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Strengthen Your Leadership in the Agricultural Industry

The Hudson Valley Agricultural Leadership Forum (HVALF) is a leadership program to provide a platform for agricultural producers and professionals to develop and expand their leadership abilities and understanding of the food and agricultural industry in the Capital District area and New York State. Through a series of workshops, participants will be educated and provided the tools to enable them to effectively communicate and influence local lawmakers and the media about the importance of the agricultural industry. Participant's skills and knowledge will be enhanced in the areas of communication, networking, running meetings effectively, agricultural policy, and demographic trends and economic impact for the food and agricultural industry.

Objectives of the HVALF program are to give participants hands on experience to develop and improve their leadership, communication, and networking skills. They will also become empowered to become involved in a broad range of policy issues facing the industry at the local and state level. Participants will increase their understanding of the food and agricultural industry in the areas of processing, distribution, marketing, and land issues.

HVALF will begin in December 2010 and continues through April 2011 with multiple sessions consisting of day programs and will be conducted at various locations in the Capital District. Most sessions will be held in the Albany area with certain sessions held in the Columbia County and Saratoga County region. Tentative session topics include Orientation, Leadership and Personality Styles; Local Ag
Building Strong and Vibrant New York Communities

Policy and Leadership Assessment; Communication Skill Development; Time & Meeting Management and Lobbying 101; Influencing Agricultural Policy; Negotiation and Conflict Resolution; Wholesale and Retail Marketing; Production Agriculture and Land Use Issues; and a Graduation.

Graduates will at the completion of the program be able to better resolve conflicts, be effective board members, lobby for agricultural issues and improved their leadership skills when working with agriculture employees.

Fifty agricultural producers and professionals from the Hudson Valley - Capital District region will be accepted to the HVALF program. To receive more information or an application, visit www.cceaed.org and click on the Programs link and then the Hudson Valley Agricultural Leadership Forum link or contact Paula Schafer at 885-8995 – pjb11@cornell.edu or Steve Hadcock at 828-23346 – she11@cornell.edu. Applications are due November 8, 2010.

HVALF is sponsored by American Farmland Trust, Cornell Cooperative Extension of Saratoga and Columbia Counties, Hudson Valley Agribusiness Development Corporation, and New York Farm Bureau with funding support from Farm Credit Northeast Ag Enhancement Program and the American Agriculturist Foundation, Inc. Cornell Cooperative Extension provides equal program and employment opportunities.

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