

The Dairy Leaders Mission

To ensure that there will be capable individuals in the dairy industry who will become strong leaders educated in all aspects of the dairy industry in order to shape a prosperous future for the dairy families of California.

Dairy Leaders Program goals

- To develop informed producers who will take leadership roles in the next generation of dairy organizations.
- To increase dairy producers' awareness of and exposure to state and federal legislative and regulatory processes.
- To improve understanding of our dairy industry with emphasis on the California milk pricing and pooling system.
- To understand and be able to effectively work with media sources in promoting dairy issues.
- To expand the horizons of our future leaders by promoting knowledge and appreciation for non-dairy aspects of our society.

The Dairy Leaders Program

The program will consist of regular classes to study issues affecting dairy producers in today's industry. Topics to be covered in depth include: environmental issues, the state and federal legislative process, dairy pricing and economics, biotechnological developments, marketing and promotion, and public relations skills. Participants will develop a more thorough understanding of our industry and society through communication and team building skills.

Who Should Apply

The program is targeted toward dairy producers and those in dairy-related enterprises who want to develop leadership roles in the California dairy industry. A Dairy Leader participant will be an active member of the community who demonstrates leadership potential. Successful applicants will be from various backgrounds, experiences, and education levels. The one commonality is this: everyone who is accepted will have the desire to improve the California dairy industry.

Requirements

Participants in the Dairy Leaders Program must be able to commit to the following:

- Attend all classes in various locations, including Sacramento and Washington, DC.
- Provide commitment from dairy owner or employer to allow class time away from the dairy.
- Spend time reviewing topical material distributed between class sessions.
- Provide own transportation to class locations.
- Be actively involved in milk production or an allied business.

The Selection Process

Applications are typically accepted in February and March, followed by candidate interviews and final selection. The first session begins in early May. Enrollment for the yearlong program is limited so that we may provide more one-on-one instruction. The program enrollment fee for the entire year is to be submitted with the application and requisite letters of recommendation, and must be postmarked by the application deadline.

Program Staff

Dairy Leaders Program participants will be working closely with people who are experts in their field. Each member of the program staff specializes in one aspect of the dairy industry continuum and the first-hand knowledge that is provided will prove invaluable long after the program is complete.

For More Information

To learn more about the Dairy Leaders Program, call Western United Dairymen at (209) 527-6453.

Personal data:

Name _____

Address _____

City, State Zip Code _____

Telephone _____ Fax _____

Mobile _____ Email _____

Dairy Affiliation (dairy farm name) _____

Relationship to Dairy (owner, employee, relative) _____

Have you discussed the program schedule with dairy management (y/n)? Are you married (y/n)? _____

Do you have children (y/n)? _Have you discussed the time commitments with your family (y/n)? _____

Age _____ Educational level _____ Are you currently enrolled in any educational program? _____

If currently enrolled in an educational program, please describe including expected duration: _____

List organizations in which you are an active member:

Agricultural organizations, boards, commissions, or regional groups _____

Social, religious or community groups, other _____

What past or present leadership roles have you held in above-named organizations? _____

Essay Questions (answer on a separate sheet – limit of 250 words each question):

1. What are your professional, personal, and family goals for the next 15 years? How do you see your role in accomplishing these goals?
2. What do you personally expect to learn from the Dairy Leaders Program? What do you expect to contribute to the program?
3. Why do you want to participate in this program?
4. What is your vision of the dairy industry in California 10 years from now and beyond?

(OVER)

Application Instructions:

Return the completed application form and attached essay responses, the signed Candidate Agreement, and the application fee of \$750 payable to **Western United Dairymen** to:

Western United Dairymen
1315 K Street
Modesto, CA 95354

Office Use Only	
Application	_____
Essay	_____
Letters (3)	_____
Fee	_____
Interview	_____
Final	_____

Applications must be postmarked by the **Friday, March 17, 2017** deadline to be eligible for consideration. All semi-finalists will be personally interviewed by the selection

committee before the end of April. After final selection of this year's class, those not selected will receive a prompt refund of their application fee.

Fees and Requirements

Dairy participants in the California Dairy Leaders Program will pay a \$750 application fee. All participants are responsible for their own transportation costs to each session. The program will cover dairy participants' airfare to Washington, D.C., and hotel and meal expenses during all sessions (exclusive of alcoholic beverages and room service).

Program Modules

- Marketing, Promotion & Media Training (2-day session)
- California Political Advocacy (2-day session)
- The California Milk Pricing System (2-day session)
- DMI & Biotechnology (3-day session)
- Federal Political Advocacy (5-day session)
- Environmental Issues (2-day session)
- Graduation at the Western United Dairymen Annual Meeting



1315 K STREET
MODESTO, CALIFORNIA 95354-0917
TELEPHONE (209) 527-6453
FAX (209) 527-0630

California Dairy Leaders Program

Dairy Candidate Agreement

- I have reviewed the program materials for the California Dairy Leaders Program. I understand that the program will consist of six sessions. Each session will be approximately two days in length except for the biotechnology and federal advocacy sessions, combined in a single trip, which will be up to eight days.
- I understand that if selected to participate in the program, I will be expected to prepare for each session by studying material that may be provided in advance.
- I understand that if selected to participate in this program, I will be expected to attend all sessions. Failure to attend any session without prior consent from Western United Dairymen will result in my removal from the program and forfeiture of the program fee.
- I have fully discussed this program and its requirements with my family and my employer and/or dairy management.

Signed:

(Candidate) _____ (Date) _____

(Dairy Manager) _____ (Date) _____

Applications must be postmarked by the deadline. Please return this agreement with your application and fee payable to Western United Dairymen, 1315 K Street, Modesto, CA 95354