



If you believe, belong.

AGENDA
Soybean Leadership College
January 5, 6, 7, 2010
St. Louis, Missouri

January 5 – State Leaders Summit

ASA Executive Committee and State Association Presidents

10:00 a.m. Registration

10:15-10:45 a.m. Welcome and Introductions
Thoughts On Being An Effective Leader

10:45-12:00 p.m. ASA and State Priorities Open Discussion

ASA Executive Committee, State Presidents, State Association Executives, QSSB Chairmen

12:15-1:00 p.m. Lunch

1:00-1:15 p.m. Welcome and Introductions of State Executives and QSSB Chairmen

1:15-2:45 p.m. Influencing, Negotiation & Persuasion – Jeffrey Hansler
This session will teach you how to influence those you come in contact with; negotiate the tough issues; and persuade others to support and action.

2:45-3:15 p.m. Break

3:15-3:45 p.m. Sponsor Presentation

3:45-5:00 p.m. Open Discussion
Coordinating and collaborating on key issues impacting the soybean industry

6:00-8:30 p.m. Dinner Buffet and Calling Night

January 5 – Membership Chair/Top Recruiter/Membership Staff Session

11:30 a.m. Registration

12:00-12:45 p.m. Lunch

12:45-1:00 p.m. Let's Talk Policy
Policy Update

	Policy Messaging
2:00-2:45 p.m.	What Is The Right Membership Message?
2:45-3:00 p.m.	Break
3:00-3:30 p.m.	Build Your Recruiter Base, Part I Kentucky Example: Board Challenges Illinois Example: Board Challenges
3:30-3:50 p.m.	Build Your Recruiter Base, Part II Membership Chair Survival Kit Engaging Recruiters Recruiter Development Challenge
3:50-4:10 p.m.	Iowa Presentation: Recruiter Training
4:10-4:20 p.m.	Break
4:20-4:45 p.m.	County Membership & Market Data Book Using data to target growth; taking action to grow
4:45-5:10 p.m.	Membership Due Dates Report & Process Enhancing the Process
5:10-5:30 p.m.	Message Review
6:00-8:30 p.m.	Dinner Buffet and ASA Calling Night

January 6 – Soybean Leadership College

7:15 a.m.	Registration
7:15-8:00 a.m.	Breakfast Buffet
8:00-8:15 a.m.	GENERAL SESSION Welcome ASA Update
8:15-9:45 a.m.	<i>American Agriculture-A Changed Economic Landscape: Prospects For The Future And Business Implications</i> – Bruce Scherr, Informa Economics
9:45-10:15 a.m.	Break
10:15-11:45 a.m.	WORKSHOP – Communications <i>You Make It Happen</i> – Jeffrey Hansler

A journey of building better communication skills. The program includes planning, agreement, personality, approaches the power of questions and 4 specific skills to persuade.

WORKSHOP – Industry Issues

Climate Change

WORKSHOP – Leadership

Leading People in Changing Times – Bill Hebert

Develop a personalized action plan; discover 5 success formulas that increase cooperation and productivity; discover 5 key attributes that leaders need to achieve success.

11:45-12:45 p.m. Lunch – Presentation by World Soy Foundation

1:00-2:30 p.m. **WORKSHOP – Communications** (repeat)
WORKSHOP – Industry Issues (repeat)
WORKSHOP – Leadership (repeat)

2:30-3:00 p.m. Break

3:00 – 4:30 p.m. **GENERAL SESSION**
Animal Ag Panel
How this is impacting the state
What is the state doing
How to prepare
Discussion

5:30-7:00 p.m. Dinner Buffet

January 7 – Soybean Leadership College con't

7:00-7:45 a.m. Breakfast sponsored by BASF

7:45-9:15 a.m. **WORKSHOP – Communications**
Media Training – Wendy Pinkerton

WORKSHOP – Industry Issues

Ron Moore - Sustainability

WORKSHOP – Leadership

How Leaders Turn Ordinary to Extraordinary – Andrew McCrea

Research tells us that the most important factor in meeting success is something so insignificant it is often overlooked. Find the quality which produces extraordinary results.

9:15-9:35 a.m.	Break
9:35-11:15 a.m.	WORKSHOP – Communications (repeat) WORKSHOP – Industry Issues (repeat) WORKSHOP – Leadership (repeat)
11:15-12:30 p.m.	GENERAL SESSION <i>Roaring Fires, Flickering Flames, Dying Embers or Cold Ashes?</i> – Charles Petty Focuses on the importance of maintaining energy and purpose in one's life and work and suggests some ways to achieve and maintain a healthy productivity
12:35 p.m.	Lunch
1:30 p.m.	Adjourn