



VALOR

VIRGINIA • AGRICULTURE • LEADERS • OBTAINING • RESULTS

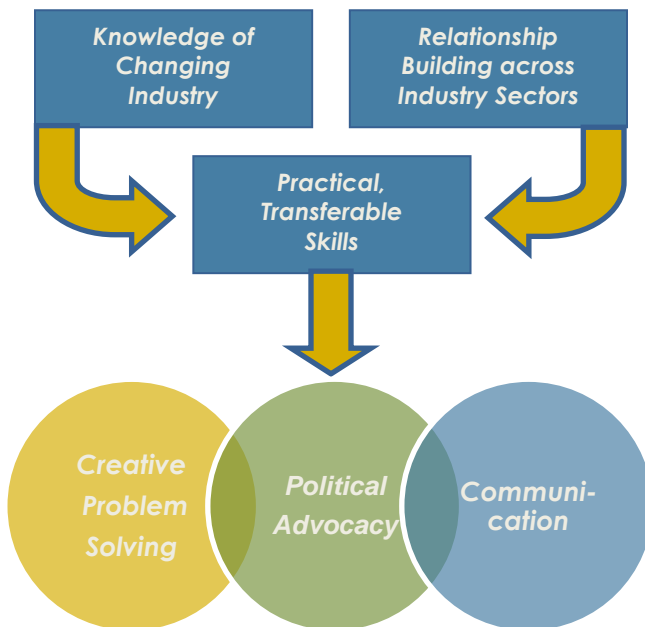
"Findings from multiple studies with Virginia agriculture's stakeholders support the need for a comprehensive leadership development program."

"Agricultural communities need leaders to effectively handle mounting social, political, and economic challenges."

VALOR PROGRAM MISSION STATEMENT

The Virginia Agriculture Leaders Obtaining Results (VALOR) program develops leaders who can effectively engage all segments of the Virginia agricultural community to create collaborative solutions and promote agriculture inside and outside of the industry.

PROGRAM OBJECTIVES AND OUTCOMES



"There are a lot of problems that arise in the agricultural industry and they need to be dealt with. So [leaders] need to be problem solvers and resourceful to find ways to solve those problems."

-VALOR program planning focus group participant

- Participants will be advocates for agriculture.
- Participants will be able to influence policy makers.
- Participants will be able to lead others to solutions affecting agricultural issues through exhibited leadership skills.
- Participants will have a deeper understanding of global agriculture.

"The VALOR program provides an avenue for premier training in communications and media relations, as well as strategies for working with elected officials, for current and future agricultural leaders. We need a strong agricultural community that is prepared to accept the growing challenges the industry faces. I am excited to help develop the curriculum and subject matter that will be in place to help our leaders in the agricultural industry excel."

-Matt Lohr, Virginia Commissioner of Agriculture Graduate, American Farm Bureau Partners in Agricultural Leadership VALOR Advisory Council Member

VALOR PROGRAM VISION STATEMENT

The Virginia Agriculture Leaders Obtaining Results (VALOR) program will provide a sustainable future for Virginia's agricultural community by maximizing potential for successful growth through a system of networking, collaborative decision-making, and development of strong leaders.

VALOR PROGRAM FORMAT

The program will consist of 12 experiential seminars, covering about 47 days over 24 months. Seminars will be held on alternating months throughout the program. Most seminars will be Friday through Sunday; the exceptions will be Richmond & Washington DC. The US Regional tour will be five days and the international trip will be 10-12 days. In addition to Orientation and Graduation, other seminars will include:

- Six Virginia Regional: Valley, Central, Southwest, Southside, Eastern Shore/Tidewater, Chesapeake Bay;
- One each: Richmond & Washington DC/Northern VA focusing on political advocacy and legislation;
- One U.S. Regional session;
- One International session.

"I think some kind of experiential learning should be part of any development. And ideally, if you can, get a person outside their comfort zone [and] into a new environment or a new cultural environment."

-VALOR program planning focus group participant



On location at farm tour event

TARGET AUDIENCE

Desired participants include individuals with a vested interest in the success of Virginia agriculture and aspire for increased leadership roles. Based on the pool of applicants, reasonable representation and diversity will be sought from the standpoint of geographical location, range in age, and agricultural sector. Approximately 20 men and women will be invited to participate in each class.

"Agriculture today, more than ever, is both local and global. The VALOR program will expose Virginia's agricultural leaders to agriculture around the state and around the world. I am most excited about the networking opportunities this experience will provide."

-Dr. Stan Brantley, President, Amadas Industries
VALOR Advisory Council Member



VALOR Advisory Council in action

PARTICIPANT INVESTMENT

Participants must demonstrate a commitment to the two-year program of study and travel. Self-employed participants must provide evidence that time away from the business will not be a detriment to that business. If not self-employed, the participant must provide written approval from her/his employer. With respect to program costs, each participant will contribute tuition of about one-third of the program costs.

FOR MORE INFORMATION, CONTACT:

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