



www.nebgrocery.com

2019 NGIA Leadership Development Program

Effectively lobby elected officials, use the media to promote brands, build credibility, and improve public speaking

Sponsored by
SHAZAM



Nebraska Grocery Industry Association Leadership Development Program

Applications will be accepted in the fall of 2018. This year's leadership development class will cover:

- What it means to be a leader today
- Effective lobbying of elected officials
- How to use the media to promote brands and build credibility, and
- Improve public speaking

By keeping the class size small, graduates will receive intensive, one-on-one interaction with presenters that will help them gain and retain an entire new skillset.

2019 Program Outline

- All programs are held during the week
- As much notice as is possible will be given to the participants to help with scheduling.
- Leadership Development program participants will be required to attend the following 4 sessions:

Legislative Dinner on January 31st, 2019

1. An evening event that is a great networking opportunity
2. A chance to mingle with industry leaders, state officials, and state senators



Session One: Government Affairs – (Tuesday in February 2019)

1. Attend the “Nebraska Chamber Public Affairs Council” which is a weekly meeting of business representatives
2. Review the Nebraska Unicameral Legislative Process
3. Potential lunch with Governor Ricketts
4. Government Relations 101 - Basics and How-To Guide
 - a) Attend a committee hearing to learn the process of testifying before a Legislative Committee
 - b) NGIA will provide participants with “talking points” regarding details of the legislation. Participants will add their own personal experience
 - c) Complete the committee testimony sheet with your position (support, opposition, or neutral)



- d) Prepare testifier to limit his/her testimony to a maximum of 5 minutes in length. Adjust on the fly (try not to repeat testimony offered by previous testifiers)
 - e) Prepare testifier to answer questions asked by committee member(s)
5. Legislative Leader Visits
- a) Meet with the Speaker of the Legislature
 - b) Meet with Chairs of Standing Committees

Session Two: Golf & Annual Meeting - National Speaker (June 2019)

- 1. Golf at Iron Horse – Annual Sand Baggers Golf Outing
 - a) Participation is required
 - b) Golf cost is included in Leadership Development Program fees
 - c) Volunteer to help if not golfing
- 2. Immediately following golf attend the Annual Meeting
 - a) A National Speaker will address participants
 - b) Participate in Annual Meeting
 - c) Networking opportunity for Leadership Development Program attendees



Session Three: Media/Communications Training (July/August 2019)

- 1. Scott Holmes, Environmental Health Manager for Lincoln and Lancaster County Health Department
 - a) Build a culture within your team that goes beyond compliance with state and federal regulations
- 2. Lobby training: contact a congressman, state senator or city council member
 - a) Talk to elected officials about issues facing the food industry
 - b) Write a letter to your elected officials
- 3. Media Training for Leaders by Violet Kirk- Nebraska Press Association
 - a) A critical incident just occurred at your business. Reporters are waiting outside with cameras. The story has already gone viral on social media. Are you ready to respond?



OVERVIEW

The purpose of the Leadership Development Program is to provide both orientation and skill development to future leaders of various segments of the food industry including food retailers, suppliers, brokers, wholesalers and companies that service the business.

PROGRAM GOALS

- a) Identify individuals with the potential and desire to become leaders in their business;
- b) Educate individuals on public policy and its impact on the bottom line;
- c) Provide orientation and skills to allow potential leaders to understand the mission of NGIA to promote the industry; and
- d) Facilitate the promotion of program graduates into future leadership positions in their careers, within NGIA, and on local and national levels.

GUIDELINES FOR PARTICIPATION

- a) A nominee must represent a current member company in good standing of NGIA, limited to two nominees per company. The cost is **\$150 per Leadership Development Program participant**. (Payment not required with nomination form);
- b) Nominee must agree to participate in all elements of the Leadership Development Program as noted in the program outline (i.e., attend all designated meetings);
- c) All travel expenses for participation will be assumed by the individual participant;
- d) Estimated Leadership Development Program class size: Ten or less participants.

PARTICIPANT SELECTION

- a) The Leadership Development Program nominations will be reviewed by NGIA staff and will be processed on a first come, first served basis. Class size is limited. Completed nomination forms must be postmarked by November 15, 2018;
- b) Selected participants will be notified by NGIA staff; and
- c) Nominees who are not selected for the 2019 class may be re-nominated the following year.

Nebraska Grocery Industry Association
5935 S. 56th St., Suite B
Lincoln, NE 68516
Phone: (402) 423-5533
Toll Free: (800) 433-6742
Fax (402) 423-8686

**Nebraska Grocery Industry Association
Leadership Development Nomination Form**

Please submit details on the employee you choose to nominate.
Send the completed form as an attachment to rich@nebgrocery.com

Cost: \$150 per Leadership Development Program participant

Leadership Program Entrant/Nominee:

Person's Name _____
Position/Title _____
Name of Business _____
Business Address _____ City _____ Zip _____
Business Phone _____ Email _____

Nominated by:

Person's Name _____
Business _____
Business Address _____ City _____ Zip _____
Business Phone _____ Email _____

Summarize why you feel the candidate deserves to be a participant in the leadership program.



Nebraska Grocery Industry Association
5935 S. 56th St., Suite B
Lincoln, NE 68516
Phone: (402) 423-5533
Toll Free: (800) 433-6742
Fax (402) 423-8686