

# LIA Alumni Newsletter

March 2007

The LIA Auction in February set an all-time record high – over **\$32,000** generated during the course of the evening. What a tremendous accomplishment by alumni and friends of LIA at this 2007 event. Class 27 did an excellent job in securing items. The Grand Prize – **Carl Rey** coordinated a trip for four to the Napa Valley Wine Country of California. The excitement was still high from the group who had just returned from Costa Rica (2006 Grand Prize). **This year's Grand Prize winner of the trip to Napa Valley was Jerry Frank, PETRA Construction in Boise.** Thanks to everyone who made this event such a success. The proceeds from the auction will be used for scholarships to support future LIA participants; funds will be added to the LIA Endowment Fund and for LIA operations.

## **SPECIAL THANKS** to LIA

Trustees who have completed their eligible terms of service on the Board of Trustees: **Dr. John Mundt, Wayne Thiessen** and **Jeff Williams**. Both Mundt and Thiessen were board members who were not LIA graduates. Mundt, a long-time presenter on Public Speaking at the Pocatello session, and Thiessen, a faithful supporter of the annual LIA Auction and for several years has donated their McCall cabin as an auction item. Jeff Williams, LIA Class 10, changed roles of leadership with Glanbia during his tenure on the board of trustees and is currently the CEO of the Twin Falls-based cheese manufacturing organization.

*Thanks to these individuals for their faithful service.*

## **WELCOME NEW BOARD MEMBERS:**

It is indeed a pleasure to welcome new Trustees to the Board. Elected at the 2007 Annual Meeting for three-year terms were:

**Garren Apple, Class 27**, employed as a farm manager for Scythe and Spade

**Mary Hasenoehrl, Class 17**, Assistant Director of Development for U of I CALS

**David Temple, Class 26**, Credit Officer with Northwest Farm Credit Services based in Ontario

**Dick Rush**, American Red Cross of Greater Idaho

**Wayne Hammon, Class 14**, State Director for USDA Farm Service Agency, was elected to complete a two-year term for another trustee

## **LIA OFFICERS ELECTED**

Special appreciation was shown at the graduation of LIA Class 27 for **Blair Wilson, Class 8**, for his leadership as chairman of the board of trustees. Wilson will remain on the board for one more year. Elected as officers for the coming year were the following:

**Chairman - Rich Garber, Class 2**, Director of Industry & Government Relations for U of I CALS;

**Vice Chairman - Charlie Bryan, Class 10**, NW Region Director for UBS AgriVest, LLC; and

**Sec./Treas- Dale Dixon, Class 21**, Executive Director of Idaho Rural Partnership.

## **WASHINGTON, D.C. EXPERIENCE ON FOR MARCH**

LIA alumni will again travel to Washington, D.C. to learn more about how public policy is developed and to meet with leaders in federal government and agencies. LIA Alumni scheduled to attend this year are the following:

**Dale Dixon, Class 21**

**Chad Henggeler, Class 24**

**Robin Lindquist, Class 21**

**Kim Royer, Class 24**

**Jim Wylie, Class 22**

**LIA President Rick Waitley**

will accompany the group. Throughout the week the group is scheduled to meet with members of the Idaho Congressional Delegation, take in some sights in the DC area, attend a show at the Kennedy Center, tour national monuments and visit with federal agencies.

## **DATES FOR LIA CLASS 28:**

Applications for LIA Class 28 can be submitted **anytime** with a deadline of August 1. These dates have been set for the fall class:

Moscow	November 5-8
Pocatello	December 10-13
Twin Falls	January 7-10
Boise	February 11-15

An application and additional information can be found online at [www.leadershipidahoag.org](http://www.leadershipidahoag.org). The class will be limited to 30 participants.

## **NEW LIA BROCHURE RELEASED**

We are pleased to provide a copy of the newly released LIA promotional brochure. This brochure, developed by the Board of Trustees and designed by Dee Sienknecht in our office, serves a number of purposes. There is an insert for the brochure that is used by alumni and Trustees when making an appeal for financial support of the Foundation. Please let us know if you have specific needs for these brochures and we will be happy to mail a quantity to you. They are an excellent recruitment tool and do raise questions for people about the purpose and goals of the program. Word of mouth remains our best recruitment, but this tool will help you by providing additional information.

## **IDAHO RURAL PARTNERSHIP WORKSHOPS—SPRING 2007**

Enclosed is a flier about the IRP workshops to be held throughout Idaho in communities near you. The workshops are the end of April and first part of May. A variety of speakers, topics and issues will be addressed. Please sign up and make this part of your additional training.

I look forward to seeing many familiar faces at these trainings. This has also been a great recruiting tool for future LIA participants. Be prepared to share your LIA experience with someone who might be in the audience.

### FRIEND OF LIA AWARDS

#### NEW CO-CHAIRMEN SELECTED

Class 27 elected as co-chairmen for LIA Class 28 **Kim Nelson**, U of I CALS Student Recruitment Coordinator; and **Jerry Ward**, ISDA Marketing Specialist.

#### FOOD PRODUCERS OF IDAHO AG PAVILION

This year the Ag Pavilion will be at the Western Idaho and the Eastern Idaho State Fairs. LIA Alumni are important to the operation and success of the Pavilion. Mark your calendars with the following dates:

**Western Idaho Fair**  
August 17-16

**Eastern Idaho State Fair**  
August 31–September 8

During graduation of Class 27, four special awards were presented:

**John Rogers**, DayBreak Productions. John has coordinated the development of a number of promotional items and materials for Leadership Idaho Agriculture for a number of years. Formerly with Bright Advertising in Boise, a couple of years ago John joined a new firm, DayBreak Productions. We stayed loyal to John because of his excellent customer service and are now doing business with his new firm.

**Dale Dixon**, Executive Director Idaho Rural Partnership. Dale is not only a graduate but has been a presenter on a number of different topics before LIA classes through the years. Most LIA alumni know Dale for his training in the area of media relations. Dale has been instrumental in coordinating the Community Leadership Development Workshops sponsored by IRP and LIA in the spring and fall of 2006 and now scheduled for the spring of 2007.

**Jon Conder**, Farmhouse Collection. For several years, LIA has been visiting the Farmhouse Collection facility in Twin Falls. This is a real success story of how a business sought out a rural community because of labor and training and established itself as a quality business organization. The high-end furniture made from Alder wood is an excellent example of economic development. Jon has always been gracious and willing to offer a tour.

**Lisa Shively**, State FFA Coordinator and a Farmer/Rancher. Lisa has been helping LIA Classes learn techniques of public speaking. Lisa began as a substitute for Dr. Mundt and now, after Mundt's retirement, has become a regular presenter for the classes. Lisa is a graduate and served twice as a co-chairman for two other classes. Lisa also serves as a member of the LIA Board of Trustees.

### AG IN THE CLASSROOM

LIA members understand the importance of agriculture education in the Idaho classrooms. Idaho Ag in the Classroom is funded from ISDA, agriculture partners in industries, agribusinesses, private citizens and through the dollars received from the **Ag License Plate** fund. Enclosed is a flier about the Ag Plate and how it benefits Idaho AITC. Be proud to be associated with Idaho Agriculture and have each of your vehicles display an Ag Plate. No matter when your renewal date, an ag plate can be prorated throughout the year so that you

### And now . . . News from LIA Alumni

#### **Thad Schutt, Class 14**

We are moving to Richland, WA. Our new address will be 1251 White Bluff St., Richland, WA 99352. My new position is Business Manager of Royal Organic Products, LLC. We are building a website at [www.ROPorganic.com](http://www.ROPorganic.com), but so far have only secured the domain name. We are creating organic soil amendments by composting agricultural and yard residues at a site near Vantage, WA. The company is a newly formed subsidiary of A.M. Todd Co., which has employed me for several years. We will miss Idaho very much, but are looking forward to the new opportunities and adventures.

#### **Ron Bitner, Class 3**

I was recently appointed the Rural Business Development Specialist for Caldwell/Canyon County Economic Development Council.

#### **Angela Schaer Kaufmann, Class 17**

Our second child Grace Rose, was born October 12, 2006. She joins her brother Payne James, who is now two and a half years old. I am a partner at Moffatt Thomas Law Firm, and was recently appointed to the board of the Humphrey's Diabetes Center, Boise.

#### **Kip Wooten, Class 19**

In August of 2006 I started Wooten Excavation LLC. We are currently working on our second subdivision with what looks like many more in the future. We are still farming about 2800 acres so we didn't quit, the construction is just something new. Like everyone else these days, *I've decided that a crop of houses makes the most sense.*

#### **Patti Harris, Class 26 and Jeff Mitchell, Class 26**

We have been training all over the state the past year on behalf of USDA Farm Service Agency. Our trainings have been successful and well received. Patti says, "I know LIA helped me reach a comfort zone in front of large groups".

#### **Ann Sexton-Bandy, Class 17**

As of March 2 I am no longer at McClure Engineering. I am preparing our home for our new addition to arrive mid-June and spend some time together before she/he arrives - I am currently 26 weeks pregnant; and then time to be a stay-home mom. I'll let you know when the actual day arrives. Maybe now that I'm not working I'll be able to be a little more involved.

#### **Pat Takasugi, Class 4**

**Marriages:** Suzanne and I have been and continue to be married, going on 15+ years.

**Births:** None that I am aware of.

**Job changes:** After 10 ½ years serving as Idaho's Ag Director, I'm returning to the farm (1,500+ irrigated acres of onions, alfalfa seed, bean seed, pea seed, wheat and native plant seeds)

**Leadership positions secured:** Farm Foundation (Steering Committee), Idaho Grain Producers Assoc. (Board of Directors), Idaho Smart Growth (Board of Director), Food Producers of Idaho (Representing: Wilder Farm Labor Committee/Idaho Alfalfa Clover Seed Growers Assoc, Idaho Onion Growers)

#### **Mandi Thompson, Class 19**

We have news to share - the birth of our second son, Ian Richard on November 14, 2006. Also my husband, Travis was made partner with his law firm in January 2007. So - lots of good things are happening here! I would be interested in heading up that AITC tour picnic again this summer and I am sure fellow LIA Alumni would support me with a true Magic Valley welcome to the teachers.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find

“filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



**Caption describing picture or graphic.**

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for in-

stance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

**“TO CATCH THE READER’S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE.”**

## Inside Story Headline



**Caption describing picture or graphic.**

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or en-

hances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

## Business Name

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Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4  
Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com



## Organization

Your business tag line here.

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WE'RE ON THE WEB!

EXAMPLE.MICROSOFT.COM

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This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

## Back Page Story Headline

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This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.



**Caption describing picture or graphic.**

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that

are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some

other graphic.