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Wedgworth Leadership Institute  
for Agriculture & Natural Resources



Class  
IX

# Reflect

## Director's Dialogue *Dr. Hannah Carter*

"Once you start accepting mediocrity, you become a magnet for it." -- Mr. John Spence

During Seminar V, Class IX was fortunate to hear from two individuals who epitomize leadership in their own careers. Ms. Kristen Hadeed has created a successful company here in Gainesville at a very young age and Mr. John Spence is internationally known and recognized as a leadership consultant to Fortune 50 companies. It was Mr. Spence who struck a chord with many during his presentation—it was this quote that resonated with me.

Whether an individual, an organization or even a leadership program—once you begin to accept mediocrity, you become a magnet for it. How true is this? I know that Class IX members may wonder why I push them or why the program has been "tweaked" from previous classes—it's

because we are unwilling to accept mediocrity—we will continue to strive to make this program better than it was and encourage individuals to make themselves better as well!

We had an interesting and informative seminar here in Gainesville—from learning about problem solving styles, to coming to consensus on issues, to developing agendas and to being exposed to issues at the national level—it was a full four days! This group continues to impress me with their willingness to learn, to try new things and to not give up—even when it seems like it would be the easiest thing to do! I expect great things from this class—they are nowhere near mediocrity!

This seminar marks the halfway point for this class—this year has been a blur and we are working furiously on the national trip which will occur September 29<sup>th</sup> to October 9<sup>th</sup> and take the class from

Washington, D.C. and to North and South Dakota. I'm excited as this class will be interacting with members of the current class of the New York agricultural leadership program while in D.C. and with alumni of both the North and South Dakota programs—our networks continue to grow!

Speaking of networks and alumni of ag leadership programs—Mr. Kevan Lamm, the WLI program coordinator just wrapped up a national study two years in the making! Many of you participated in this research and we thank you for doing so! Results of this study will change our programs and hopefully how we can connect not only our alumni, but alumni of these programs all over the world! Again, we are unwilling to accept mediocrity and are going to do what it takes to make these programs even more successful now and in the future.

# WLI CLASS IX IS GOING PLACES!

*Lee Ann Fisch and David Register*



policy are the economy and, increasingly more so, politics. Ms. Flocks reiterated a message we have heard many times before: not much will happen before the midterm elections this fall.

have started engaging in debate on the topic in social media forums and writing letters to the editor of their local papers about it.



## *Se Hable Espanol?*

The biggest news from WLI Class IX's Seminar V is undoubtedly the announcement of our international destination: We are South America bound!



**Dr. Richard Scher**, Professor in the Department of Political Science at the University of Florida filled us in on what to expect in the 2014 Midterm elections. He said it is "the first time in the state of Florida that there are two past governors both running against themselves." The key to this year's election is winning the undecided voters which still run at 20% of the electorate.

**Dr. Rod Clouser**, Chair of UF's Food and Resource Economics Department, gave a presentation on "**The National Economy and the Shrinking Dollar.**" Through this we learned that, for the most part, members of our class are both more fortunate and more optimistic, economically speaking, than the general public. It helped drive home the mantra we hear every session, "To those whom much is given, much is expected."

In June of 2015, we will fly into Peru, head to Chile and depart from Argentina. Exact stops aren't known yet, but class members have already started researching the countries we will visit. For those of us who don't hablar espanol, now is a great time to jump out of our linguistic comfort zone and dive into learning a new language! ¿ Se Puede Decir Barbacoa Argentina?



## *Taking the Hill ...*

Before we head overseas, however, there is much work to be done here in the United States! Our next session will be our **national trip**, so Seminar V included some great preparation time for that.

**Joan Flocks**, the Director of the Social Policy Division for the University of Florida's (UF) Center for Responsible Government, briefed us on **immigration issues** at the federal level. She reminded us that the main drivers of immigration

**Dr. Kevin Folta**, Chair of UF's Horticultural Sciences Department and renowned expert on **genetically modified organisms** (GMOs) gave us the science behind this controversial topic. Dr. Folta has an innate ability to take a very complex subject and break it down into laymen's terms. Dr. Folta has been instrumental in helping the University present the scientific based facts in the ongoing information wars being fought in the national and international media. Several of our class members were so energized by his presentation that they

**Dr. Paul Duncan**, Senior Associate Dean of UF's Graduate School and professor in its College of Public Health and Human Professions, gave an overview of **health care reform**. There are three key issues that people want health care reform to address, and doing so has proven to be nearly impossible. People demand low costs, universal access and high quality. According to Dr. Duncan, the USA at this time has the most expensive health care system in the world but at the same time ranks #15 in health outcomes.



Additionally, we learned that while in D.C. we will be meeting not only law- and policymakers, but also our **counterparts from New York’s Empire State Food And Agricultural Leadership Institute, also known as “Lead New York”**. Each WLI member has been paired with a NY member, and we will be interacting at various functions in Washington. We are the first WLI Class to have this opportunity! Class IX is eager to learn that there is probably a lot more to New York than New York City while we show them that there is more to Florida than beaches and Disney World.

After our visit to Capitol Hill, we will travel to the **Dakotas**. Among other stops of interests, we will visit Mount Rushmore and the epicenter of fracking. With all of the BHAG discussion going on in centering on water related issues, it will be interesting to learn more about fracking and how they are protecting water resources while extracting probably the second most important liquid in our economy from the ground.

### ***BHAG or Bust!***

Class IX is also the first class to have the opportunity to create a **Big Hairy Audacious Goal (BHAG)**. We learned about this concept from Justin Sayfie during our Miami seminar. Since then, we have devoted much time and effort to the process of developing a BHAG based on issues dealing with **water**.

Several sessions in Seminar V were aimed at furthering our progress. During the break since our last seminar, we were broken down into 5 different groups, each charged with discovering the issues of greatest concern to our local water management districts. Those findings were shared at the beginning of this seminar.

**Dr. Alexa Lamm**, Associate Director for UF’s Center for Public Issues Education (PIE Center), then taught us about **agenda building**. We were divided into small groups – which we thought were based on water management districts, but more on that later – and charged with developing an issue important to Florida agriculture to address with our congressional representatives and presenting our chosen issue to the rest of the group.



The next day, **Dr. Angie Lindsey**, also from the PIE Center, taught us about **effective communication** on individual and group levels. We put her lessons into practice by creating larger groups through mergers of our small groups. Each larger group had to choose between the two topics presented by its subgroups the day before and then present the issue, with everyone participating in the presentation.



In theory, by doing so we were narrowing down our possible BHAGs to three. In reality, our BHAG exercise was really a cover for an experiment!

### ***Things Aren’t Always What They Seem***

The members of WLI Class IX are all extraordinarily smart (If you don’t believe that, just ask us!), so we were stunned to learn that while we thought we were diligently whittling away on our BHAG

challenge, it was all a set-up. We were really being studied like so many mice in a maze!

Before Seminar V, **Kevan Lamm**, WLI’s Program Coordinator, had emailed us all another personality assessment to complete and return for analysis before we met back in Gainesville. The assessment ranked us along an **Adapter/Innovator spectrum**. While we thought our original small groups had been based on which water management district we called home, it was really based on our Adapter/Innovator score.

In our small groups, we were placed with people who had scored similarly on the assessment. The larger groups meshed us with people on the other end of the spectrum. The point, as it turns out, was not so much to hone in our ultimate BHAG but to see how Innovators and Adapters work together.



Innovators (which both the writers of this edition happen to be) are ... well, in a word, innovative. We think outside the box (if we acknowledge a box at all). We don’t ask a lot of questions about how someone wants things done because we want to do it our way regardless. We are full of ideas but possibly a little short on follow-through. (So without an Adapter on board, consider yourself lucky to have received this newsletter!)

Adapters, on the other hand, prefer order to creative chaos. They color inside the lines because that’s what the lines are for, right? They are very systematic and make sure the right things get done in the right way. They just have a more specific definition of “right” than innovators do.

Because it’s a big, beautiful world, there are places for both innovators and adapters. Class IX scores ranged from 61 (highly adaptive) all the way to 137 (very

highly innovative) with the spaces between pretty evenly filled.



When we do come up with our BHAG, it's sure to be very audacious thanks to our innovators and very well carried out thanks to our adapters!

### ***Leadership by Example***

Seminar V featured three very different examples of the face of leadership.

As a student at the University of Florida, **Kristin Hadeed**, now 26, started a cleaning service staffed by college students as a way to afford her addiction to expensive jeans. Through trial and error, she learned some invaluable lessons in leadership which have helped her transform her small start-up into a very successful business that continues to grow.



Leadership guru **John Spence** has more years behind him than Hadeed but shares her energy and enthusiasm. As a consultant for Fortune 100 companies, Spence's expertise earns him up to \$20,000 a day. He clearly knows what he is talking about.

What is striking about Spence is not only his extreme wealth of knowledge or his boundless energy, but his unbounded generosity. Through his websites (JohnSpence.com and AwesomelySimple.com), he offers an amazing array of resources for free. Lists of the books he considers the best, videos,

effective business strategies ... it's all there at the click of a button. Additionally, he offered to make videos addressing any issues that we can't find on his website!



Most people who visit Blue Gill are not in search of leadership so much as good food. When Class IX and local WLI alumni gathered at the restaurant for dinner on our final night of Seminar V, we found both.

**Chef Bert Gill** is a soft-spoken man; by all appearances, he does not crave the spotlight or the microphone. And that works for him because he does not really need words -- his passion is clearly expressed in every bite of the delicious dishes he serves.

Chef Gill briefly explained his history in the restaurant industry, focusing on his love of offering quality, locally grown food and the niche he has been able to fill by doing so. He is able to share that passion with students in the Gainesville area, taking high school students on his rounds to pick up the food for his restaurant so that they can better understand how food really comes into being.



On the surface, these three speakers do not have much in common at all. Dig a little deeper, though, and it's clear they all exhibit true hallmarks of great leadership. One of the biggest takeaways from Hadeed was that leadership and success do not depend on age; both are more a matter of willingness to work, try new things and learn from experience. Spence exemplifies the discipline, enthusiasm and generosity of spirit that leadership requires. And Gill shows through his talk

and his delicious food what can happen when you follow a passion and make excellence your goal.

Class IX is grateful for the many faces of leadership in all their forms that we are able to see during our WLI experience!

### ***Austin Cary Forest Learning Center***

This publication would not be complete without a mention of our visit to the University of Florida's Austin Cary Forest Learning Center (especially because one of our team works for the Florida Forestry Association).



The original center's namesake was a pioneer in the forest industry in the early twentieth century. One of the first to recognize the great potential the industry had in the South, he dedicated himself to bringing that potential to life. He was also highly involved in establishing UF's Forestry Department. In both ways, he left a lasting legacy for the Florida forest industry.

When the original learning center burned to the ground, forestry's modern-day leaders -- including several WLI alumni -- took action. They quickly set to work raising \$1.5 million for construction of a new, improved learning center and gathering in-kind contributions of our state's finest forest products offerings. Construction began only two years after the fire, and the new facility was completed a year later.

The new center is not only a showplace of Florida's beautiful forest products, it is also a testament to leadership in action.

### ***WLI: The Next Generation***

A very important event happened right before Seminar V: Class member April Roe Porter and her husband, Kyle, became parents! Brooklyn Jane Porter made her debut on Saturday, July 19, 2014. Mom, Dad and Baby Girl are all doing beautifully.

## Joe's BHAG *Joe Joyce*



### *The power of thank you!!*

We all know the time and effort it takes to write those "thank you notes" following

each WLI session. It is something our mothers told us was a polite thing to do, it is something Diann Catlin scolded us about, and that Dr. Carter threatens us over!!! But do any of us have any idea of the impact? We frequently hear from presenters that they are amazed at not only the receipt but also the sincerity of the notes. But recently one of the WLI alum was meeting in the office of one of our past presenters and there was a stack of your notes on the individual's desk. The conversation eventually drifted into a lengthy discussion of the purpose and functioning of the WLI program. The

notes were shared with the WLI alum and the individual said the notes represented an "aha" moment. The question was then asked as to how the person could support the program! I was contacted by the alumnus which resulted in a future meeting with the individual, Dr. Carter, and I to discuss the history of the program and how the individual can possibly financially support the program. No promises but what a great opportunity for the program. Thus, the power of thank you!! Thank you all.

~Joe

National Trip

## Wedgworth Leadership Institute Class IX

*Seminar 6 - National Trip*

## Coordinator's Corner *Kevan Lamm*

For almost two years I have had the opportunity to work with Dr. Carter on putting together a comprehensive evaluation of agricultural leadership development programs around the nation – as we completed the research last month the results were astounding. Across 28 different programs and 4,100+ respondents the impact to the agricultural industry, communities, and our nation far surpassed our expectations. Based on provided data there have been 8,535 organizations that have benefitted from alumni leadership – this translates into 64,963 YEARS of leadership service! I'm very proud to be associated with the Wedgworth Leadership Institute as it is truly one of the premier leadership development programs in the nation. The level of leadership and alumni participation is amazing, and the willingness to provide input and support these types of research endeavors is greatly appreciated!

Program seminars like the one in Gainesville in July are beneficial not only for participants – but also for all of the individuals and organizations that those individuals represent. Having an opportunity to observe the networking, critical thinking, and “a ha” moments is something that I am grateful for. Unfortunately I will not be able to join the class during the national seminar, my wife Lex and I are expecting twin boys the third week of October; however, I look forward to hearing all about the experiences in Washington D.C. and the Dakotas!



WLI Class IX and Mr. John Spence