

# Reflections on Class 10

"I'd like to reflect on the 30 individuals in Class 10 that took on a challenge, not only to learn about leadership but to perfect their own leadership skills and make a commitment to practicing leadership in agriculture.

At the end of our session tomorrow, AALP will have officially produced 10 classes, encouraged 300 participants to take a forward step in agriculture, and is closing in on 20 years of leadership development. As alumni, we all have a unique opportunity to assist in navigating this program to encourage and push it to new heights.

I came into the program because I wanted to learn more about this industry. I wanted to improve myself and surround myself with people that want to make things happen. I did that and more. I learned to facilitate a discussion, argue a position and believe in a cause.

Carol (Leeming) and Helma (Geerts) said they came here to grab the opportunity to stand up in-front of a crowd and practice leadership in a structured environment. If you ask them to speak in front of a group, they're now both brimming with confidence.

Dan (Wright) and Ken (Filson) wanted to broaden their networks and further their overall understanding of agriculture. Dan can work a room like no other and Ken's at the top of his game on any subject.

Individuals looking to refine their skills in a challenging, supportive environment. That's what the program's all about. Bettering ourselves for our families, for our businesses or employers, and our communities.

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Janice Patterson, Lynn Philp & Lilian Schaar enjoy Iguacu Falls

to look beyond pure commodity production, find niche markets and add value to the commodities we produce."

The group seems to concur on the idea that agriculture in Brazil will only get bigger and better.

The cast of characters who made up Class 10 were an extraordinary mix.

The group dynamic was so unique that the interaction amongst the participants was worth the price of tuition alone. AALP is composed of people that are already leaders. They're the ones that want to make a difference and already do. It's all about making the effort to become BETTER leaders.

Dean (Tiessen), Jim (Cooke) and Henry (Koskamp) are unrivaled in their passion for farming.

Mary-Ann (Hendrixx), Dave (Gosnell) and Bev (Spriel) have an unwavering commitment to achieve what they set out to accomplish.

Cathy (Kennedy), Monica (Quinn), Scott (Collins), and Barb (Zettler) always bring new ideas, different ways of thinking - AALP's about action words - thinking, doing, seeing, experiencing... That's what the Program's all about.

These people made the course. Not just for me, but for everyone.

We have all assumed the challenge to continue leadership. A quote that I heard along the way was, "It's about the journey not the destination." Well, it's been one hell of a ride. Thank you."

Excerpts from Jeff VanRoboys' Valedictorian Speech

"I think that Brazil will become a major agricultural competitor to the world including Canada, not necessarily in the soybean market, but in the livestock industry", states Andy van Niekerk.

Two of the highlights of the tour for all of the participants were the visit to the Itaipu Hydro-electric Dam and the Iguacu Falls. Located where Brazil and Argentina meet, Iguacu Falls are actually 275 waterfalls that cascade down 236 feet, making them five times larger than Niagara Falls. Itaipu is the largest hydroelectric dam in the world and supplies Brazil and Paraguay with the majority of its electricity.

"Visiting Iguacu Falls was the most spectacular part of the tour. It still takes my breath away when I conjure up the memories. I also feel privileged to have toured the Itaipu Dam. I was impressed by the huge scale of this hydro electric dam," says Monica.

Participants also noted Brazil's progressiveness. Helma was impressed with their self sufficiency in consumer goods. "The massive grocery stores (attendants wear roller skates to get around) are full of fresh and processed products, all from Brazil. Having a massive domestic market (180,000

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Jeff VanRoboys speaks at AALP Class 10 Graduation

## 2005 William A. Stewart Lecture and Reception



Art Stirling, Lt. Gen. Roméo Dallaire, Edythe Stewart & Peter Hannam at the 2005 Lecture

On March 31, Retired Lieutenant-General Roméo Dallaire was the featured speaker at AALP's bi-annual Wm. A. Stewart Lecture and Reception. Before a sold-out crowd at the London Convention Centre, Dallaire shared his experiences and lessons learned while leading a UN Assistance Mission for Rwanda (UNAMIR) in the early 1990s during what has come to be known as probably the worst genocide in modern memory.

Speaking passionately about the humanism necessary in leadership and conflict resolution, he reminded the audience that leaders must be accountable for their decisions and suggests that every leader asks themselves the question "Can you live with the choices that you have made?"

He also emphasized the need to achieve serenity by using humour. Other points he emphasized were:

- Trust proves courage and faithfulness shows strength.
- Leaders need to articulate their position and ensure that all team members understand.
- Leadership creates attitude through atmosphere.
- You have to nurture leaders. You can't parachute them in.
- People must be motivated, trained and equipped. They can't be managed the same as trucks and spare parts.
- Attitude problems within a team have a nucleus, one person who is the cause of the problems. Leaders need to discover who these people are and take action against them.

- Leaders should push decision-making down the chain of command so that they can concentrate on big-picture, long-term thinking.
- A mission has only one action verb.

Dallaire is certainly a leader for the 21st century. He made everyone proud to be Canadian.

Thanks to the Lecture sponsors for their help in making the evening so successful:

- Ontario Association of Certified Engineering Technicians and Technologists
- Pioneer Hi-Bred Limited
- St. Willibrord Credit Union

## Upcoming Fundraisers

Mark your calendars now for these two upcoming events:

### Pitch'n for AALP

Saturday, August 13, 2005  
Marden Ontario

Class Ten invites you to form a baseball team and sign up for this fourth annual, fun, recreational three pitch tournament. Visit the AALP website at [www.aalp.on.ca](http://www.aalp.on.ca) for more details and entry forms.

### 2006 Black and White Dream Auction

It's almost that time again. The next Dream Auction, in support of AALP Class 11 will be held on Saturday February 18, 2006 in the Atrium at One Stone Road, Guelph. Start planning your donation now.

### Let us hear from you...

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## Class 10 Sees Vast Opportunities In Brazil

This past winter, AALP Class 10 headed south to Brazil on their International Study Tour. Their travels throughout the southern states of São Paulo and Paraná provided them with many opportunities to explore this developing nation. With 20% of the world's arable land within its borders, Brazil is an agricultural powerhouse. Agriculture accounts for 8.7% of their total gross domestic product (GDP), as opposed to only 3.3% in Canada. The average cost of agricultural labour in Brazil is \$7 per day.

Brazil's production of soybeans and grain crops is growing exponentially. They have 100 million hectares of open savannah available for development. With only 40% of this land currently in production, Brazil is still one of the top 8 world producers of 28 different commodities. It is expected that this undeveloped land will be brought into production within five years, putting Brazil in a position to influence the world price of commodities.

One strength of Brazilian agriculture is that farmers have a strong influence on their industry, working together through co-operatives, large vertically integrated corporations owned by the growers that provide inputs and sell outputs.

Helma Geerts found the agricultural co-op system fascinating because of the opportunities brought to its members.

"With a critical mass of producers and agricultural products, members can purchase inputs and sell products at the best price, develop new markets and value-added products, and invest in leading-edge research. Some co-ops even provide schools for the family of co-op members and run their own MBA programs for managers."

Monica Quinn observed "We witnessed a great deal of sharing of information and resources, as farmers worked together towards a common goal. Canadian farmers tend to be more competitive with each other and don't share information as readily."

"With their members committing 100% of their production, the co-op can then focus its resources to add value to that production and provide a better return to the farm membership," noted Ken Filson.

Helma was impressed with Brazil's development of "Clean, agriculturally-based energy (e.g. ethanol, methanol and bio-diesel), as viable, mainstream alternatives to oil. This growth area in Brazil helps to reduce their dependency on foreign oil and could do the same for us."

According to Ken, Canadian farmers could learn a lot from their Brazilian counterparts. "In Canada our farmers need

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AALP DALLAIRE

A Newsletter Published by Advanced Agricultural Leadership Program

### in this issue:

- Reflections of Class 10
- Celebrating 20 Years
- Funding Partners

Spring 2005

# AALP News • AALP News • AALP News • AALP News

## Class 11 Selection

The selection of AALP Class 11 is now well underway with the final slate of participants being decided upon at the Board meeting in June. Once again we had a sizeable number of applicants, from all sectors. Thanks to everyone for helping with recruitment. We look forward to announcing the successful candidates soon.



## Welcome Leslie Woodcock

Dr. Leslie Woodcock has joined the AALP Management Committee as the representative from the Ontario Ministry of Agriculture and Food. Leslie is the Manager of Livestock Issues, in OMAF's Innovation and Competitiveness Division. We're pleased to have her on our team.

## Celebrating 20 Years

"In every sphere of agriculture, there is a need for leaders: men and women who can distinguish between fact and emotion, who can analyze situations and take decisive action, and who can inspire others to do the same.

A lifetime of working with others has taught me the importance of these skills. Good citizens, interested in helping peers, family and country, need to learn to think for themselves and to communicate clearly.

This is what the Advanced Agricultural Leadership Program seeks to achieve through continuing education in the real world."

"These words were originally spoken by the Honourable William A. Stewart, past Minister of Agriculture and Food in Ontario, upon the launch of the Advanced Agricultural Leadership Program in the spring of 1985.

Decades later, the Program, more commonly referred to as AALP, still seeks to provide our industry's future leaders with the skills, knowledge, broad perspective and positive attitude necessary for the future of the agriculture, rural and agri-food sector."

These are the words which begin the AALP 20th anniversary celebration video. That's right. AALP has been around for 20 years. It's one of the longest running, and most successful agricultural leadership programs in the world. Our video was debuted at the Stewart Lecture and an abbreviated version will be shown on Town and Country Television in May. We are grateful to the Ontario Ministry of Agriculture and Food, the Ministry of Municipal Affairs and Housing and specifically the Town and Country Production team for their sponsorship of this video.

We'd also like to thank those people who made themselves

available on our tight shooting schedule. They are Mike Jenkinson, Jack Hagarty, Peter Hannam, Pat Mighton, Ken Knox, Ann Gordon, Doug Pletsch, Keith Wardlaw, Crystal Mackay, Kelly Daynard, Brenda Trask, Greg DeVries, Brian Horner, Bill Weaver, Jim Fischer, Marilyn Sewell, Dan Legault and Art Stirling.

The Advanced Agricultural Leadership Program is certainly something we should all be proud of. The program exists only due to its generous sponsors and its loyal graduates.

Congratulations to everyone who has helped make AALP such a success. We're looking forward to the next 20 years.

## AALP funding partners recognized for their leadership role as Class 10 graduates

Funding partners are critical to the success of the Advanced Agricultural Leadership Program, and the generosity of our sponsors and donors continues to grow. All AALP program founding partners and sponsors were recognized for their leadership as part of the Class 10 graduation ceremony on April 2, 2005. Many representatives from these organizations were able to join the class for this celebration, witnessing first-hand the tremendous impact of their investment in leadership development.

AALP Class 10 was funded in part through the generous support of the following industry leaders:

## Founding Partners:

Foundation for Rural Living  
Ontario Federation of Agriculture  
Ontario Ministry of Agriculture and Food  
University of Guelph

## Lead Sponsors

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## Contributing Sponsors

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Parmalat Food Inc.  
Perth County Federation of Agriculture  
Strub Brothers Limited  
Waterloo Wheat Producers  
Charitable donations are also critical to the success of our program. The Centre for Rural Leadership is a registered charity and able to accept gifts in

support of the Advanced Agricultural Leadership Program. These gifts for Class 10 included contributions of cash, time, resources, in-kind services, etc. Individuals and organizations receive charitable tax receipts for their donations, and are recognized in our annual report.

## 2005 International Leadership Alumni Conference

### Hershey Lodge & Convention Center

Hershey, Pennsylvania  
September 28– October 1, 2005  
Pennsylvania's "Sweet Leadership Linkage" will include speakers such as Paul Ford, General Innovation Manager for Australia's National Food Industry; James Chan, author of "Spare Room Tycoon; Secretary of Agriculture Dennis Wolff and State Tourism Director Mickey Rowley.

For more information, visit the conference website at <http://www.ilac.cc>.



David Lapos (Class 2) and Ken Furlong (Class 4).

## Leadership Legacy Endowment Fund

Ken Furlong, former Ontario Agricultural Leadership Alumni President and David Lapos, former OALA Treasurer announced the creation of the Leadership Legacy Endowment Fund, at the AALP Class 10 Graduation Banquet in London on April 2<sup>nd</sup>. Last year the remaining funds of the Ontario Agricultural Leadership Alumni were placed into a Leadership Legacy Endowment for the purpose of providing ongoing funding to the AALP Graduate Services Program.

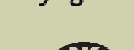
## Founding Partners



## Lead Sponsors



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# Grad News • Grad News • Grad News

AALP grads are certainly contributing to the leadership of Ontario's farm organizations. Just look at this list:

Organization	AALP Grad	Position
AgCare	Charles Stevens, Class 5	2nd Vice-Chair representing Ontario Fruit and Vegetable Growers' Association
Canadian Young Farmers Forum	Mark Richards, Class 8	Re-elected President for 3rd term
Chicken Farmers' of Ontario	Murray Booy, Class 8	Chair
Dairy Farmers of Ontario	Lloyd Wicks, Class 1	Director
Eastern Canadian Farm Writer's Association	Lilian Schaer, Class 10 John Greig, Class 9 Kelly Daynard, Class 9	President Past-President Director
Ontario Agri-Food Education	Dave Gosnell, Class 10 John McNiven, Class 8	Treasurer Director
Ontario Canola Growers' Association	Brian Wiley, Class 9	President
Ontario Cattle Feeders' Association	Dianne Booker, Class 9 Roger Griffiths, Class 7	Director Director-at-large representing Ontario Cattle Feeders'
Ontario Corn Producers Association	Steven Byveldts, Class 8 Dave Start, Class 5	Treasurer Director
Ontario Federation of Agriculture	Jim Anstice, Class 5 Ed Lee, Class 10 Kristin Ego-MacPhail, Class 7 Mark Reusser, Class 4	Director Director Director Director, Chair - Farm, Finance and Taxation Committee
Ontario Pork	Curtiss Littlejohn, Class 9 Teresa Van Raay, Class 9 Liz Samis, Class 6	Vice-Chair Director Director
Ontario Pork Industry Council	Phil Anwender, Class 8 Stu DeVries, Class 9	Director Director
Ontario Soybean Growers	Greg DeVries, Class 8 Greg Hannam, Class 7 Arden Schneckeburger, Class 2	Chair Vice-Chair Director
Ontario Veal	Judy Dirksen, Class 10	President
University of Guelph OAC Alumni Association	Barb Parker, Class 6 Karen Daynard, Class 8	Director Director, Newsletter Editor

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million) helps as does climate and an entrepreneurial spirit."

"Although Brazil is classified as a developing country, we witnessed modern technology and ideas that were only limited by infrastructure," recalls Monica. "I was also impressed with the strategies that were implemented to contend with the challenges of the social structure within the country. People in the lowest of social class had opportunities to make a small wage in ways that would still benefit the community, such as their garbage collection program in Curitiba."

In all, participants concluded that Brazil is capable of being every bit as progressive as Canada. The abundance of resources, the availability of land, the superb climate and the friendliness and optimism of its citizens equate to immense opportunities for this young nation.

## Other Grad News

- Kelly Daynard (Class 9), is Program Manager, Ontario Farm Animal Council.
- Jim Fischer (Class 5), recently graduated with his teaching degree from Thunder Bay.
- Tony Morris (Class 5), received his P.Ag. designation in June 2003. Tony is now working as an Agri-business Specialist, TD Canada Trust, based in Elora, Ontario. He was also Chair of 2005 Ontario Institute of Agrologists' Annual meeting.
- Mike Muldoon (Class 8) – Sales Representative for Jay-Lor.
- Jeff Reid (Class 6), is the new General Manager of SeCan.
- Brenda Trask (Class 6), has accepted a one year assignment with the Canadian Seed Trade Association in Ottawa as the Assistant Executive Vice President.

## Award Winners

- Ann Gordon, (Class 2), is Canada's newest Nuffield Scholar. A MSc. Candidate in Rural Extension Studies at the University of Guelph she also received the 2004 University of Guelph Graduate Scholarship for academic performance as well as the University's 2004 J Ross Cavers International Scholarship for travel abroad.
- Ron MacDonald, (Class 4), received an Energy Efficiency Award from the Canadian Industrial Program for Energy Conservation in recognition of his work retrofitting hog barns at the SunCrest Hutterite colony in Alberta.
- Lilian Schaer, (Class 10), traveled to England and Scotland in order to study hog marketing initiatives as part of the 2004 Ontario Pork Congress Travel Fellowship.
- Dean Tiessen (Class 10), was chosen by his fellow AALP Class 10 participants to receive the Richard Lichty Memorial Award.



Dean Tiessen receives Richard Lichty Memorial Award from Art Stirling, Mary and Brad Lichty