

EMERGING TIMES

. . . growing toward the future

Class 3 reflects and looks toward the future



Class 3 (left to right): Jeff Goodale, Geoff Roe, Jamie Lang, Clayton Norman, Ryan Atwood, Cathy Atchley, Matt Stacey, Elton Baldy, Daniel Cavazos, Jordan Theis and Sam Glucksman.



Class members of the Emerging Leader Development Program are finding it hard to believe that just one year ago they were meeting for the first time at FFVA 2013. After trips to FFVA's main office, the Capitol in Tallahassee and grower/shipper operations in Florida and California, the

class has made memories to last a lifetime.

In this special edition of the newsletter they reflect on some highlights of the past year as well as how the program will help them as they move forward with their careers.



Future leadership is alive and well



by Elton Baldy
Bayer CropScience

I would like to compliment the agriculture industry from South Florida to the central coast of California for providing a great experience by candidly sharing their challenges and opportunities in the agriculture industry with our recent group in the ELDP program.

For me this was an eye-opening course on the hurdles and level of commitment the men and women in our industry experience daily. Telling the story of agriculture and collaboration is the essential base of success for our industry. I am grateful to have met and learned from my fellow classmates and producers, and I would encourage anyone to participate in this program.

For me this program reaffirmed that the future leadership of agriculture is alive and well. I would like to extend a special thanks to Sonia Tighe and the FFVA board for the support of this program.

Never stop learning



by Cathy Atchley
On Point Ag

As is the case with most meaningful things, it's hard to find the words to adequately describe my FFVA Emerging Leader Development Program experience. I end my year with two lingering thoughts: Never stop learning and use the tools you have.

While our year of training and development may be over, our education should never be. I look forward to the years ahead as I continue to learn and as our industry advances and thrives.

The next piece of the puzzle, is what to do with the knowledge and information we've gained. We have the chance to start a respectful dialog sharing our experience and facts from the field. Whether it's Florida Ag in the Classroom, discussions with political leaders or encouraging the members of Class 4 (and 5, and 6, and so on), let's take the opportunity to use the tools we have.

Agricultural tour de force



by Jordan Theis
Trident Real Estate

The past 12 months have been an agricultural tour de force. I was astounded by the breadth and scope of the companies we interacted with. Shaking hands with the titans of the agricultural industry from both the east and west coast was an experience of a lifetime.

The ELDP program provided our class with a top-notch education, not only in Florida agriculture, but in politics, business and environmental stewardship. Ultimately the program has better prepared me to step into a leadership role. A sincere thanks to Sonia Tighe and everyone involved with the ELDP for providing an invaluable education.



In March class members spent time in Tallahassee visiting with legislators alongside FFVA board members and staff.



The class joined the Western Growers Future Volunteer Leaders Program from California to tour South Florida operations in January.

Intellectual capital



by Daniel Cavazos
Veg Pro International

This year I can look back and say that I had the honor of being a member of ELDP's Class 3. The program took us through several educational endeavors that enlightened our perspective of not only Florida agriculture, but national as well. The amount of intellectual capital gained was invaluable.

Reflecting on the various trips, we had the opportunity to learn the inside operations of how FFVA serves its producer members. It was great to meet the directors and have face-to-face interaction with them. The legislative affairs trip was new territory for me. I now have a greater sense of appreciation for what our state representatives are doing, not only for agriculture, but for the economic well-being of the state as well.

The South Florida production trip was an eye-opener as well. Although I've lived in Belle Glade my whole life, the sugar mill tour was a first for me. However, the highlight of my year was definitely seeing California. The hundreds of miles of

production that spread throughout the Salinas Valley were awe-inspiring. They are truly at the forefront of agricultural production.

I would like to extend a special thanks to Sonia Tighe for coordinating and managing such a tight schedule. She runs a tight ship and her hard work and dedication made the experience a fruitful one.

Expanding strengths



by Sam Glucksman
Glades Crop Care

Class 3 began as a group of strangers, and only 12 months later this program has brought these individuals with incredible variety in professions and personality types together to work as a team. Dr. Hannah Carter perpetuated a significantly better understanding of my personality type, which is allowing me to focus on improvements and expand my strengths to become a successful leader.

Meeting legislators and discussing key issues of Florida growers helped me realize the extreme influence politics has on agriculture. I now comprehend the process bills go through before becoming

a law in efforts to positively mold industry regulations. I was shocked FFVA plays such a strong political role lobbying for the betterment of such a large industry. However, with FFVA lobbyists like Butch Calhoun, I am certain FFVA will succeed in creating reasonable, rational and scientifically based cases for or against policies that affect the industry.

The chance to speak with political and industry leaders, learning about cutting-edge agricultural technology, making friendships and walking through crops such as artichoke, giant celery and mushrooms are opportunities seldom given to anyone. A tremendous thank you to Sonia for making everything possible, and it was a pleasure to have Lisa and Avery accompany the class. The ELDP experience continues to support the importance of educating young leaders in the industry, and provides a unique opportunity for its members to increase their knowledge base in many aspects of agriculture.



A lifetime in a year



by Jamie Lang
PNC Bank

I am tremendously privileged to have been selected for Class 3 of the ELDP because I was exposed to several unique events over the past year that otherwise could have taken a lifetime to experience.

The program has been the most enlightening and educational experience I have participated in. It has allowed me the opportunity to meet and learn from the most influential leaders in agriculture. Our sessions included learning vital information about issues facing our industry and meeting prestigious guest speakers at the FFVA headquarters, the Governor's Inn and the Senate Chambers. Our class was provided with an in-depth perspective of exactly how we could influence a resolution for Florida agriculture. We shared an equal amount of time in South Florida and Salinas Valley, Ca., on farms and in packing/cooling facilities, where I found myself astounded by the various growing conditions and the vast production of the crops outside of Florida. The program has also cultivated a tremendous network of business associates with whom I have developed relationships.

Together we will continue to educate consumers while passionately supporting and promoting Florida agriculture and farmers with confidence that Florida crops will be plentiful, safe and healthy for centuries to come. Thank you to all who support this program and Sonia Tighe for creating an itinerary that has greatly enhanced my knowledge as an emerging agricultural leader.

True development



by Jeff Goodale
Duda Farm Fresh Foods

Being a part of FFVA's ELDP has truly been an amazing experience. I had first learned of the program from a trade journal a few years ago and was immediately determined to become part of a future class. Even with that background in mind the program far exceeded my expectations. I have been truly impressed with what Sonia Tighe and the FFVA staff have created in this program. It is a program that should be studied and modeled by other entities around the country. It was so educational, covering all

aspects of the agriculture industry, from learning about proper plant nutrition to understanding the value of working with our legislature on bills related to agriculture. The program lived up to its name in that it developed us; it gave us the tools to be better leaders.

I would be remiss if I did not express my appreciation to the many members that hosted the class during this past year. The program could not have been such a success if it were not for the many members who opened up their facilities, allowed us to walk their fields and freely let us question them about their business and experiences. I commend you for investing in our class and this program.

Lastly, I give my heartfelt thanks to Sonia for the tireless efforts to make this program a success. Thank you for spending the last year making sure that our class had an educational, memorable and career-enhancing year.



During the fall session at FFVA's headquarters class members collected food to donate to the Redlands Christian Migrant Association.



Making a difference



by Ryan Atwood
KeyPlex

Reflecting on this past years' experience as part of Class 3, there are two things that stand out in my mind. The first is the trip to Tallahassee, where I learned that we actually do have a voice in our government. I always felt that politicians were out of reach and that the common man could not make a difference; I was wrong. At the state level politicians are accessible. The legislators expressed to us that the greatest influence is when we personally go and make our voices heard at the Capitol. I feel that due to this experience I will become more active in the future concerning government at all levels.

As the oldest in the group I can say the second thing that stands out is what a great group of young people we have coming up in our industry. They are smart, innovative, passionate and interested in strengthening Florida agriculture. I truly feel blessed to have had the opportunity to get to know my fellow classmates and now call them friends.

An experience to carry forward



by Geoff Roe
Wm. G. Roe & Sons

What a tremendous year. From South Florida to California the field visits didn't disappoint. Class 3 got VIP access to every farm and manufacturing facility it toured.

I was blown away at the clout and recognition of FFVA. There were certainly favorites - sugar cane in South Florida and vineyards in California - but every stop of-

fered something new and innovative. Our trip to Tallahassee was certainly full steam ahead, meeting with numerous lawmakers and lobbyists at blinding speed.

However, I won't soon forget our first trip to Maitland to meet and learn from those who make FFVA go round. I will undoubtedly carry this experience forward with me in my career.

Networking whirlwind



by Clayton Norman
DuPont Crop Protection

It started a year ago in Amelia Island where we were all blessed to be accepted into Class 3 of the ELDP. Whether it was the FFVA's Maitland headquarters, the Tallahassee political circus, the muck city love or the leafys from the California sunshine, we were welcomed and treated with the absolute best from the people we met.

Being in sales, naturally it was great to do some of the best networking I have ever had a chance to do in my career. I want to thank FFVA, its members, Lisa Lochridge and especially Sonia Tighe for allowing me to be a part of this class. What an awesome experience!

Lasting relationships



by Matt Stacey
Crop Production Services

The ELDP was an invaluable experience. As our trip was winding down in Salinas Valley our group took some time to reflect on their favorite experiences. "My favorite was the visiting the home office in Maitland," "Mine was touring the sugar processing plants in Belle Glade," "I enjoyed the touring the juice plants in LaBelle," "The California trip tops it all, especially the packing and shipping facilities." The opinions poured into the conversation as the tour bus rolled back to our destination.

The reflections varied among the group, but there was a common theme. Everyone agreed the most rewarding experience was forming lasting relationships. I would have to agree and I am grateful to have been included in a first-class program like the ELDP.

*Special thanks to all
ELDP supporters who help
to make this program
a success. We couldn't
do it without you.*