



# NJALDP

## Preparing Future Leaders in the Field

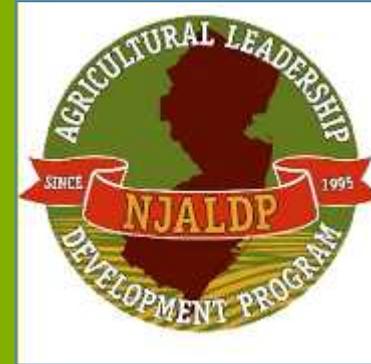
### Join Today!



Applications available at: [www.njagsociety.org](http://www.njagsociety.org)  
 Please contact: Kristina Guttadora (609) 462-9691

Additional seats for class 10 are now available!

Applications are available online and due September 1, 2015.



# New Jersey Agricultural Leadership Development Program

*A program of the  
 New Jersey  
 Agricultural Society*



*Supported in part by:*  
 NJ Department of Agriculture  
 NJ Farm Bureau  
 Farm Credit East  
 American Agriculturist Foundation  
 Northeast Agricultural Education Foundation  
 & other private donors

## NJALDP Mission

The New Jersey Agricultural Leadership Development Program (NJALDP) is a two-year professional development opportunity, which is designed specifically for individuals in farming and agribusiness to become informed, articulate leaders.



## Vision

To develop articulate, knowledgeable, and skilled leaders who encourage positive change on key issues, policies, and economics to advance New Jersey's agricultural industry.

## Program Objectives

As a result of participating in NJALDP Graduates will:

- Be recognized as skilled leaders
- Be more effective managers of their business
- Understand key emerging issues & their impact on their business and the industry
- Be actively and positively engaged in the New Jersey agricultural community

## Overview

Communication, marketing, advocacy, and leadership are foundation skills, which are addressed independently and are strategically interwoven through the entire curriculum. The core topics and objectives are:

### Communication Skills

- Develop facilitation skills
- Expand interpersonal communication and networking skills
- Improve written communication skills
- Sharpen public speaking and presentation skills

### Marketing Skills

- Develop an understanding of marketing concepts, and procedures
- Improve awareness of marketing plans and their utilization in the agricultural community
- Analyze the latest trends in Internet Marketing and Social Media
- Enhance networking and expansion of customer relationships

### Advocacy Skills

- Expand networking across sectors
- Comprehend relevant agriculture policy issues
- Develop skills to be a change agent in the agricultural community
- Become aware of the public policy process
- Improve fundraising strategies and techniques

### Leadership Skills

- Cultivate awareness of leadership potential in self and others
- Enhance confidence to encourage further participation in New Jersey agriculture
- Establish skills for building and developing effective teams, coalitions and partnerships
- Develop problem solving & conflict management skills

## A Typical Class

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 a group of men and women who - like you - are serious about the future of New Jersey's agricultural industry.

**Sessions:** Ten seminars will be held from November 2015 to January 2018. Sessions are generally 2-3 days in length. A legislative leadership tour in Washington DC and domestic agriculture study tour are included.

**Requirements:** Attendance at all seminars and trips, fundraising participation, out-of-class experiences including public speaking at events, and membership in supporting organizations.

**Tuition:** NJALDP is funded primarily through grant and partner donations. Student tuition is \$3000 and covers seminar costs, lodging, most meals, and some transportation costs. Tuition plans are available if needed.



JALDP has established a reputation for enhancing careers, improving lives and fostering the growth of each participant.

Students have said of the class:

*"I needed to find my voice and I think this program helped me do just that."*

*"My experience in the leadership class is highlighted by the people I met and the networks I have created."*

Since 1995, nearly 200 people have participated in NJALDP. Many have gone on to serve on county, state and national agricultural boards, as well as holding leadership positions in their community. NJALDP alumni representatives have also joined some of the most progressive sectors of the agricultural and food industries. Listed are a few of the many organizations who have sent their rising stars to join the program and further their professional development.

- NJ Farm Bureau
- NJ Department of Agriculture
- Rutgers New Jersey Agricultural Experiment Station (NJAES) Cooperative Extension
- Crop Production Services
- Farm Credit East
- Private farming operations throughout New Jersey