



ELEVATE PEOPLE | ELEVATE IDEAS | ELEVATE THE INDUSTRY

Tomorrow's agribusiness leader will need to be nimble and lead change in addressing workforce pressures, consumer demands, and governmental challenges, all while fostering networks and collaborative work styles. Emerging agribusiness leaders can build their skills through LAUNCH – Leaders Achieving Unexpected New Career Heights – to rise to the challenges and opportunities facing agribusinesses today and tomorrow.

What is LAUNCH?

LAUNCH is a transitional training – empowering employees to meet higher level goals, going beyond the scope of their current position. Agribusinesses continually compete with all industries to recruit and retain the best talent, but there is also a need to invest in those who are already passionate about agriculture.

Program topics and skills practiced include: personal insight, next-level leadership skills and decision making including strategic planning, critical thinking, change management, goal setting and organizational skills; communication and presentation skills; global issues in agriculture; sales and marketing principles; Ohio/regional trends in agribusiness; state and local government; and a personalized capstone project.

Selection Criteria

OABA will accept a limited number of promising leaders in the agribusiness community to the 2020 LAUNCH class. Participants will be chosen by OABA's selection committee through an application review process.

Outstanding applicants will express a desire to meet higher level goals than the scope of their current position. The course is designed for leaders with all levels of experience – from entry level to seasoned employees – who seek to rise within their company.

Program Outline

The LAUNCH program consists of two sessions, three days each, held:

- January 15-17 – Columbus area
- February 18-20 – Western Ohio

Other staples of the LAUNCH experience are networking opportunities, webinars and the capstone project. *By committing to the program, participants are expected to attend all session days, complete the capstone project and make every effort to participate in the networking opportunities.*

Requirements/Application Process

Registration for this event is different than most OABA training opportunities. Those interested in participating will need to go through the following short application process.

1. Applicants must work for a member organization/company of the Ohio AgriBusiness Association.
2. Aspiring leaders will need to talk with their supervisor and/or company leadership to determine if the interested individual has approval to commit to the program.
3. Individuals must fully complete official application, which includes a letter of recommendation.
4. Applicants and their supervisors and/or company leadership must sign a letter of commitment.
5. Applicants must email a head shot photo to jwelsheimer@oaba.net by October 31, 2019.
6. Applicants must email the application to jwelsheimer@oaba.net by October 31, 2019 or by mail – postmarked by October 31, 2019 – to:

Ohio AgriBusiness Association; ATTN: Janice Welsheimer; 5151 Reed Road, Suite 126-C, Columbus, OH 43220



LAUNCH PROGRAM APPLICATION

Participant Information

Full Name _____ Birthdate _____ Male ☐ Female ☐

Home Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____

Please list any dietary or other special considerations

Emergency Contact _____ Relationship _____

Cell Phone _____ Work Phone _____

Employer Information

Current Employer _____

Position/Job Title _____

Business Address _____

City _____ State _____ Zip _____

Business Phone _____

ESSAYS

Applicants will provide responses to the following essay and short answer questions.
(Please attach your response through a separate file)

Essay

What do you think is the biggest challenge facing agriculture in the next 20 years, and how can the industry be proactive to prevent, mitigate or shape it?

Short Answer

Tell us why you chose to work in agribusiness and your favorite aspect of working in the industry.

Describe how you are a leader in your current capacity and how you are planning to grow as a leader in your organization in the coming years.



LETTER OF RECOMMENDATION

You must submit one letter of recommendation from a senior-level manager in your company. In the letter, the individual you select as a reference should address your leadership potential and why you should be considered for the LAUNCH program. References may email or send their letter directly to OABA at the address provided, or you may attach it to your application.

List the individual submitting your reference letter:

Full Name _____ Email _____
Company _____ Phone _____
Title _____

PARTICIPANT COMMITMENT

I understand the requirements of the LAUNCH program. I have discussed the requirements of this program with my employer and have discussed how the time away from work will be handled. I have the time and can commit to attend both sessions of the program. I understand my employer is investing in me through this training, and that I may need to reimburse them if I fail to complete the course.

Candidate's Signature

Date

EMPLOYER APPROVAL

I understand the requirements of the LAUNCH program and agree to support my employee's participation. I know that it consists of two sessions, webinars, a mentor opportunity and a capstone project. We have discussed how the time away from work will be handled.

If he/she is selected to participate in OABA's LAUNCH program, I am committing to submit payment of \$3,400 for this training opportunity by December 31, 2019.

CEO/Supervisor's* Signature (*please print*)

Email Address

CEO/Supervisor's Signature

Date

** A general partner or proprietor, president, secretary, treasurer or vice president of the company in charge of a principal business function, or any other person who performs similar policy or decision-making functions for the corporation, or a duly authorized representative of such person.*

