

# Oklahoma Agricultural Leadership Program

## Class XVII

### Scribe Notes

#### Seminar 4

December 10 - 12, 2014

### “Leadership and Communications”

**Wednesday Dec. 10**

**Scribe: Preston Simic**

We opened the session with a great presentation from Ron Hays on his background in Oklahoma agricultural media over the past 30 years. He explained how social media has overtaken radio and TV with the amount of people it can "touch". He also discussed ways to use social media to get agriculture's message out to the non-ag community. Ron introduced Jim Apel from KWTV who has spent time as an assignment editor for a local TV station. Jim explained how to get the attention of the assignment editor when sending in an idea for a story. He broke down the typical day for the editors and how to get their attention with a catchy subject line. Jim also described that the typical audience that the TV news editors are trying to reach out too are women between the ages of 25 and 54.

The next presenter was Leslie Smith, a recent graduate from the Nebraska LEAD program, which is similar to the OALP. Leslie is now an Ag New Media specialist for the Oklahoma Radio Network, working alongside Ron Hays. Leslie described some of her favorite sessions from LEAD, such as their trip to Washington, D.C. and the international trip to Poland and the Czech Republic. She also explained how her view on many topics in agriculture changed over her time in the LEAD program. One example she gave was a change in her opinion of needing to use all types of energy production and not just wind energy as she had formerly thought.

Ron Hays continued the morning session with a detailed break-down of how the Oklahoma agricultural media uses social media such as Twitter to get their message out. He explained how several recent political candidates used social media heavily in the recent campaign for office. He also gave some statistics on the number of followers many important groups and figures have from our state.

We finished the morning with a great media scenario challenge. We broke into three groups and discussed how to best share agriculture's story during a potentially damaging news story. Each group nominated a spokesperson for the group and they gave an on-camera interview that the group broke down for the purpose of learning how to better get our message across to a growing non-ag viewer.

After lunch, we met with the HSUS Agriculture Council for Oklahoma. Former Tennessee State Representative Eric Swafford described his perspective of how the HSUS views the future of U.S. agriculture practices. He introduced the four members of the Oklahoma HSUS Ag Council and they each gave a background about themselves and why they had joined the HSUS. After each had taken 5 to 10 minutes to explain their view of local agricultural practices, we were given a chance to ask questions. Several of the questions were about the differing views explained by them and the national HSUS website. Although many of our views were different

from the Council, I think that each of us in the class gained a new appreciation for the widely varying views on how to approach agricultural practices in the future.

We ended the day at the Myriad Botanical Gardens with a tour of both the gardens and the downtown area. We then attended the Christmas Banquet at the garden's banquet room hosted by many alumni and state agriculture groups. We heard from Rodd Moesel and Jim Reese and enjoyed a wonderful catered meal and time to fellowship with alumni and classmates.

**Thursday Dec. 11**

**Scribe: Bill Steinert**

Speaker: Dr. Rob Terry - Department Head - Agricultural Education, Communications and Leadership

Dr. Terry began by quoting Socrates - "Know thyself" and defined leadership as "Influence".

A "pig" personality assessment was done to illustrate the myriad of personality tests available and their value or lack of value.

"Jung Personality Test" and "StrengthsFinder" were introduced as two very credible assessments.

Importance of self-awareness is that it allows one to know what you are capable of doing.

"Jung" tests your preference of personality traits. You are born with these preferences. They remain stable over time. It is a scale – you are not one or the other – you fall along a continuum.

Some behaviors can be learned. Some are impossible to master. Linemen cannot turn into running backs. Most people's talents are diamonds in the rough.

Your potential is based upon your unique set of talents. Your room [personality] vs. how you arrange it [talents].

'StrengthFinders' is from the University of Nebraska and was introduced by Gallup out of Omaha.

Five for five repeatability 80% of the time. Four for five repeatability 95% of the time.

Uniqueness – 278,000 combinations. Three million unique traits.

Every talent has a negative aspect. No talent has an opposite. We are always more anxious about the talents we do not possess rather than focusing on the fifteen we do have.

Relating and Influencing – These two are interpersonal.

Thinking and Executing – These two are intrapersonal.

Relating traits – 1) Adaptability 2) Connectedness 3) Developer 4) Empathy 5) Harmony 6) Includer 7) Individualization 8) Positivity 9) Relator

None of these are in my top five.

Influencing – Interpersonal Trait. Influence and power over others. 1) Activator 2) Command 3) Communication 4) Competition 5) Maximizer 6) Self-assurance 7) Significance. Example: Oprah Winfrey

Thinking Traits. 1) Analytical 2) Context 3) Futuristic 4) Ideation 5) Input 6) Intellection 7) Learner 8) Strategic. Steve Jobs is an example.

Executing – Intrapersonal Trait – Personal motivation. Generate and focus energy to achieve and get things done. Usually high energy and active. They do a lot and get things done. 1) Achiever 2) Arranger 3) Belief 4) Consistency 5) Deliberative 6) Discipline 7) Focus 8) Responsibility 9) Restorative.

“Talent is cheaper than table salt. What separates the talented is a lot of hard work.” – Stephen King

Five key points – 1) Know your traits. 2) Take responsibility for your development. 3) Make them a part of your personal mission. 4) Create a support network. 5) Put your talents into practice.

Trait Scavenger Hunt - To be completed on you own.

Morning session concluded at 12:00 p.m.

Session Two - Beginning Time 1:00 p.m.

Paul Jackson – Secretary/Treasurer AFR

Richard Herren – CEO Designate AFR

Terry Detrick – President AFR

Membership side is “Oklahoma Farmers Union.” Started in Texas in 1902.

Insurance side is Oklahoma Farmers and Ranchers. Started in 1919

Focus is “Legislation, Education, and Cooperation.”

Originally a Fraternal Organization – “Giving back to your community.”

AFR does not endorse political candidates. They endorse issues and work for cooperation. Front burner issues for AFR are the beef check-off and waters of Oklahoma.

Session concluded at 1:30 p.m. and then the group left for the Regional Food Bank.

Session Three - Regional Food Bank

OALP Class XVII packaged 1400 plus one pound bags of instant oatmeal, providing over 1200 meals for the hungry. All this was accomplished in less than two hours. Matt Sandman was not injured in an epic fall.

Mason Weaver provided an energetic tour of the garden area of the Food Bank. The purpose of the garden and all it entails is to provide a learning experience for inner-city children. The compost area was explained. The garden employs organic practices because they are not trying to produce a crop. If they, do fine. If not, that’s fine, too. Goats included in the tour are pets and are not to be eaten.

Session concluded at 5:00 p.m.

The class then met at BJ's Restaurant & Brewhouse for a fun dinner. We returned to the hotel for a dirty Santa gift exchange which was a lot of fun, especially for those who had not done this before.

## **Friday Dec. 12**

**Scribe: Coleen Thornton**

Key points Dr. Sander's included on the political economy for agriculture:

- Economy was expanding but wages and consumer spending are still too low to make big strides
- The Fed may continue intervention (like QE3) if the economy stalls on continued global volatility
- Oklahoma is more insulated than many states but the recent drop in oil prices may cause a ripple effect in the economy (1/4 of all jobs in Oklahoma are linked to oil and gas per the Department of Commerce - researched by CT)

The 2014 Farm Bill showed that the social contract with agriculture is still intact but is changing as subsidies as a percent of farm income is going down. New trends indicate that greater than 50% of income to farming families is off-farm income. The USDA spends between \$8-12 billion in agriculture with the farm bill each year.

Although unemployment is down in the 6% range, if oil stays below 60% it may increase unemployment.

GDP growth is approximately 2% while inflation is running at 1.5%-2%.

The biggest agricultural customers for U.S. farm products are China, Canada, and Mexico.

Farm incomes are likely to go down in the next year due to increased expenses, reduced commodity prices, and lower USDA payments.

### 2014 Farm Bill:

- 79% Nutrition Programs
- 14% commodity and crop insurance (\$956 billion for 10 years by CBO est.)
- 7% conservation and other

With only 1% of the population living in rural areas there wouldn't be any motivation to pass a farm bill without the nutrition programs.

### Oil & Gas:

The largest economies are just going to get more dependent on energy imports. The U.S. is the only exception. New lower prices, however, may cause shale drilling and biofuels to become too expensive to produce.

Economists expect GDP growth to continue through 2019 then slow the rate of growth through 2025.

## **Mesonet**

Mesonet has a new mobile app.

Drought has had major impacts on yields in the state.

Long-term ranch operations have had less problems than commodity growers.

The last 30 years have had much more rain than what historical averages show, suggesting that we have become used to better conditions than what we should be planning.

The new era is going to be one where water is key. See basin limitation map.

Climate shift suggests that there will be more frost free days with higher nighttime temperatures and greater evaporation rates and less frequent rains. Weed crop and insect migrations are showing up with the new weather patterns. There are more wild fires and intense rains.

Mesonet is doing weather monitoring to move to risk management tools. Weather-based farming will be based on how quickly an operator can react to conditions. A detailed tour of the website was reviewed.

Following lunch, we went on a tour of the National Weather Center, including a stop at a Mesonet station outside.

Out time concluded with sitting in a circle to hear announcements and share reflections of this seminar.