. Brian Furrer, Connie Neining, and Joe Bilyea each shared unique perspectives of the role renewable energy plays in Reynolds, IN and White County. Agriculture has a unique opportunity to be part of an energy solution, and that solution is what Brian, Connie, and Joe focus on every day.

Session 3 for Class 14 served a valuable message: opportunities create needs, whether the opportunity is outside the boundaries of the US or in your local state or community. What is your opportunity for 2011?

## Donor Spotlight:

### Dan Arnholt

Longtime AgrlInstitute Board Member **Dan Arnholt** joined the board shortly after completing Class 2 of the Agricultural Leadership Program, which ran from 1986-87. A couple of years later he was asked to become treasurer for the organization. His support since that time has been ceaseless.



*AgrlInstitute Treasurer Dan Arnholt shares a financial update at each annual auction.*

"I feel that AgrlInstitute adds value to Indiana agriculture and rural areas by developing existing and potential leaders to view public policy options from a broader perspective than their normal experience gives them," Dan explained. "It has also has developed a great network with the ALP program that allows network members the ability to get viable information in many specific areas easily by using the network."

When asked why he continues to support the AgrlInstitute each year, he explained, "I was mid-career when I participated in Class 2. I feel the insights, the leadership development, and the understanding of public policy development within the bipartisan system prepared me extremely well for my role as corporate and community leader later in life."

Because of the deep-felt passion Dan feels for the ALP program, he serves on the AgrlInstitute board of directors, is a dues paying member (corporately and individually), donates to and supports the annual auction, and makes contributions to the AgrlInstitute endowment at the Heritage Fund in Bartholomew County.

Dan has played a critical role in establishing all of the AgrlInstitute endowment funds at community foundations throughout the state, with the goal of developing these funds so they can be a significant source of the organization's annual revenue in the future. He encourages all network members to give to these funds, as well as the organization, each year.

"Any ALP member needs to think back on their experience in the program and count the benefits they received from the program during their class time and after," he said. "This experience was funded by others who believed that Indiana agriculture and the participating individuals would benefit from the program and provide a strong future for themselves and the communities they live in and the organizations they serve."

***Thank you Dan Arnholt for your years of leadership and support!***

## Industry Insights

### Biomass

By Sarah Aubrey

Whether you are a farmer, ag business person, land owner, or consumer of electricity and fuel, you're using, creating or storing biomass for energy. Biomass energy simply means energy, be it liquid fuel, electricity or gas, generated from organic matter that has been combusted, decomposed or formed through microbial digestion. As we continue our renewable energy debate as global economy, biomass continues its growth as a source of fuel and a source of potential controversy.

Biomass itself is nothing new and frankly neither is using it for fuel (think wood-fired heat) but the sources of biomass and the applications for its use have never been more varied. Common Indiana sources of biomass for energy include agricultural waste or residue such as corn stalks (also called stover) and woody biomass including leftovers from pallets to land clearing and more. Many companies are now growing dedicated biomass crops such as perennial grasses that can be harvested and stored for use in facilities that gen-

erate electricity. One such use is to 'co-fire' biomass sources with Indiana coal to produce a heat that comes from both fossil and renewable resources.

The direction of this industry is anything but clear, but most indicators show huge potential for growth in terms of investments from the energy production and energy crop growth, harvesting and storage sectors. Indiana offers a Biomass Energy Working Group which is open to interested professionals. The next meeting for this organization is January 10<sup>th</sup> at Purdue, so see the link for details.

[www.extension.purdue.edu/renewable-energy/indiana-biomass-working-group.shtml](http://www.extension.purdue.edu/renewable-energy/indiana-biomass-working-group.shtml)

Grants and loans are expanding for collection, harvest, storage, production and transport of biomass. USDA recently issued a program through the Farm Service Agency that potentially benefits producers of both the raw material and end-product energy.

[www.fsa.usda.gov/FSA/webapp?area=home&subject=ener&topic=bcap](http://www.fsa.usda.gov/FSA/webapp?area=home&subject=ener&topic=bcap)



**Editor's note:** The ALP newsletter team aims to create a newsletter that is both newsy about network and current class happenings as well as informative about current agriculture industry topics. Starting with the January 2011 issue, we'll be adding a short piece to simply scratch the surface of a current issue or explore the meaning of a buzz word heard around the biz.

We're looking for a few good experts either to provide suggestions on hot topics and terms or to write short articles and provide an abbreviated list of resources on the chosen topic. Contact Janelle Deatsman, Kenda Resler-Friend, Sarah Aubrey or Beth if you've got suggestions or would like to author an industry insight article.

## AgrlInstitute Achieves Benton Endowment Goal

Thanks to the generous support of our many network members, AgrlInstitute was able to reach our \$10,000 fundraising goal for the newly established fund at the Benton Community Foundation by the end of 2010, allowing us to take advantage of \$15,000 in matching funds offered by the Benton Community Foundation and Demeter LP.

"We want to thank the many donors who responded to our call and helped us reach our goal to fully fund the Benton Community Foundation endowment by the end of 2010," said Treasurer Dan Arnholt. "This allowed us to reach our overall \$20,000 goal very quickly. We are very thankful for your support and that of our matching partners."

AgrlInstitute funds at the Hendricks County Community Foundation and the Community Foundation of Greater Lafayette also received very generous anonymous donations prior to the end of 2011, helping these endowments grow closer to becoming fully funded.

"AgrlInstitute has been making a concerted effort to grow annual contributions to our organization, as well as grow the number and level of endowment funds at community foundations throughout the state, which will help us meet long term funding challenges," said Arnholt. "We feel blessed that our network has stepped up and generously answered both of these calls and our organization is in a stronger financial position than in the past."

## Archer Receives Certificate of Distinction from Purdue

By Sarah Aubrey, Class 13

Competent-of course. Modest-definitely. Servant leader-*the* example of servant. And now, *distin-guished*. That's yet another well-deserved word earned by AgrlInstitute Executive Director, Beth Archer, as she is presented with the prestigious Purdue Ag Alumni Certificate of Distinction on Saturday, February 5, 2011 during the famous Purdue Ag Alumni Fish Fry.

According to the Ag Alumni Association, this special award has been presented each year since 1938 and is the Association's highest honor. Recipients are chosen from a group of nominated individuals representing various sectors of agriculture. Leadership in the industry and positive, lasting impact to bettering Indiana agriculture are key criteria.

"Beth has contributed to the agricultural profession and Indi-

ana communities immensely. Through her dedication as Executive Director of the Indiana AgrlInstitute many community leaders have been able to develop their leadership skills through the Agricultural Leadership Program. Indiana and the agricultural community have been served well by her service on countless number of organizations. She is truly deserving of this award," said Mike Ferree (Class 11), who helped orchestrate Beth's nomination for the honor.

Kenda Resler-Friend, AgrlInstitute Chairperson (Class 11) also helped facilitate the nomination. "Beth Archer is one of Indiana's most vocal advocates for advancing agriculture through her leadership of AgrlInstitute, which cultivates leadership via the Indiana Ag Leadership Program. She not only touches the lives of the more than 330 graduates of the program, a virtual "who's who" of Indi-

ana agriculture, but also seeks to connect people to better her local community and the entire state. She also reaches into her own community to make a difference, always looking to help others reach their potential. "



Executive Director  
Beth Archer

Please help celebrate Beth's achievement and see many ALP and ag friends by attending the Fish Fry. You may also choose to honor her and recognize this achievement by making a donation to our organization or an AgrlInstitute endowment fund of your choice, including those recently established in Boone, Benton, Hancock and Hendricks counties. **Congratulations Beth!**

## 2011 Auction Kick Off

By Sarah Aubrey, Class 13

Are you ready to Sweeten the Pot? That's the theme this year for the ALP Benefit Auction and code word for digging out those wallets, dipping into the mayonnaise jars in the backyard and giving back to ALP! Make this the year you give something significant. We've all been 'meaning to'; in 2011, offer your best.

The annual Benefit Auction will be held at 4 p.m. on Saturday, March 26. Like last year, the venue is the Indiana Farm Bureau Football Center. This is a great opportunity for an ALP Class reunion, so why don't you connect with your classmates and make this happen?

The auction committee has been busy planning new activities and new ways to make supporting the auction

easy. Be sure to watch your mail and e-mail closely for your invitation, which will include registration information. Each year we encourage corporate table sponsorships. We greatly appreciate our corporate sponsors, but want to remind you that you don't need to be a corporation to purchase a table. It just takes eight friends, class mates, or business colleagues to merit purchasing a table-consider gathering your class group together for a special reunion.

Promotion for the auction is under way and Beth is busy soliciting those donations that keep our group strong, growing and funded. Contact her today with your donations-cash or auction items both accepted- and be sure to register. Watch your



The 2011 benefit auction will be held at the Indiana Farm Bureau Football Center.

mail, email and the newsletter for updates. Be sure to check out the new AgrlInstitute page on Facebook. In fact, search Facebook for the AgrlInstitute page and 'Like' so that you will be connected to all the most current notices and information. Updates about the auction will be posted regularly.

## AgrlInstitute Thanks Board, Volunteers

As we reflect over 2010, we would like to take a moment and thank our board members and the many volunteers who have donated countless hours to help us achieve success over the last year.

### Board of Directors

- Dan Arnholt- Treasurer, ALP Class 2
- John Baugh- Purdue University, College of Ag
- Brian Buchanan- Indiana FFA Foundation
- Janelle Deatsman- Secretary, ALP Class 10, Maple Leaf Farms
- Tracie Egger- Purdue University, College of Ag
- Pete Hanebutt- ALP Class 8, IN Farm Bureau
- Telynda Hendrickson- ALP Class 12, Monsanto
- Mike Hirt- ALP Class 5, Land O' Lakes, Inc.
- Joe Kelsay- ALP Class 12, Indiana State Dept. of Agriculture

- Jon Lantz- ALP Class 4, CountryMark
- Kenda Resler Friend- Chairperson, ALP Class 11, Dow Agro-Sciences
- Eric Schilling- ALP Class 12, Elanco Animal Health
- Mark Thornburg- ALP Class 8, Indiana Farm Bureau
- Tom Wiltrout- Dow AgroSciences

We would also like to thank **Betsy Bowman** (Class 13) for volunteering to organize in-kind and meal donations for Class 14 sessions and **Sarah Aubrey** (Class 13) for volunteering to help write the AgrlInstitute newsletter. And, thanks each of you who helped secure a donation for our organization, recruit at Class 14 member or help with an ALP session.

### ALP Network in the News

**David Hardin** (Class 12) honored as Distinguished Animal Science Alumni by Purdue University Dept. of Animal Sciences.

**David Howell** (Class 1) was re-elected as vice president of the Indiana Corn Marketing Council Board.

**Alan Kemper** (Class 1) was elected as President of the American Soybean Association.

**Eric Schilling** (Class 12) has assumed a new role with in Elanco Animal Health. He is now the Business to Business Manager for Beef.

**Leah Beyer** (Class 14) won the Indiana Farm Bureau Young Farmer Discussion Meet and will compete at the National Farm Bureau convention from January 9-12 in Atlanta.

**Jane Ade Stevens** (Class 1) is now the Executive Director of Indiana Soybean Alliance, Indiana Corn Marketing Council and Indiana Corn Growers Association.

**Mike** (Class 13) and **Raylee** (Class 14) **Honeycutt** were recognized as finalists of Indiana Farm Bureau's Young Farmer Excellence in Agricultural Award.

### ALP Network Updates

**Bryan Kirkpatrick** (Class 5) and his wife have a new home mailing address. If you would like this information, contact Bryan at [bdkfarms@gmail.com](mailto:bdkfarms@gmail.com)

**Jamie Sukala** (Class 6) has recently retired from 33 1/2 years of service in Extension. She is looking forward to spending more time with family and her other interests. Congratulations Jamie!

**Matt Oberlies** (Class 13) and his wife, Erin, are expecting their first child in May. We will look forward to celebrating their little girl's arrival.

**Janelle Deatsman** (Class 10) and her husband, Brian, are expecting their second boy in June. We can't wait to hear about his arrival.

The **Tenth Annual Midwest Women in Ag Conference** will be held February 24-25 in Jeffersonville, Indiana. It will feature two ALP Class 13 members **Sarah Beth Aubrey** and **Joni Wallman**.

For registration information, please visit:

[www.agriculture.purdue.edu/wia](http://www.agriculture.purdue.edu/wia)

### January Birthday Roster

- Class 1:** Phil Leisure, Jane Ade Stevens
- Class 2:** Phil Anderson
- Class 3:** Charlie Garrison, DeeDee Sigler,
- Class 4:** Philip Colglazier, Al Osterlund
- Class 5:** Mike Hirt, Ron Lieneman
- Class 6:** Mike Yoder
- Class 7:** Kendell Culp, Betsy Smith, Karen Richey
- Class 8:** Pete Hanebutt, Joe Kissell, Mark Scheumann
- Class 9:** Dan Harper, Brian Ludwig
- Class 10:** Wendy Dant Chesser, Julie Lester
- Class 11:** Emily Otto-Tice, Jeff Rodibaugh, Troy Shull
- Class 12:** Matt Moorman
- Class 13:** Aaron Gault, Matt Oberlies, Shelee Padgett, Danielle Tolan, Matt Williams
- Class 14:** Danna Dolliver, Sarah Weibert

**Happy Birthday to  
each of you!**