

# LAUNCH

An Executive Course Presented By 

## Selection Criteria

The Ohio AgriBusiness Association will select no more than 30 promising leaders in the agribusiness community to participate in the 2016 Leaders Achieving New Career Heights, or LAUNCH, program. The participants will be chosen by OABA's selection committee through an application review process.

## Program Outline

The LAUNCH program will consist of:

- two sessions (three days each)
- mentor opportunity
- webinars
- and a capstone project

By committing to the program, participants are expected to attend all sessions on the dates noted below, complete the capstone project and make every effort to participate in scheduled webinars and the mentoring opportunity.

Session Dates:

1. January 5-7 - Columbus area
2. February 16-18 - Wooster area

The program topics and skills practiced include: personal insight, executive 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; how to develop a successful mentor-mentee relationship; and a capstone project.

## Requirements/Application Process

Registration for this event is different than most OABA training opportunities. Those interested in participating in the process 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 an official application, which includes a letter of recommendation.
4. Applicants and their supervisors and/or company leadership must sign a letter of commitment to the two sessions.
5. Applicants must e-mail a head shot photo to [mlong@oaba.net](mailto:mlong@oaba.net) by November 20, 2015.
6. E-mail this application to [mlong@oaba.net](mailto:mlong@oaba.net) by November 20, 2015 or mail by November 20, 2015 to:

Ohio AgriBusiness Association, c/o Margo Long  
5151 Reed Road, Suite 126-C  
Columbus, OH 43220

**General Participant Information** (Please print or type)

Full Name \_\_\_\_\_ Birthdate \_\_\_\_\_ Male  Female

Email Address \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Please list any dietary or other special considerations we should be aware of: \_\_\_\_\_

<b>Emergency Contact</b>	
Name	_____
Relationship	_____
Home Phone	_____
Work Phone	_____
Cell Phone	_____

**Employer Information**

Current Employer \_\_\_\_\_

Position/Job Title \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Fax \_\_\_\_\_

**Essay Question**

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 Answers**

Tell us why you chose to work in agribusiness.

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.

(Please attach your responses on a separate sheet of paper.)

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## 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 of recommendation directly to OABA at the address provided, or you may attach it to your application.

List the individual submitting your reference letter:

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First and Last Name

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Company and Title

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Email Address

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Phone Number

Check one

Letter of Recommendation Attached

Letter of Recommendation Will Be Submitted Separately

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## 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 \$2,900 in me through this training, and that I may need to reimburse them if I fail to complete the course.

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Candidate's Signature

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Date

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## 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 \$2,900 for this training opportunity by January 4, 2016.

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CEO/Supervisor's\* Name (Please Print)

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Email Address

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CEO/Supervisor's Signature

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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.

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