

Cultivating LEADership
E-NEWSLETTER
March 27, 2006

FROM THE DIRECTOR:

Welcome to the inaugural edition of the e-version of *Cultivating LEADership*! Often, we receive news items (events, funding opportunities, job postings, etc.) that we would like to share with our stakeholder audience, but by the time we develop a printed version of our newsletter, those opportunities have come and gone. Too, sending separate E-mails to alumni, current class participants, board members, and other stakeholders is cumbersome and sometimes misses intended recipients. So, we have created a master distribution list of our stakeholders and anticipate sending this electronic newsletter to all on a bi-weekly basis.

Regular sections of this newsletter will include: From the Director, Class 11 Update, Alumni Updates, Upcoming Events, Funding Opportunities, and Job Announcements.

Of course, with any new project like this one, there are bound to be a few bugs to work out. Please send your comments or suggestions to Connie to help us improve our delivery of this electronic newsletter. For those of you that already receive too much E-mail, if you would prefer not to receive this one, you can always un-subscribe by sending a message to Connie. We hope you enjoy more regular communication from the LEAD New York office!

CLASS 11 UPDATE:

Class 11 completed their Albany session on March 6 - 8. While there, they learned about the state political process and lobbying. A highlight of the session was the legislative shadowing activity, which really opened class members' eyes to the role of our elected officials. They also visited Saratoga to learn about the state's equine industry and its impact on our economy. We were pleased to have many alumni, board members and donors join us for dinner as well.

The final session of the year will take place April 17 - 20 in Washington, DC. There, they will learn about the federal political process, trade issues, the 2007 Farm Bill, and special interest groups, to name a few things. **Bob Smith** (class 1) and **Dave Salmonsén** (class 5) have been instrumental in helping us plan this session.

ALUMNI UPDATES:

Kirkville farmer **Jeff Kubecka** joins pest patrol, wins IPM award. Jeff Kubecka, who grows 200 acres of sweet corn and other vegetables in Kirkville, N.Y., has earned an "Excellence in IPM Award" from the New York State Integrated Pest Management (IPM) Program at Cornell University for his proactive work in adopting and promoting integrated pest management. IPM develops and demonstrates least-toxic methods of dealing with insects, weeds, and plant diseases. The first time Kubecka risked a field of sweet corn to try this way of dealing with pests, the numbers kept telling him not to spray. This worried Kubecka, who deals in a business where one wormy ear of corn might have a distributor putting in a call to the competition.

"We went to harvest on that field and didn't have to spray once," Kubecka recalls. "I couldn't believe it, since these are normally times of heavy pest pressure. But it worked, and that sealed the deal for me." Kubecka harvests about 16,000 bushels of sweet corn each year, as well as potatoes, peppers, cucumbers, and broccoli.

"Jeff is an innovative farmer who has worked with me on several demonstration projects and takes full advantage of opportunities to reduce pesticide use," says Abby Seaman, vegetable crops educator with the New York State IPM Program. "As the co-executive secretary of the New York Vegetable Growers, he influences other farmers in adopting IPM."

IPM-based farming practices, Kubecka explains, are both environmentally and economically sound. "You can't be spending money for no reason," he says. "That's what's great about IPM-the research has been done for the economic and environmental value of every decision. When you use IPM, you know that when you make a decision, it's the right one."

Kubecka receives his award on February 13 at the New York State Fruit and Vegetable Expo in Syracuse, N.Y.

For information about the New York State IPM Program, see

<http://www.nysipm.cornell.edu>

Contact: Abby Seaman 315 787 2422 ajs32@cornell.edu, Curt Petzoldt 315 787 2206 cp13@cornell.edu, or Jeff Kubecka 315 687 4734 nysvga@twcny.rr.com.

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On Monday, February 13, 2006, The NYS 4-H Foundation Board officially voted in 2 new trustees from LEAD Class 10 - **Karen Cartier** and **Paul Hadler**. Leaders in action!

UPCOMING EVENTS:

Mark your calendar!

18th Annual 4-H Golf Open
Friday June 2, 2006

Country Club of Ithaca
100% of the net profits go to the NYS 4-H Foundation

How: Be a golfer or a sponsor!
Pre-registrations due by May 1st.
For details, see http://www.nys4hfoundation.org/4h_golf_open/

4-H members in a neighborhood near you benefit from the NYS 4-H Foundation Annual Scholarship Fund.

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Tremendous International Lifelong Learning Opportunity

Mark Linder, CALP, Class 12, has teamed up with Farmer-to-Farmer Tours to offer an International Lifelong Learning opportunity for graduates and friends of Ag Leadership. This two-week program around Great Britain, centers on visiting the 2006 Royal Agricultural Show at Stoneleigh, as well as London, The Cotswolds and Cambridge. Take this amazing chance to re-live your international trip and experience a new educational adventure. Space is limited, so contact Mark immediately with questions or to participate at 916-799-8345 or mlinder344@aol.com

Additional, detailed program information, including cost and an itinerary may be obtained by contacting Mark.

Dont miss out experience the pinnacle of Ag Leadership Lifelong Learning today!

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REGISTER NOW! - Registration cut off is Tuesday, March 28, 2006. Attendance is limited and the workshop is filling up fast!!

"Understanding and Working with Conflict" work shop!!!

This is a professional development opportunity for Extension Educators, agriculture professionals, farmers, community organizers, and other professionals who work with groups that might experience conflict.

Don't miss this opportunity!!!

**Tuesday, April 4, 2006
9:00 AM - 4:30 PM**

**Syracuse, NY
Cost to attend \$35**

Attendance limited - Register NOW!

WHO SHOULD ATTEND?

This will be an intensive, hands-on training session for **Cornell Cooperative Extension educators and other leaders** who are working with groups in their community/region to build stronger agriculture and food systems, such as:

- Farmer groups
- Ag economic development teams
- Nutrition education
- Citizen groups
- Multi-agency groups
- Networks and coalitions
- Agriculture/food system project teams
- Boards of Directors, Farmland Protection Boards
- Food Policy Councils
- Discussion groups, study groups
- Other groups involved in food system change

This training is for you if you:

Work with groups regularly e.g. Advisory committees, Planning Councils, etc.

Experience conflicts or strong differences of opinions in your work with groups

Feel uncomfortable around conflict

Want to feel more capable to help a group work through a conflict

Are concerned about what to do when you or your agency are involved in the conflict

WHAT WILL YOU LEARN?

This training will help you be more thoughtful and strategic in how you respond to conflicts that emerge in *groups* you work with. You will increase your understanding of the types of conflict that emerge in relationships and groups, clarify your roles and practice skills to help you work constructively with conflict.

This training is a continuation of our Professional Development Series that has focused on facilitation skills for agriculture and food systems professionals. Many of you have attended our sold-out trainings in the past. In response to demand, we are offering this 1-day intensive training on understanding and managing conflict more effectively. As before, this will be a highly interactive workshop, in which you will learn theory and practice new skills.

WHO ARE OUR TRAINERS?

We have engaged four very strong trainers, with extensive experience in conflict management training:

- Suzanne Motheral, head of the Community Dispute Resolution Centers Interface Division in Ithaca, NY
- Laura Branca and Kirby Edmonds of Training For Change (TFC Associates) in Ithaca, NY
- David Kay, Extension Associate with Cornell Universitys Local Government Program

Kirby and Laura presented facilitation trainings in 2004 and 2005, both of which received excellent reviews. Suzanne and David have worked together for over ten years, most recently on building partnerships to better manage farm and land use conflicts.

REQUIREMENTS

Due to the structure of this training, you MUST commit to participating for the entire program, 9:00 AM to 4:30 PM. Unfortunately we cannot accommodate late arrivals or early departures. Please plan your travel accordingly.

PROGRAM SPONSORS

Cornell Small Farms Program
 Community, Food and Agriculture Program
 Community and Rural Development Institute
 Cornell Local Government Program
 Cornell Farm-To-School Program
 Northeast SARE Professional Development Program

QUESTIONS?

Contact Heidi Mouillesseaux-Kunzman at: hmml@cornell.edu or 607-255-0417

TO REGISTER

Cost to attend is \$35, and includes lunch, breaks and resource materials. To register please print out and complete the attached registration form. Mail, Email, or Fax Registration to:

Sylvia Moravia
 CaRDI
 43 Warren Hall
 Cornell University
 Ithaca, NY 14853
 Phone: 607-255-9510
 Fax: 607-255-2231
 E-mail: sdm9@cornell.edu

FUNDING OPPORTUNITIES:

FARMERS MARKET PROMOTION PROGRAM GRANTS AVAILABLE

AT LAST!

USDA's Agricultural Marketing Service (AMS) will award new competitive grants, authorized by the Farmers Market Promotion Program (FMPP), to help expand opportunities for direct producer-to-consumer marketing. The FFPP was included in the 2002 Farm Bill, but this is the first year for which Congress has appropriated funding \$1 million.

PURPOSE:

The grants are targeted to help improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities.

ELIGIBILITY:

Entities eligible to apply include: nonprofit corporations, agricultural cooperatives, local governments, public benefit corporations, economic development corporations, regional farmers market authorities and tribal governments. Individuals are NOT eligible to apply.

FUNDING LIMITS:

Approximately \$1 million is allocated for fiscal year 2006, with no single proposal allowed to receive more than \$75,000.

DEADLINE:

By May 1, close of business, AMS must receive applications and proposals.

FOR MORE INFORMATION, GUIDELINES, FEDERAL REGISTER NOTICE:

<http://www.ams.usda.gov/farmersmarkets/FMPP/FMPPInfo.htm>

<http://www.ams.usda.gov/tmd/MSB/index.htm>

JOB ANNOUNCEMENTS:

Cornell Cooperative Extension provides equal program and employment opportunities.

POSITION ANNOUNCEMENT

TWO OPENINGS

EXECUTIVE DIRECTOR

CORNELL COOPERATIVE EXTENSION OF ERIE COUNTY

-OR-

CORNELL COOPERATIVE EXTENSION OF WYOMING COUNTY

Are you looking for an exciting and challenging leadership opportunity? The Cornell Cooperative Extension Associations in Erie and Wyoming counties seek proven leaders

adept at providing organizational leadership, including development of educational programs, effective internal and external collaboration, and administration of association operations. Erie and Wyoming counties, in western New York, are rich in natural, cultural and human resources. The Erie County association office is in East Aurora, and the Wyoming County association office is in Warsaw.

Cornell Cooperative Extension provides a wide variety of community-education programs, resource information, and learning opportunities for the people of Erie County, Wyoming County, and the surrounding area.

QUALIFICATIONS:

Qualified candidates will possess a masters degree preferably in education, management, public administration, or a field related to extension programs. Six years of progressively responsible experience is required, including four years of management. Excellent oral and written communication skills with the ability to interact with individuals at all levels of the organization are necessary. Experience in government relations is preferred for the Erie County position. Substantive experience or training in agriculture or an agricultural related field is preferred for the Wyoming County position.

SALARY:

Minimum salary \$52,000, commensurate with qualifications, plus attractive benefits package.

RESPONSIBILITIES:

Functions as Chief Executive Officer for Cornell Cooperative Extension of Erie County or for Cornell Cooperative Extension of Wyoming County. Responsible for the development and maintenance of an effective working relationship among the association, its staff, and Cornell University faculty as well as providing leadership for association relations with legislators, local government leaders, funding agencies, community leaders, and special interest groups. Provides leadership for overall program development, implementation, evaluation, and reporting of results. Represents and is accountable to the association board of directors and the Director of the Cornell Cooperative Extension system. Administers all association policies and is responsible for financial planning, affirmative action implementation, and personnel administration. Provides programming in the areas of community leadership and diversity. Complete position descriptions are available at <http://hosts.cce.cornell.edu/admin/careerops>

APPLICATION PROCEDURES:

To ensure consideration, please respond with a letter of intent, resume, and transcript by March 22, 2006, to Box 26 Kennedy Hall, Cornell University, Ithaca, NY 14853. (Please identify the position(s) for which you are applying: PA #398 Erie County; PA #395 Wyoming County.)

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Please feel free to contact our office at any time with questions or comments!

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