



Kansas Agriculture and Rural Leadership Program

Developing Leadership Excellence



The KARL Program =
A two-year educational
experience offering
intensive study, training
and travel for emerging
leaders in agriculture
and rural communities.





OUR MISSION

The Kansas Agriculture and Rural Leadership program strives to provide first-class leadership by designing and offering challenging and illuminating education and enrichment programs as well as a forum for continuous engagement.



KARL is the Preferred Partner in Developing Excellence in Agricultural and Rural Leadership.



KANSAS AGRICULTURE AND RURAL LEADERSHIP, INC. CLASS XII (2013-2015) PROGRAM CURRICULUM

2013 YEAR 1

Genesis

August 16-18, Rock Springs

- * Orientation
- * Group Dynamic Skills
Leadership - Skills, Styles
Perils and Team Building
- * Ethics in Leadership

Economic Development

November 6-8, Garden City

- * Rural Economic Development
- * Energy / Water Policy
- * Beef Industry / Immigration
- +* Large Scale Agriculture
- +* Industry Tours

Personal Development

December 4-6, Colby

- * Image Building
- * Discussion Skills
- * Writing Skills
- * Oral Communication
- * Facilitation Skills
- * Public Service

2014 YEAR 1

State of the State

January 15-17, Topeka

- * Serving the State
- * Media Influence
- * Understanding and working
with the Legislature
- * The Rural Voice
- * Kings and King Makers

Conflict Management

February 12-14, Leavenworth

- +* Fort Leavenworth Tour
- * General Staff College Briefing
- * International Security Research
- +* Prison Systems
- * Juvenile Intervention

National Service

Mar. 10-16, Washington DC

- * U.S. Congress
- * USDA / EPA
- * Foreign Embassy
- * Advocacy Groups
- * History & Culture

2014 YEAR 2

Blue Chip

November 5-7 (Destination
TBA)

- * Corporate Management
- * Research and Development
- * Human Resources
- * Marketing
- +* Distribution

Adapting to Change

December 3-5, Pittsburg

- * Water Quality & Quantity
- * Environment
- * Biotechnology
- +* Mine Land Reclamation
- * Animal Science Issues

2015 YEAR 2

Creating Our Future

Jan. 7-9, Greensburg

- * New Paradigms
- * Change Creation
- * International Tour
Briefing - Cultures
Customs & Politics

2015 YEAR 2

Global Leadership

February 4-6, Wichita

- * Import / Export Balance
- * Quality Educational Systems
- +* Spirit Aero, McConnell,
Cargill, KS Leadership Cntr
- * KARL in the Classroom

International Study Seminar

March 12-30 (Destination TBA)
(12-14 days within above time frame)

- +* Trade Relationships
- +* Comparative Agriculture
- +* Domestic & Foreign Policies
- +* Culture, Customs, Politics

The Power of One

April 23-24, Salina

- * Reflection, Application
Goal Setting
- * Leadership Challenge
- * Implementation
- * Graduation

{+ = Tours}



THE GENIE IN THE BOTTLE – HOW KARL MAKES A DIFFERENCE

Through a two year intensive training experience the Kansas Agriculture and Rural Leadership (KARL) Program provides wisdom building opportunities for our emerging Kansas leaders. KARL graduates can be a key voice of reason affecting positive change in an ever-changing world.

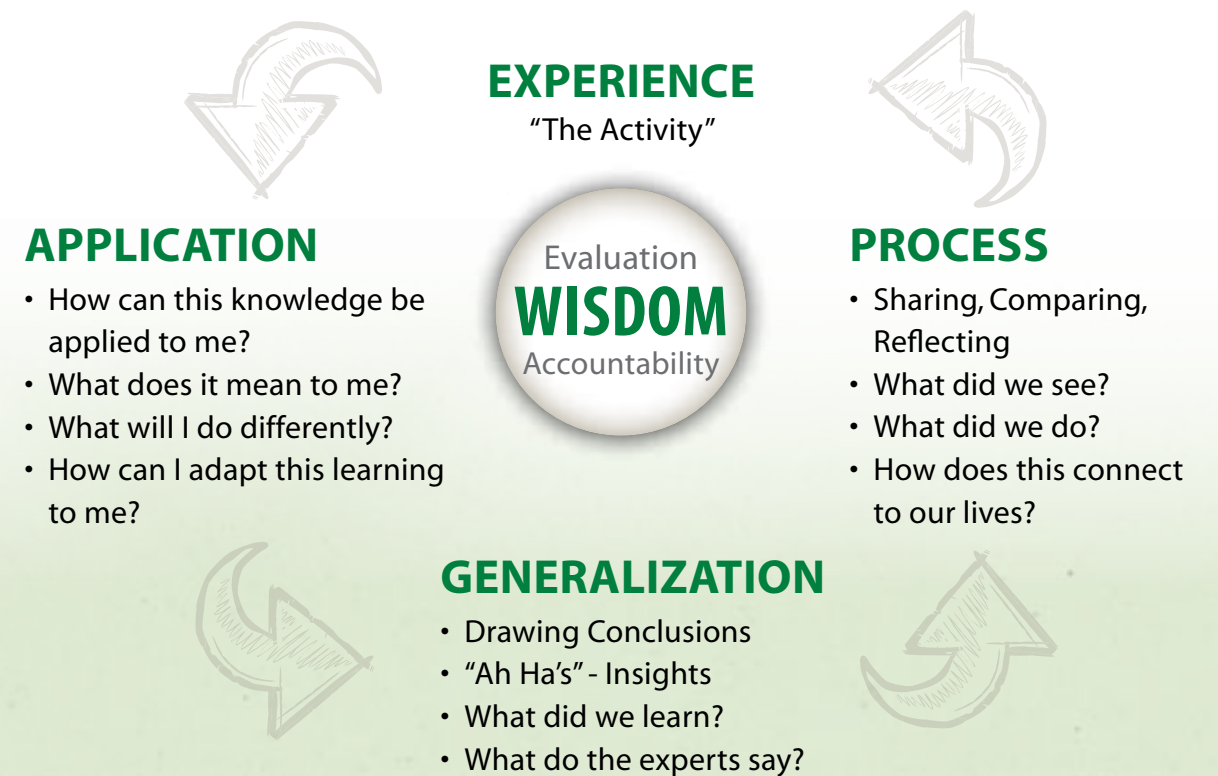
Although our curriculum has evolved greatly over our 22 years, it is never at a level where it can't be improved. Changes that reinforce our experiential learning sessions are added to every seminar, for every successive class. For Class XII, each seminar now opens with a Leadership Enhancement Module. The Modules will add extra training in areas of the themes including:

- Conflict Resolution
- Building a Team
- Motivating Members
- Personality Differences
- Thinking BEYOND the Box
- Organizational skills
- Time management
- Entrepreneurial strategies
- Effective communication strategies
- Decision making
- Public speaking
- Confidence Building

Our future depends on solid leadership that has a broad based understanding of needs and resource management to meet those needs. The Kansas Agriculture and Rural Leadership Program takes emerging leaders through a series of seminars that enhances team building, mediation and collaboration skills, builds communication and image presentation ability and community decision making skills. Case in point exposure to successful businesses develops economic literacy and governmental analysis sharpens awareness of the process of state law and federal regulation development and the mechanism's of influence. Conflict management, risk assessment and intervention provide direct exposure to making a difference at the local community through our national concerns. The second year of training focuses on fortune 500 corporate level strategic management, bio-security, science fact versus emotional issues that affect regulations, trend analysis for creating a vision for the future and international trade. It is the most intensive and broadest perspective leadership development course in Kansas ... 52 days over two years.



THE WISDOM CYCLE EXPERIENTIAL LEARNING PROCESS CYCLE TO CHANGE



With leadership comes responsibility.

Kansas Agriculture and Rural Leadership, Inc.



LEADERSHIP TRAINING
HIGHLIGHTS OF THE KARL CURRICULUM
BUILDING SELF SUFFICIENT PEOPLE IN
RURAL AMERICA.

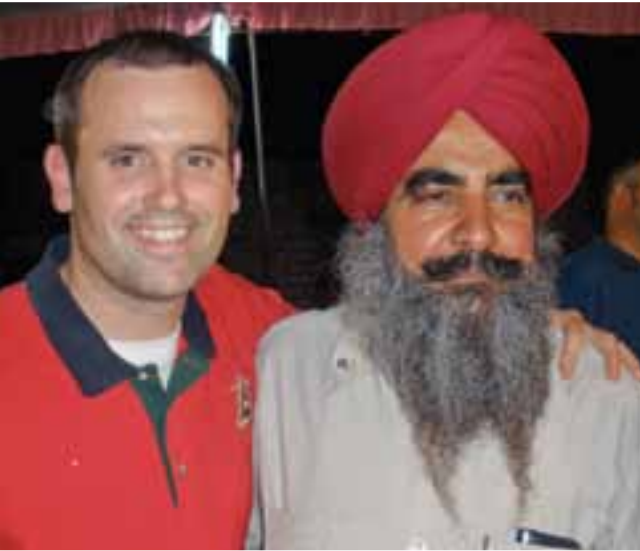


LEADERSHIP TRAINING
SUMMARY

Through a series of 12 seminars, held throughout the state, on the national level, and Internationally, KARL, Inc. highlights the diversity and strengths of each region of Kansas. Year 1 of the KARL Curriculum concentrates on business and social needs. Training at each seminar includes facilitation and team decision making experiences.

The second year emphasis is on corporate strategic management best practices, water quality, food safety and security, the environment, dealing with change and international trade.







The cost of the Kansas Agriculture and Rural Leadership program is approximately \$600,000 per class, or \$20,000 per class member. The costs are based on services needed to carry out program activities including lodging, meals, supplies and speaker costs. Leaders provide \$4,000 (beginning with Class XII) each -- \$120,000 total -- toward program costs.

Contributions to the Kansas Agriculture and Rural Leadership, Inc. Program may be tax deductible. Gifts can be made directly to the educational organization. KARL, Inc. is a non-profit educational corporation with 501(c)(3) status. Contributors may make gifts payable to: **KARL, INC.**

Send all gifts and correspondence to:

**KARL, 101 Umberger Hall,
Manhattan KS 66506**

Bookmark and visit our website often to follow along with your KARL updates:
<http://www.karlprogram.com/>.

Contribution Levels

Foundation, organization, corporate, business, and individual contributions are raised to achieve the additional \$480,000 cost of the each KARL class of 30 participants. The following gift recognition levels have been designated on a per class (two year total) basis:

Endowment:

KARL Legacy Benefactors

Endowment Gifts and Bequests of \$10,000 or More

Unrestricted Recognition Levels:

Full Leader Sponsor	\$20,000
Fellowship Underwriter	\$16,000
Founder	\$5,000-10,000
Patron	\$2,500-4,999
Builder	\$1,000-2,499
Supporter	\$500-999
Donor	\$100-499
Friend of KARL	\$10-99

Contributors may also support the program in their home area by choosing to donate towards a specific seminar. They may contribute as a **Seminar Underwriter** (\$10,000), **Lodging Sponsor** (\$3,000); **Guest Banquet Sponsor** (\$1,000) **Lunch or Dinner Sponsor** (\$500); or **General Seminar Sponsor** (\$300) - for the seminar of their choosing.



YOUR PARTNERSHIP IS GREATLY APPRECIATED

CONTRIBUTIONS ARE INVESTMENTS

We are very pleased, especially in this economy, that no tax dollars are utilized for the program. KARL funding comes entirely from private sources. KARL, Inc., is a 501(c)(3) charitable, educational organization. The KARL training experience carries a value of \$20,000 per person and the participants pay a tuition fee equal to 1/5th of the total cost. Reinvestment is critical too. Our alumni alone donated over \$80,000 to Class X (2009-2011) a re-investment everyone can appreciate.

Your partnership can be reinforced with a contribution to support the fund raising campaign for Class XI. Investments that total \$600,000 are needed to support each class cycle.

ESTATE AND PLANNED GIVING FOR KARL

Donors' generosity has been critically important in developing the successful Kansas Agriculture and Rural Leadership Program (KARL). In recognition of these special individuals, KARL Inc. initiated the KARL LEGACY BENEFACTORS Recognition Program to honor and memorialize the commitment of estate donors. To date eleven benefactors have contributed \$213,500 to the KARL Foundation. KARL LEGACY BENEFACTORS are support network members, friends and KARL family members willing to share their legacy for the training of future leaders in Kansas. KARL LEGACY BENEFACTORS also encourage others to follow in their footsteps ... others that share

their belief in the importance of strong leadership within the agricultural industry and rural communities of Kansas.

Donors maintain complete control over the degree of information shared with KARL regarding their specific plans. Please contact us to learn more, or schedule a visit with our staff.

"Professionally, I often counsel donors about how to decide which charitable organizations to support — typically through a bequest in their will. When Frank and I decided to support KARL through a bequest, we simply asked ourselves what organizations have had a positive impact on our lives, our children's lives and on our local and statewide community? KARL was near the top of our short list. Imagine the impact if every KARL graduate made even a modest bequest to support the KARL Program. As graduates, we have the power to ensure that this program continues and thrives in perpetuity. It has never been more true that 'together we can accomplish great things!'"

Sandi Fruit- KARL Class IV

For more information contact the KARL Office • 101 Umberger Hall
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E-mail: karl@ksu.edu



CURRICULUM SCOPE 2013-1015

The curriculum **purpose** is to enhance the effectiveness of Kansas agricultural and rural leaders by:

- Increasing understanding of economic, political, and social issues
- Improving communication, problem solving, and leadership skills
- Exposing participants to proven leaders from differing cultures and viewpoints

Curriculum **goals**:

- 1) Foster a deeper appreciation of leadership development, apply lessons in life, and feel an urgent sense of obligation to lead
- 2) Improved decision-making and analytical skills
- 3) Broaden cultural, economic, sociological and historical perspectives to apply and integrate diversity into the public-policy process
- 4) Improved ability and confidence to communicate persuasively
- 5) Come to understand the global, dynamic marketplace and its consequences
- 6) Build a broad network of fellowship among the KARL community
- 7) Commit to lifelong civic engagement
- 8) Become lifelong learners and givers to KARL

KARL Staff will:

- Add facilitation skill training (train session day chairs)
- Add a module or session from the Kansas Leadership Center
- Include Greensburg either here or for Alumni
- Allow for debriefing and more seminar-style learning (less lecture)



OUR VISION

To provide Kansans the best available rural and agricultural leadership

#1 - GENESIS

Seminar objectives:

- A. An opportunity to better learn the objectives the Program has for its participants.
- B. Gain an introduction to the other 29 people that will be sharing this experience. Begin to learn who they are as leaders and what their potential is.
- C. Participate in activities that will facilitate communication and lay the foundation that trust can be built on.
- D. Begin to gain a perspective of, and appreciation for, different leadership styles.
- E. Learn what is expected from each participant. What active participation and an open mind means to the KARL family.

#2 - ECONOMIC DEVELOPMENT

Purpose:

Share the advantages of value added, commercial scale production systems and a dynamic region of Kansas.

Objectives:

- A. Understand the role of water policy and use in agriculture, this region and Kansas
- B. Evaluate traditional energy production systems
- C. Appreciate the contribution from immigration and diversity in business and community



#3 - PERSONAL DEVELOPMENT

Seminar objectives:

- A. Showcase professionalism in today's dynamic agriculture
- B. Build confidence and skill-level for communication applications in real-world settings
- C. Develop persuasive, concise writing skills for both traditional and emerging communications platforms
- D. Achieve comfortable, proficient public speaking ability for public meetings, radio and television
- E. Better understand leadership styles and how to manage self within competing settings
- F. Understand basic facilitation skills and apply them
- G. Appreciate and encourage candor and inclusion of multiple views

#4 - STATE OF THE STATE

Seminar objectives:

- A. To understand the hierarchy of power in the policy-making process; how decisions and negotiation occurs and what happens when these processes are not followed; Constitutionality of lawmaking; decision-making of each branch of government, and the interaction and/or independent powers of each branch.
- B. The importance of moral leadership at all levels of government and as voting citizens; How the individual impacts and influences leadership decisions; the importance of individual's voices.
- C. Understand the art and leadership required for successful compromise, collaboration, negotiations, and bringing two sides together to achieve the best possible outcome(s).
- D. To better understand the magnitude that metropolitan and highly populated areas have on legislation vs. the rural sparse populated regions. How these decisions impact: transportation, health/medical, food production, safety, service industry, and government's role.
- E. To provide an open opportunity for individuals to interact with organizations who are not friendly to agriculture production practices (GMO's, confined feeding, production technologies, and science based innovations).
- F. To give participants the opportunity to interact first-hand with state legislators, staffers, judiciary leadership, visit the state capital and learn of our state's history.



#5 - CONFLICT MANAGEMENT

Seminar objectives:

- A. Recognize the important relationship between decisions and outcomes
- B. Provide participants with a firsthand experience of the criminal justice / rehabilitation system
- C. Gain exposure to contrasting institutions and determine their underlying causes
- D. Understand military history and its importance to the Kansas community
- E. Highlight the need for volunteerism and mentoring to make a positive impact on youth
- F. Identify partnership strategies that enable progress and peaceful resolution to differences



#6 - NATIONAL DIRECTIONS

Seminar objectives:

- A. Provide great access to elected representatives and staff
- B. Challenge participants through interaction with a variety of groups. Demonstrate enhanced personal skills in real-world, uncomfortable settings
- C. Analyze global context and how agriculture fits internationally
- D. Deepen understanding of the federal bureaucracy, relevant agencies, Congress and interest groups
- E. Appreciate and understand historical lessons in preparation for future challenges

Tour Objectives:

We are going to Washington to learn, not to influence people. The objective is to gather the information and take it back to Kansas to public forums and the media for educating the public or discussion.

#7 - BLUE CHIP

Seminar objectives:

- A. Expose participants to a Fortune 500 management team
- B. Gain insight into the leadership development tools used by Fortune 500 companies to prepare the next generation of leaders for their businesses
- C. Engage a Fortune 500 company to discuss emerging trends/technologies in the agriculture and/or rural industries; and how they are positioning the business effectively to take advantage of those emerging trends
- D. Provide participants with management success principles or schools of thought that can be applied within a successful business regardless of industry or geography
- E. Provide participants with exposure to industry best practices including leadership philosophy, R&D, Value Creation, Customer Service, and International Business



#8 - ADAPTING TO CHANGE

Seminar objectives:

- A. Develop skills grounded in fact; manage emotions; build resolution to issues balancing opposing viewpoints and interests
- B. Heighten awareness of water quality and environmental concerns
- C. Study how the public can help address quality of life issues
- D. Learn about animal science issues, emotionalism, sensationalism and consequences of media sensations and viral phenomenon
- E. Study bio-security and terrorism issues in a threat environment



#9 - CREATING OUR FUTURE

Seminar objectives:

- A. Using trend analysis and strategic thinking to affect change
- B. Create visions for the future
- C. Learn techniques to expand networks and keep industry on cutting edge
- D. Orientation of international tour: prepare class members to appreciate local customs, laws and protocol



#10 - GLOBAL LEADERSHIP

Seminar objectives:

- Study the import/export balance involving agricultural commodities and other industries that benefit our diverse economy
- Evaluate leading strengths complementing the Kansas economy including aviation, armed services and global agricultural corporations
- Study the implications of a quality educational system in a global marketplace
- Educate an urban population about modern agriculture and its impacts

Tour purpose:

Learn about the state's other leading economic contributors with special emphasis on aviation and trade.

#11 - INTERNATIONAL STUDY

Seminar objectives:

- Gain insight into host country's trade relationship with the U.S.
- Study agriculture and other industries, comparing to U.S. production, processing, distribution and marketing.
- Evaluate local citizen civic engagement and ability to influence public policy
- Learn about and interact with local culture and customs
- Discuss and disseminate findings with Kansans and our neighbors to increase practical awareness of our diverse world



#12 - THE POWER OF ONE

Seminar objectives:

- Reflect on the KARL experience and what was learned.
- Set goals for the class as it enters a new phase as Alumni. How can the class help pave the road forward for the next class of leaders?
- Discuss how class members will apply the wisdom that was gained in their own lives and communities.
- How can class members support each other's endeavors as they strive to make the most of their knowledge and abilities?



Kansas Agriculture and
Rural Leadership Program

With leadership comes responsibility.



KARL, Inc.

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