

AgrInstitute™

Leadership, cultivated.

Amazing Maize – It Really Is!

You drive by it. You raise it. Your animals eat it. Your kids run through mazes of it. Yes, corn is indeed part of the fabric of living in Indiana. Yet how often do any of us really think about the origin of this amazing plant and humanity's dependency upon it? Amazing Maize, The Science, History and Culture of Corn, is now in place at the Indiana State Museum, heralding the 10,000 years of corn's genetic journey. Telling the story of agriculture is an industry priority as farming is challenged from those separated from the land, and this exhibit is a great way to present ag's story in a unique setting.

For example, the display highlights more than 4,200 different uses for corn products in our culture – almost everyone will be surprised by corn's prevalence. Another way to look at it is that it takes 25 corn plants per person per day in America to sustain our way of life. The productivity story of corn comes through loud and clear as the journey from teosinte to today's amazing hybrids comes to life.

At the recent gala opening, several AgrInstitute graduates were on the podium to help kick off this exhibit being open to the public. Joe Kelsay, Director, Indiana State Department of Agriculture and member of ALP Class 12, spoke on behalf of the state. "We are here to celebrate something that is important to our state, country and world – corn!" he shared, while pointing out the importance of corn to his family dairy operation.

Jane Ade Stevens, Executive Director of the Indiana Corn Marketing Council and member of ALP Class 1, even used a small prop, part of the evening's refreshments, to illustrate that "corn is used in everything."

Corporate sponsors were a big part of



the multi-year journey to bring this exhibit to life and their support reinforces the importance of this amazing commodity. "As a company focused on bringing corn innovation to farmers, this sponsorship is a great opportunity for Dow AgroSciences to be part of telling the story of this amazing plant," said David Sousa, Community Relations Manager, Dow AgroSciences.

Amazing Maize's presenting sponsors include Dow AgroSciences, Case IH and Ford. National Starch was a contributing sponsor, with local exhibition sponsors including the Indiana Corn Marketing Council (presenting); Indiana Farm Bureau Insurance (contributing) and Brock Grain Systems (supporting).

Amazing Maize will be at the Indiana State Museum through January of 2013, meaning it will be in place for numerous conventions and gatherings; including two years of the National FFA Convention as well as the 2012 Super Bowl. Maize really *is* amazing; be sure to check this out and continue telling the story of agri-

AgrInstitute

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

Calendar These Events

December 1-3, 2011

ALP Class 14
Seminar 9
Washington, IN

January 12-14, 2012

ALP Class 14
Seminar 10
Hammond, IN

Feb 18– March 3, 2012

ALP Class 14
International Trip to India

March 24, 2012

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

April 19-21, 2012

ALP Class 14
Seminar 12– Graduation
Indianapolis, IN

Check Out :

Find more information on the Indiana State Museum's **Amazing Maize** exhibit and related events at the following site:
<http://www.indianamuseum.org/visit/exhibit/exhibitfeatured.asp>

Nominations for the 2012 **Beyond the Fence Awards** are being accepted until October 21. Visit the following site to learn more:

http://www.indianasoybean.com/index.php?option=com_content&view=article&id=362

*Donor Spotlight:***Co-Alliance LLP**

Co-Alliance LLP is the partnership of five cooperative businesses (Midland Co-op, IMPACT Cooperative, La-Porte County Co-op, Frontier Co-op and Excel Co-op) with core services areas including premium fuels, agronomy inputs and services, grain marketing, and swine animal nutrition products. Their collective mission is to “lead our markets, grow member profitability, give back in the communities we serve, and remember our cooperative roots.”

This commitment to agriculture is very much reflected in the long-term support Co-Alliance has provided to AgrlInstitute. The company provides support in a variety of ways, from leveraging philanthropic funds from Co-Bank to contributing to local AgrlInstitute county endowment efforts. They are supporters of the auction and golf outing, and recently hosted the AgrlInstitute Board of Director’s meeting.



Co-Alliance CEO Kevin Still (L) accepts a certificate of appreciation from AgrlInstitute Chairman Brian Buchanan (R) at a recent board meeting held at their Avon office.

“AgrlInstitute has played a key role for many years developing leaders in Indiana, I’ve seen what it has done for my employees,” said Kevin Still, CEO, Co-Alliance. “It (ALP) provides a worldly view through its diverse program, and creates a great network.”

For example, **Darren Radde** (Class 9) is the Credit and Finance Department Manager at Co-Alliance, while **Todd Masten** (Class 10) is Energy Division Manager. Putnam County grower **Kim Ames** (Class 9) has served on the Co-Alliance Board of Directors for many years and is currently serving as its vice president.

Still points out that agriculture really needs to be telling its story. “It is important to get the facts out there to counter misperceptions, and the Ag Leadership Program can better equip industry leaders to do that.”

Thank you Co-Alliance for your leadership and support!

*The Journey of ALP Class 14****On Messages and Dialogue***

by Jennifer Vandenburg

As with many industries, information management has become a significant topic in agriculture. Normally, when we use this term, we’re talking about data management—financials, production numbers, yield maps, and so forth. But another aspect of information management addresses how information is shared with the public.

Often, the desire for a firm is to keep the business secure. The latest session for Class 14 held plenty of examples of this, such as anonymity for farmers participating in environmental test plots and limitations by a food processor on how often tours are offered. The farms wish to simply protect their privacy, and to not attract unwanted attention. The processor needs to limit how many outside people come through the facility for food safety reasons. Valid reasons.

At the same time, there is a growing, imperative need, for agriculture to share more information with the general public. Ag advocacy efforts are growing and reaching further. They take many forms. Individuals initiate personal conversations as they move through their daily lives, simply sharing with and educating those they meet in the community. Social media claims a larger prominence as more ag advocates seek to leverage this latest technological wave. The US Farmers & Ranchers Alliance (USFRA) launched the Food Dialogues (www.fooddialogues.com).

As our speakers during the recent session emphasized, we need to manage our message. Anyone can find himself or herself serving as a spokesperson for agriculture, so we need to carefully consider our message, and how it’s presented. It’s a skill that requires practice and thoughtfulness. Saying what you truly mean to share is not easy.

There is a challenge in this, however. We are seeking to be more transparent to consumers, yet we want to control our message and the information that is put in the public spotlight. The risk we run is that we will become all about putting the message out there, but we won’t spend enough time listening. It’s all about the consumer, the audience, in the end. We need to invest some attention in not becoming too slick, too polished, and too unresponsive. We need to be sure to listen to how our audience responds to our message. We need to practice hearing our message through another person’s ears.

The food system can seem immense, inflexible, and unknowable to consumers. It’s human nature to not trust an entity that makes a person feel powerless. The last thing agriculture needs is to perpetuate that impression. Food is so incredibly personal. The same forces that create a “backlash against big government” could come into play. We don’t need that.

A quote from Ralph Nichols just came across my desk as I am writing this that sums things up nicely: “The most basic of all human needs is the needs to understand and be understood. The best way to understand people is to listen to them.” As we go out to create dialogue with food consumers, as we work to manage our message, we can’t afford to forget to listen and be responsive, in words and actions.



Board Chairman Brian Buchanan (L) shares information about the AgrIIInstitute at the recent Becknology Days. AgrIIInstitute debuted its new booth display at the event.

New AgrIIInstitute Display Part of “Go Where They Are” Campaign

One area of emphasis for the AgrIIInstitute Board of Directors is to have AgrIIInstitute be a presence in areas where members of the industry are gathered. Whether its farm shows or industry functions, we are interested in having a presence at existing ag events in order to reach out to people in agribusiness and ag production.

Many thanks go to the Beck’s Hybrids as they graciously provided booth space at the recent “Becknology Days” where AgrIIInstitute representatives could meet with farmers and industry members. This was also the venue where the new marketing booth for AgrIIInstitute was first on display.

“The new display features two pull up banners that highlight the key features of the ALP program,” says Executive Director Beth Archer. “A laptop and flat panel screen donated by Maple Leaf Farms are also new additions that we will use at some events to display program photos and promotional materials.”

Upcoming events AgrIIInstitute hopes to attend are the Indiana Farm Bureau convention and other upcoming agricultural events.

Is there a meeting in your area where you could be a presence for AgrIIInstitute? The new pull up banners are light and easy to ship, so contact Beth if this is a way you would like to help promote the program and advance the network.

The Clock is Ticking – Recruitment Efforts Key in the Fall

It is hard to believe that we are just three months away from applications being due for Class 15! Great interest has been shown by many potential candidates, but it is important to encourage them to get applications turned in.

Who do you know with great potential that would benefit from being in the ALP program? Have you encouraged that person to learn more and apply? Having many diverse industries from agriculture represented gives the program great strength, so be a part of helping motivate prospective candidates to apply.

ALP Program basics that you may share with potential recruits include:

- Leadership for Indiana Agriculture cannot be left solely to chance. The Agricultural Leadership Program (ALP) is designed to guide Indiana’s promising leaders to new levels of leadership skill and to a heightened awareness and understanding of the issues facing our industry.
- Indiana’s Agricultural Leadership Program is administered by AgrIIInstitute. Founded in 1983, this organization has conducted fourteen classes of this program, providing the opportunity for nearly 375 individuals to enhance their capacity for strong service in agricultural and communities throughout Indiana, the United States and abroad.
- The Agricultural Leadership Program features 12 study seminars designed to broaden understanding in important areas of civic engagement and leadership. Participants broaden their knowledge in a wide range of economic, social, political and cultural matters as well as expand their leadership skills. Ten of the seminars are three days in length held in locations around Indiana. In addition, the participants study one week in Washington DC and two week in a foreign country.
- AgrIIInstitute selects up to 30 individuals, representing a diverse group of the agricultural and rural community, to participate in the two year program. Applicants are selected through an extensive application and interview process.

The application and program dates can be found at <http://www.agriinstitute.org/program/#3>.

For additional information, please contact Beth Archer, 317-745-0947 or beth@agriinstitute.org. She is more than happy to answer any questions potential applicants may have.

*Industry Insights***Just Don't Forget***By Matt Bechdol, Class 14*

It was fifteen years ago this summer that I boarded a UN flight out of Nairobi, and landed on no more than the best of our gravel roads in DeKalb County. I was chauffeured by armed escort into the Dadaab refugee camp in Kenya's northeast desert, and witnessed first-hand the makings of a human disaster. Ten years ago, on 9/11, I was traversing the back roads of Northern Virginia, fighting an exodus of vehicles leaving Washington D.C., around the smoking Pentagon, and past a deafeningly quiet National Airport on my way home to my wife and newly born daughter.

In our own local papers, we have read a recent rash of these stories of war, and terrorism, and famine. These events are not mutually exclusive. What my young, naïve eyes saw as bandits in the desert, like lone hijackers on airplanes, were clearly the beginnings of something larger. These are things we Americans face all too often, but for many in the world it is as present and persistent as the beating of our hearts, or the hunger in their bellies.

At the time I was there to research the use of satellite images for agriculture and settlement in East Africa. When you look at an image of the Kenyan refugee camps from space, a clear pattern of devegetation (wood used for cooking, heating, charcoal, etc.) emerges. While discussing the challenge, on camp worker recounted many stories of rape and violence against the women whom gathered the desert scrub, traveling further each trip as available fuel continually stretched to the horizon. One visitor asked why the men were not sent, to which a refugee answered, "because they would be killed, and this is worse."

This is not a choice, but consequence thrust upon the 'have-nots.'" But one need not travel to the far deserts of Kenya to see the spiraling consequences of hunger. In Indiana, 16% of Hoosiers are food insecure, meaning that they don't have enough food to meet daily caloric requirements. That is over a million Hoosiers. We may live in the land of milk and honey, but easy to forget that not everyone gets a place in line. The refugee camps in Kenya have grown 200-300% since I was there. It was a crisis then, it is a human disaster now.

We are facing a global and local economic crisis never seen by my generation. Once the stories of Daddab and Africa fade, so too will our immediate concerns over their future. It is important to remember that those poor souls will remain in the desert, prisoners of circumstances but no crimes. The fate of many in our communities is no different. In my community, the DeKalb Community Food Pantry in Garrett sees 20% or more growth each month with new families needing help.

Hunger doesn't just happen in Africa, it is a pervasive challenge around the world and our own communities are not immune to this plague. We recently witnessed the 10 year anniversary of the terrorist attacks on Sept. 11, 2001. It is important for us to remember that homeland security starts at home, with our neighbors, with shelter over their heads and nourishment in their bellies. As leaders of the free world, we have global responsibilities of tremendous magnitude. Just don't forget our neighbors right here at home as easily as my faded memories of those refugees in the desert. Remember your food banks, food pantries, soup kitchens and other critical food and nutrition safety nets in our community. They need support, they need volunteers, but mostly they need funds to help 'take care of our own' in the community.

Northern IN ALP Grads Meet in Fort Wayne

Staying connected is an important benefit of being part of the AgrlInstitute network. Social gatherings help bring people together to reconnect, catch up and also make new contacts.

Amanda Borne (Class 11), recently organized a social in Ft. Wayne that brought together ALP grads from several different classes. A great time was had by all, and kudos to Class 11 who had four members in attendance!

You can organize a social in your own area, Beth is happy to help provide information and contact information for AgrlInstitute grads and supporters in your area.

National FFA Convention in Indy October 19-22, 2011

Blue jackets in Indy have become synonymous with October in Indiana as we once again host the National FFA Convention. As more than 54,000 students, advisors, sponsors and other VIP's arrive in our state, we once again have the tremendous opportunity to support the convention activities.

Volunteers are still needed in a number of capacities. In fact, judges are still needed for a number of the competitive skill development events. Many volunteers are also still needed to support the hospitality roles associated with the convention. Visit www.ffaindy.com to learn more about opportunities or call or email Beth. She can get you or your family, friends and colleagues in contact with the appropriate person.

AgrlInstitute Accolades

Numerous individuals, businesses, and organizations give of their time and treasure to make AgrlInstitute and the ALP program successful. We want to thank those who have made a contribution in September 2011.

AgrlInstitute Sponsors

Archer Daniels Midland
Mike and Raylee Honeycutt
Peggy Naile
Roger Sherer
Stewart Grain

ALP Session Sponsors

Bell Aquaculture
Howell Farms, David & Mary Howell
Indiana Soybean Alliance
Red Gold
Seldom Rest Farms, Bill & Kaye Whitehead

In Kind Donors

Maple Leaf Farms

If we have missed a contribution, please accept our apologies and notify us so we can acknowledge it in an upcoming newsletter. Thank you.

Q4 A Great Time to Think of Year End Gifts

With fall in the air, the end of the year will soon be upon us. This is a prime time to consider a year-end gift to AgrlInstitute to help support the program. Remember that the overall cost of the class is \$15,000 per person, with tuition being a small part of that number. Fundraising efforts must make up the difference.

"We are very thankful for the generous support we receive from our many network members," said Board Chairperson Brian Buchanan. "Without it, we could not continue to offer the ag leadership program for such a reasonable fee."

Your support allows AgrlInstitute to continue to thrive as it builds leadership capacity in Indiana. Everyone helping share the load can be very powerful – a \$100 gift from each program graduate would cover the budget for the year and go beyond to take the program to new heights.

Thanks for considering how you can support AgrlInstitute as 2011 wraps up!

ALP Network in the News

Shelley McDaniel (Class 12) was re-elected to the Indiana Soybean Board, District 3.

Mike Manning (Class 7) begins his new role as the Assistant Director, Extension Staff Director, Purdue University Cooperative Extension Services, on October 1.

Sarah Aubrey (Class 13) has been accepted as a professional member into the National Speakers Association.

Brad Farrer (Class 14) and his wife Brandi, welcomed Curtis Steven into the world on September 11.

Eric Schilling (Class 12) and his wife, Natalie, have announced that they will be expecting another child in March, 2012.

Kenda Resler Friend (Class 11) has been awarded the WorkHorse award by CropLife America

October Birthday Roster

Class 1: Al DeWit, Gene Matzat

Class 2: Mike Edmondson, Betty Jo Smith Roberts

Class 3: Doug Harvey

Class 4: Gary Chenowith

Class 5: Linda Ault, Bryan Kirkpatrick, Kelly Pearson, Bill Rice, Tom Wilson

Class 6: Lee Paarlberg, Jamie Sukala

Class 7: Mark Brubaker, Julia Wickard

Class 8: Nancy Casada, Mark Thornburg,

Class 9: Matt Chandler

Class 10: Duane Davis, Chris Fenner

Class 11: Matt Legan

Class 12: Elisha Buchanan, Joe Kelsay, Matt Rekeweg, Tom Shepherd, Dale Winger

Class 13: Jim Hurst, Phyllis Legan, Justin Schneider

Class 14: Kyle Bymaster, Lucy Whitehead

Happy Birthday to You!