Kentucky Agricultural Leadership Program

I serve as co-director (along with Dr. Steve Isaacs) of the Kentucky Agricultural Leadership Program (KALP). The program graduated its tenth class this past month, with the Class XI scheduled to begin in October 2015. I view this program as the most important and most enjoyable program that I have been affiliated with during my career at UK. This high-profile program is recognized throughout the state and region in developing strong and very active leaders – some who call our list of graduates “The Who’s Who of Kentucky and regional ag leadership.”

This program takes a considerable amount of time – approximately 50 days of seminars over a 2 year period (see attached seminar schedule), plus all the days devoted to planning and fundraising. During the past three classes Dr. Isaacs and I have raised over $2.4 million from more than 150 different donors ($110,720 raised during this merit review period, with our endowment growing by more than $490,000 since October 2012). While KALP does not generate a lot of measurable vita materials, it does contribute significantly to building essential human capital for Kentucky agriculture, and thus provides valuable benefits and exposure for our department, the college, and the university.

Another highlight of our program during this merit period was being selected to host the International Association of Programs for Agricultural Leadership (IAPAL) annual conference (October 21-24, 2014 in Lexington). IAPAL is comprised of directors of ag leadership programs similar to ours from all across the country and several foreign nations. We get together once a year to learn about each other’s programs (speakers, topics, fundraising, alumni activities, etc.), improve our own leadership skills, and take in some local ag-related tours/events – including visits for our conference to Keeneland, Buffalo Trace, Shaker Village, Spindletop, Three Chimneys Farm, and even an awards luncheon at the Governor’s Mansion where both the Governor and First Lady will join us. Dr. Isaacs and I secured $11,000 in grants (in addition to registration fees) to fund this conference.

Also, I was an invited speaker at the 2013 National Agricultural Alumni and Development Association conference in Washington DC, June 2013 to present “The Success Story of Statewide Ag Leadership Programs.” I have made several presentations other ag and local leadership programs since October 2012 and I organized a three day leadership trip to Washington DC in February 2013 for a group of farmers and county agents in the Green River Area to visit our congressional offices, government agencies, and attend the 2013 USDA Ag Outlook Forum.

Policy/Macroeconomics Programming

- Farm Bill -- With departures of Dr. Craig Infanger and Aleta Botts, I took on more responsibilities during this merit period related to the 2014 Farm Bill. Following its passage in February 2014, I co-authored a fact sheet with Aleta Botts (KCARD) and Joe Cain (KFB), and conducted a Lync training this past March for ANR agents. In addition, I worked with Farm Credit Services in setting up five regional meetings (Princeton, Owensboro, Bowling Green, Elizabethtown, and Lexington) to discuss the farm bill to producers and landowners. I also had Farm Bill presentations to the Kentucky Women in Agriculture, various ag lenders, the Kentucky General Assembly’s House Ag Committee, Kentucky Farm Bureau Advisory Committees, and various county meetings. Plus, I serve as a resource for Kentucky’s congressional delegation and staff on farm bill and other policy issues. Currently, I’m working with our newest extension faculty member, Dr. Todd Davis, along with other colleagues to deliver educational material and trainings related to the 2014 Farm Bill this fall and winter.

- Trade -- Kentucky has become the fourth most ag trade dependent state in the U.S in recent years. and thus my extension program has taken on an increased emphasis on trade education and expanding opportunities for Kentucky agriculture. Following the Governor’s Office of Ag Policy (GOAP) Ag Export study I was commissioned to present in 2012, I’ve continued to work with the GOAP, World Trade Center, Economic Development Cabinet, Kentucky Department of Agriculture, Kentucky Chamber of Commerce and various farm organizations in developing a more coordinated/strategic plan for Kentucky exports. Our working group conducted an Export 101 seminar in Bowling Green in May 2014 which
brought together ag businesses, farm/commodity organization leaders, and trade experts to discuss trade education and opportunities for Kentucky agriculture. Last month, I organized and participated in a trade mission trip to Virginia and North Carolina with GOAP personnel (Roger Thomas, Joel Neaveill, Bill McCloskey, and Angela Blank) to meet with two of my personal contacts -- Virginia’s Secretary of Agriculture, Todd Haymore and North Carolina’s International Trade Specialist, Peter Thornton, along with North Carolina’s Commissioner of Ag, Steve Troxler to learn from their successes and to discuss partnering on future trade activities. Currently, we are recruiting for a position within GOAP to work with stakeholders on expanding Kentucky ag exports where my role will be assisting the new director as well as sitting on an advisory board comprised of Ky ag leaders.

- **The Kentucky Agricultural Macroeconomy**

  I remain active within the Kentucky Ag Council (KAC) which is comprised of more than 80 organizations with agricultural ties in the Commonwealth. I was asked to write the preface (“Challenges and Opportunities for Kentucky’s Agricultural Economy”) to the state’s 2013-2018 Agricultural Strategic Plan (organized by the KAC). Given a change in the funding model, KAC chair, Dean Cox asked me to chair a planning committee this past spring to make recommendations on the future direction and structure for the KAC. I field questions from the media, farm organizations, legislators and ag staffers on various ag policy issues and macro trends, and at the request of the Dean, represent the college in Kentucky Farm Bureau’s annual Washington DC Congressional Tour where participants meet with each member of the Kentucky congressional delegation and their staffs to discuss important policy issues impacting Kentucky agriculture and our rural communities. I also coordinate the Kentucky Ag Outlook Press Conference held annually at the Kentucky Farm Bureau Convention and co-edit the monthly Economic and Policy Update Newsletter which is our department’s greatest (in terms of audience) single outreach publication. National presentations on the Changing Kentucky Ag Economy have included the National Council of State Ag Finance Programs Annual Conference and the International Association of Programs for Agricultural Leadership.

**Tobacco (and Hemp)**

My multi-state tobacco extension programming focuses on working with growers, companies, agribusinesses, policymakers, and the media on market outlook, trade and policy issues. Since October 2012, I have testified four times on tobacco before the Kentucky General Assembly’s House Ag Committee, and the Tobacco Task Force. I also contributed to a paper on US vs EU Tobacco Control presented at the 2014 European Tobacco Congress and was an invited participant to a national forum of tobacco companies/growers and public health officials on “U.S. Tobacco, Nicotine and Alternative Products Harm Reduction. As for hemp, I was a co-author of the department’s report “Economic Considerations for Growing Industrial Hemp: Implications for Kentucky’s Farmers and Agricultural Economy.” This report led to many media calls within Kentucky and across the nation. I worked with Senator McConnell’s office on this issue relative to the 2014 Farm Bill. In addition, I was an invited speaker to the Ag Section for the Council of State Governments-Eastern Regional Conference Annual Meeting and Regional Policy Forum held in Baltimore Maryland in August 2014. This conference consisted of legislators and staff from across the eastern United States whose states have been assessing the role that hemp might play in their agricultural and rural economies.

**Teaching and Advising Highlights (2012-2014) – See Teaching Portfolio for more details**

I teach AEC 305, Agricultural Food and Marketing Principles to around 50 students in the fall semesters. This past summer I developed a set of class notes for the class which is highlighted in my teaching portfolio. I believe that one of my strengths in teaching this course is my dedicated efforts to bring current real-world events into the classroom. So far this semester we have examined the debates over GMOs, organic foods, food vs fuel, local vs “industrialized” food systems, food price inflation, nutrition programs, farm subsidies, taxing fast food, feeding a growing world population, and the increasing demands of today’s food consumers. I am a strong believer that using "real world" and current event examples are vital in educating students on conceptual issues/theories within agricultural economics, while keeping their interest in the classroom. This semester represents the 11th time I have taught this core course where student ratings for “overall value of the course” has averaged 3.5/4.0 and “overall quality of teaching” has averaged 3.7/4.0. I advise around 10-15 students per semester.
Appointment: Cooperative Extension (80%), Teaching/Advising (20%)

Extension Areas of Emphasis

- Agricultural Leadership (approximate 40% of Extension DOE)
- Farm Policy (approximate 20% of Extension DOE)
- U.S./KY Macroeconomic Issues in Agriculture (approximate 20% of Extension DOE)
- Tobacco Economics (approximate 20% of Extension DOE)

COOPERATIVE EXTENSION PROGRAM HIGHLIGHTS (2012-2014)

Kentucky Agricultural Leadership Program (KALP) (Co-Director) – KALP is an intensive two year program designed for individuals connected to agriculture who want to be on the “cutting edge” of decisions that affect agriculture, rural communities and society. The program consists of ten domestic seminars devoted to important/timely issues affecting agriculture and sessions focusing on improving participant’s communication, leadership, and management skills. The program also has a series of travel seminars to various Kentucky agribusinesses, Frankfort, Washington DC, and visits to agriculture in other states and nations. Class X graduated in September 2014 which included learning journeys to Tennessee, Virginia, Pennsylvania, New York, and South Africa. The program has graduated 267 participants covering ten different classes, with many of these individuals taking on leadership positions within Kentucky agriculture. – see attachment for Class X seminars.

Invited Testimonies

- Kentucky General Assembly’s Interim Joint Committee on Agriculture, “KY’s Ag Economy for 2014.” September 6, 2014
- Kentucky General Assembly’s House Committee on Agriculture and Small Business. “2014 Farm Bill.” February 19, 2014
- Kentucky General Assembly’s House Committee on Agriculture and Small Business. “Ky Ag Leadership Program.” February 12, 2014
- Kentucky General Assembly’s Interim Joint Committee on Agriculture, “KY’s Ag Economy for 2013.” September 5, 2013
Invited Presentations at National/International Meetings

- “Consumers and Citizen’s Perception of New Regulations on Tobacco Control: EU vs US”, UNITAB European Tobacco Growers Congress, Perugia, Italy, October 2014 (presented by Dr. Bea Bittner, University of Debrecen (Hungary).
- “Economic Issues and Challenges for Industrial Hemp.” Eastern Regional Conference of State Governments, Baltimore MD, August 3-5, 2014
- “Dark and Burley Issues and Outlook.” National Tobacco Forum, Raleigh NC, June 14, 2013
- “The Kentucky Ag Economy: Past, Present, and Future.” National Council of State Ag Finance Programs Annual Conference, Lexington, KY, October 22, 2012

Extension Funding Received

- Co-PI for 2014 Farm Bill Title 1 Producer Education Grant, Farm Service Agency, 2014-2015 ($83,209)
- Kentucky Agricultural Leadership Program, Dr. Steve Isaacs and I raised $110,720 during this merit review period, with an endowment growth exceeding $490,000 since October 2012.
- International Association of Programs for Agricultural Leadership Conference, October 21-24, 2014, Lexington, KY, Dr. Isaacs and I secured $11,000 in grants for this conference

Departmental Reports:

“Economic Considerations for Growing Industrial Hemp: Implications for Kentucky’s Farmers and Agricultural Economy.” (co-authored with Dr. Lynn Robbins, Dr. Leigh Maynard, Dr. Greg Halich, and Dr. Carl Dillon), July 2013

Extension Presentations: 61 presentations from October 2012- October 2014, including the following groups:

- AgBusiness Industry Network
- AgCredit Association of Central Kentucky
- Agribusiness Association of Kentucky
- Altria/PM USA Leaf
- Burley Stabilization Corporation
- Burley Tobacco Growers Cooperative
- Christian County Ag Business Association
- Council for Burley Tobacco
- Farm Credit Services of Mid-America
- Hilliard Lyons
- Kentucky Ag Council
- Kentucky Ag Development Board
- Kentucky Ag Finance Corporation
- Kentucky Association of Electrical Co-ops
- Kentucky Cattlemen’s Leadership Program
- Kentucky Corn Growers Association
- Kentucky Farm Bureau Annual Meeting
- Kentucky Farm Bureau Tobacco Committee
- Kentucky Farm Bureau Grains Committee
- Kentucky Farm Bureau LEAD Program
- Kentucky Women in Agriculture

Economic and Policy Update Newsletter Articles: 16 articles from October 2012-October 2014

Organized Conferences

- Early Career Ag Leadership Conference, February 19-22, 2013 in Washington DC (Daviess, Hancock, Henderson, McLean, Ohio, Union, Webster Cos.) – 24 participants
- International Association of Programs for Agricultural Leadership, Lexington, KY, October 21-24, 2014 (Co-Chair)
TEACHING AND ADVISING (2012-2014, See Teaching Portfolio for Details)

Courses: AEC 305-001, Food and Agr. Marketing Principles

Course Evaluations:

<table>
<thead>
<tr>
<th>AEC 305 Course Evaluations (Fall 2013)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Value of the Course</td>
<td>3.5/4.0</td>
</tr>
<tr>
<td>Overall Quality of Teaching</td>
<td>3.6/4.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AEC 305 Course Evaluations (Fall 2012)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Value of the Course</td>
<td>3.3/4.0</td>
</tr>
<tr>
<td>Overall Quality of Teaching</td>
<td>3.5/4.0</td>
</tr>
</tbody>
</table>

Guest Lectures

- GEN 100 – Issues in Agriculture (3 lectures since October, 2012)
- GEN 305 – Government in Agriculture (3 lectures since October 2012)
- PLS 408 – Tobacco (2 lectures since October 2012)

Undergraduate Advising:

While it varies from semester to semester, I typically advise around 10 to 15 undergraduate students each semester

SERVICE

University Committees

- Chair, Academic Area Advisory Committee for the Extension Title Series for 2012-2013

Departmental

- Grain Marketing Faculty Search (Chair)
- Department Awards Committee (Chair)
- Ag Economics Extension Committee

Miscellaneous:

- Ex-officio Member of the Kentucky Farm Bureau Tobacco Advisory Committee
- Ex-officio Member of the Kentucky Farm Bureau Feed Grains and Soybeans Advisory Committee
- U.S. Tobacco Forum Planning Committee
- Kentucky Ag Council Representative for CAFÉ
- Chair, Kentucky Ag Council Strategic Planning Committee
Seminar 1: Developing a Leader/Teamwork

Kim Anderson Heller returned to provide a day of interactive visioning, team building, and discovering things about ourselves and each other. Dean Scott Smith shared with us some timely comments about the “big tent” of agriculture and food systems. Robert Egger of the DC Central Kitchen presented some unique insights on the end of the food system that we don’t often experience as he discussed his career of salvaging food that would otherwise be wasted and using it to provide both jobs and sustenance for those in need in our nation’s capital. Seminar 1 wrapped up with a visit to Class VII alumni Jenny Evans’ popular agritourism venue, Evan’s Orchard.

Seminar 2: Understanding Self and Serving Communities:

Long-time KALP speaker Jimmy Richardson from Mississippi State led participants (and spouses) through Myers-Briggs personality assessments. Service opportunities to communities, non-profit organizations, and agriculture were highlighted. KALP and Philip Morris alumni sponsored a welcoming evening reception for our latest class. We concluded this exciting session with a tour of God’s Pantry and Alltech.

Seminar 3: Agricultural Policy and Financial Markets:

The third seminar focused on ag policy, the political process, and farm credit. Our policy session was led by a nationally recognized ag policy expert, Barry Flinchbaugh from Kansas State University, with insights from Aleta Botts (University of Kentucky), Joe Cain (Kentucky Farm Bureau) and Jeff Hall (The Capstone Group). Bill Johnson and David Lynn (Farm Credit Mid America) and Derrick Waggoner (Co-Bank) shared some comments about the farm credit system. Farm Credit Mid-America provided a very nice evening reception for our class members. Our learning journey for Seminar 3 was a tour of Yum Brands to learn about domestic and global policy and marketing issues facing KFC, Pizza Hut, and Taco Bell.

Seminar 4: Management, Leadership, Human Resources, and Change:

Bernie Erven and Bob Milligan, two nationally known speakers on human resource management in ag, showed how leadership and management coexist and create synergy in businesses and communities. Kentucky ag and community leaders, Rod Kuegel (Class I), Billy Joe Miles and Wayne Hunt provided their insights on leadership and important issues facing Kentucky agriculture. In addition the group toured the Owensboro Riverport, JW O’Bryan’s (Class IX) swine and grain farm, Jason Strode’s (Class X) grain farm, Ryan Cecil (Class VII) and Suzanne Cecil White’s produce operation/market, and Brent Gatton’s (Class X) grain/cattle farm and their county ham business. Several area program alumni joined us for evening meals sponsored by Independence Bank and H&R Agri-Power.

Seminar 5: Ag, Forestry, Energy, and Tourism in Eastern Kentucky and Tennessee

Our fifth seminar allowed us to observe and learn about a lot of the challenging issues and emerging opportunities facing eastern Kentucky and Tennessee. We visited with experts in the Daniel Boone National Forest and toured Begley Lumber in London to gain a better understanding of the economic impact the forestry industry has in this region. Our very own Will Bowling led us on a wildlife management/elk restoration tour in south eastern Kentucky. We also visited an active surface coal mine in the area and discussed economic and environmental issues surrounding the coal industry and mountain top mining/reclamation. Next we headed to the Volunteer state to make stops at a local agritourism site, a nationally recognized beef breeding farm, a winery/vineyard, a local family jam business, and a large tomato operation. We even squeezed in a tour of Bristol Motor Speedway and capped off our journey with a visit of the UT Research and Education Center in Greenville.

<table>
<thead>
<tr>
<th>Seminar</th>
<th>Dates</th>
<th>Topic</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>October 22-24, 2012</td>
<td>Developing a Leader/Teamwork</td>
<td>Lexington</td>
</tr>
<tr>
<td>2</td>
<td>December 11-13, 2012</td>
<td>Understanding Self/Serving Community</td>
<td>Lexington</td>
</tr>
<tr>
<td>4</td>
<td>March 13-15, 2013</td>
<td>Business Management</td>
<td>Owensboro</td>
</tr>
<tr>
<td>5</td>
<td>July 9-11, 2013</td>
<td>Ag/Forestry/ Energy/Tourism in East KY/TN</td>
<td>Eastern KY/TN</td>
</tr>
<tr>
<td>6</td>
<td>October 28-30, 2013</td>
<td>Communication Training/ West KY Agr.</td>
<td>Murray/ Hopkinsville</td>
</tr>
<tr>
<td>7</td>
<td>December 10-12, 2013</td>
<td>Int'l Policy and Trade</td>
<td>Lexington</td>
</tr>
<tr>
<td>Int'l Trip</td>
<td>January 4-17, 2014</td>
<td>Global Markets</td>
<td>South Africa</td>
</tr>
<tr>
<td>8</td>
<td>February 10-12, 2014</td>
<td>State Government/Lobbying</td>
<td>Frankfurt</td>
</tr>
<tr>
<td>9</td>
<td>March 17-21, 2014</td>
<td>Federal Policy/ Agencies</td>
<td>Wash. DC</td>
</tr>
<tr>
<td>Domestic trip</td>
<td>July 6-11, 2014</td>
<td>Out of State Ag Leadership/Production</td>
<td>VA, PA, NY</td>
</tr>
<tr>
<td>10</td>
<td>September 25-26, 2014</td>
<td>Reflections/Graduation</td>
<td>Lexington</td>
</tr>
</tbody>
</table>
Seminar 6: West Kentucky Agriculture/Cooperatives and Media/Communications Training

Following our east KY swing in July, Class X traveled west in October to observe the uniqueness of agriculture in western Kentucky. The class visited several of our class member’s farming operations which included large-scale grain, dark tobacco, and dairy farming. The class toured Siemer Milling, Continental Mills, and Hail and Cotton to discover the important role agribusiness plays in the local farm economy. We also had a session on the value of farm/electric cooperatives, discussed ethanol markets/policies and listened to local agricultural leaders share their experiences on being active at the local/regional, state, and national levels. Plus our always entertaining and educational media training session at Murray State University, provided participants with an opportunity to learn about effective communication strategies in addressing key political and economic issues facing agriculture. **October 28-30, 2013, Hopkinsville/Murray KY and Springfield TN**

Seminar 7: Global Markets, Policy, and Education

In preparing for our January 2014 learning journey to South Africa, our seventh seminar focused on an improved understanding of global ag issues, opportunities, and challenges. Dr. Daryll Ray, who heads up the Ag Policy Analysis Center at UT was our keynote speaker. Paul Mulhollem, former President of ADM, and Dr. David Williams, President of Burkman Mills shared with us some of their local and global leadership experiences. UK’s Dr. Lee Meyer discussed global food needs, while Terence Collier, Director of Marketing, Fasig-Tipton presented an overview of the global thoroughbred market. Sara Moreno, U.S. Department of Commerce, Jonathan Van Balen, Kentucky Department of Agriculture, and Ed Webb, World Trade Center provided our class with resources available to assist entrepreneurs interested in exporting KY ag products overseas. Another highlight from our December seminar was a visit to Centre College where President John Roush shared with us his top seven leadership principles. In addition this seminar consisted of visits to Shawnee (thoroughbred) Farm, Shaker Village, and Graskop (Isaacs') Farm and an educational session for our class and alumni on financial management conducted by Hilliard Lyons financial specialists. **December 10-12, 2013, Lexington KY**

Seminar 8: State Government

This seminar opened with Dr. Rochelle Sapp (University of Georgia) leading a computer simulation exercise (Congressional Insights) where our class members participated as members of the political process. Our Frankfort sessions included updates from Kentucky General Assembly leadership, “ag” legislators, the Kentucky Department of Agriculture, and the Governor’s Office of Ag Policy. Our class received briefings from some of the state’s top lobbyists on various ag and rural issues and learned about the role of the Legislative Research Commission in the legislative process. A highlight was attending the House Agriculture and Small Business Committee where two of our class members testified before the committee on KALP. Dean Emeritus, Scott Smith and UK’s Ag Director of Advancement, Drew Graham joined us to discuss state government’s political process from a university’s perspective, and alumni were invited to an evening session where class members reflected on the lessons learned from our South African journey. Thanks to Ronny Pryor and Patrick Jennings, two graduates of our leadership program, for setting up the Frankfort portion of this seminar and for hosting us for a social hour/legislative briefing by the KY Distillers Association. **February 10-12, 2014, Frankfort KY**

Seminar 9: Washington DC, Federal Policy/Agencies

Following our visit to state government in February, KALP X headed to our nation’s capitol to observe the federal political process. Our agenda was jammed packed with visits to the American Farm Bureau, Environmental Working Group, Humane Society of the U.S., National Cattlemen’s Beef Association, National Corn Growers, House Ag Committee, Congressional Research Service, congressional offices, and the USDA. Of course there was a lot of discussion about the recently passed Farm Bill, along with debates over immigration reform, trade, animal welfare, food safety, ethanol, tobacco, hemp and the overall U.S. farm economy. Highlights included a visit by the Deputy Secretary of Agriculture, Krysta Harden and meeting for dinner with the ag leadership classes from Montano and Colorado. The group also toured most of the monuments and memorials in DC. **March 17-March 20, 2014, Washington, DC**

Seminar 10: Program Reflections, Insights, and Outlook

Jimmy Richardson (Seminar 2) returned to challenge Class X to use this experience to make a difference in their industry, workplace, state, community, and homes. The class toured Hallway Feeds and was hosted by class members Reese Stanfield at Maplecrest Farm and Serena Gilkison and Adam Hinton at Gilkison Farms, Graduation activities were held at Spindletop Hall with a review and reflection of the previous two years. **September 25-26, 2014, Lexington, KY**