

The Update

Nebraska LEAD Alumni Association

FALL 2014

Reverse Ag Adventure Tour – July 11-12, 2014

This year's Ag Adventure Tour took place in the Greater Omaha area with Lynda Shafer and graduates of Leadership Omaha hosting. What an amazing two days! The theme was around health and wellness and our stops certainly hit the mark. Here are some remarks from Lynda:

"Every year I look forward to the Ag Adventure Tour and the opportunity to learn more about the state. This year was no exception, as we welcomed LEAD alumni to Omaha. My favorite part of the reverse ag tour? The LEAD alumni asked great questions at every stop, forcing me to think about Omaha from so many new perspectives. Tour presentations ranging from aquaponics at Metropolitan Community College to public art and its ability to tell the story of a neighborhood to research at UNMC gave participants the chance to see the diversity of the metro area. I hope the conversations continue until next year's tour."

Just to give you a quick overview of the tour, here are some of our stops – and what we learned while we were there:

ONI – Outlook Nebraska Inc. is a manufacturing company in Omaha with 68 associates employed there,



View of the production floor at Outlook Nebraska Inc.

45 of which are legally blind. This is a non-profit organization producing toilet paper (primarily for the U.S. Government and military use) five days a week, 3 shifts a day. We learned that 70% of the visually impaired adults in the United States are unemployed. This figure does not include those who are underemployed or who have "given up". This facility was built to give them the opportunity to join a competitive industry and thrive. The people who work there are gaining mastery of today's technology to acclimate themselves back into the business world and to earn wages to support themselves and their families.

QLI – Quality Living Inc is a rehabilitation center located on 16 acres in Omaha. They work with individuals who have had severe brain injury or spinal cord injuries. This center began in 1990 and has grown to be "one of a kind" in the United States. Their staff consists of 350 dedicated and caring individuals who coordinate medicine and functional rehab to help people get back to life. They use an internal leadership approach in that



Tim Graff visiting with QLI Rehabilitation Coach.

their employees create their own “culture” which has resulted in phenomenal outcomes at a reasonable cost. They have five levels of care, a 54 bed facility and serve approximately 160 families per year. The average stay is 4-5 months, but can range from 30 days to one year or more. Their patients average around 30 years of age. They are a non-profit, receiving support from the community and from grants. Here is what Paul Canady had to say about this tour stop:

“The Reverse Tour ALWAYS exceeds my expectations by visiting public and private entities throughout the Greater Omaha area that are making a positive impact in their community, Nebraska, and the world. For example, the rehabilitative services we observed at QLI-Omaha were remarkable! Rebuilding lives with cutting-edge technologies in Nebraska!”



Watie White, forefront, with the tour group in front of one of the houses in which he displays his artwork.

Also, the enthusiasm of Amanda Brewer, Executive Director for Habitat for Humanity of Omaha was inspiring. Their transformation of abandoned properties into respectable homes not only give people hope for better lives, but truly transform neighborhoods. The Reverse Tour never fails to deliver eye-opening experiences and networking opportunities.

I haven’t stopped talking about it!” Paul Canaday

Amanda Brewer, Executive Director for Habitat for Humanity of Omaha, hopped on the bus with us as we toured North Omaha. They have served and renovated over 400 houses in this area which they then sell to their clients for the full price of their homes. She was proud to tell us that they have had only 12 foreclosures on those sales in 30 years. While in this area we were able to visit a home scheduled for demolition in which Watie White, a local artist, has been painting the “story” of the house including the history of the people who lived in the home as well as narratives of people who

lived in the community in the past. Copies of his paintings are placed in the windows of the home and taken out before demolition. His hope is that his art and the history it depicts will shift the focus of the neighborhood from a “blight” area to an “asset.” We had a great time talking with Watie and Amanda as we toured this area of Omaha.

As part of the tour we were able to visit with Andrew Rainbolt and Randy Thelen, representing the Omaha Chamber and Omaha Economic Development. The tour group started out from the LaVista area where Andrew told us they were developing the area with things that “work.” LaVista is growing rapidly and is working with the County and the City in planning for housing and commercial development. Randy mentioned that the Omaha Economic Development officials are working on many public/private partnerships. They cover six counties including one in Iowa. Part of their current focus on financial services, the Offutt Air Force Base expansion and value added agriculture.



Leslie Boswell visiting with Andrew and Randy.

During our visit at Metro Community College, we visited with Todd Morrissey from the Horticulture Department who is working on horticulture sustainability, small animal science education and aquaponics. We were



Mike with Metro Community College describes the Aquaponics system in their greenhouse.

place there. UNMC has a presence in 120 communities in Nebraska. They currently have 3,840 students enrolled and approximately 5,000 employees. They have been recognized as 6th in the nation for primary health care and 12th in the nation for rural health



Simulation Room Demonstration with atomically correct model at UNMC

in the U.S.), to the Simulation Lab with \$150,000 mannequins for students to practice with, to the update of telemedicine and a demonstration of the SEMS digital coding system for EMT's, the time spent at the Med Center was definitely an "aha" moment.

Other visits with Farmers National Company, Big Mama's Restaurant, Workforce Development and an update on the Greater Omaha Young Professionals Group were also phenomenal. It is easy to say that the Omaha Leadership team put on an A-1 Tour!

Ken Boswell listening to Big Mama talking about her business venture at "Big Mama's Restaurant."

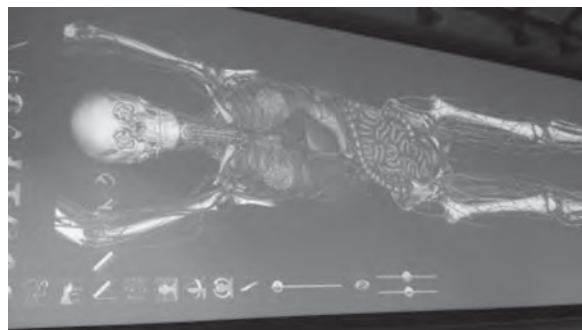
able to visit his hydroponic/aquaponic greenhouse. Lunch was provided by "The Bistro", the on campus restaurant which is run and operated by culinary arts students. Food products served in this wonderful facility is grown and produced on site. For a 5 course amazing meal, make plans to visit "The Bistro".

The University of Nebraska Medical Center was another stop for us. While there we learned about the research taking



Members of our group viewing the Anatolmager at UNMC.

care. Their hospital ranks in the top 100 in the nation. From the "hands on" demonstration of the "Anato-Imager" (only 1 in Nebraska and very few



Skeletal Image Created from AutoImager.





Lunch at "Big Mama's"



Jim Ferrell, CEO of Farmers National Company, addresses the group.



Omaha Street Percussion Band entertaining the group.



Tilapia grown in the Auqaponics tank at Metro Community College.



Our 2014 Reverse Ag Tour Group.



4 *Lunch at the "The Bistro" at Metro Community College.*



Group picture at TD Ameritrade Park.



President's Message



Mark Holoubek, LEAD VI

On July 9th your alumni board met in West Point, NE for our summer quarterly meeting to complete the strategic planning exercise I spoke of last quarter. We were challenged to determine the direction of our future concerning the organizational structure and decide if changes should be made in the design of the day to day functions of your association. I can tell you that we were inspired by Erv Eisenminger of West Point Implement, a founder of the truly remarkable Nielsen center in West Point to begin our session. A number of great ideas came from the exercise. I have listed 5 of them as an example:

- Have 360 people registered for 2015 annual conference
- More communication with members
- Possibly have a fully funded full time staff person
- Develop an alumni think tank on key Nebraska issues
- Develop electronic delivery of materials – including the newsletter

We then moved to discussion about the future makeup of the staff for the association. A number of opportunities developed ranging from a search of alumni to the potential evaluation of a professional management firm. Those ideas were investigated and reported on at our fall quarterly meeting at the State Fair last week. A committee of the officers plus two members will meet to define specific job descriptions and pursue potential candidates for positions. A final recommendation will be made to the board at the Annual meeting on January 16, 2015 in Kearney.

The discussion about the management of our association has revealed a couple of things that I can share. First, we are an association with a relatively small annual revenue stream and we in turn give about half of that revenue stream directly as a grant to the LEAD program each year. Secondly, we discovered that we have been extremely frugal in compensation for our current executive secretary in light of the service provided over the years. Frankly, Nancy has guided our association for 20 years because of her passion and love of our association, certainly not for the meager compensation given. With that being said, it is clear from our discussions that there is great potential for our association in the future. I am excited by some of the speakers invited to the annual conference by the organizing LEAD class 31. I believe the goal of having 360 people can be obtained.

Finally, I am excited to be going on the LEAD Alumni international study seminar to China in March of 2015!



Nancy Eberle

Can it actually be fall already? This has been a strange summer – with everyone being a bit on edge whenever we see a cloud on the horizon, to hot and dry for a couple of weeks, then torrential rains (at least in our area) for the next two weeks. Today it's so chilly we need to wear a coat and we are still cold – wonder what might be next – perhaps we don't want to know.

As you can see from the article included in this newsletter, the Reverse Ag Tour to Omaha was amazing. We thought we knew a great deal about what happens in Omaha, but this was definitely an eye-opener – at least for me. Lynda Shafer from the Great Omaha Chamber of Commerce and her team did a wonderful job finding stops for us that were definitely places we had never been before. In 2016 it will again be “our turn” and we will be planning a three day tour this year. We aren't certain where quite yet, but rest assured, it will be fun, interesting and educational. I'm assuming we will be staying with the same date format as in past years so mark your calendars now for July 17-19, 2015.

The Board of Directors is in the process of doing some strategic planning for our organization. With our newsletter editor stepping down and my announcement that it is time to be looking for a replacement for me, we have LOTS to talk about. We have an amazing alumni group which is growing bigger every year. It has always been my pleasure to serve as your Executive Secretary and the person who decides to step up to the challenge will find that they will have a great group to work with. Please give me a call or drop me an e-mail any time to discuss the position. My phone number is 402-736-4691, cell phone is 402-366-8001, e-mail is neberle@mainstaycomm.net. I'd love to talk with you.

Plans for the International Travel Study Tour to China are falling into place quite nicely. It looks like we will have a great group traveling with us this coming March. We are incorporating history, culture, education and agriculture awareness into the itinerary. There is so much to see and learn there that it's been difficult to decide which items to include, but I think we are definitely “getting there”. See the updated itinerary in this newsletter.

Have a great fall, good harvest – be safe – and until next time LEAD ON!

**The International Travel Study Seminar
to China is full with 35 registered to
attend! Look for more information
about the actual tour in your
newsletter next March.**

LEAD Alumni Q and A with Ken Boswell



Ken Boswell, LEAD XI

Hi, my name is Ken Boswell and I was a member of LEAD XI. I applied to LEAD as a way to continue my education. If you stop trying to learn, you will be moving backwards, not forward.

My wife, Leslie (LEAD XXVIII) and I farm 1200 acres near Shickley. The farm is in a corn/soybean rotation, with about 95 percent irrigation. I used to have a farrow to finish swine herd, and a cow/calf herd. I discontinued them to have more time to be involved in farm organizations.

We have a blended family of 4 daughters and one son. We have 9 grandchildren so far, from 10 to 3 years old and we are proud of all of them. My youngest daughter has inherited my love of working with farm organizations and is the labor and immigration specialist for American Farm Bureau in Washington D.C.

I have served on our local Farm Bureau county board, Aurora Coop board, Nebraska state Farm Bureau board and the American Farm Bureau soybean advisory committee. I am currently serving as president of the Nebraska Soybean Association, as well as being

on your LEAD alumni board.

Although the LEAD program gave me so much, the network of friends I have developed through LEAD and the alumni association, have the most value to me. The list of memorable moments is too long to list but the home stay in Japan and the new year party in Guilin, China are near the top of the list.

Once you have gone through the LEAD program, you can see the value of the education and life experience this program provides. This experience can be continued through the LEAD Alumni Association. It gives you many opportunities to stay connected with members of your class and other classes. There is also the Ag Adventure tour around different parts of the state, a domestic travel study seminar and every other year, an international travel study seminar. If you enjoyed the experience you had in LEAD, continue that experience in the LEAD Alumni Association.

Mark Your Calendars
LEAD XXXI Invites You to the
LEAD Alumni Annual Conference
January 16-17, 2015
Younes Conference Center - Kearney, NE

The Era of “Techno-Agriculture”

Technology is changing the way we do business all the time. Given the current market conditions, utilizing the current technology to increase the bottom line while not sacrificing any production losses will be one of our biggest challenges in the coming years. The winter 2015 Nebraska LEAD Annual Conference will focus on the utilization of modern technology to maintain a profitable enterprise. This conference will give you an opportunity to hear from experts in their respective fields, which will keep you on the cutting edge and it will help you make more informed decisions. This conference will also give you an opportunity to reconnect with your LEAD class and to network with some of the other 500+ LEAD Alumni members.

Tentative Agenda

Friday – January 16, 2015

- 4:00 P.M Registration and Hospitality Room
- 5:00 P.M Nebraska LEAD Alumni Annual Business Meeting
- 6:00 P.M Social with Cash Bar
- 7:15 P.M Banquet (Recognition of LEAD Class 2 and LEAD 32 International Seminar Presentation)

Saturday – January 17, 2015

- 7:45 AM Registration
- 8:30 AM Welcome
- 8:45 AM Dr. Todd Peterson, Winfield Technology Innovation Manager
Dr. Peterson will be sharing his expertise about the use of satellite images, NDVI, etc. and the on farm applicability of this technology.
- 9:45 AM Break
- 10:00 AM Moe Russell, Russell Consulting Group President
Moe Russell provides consulting services to clients in 19 states and Canada specializing in risk management services, transition planning and feasibility analysis. Moe has authored over 200 articles and webinar series and writes a monthly column for Farm Journal. Come and hear Moe’s perspective on how to navigate the turbulent times ahead.
- 11:00 AM Break
- 11:15 AM Chris Barron, Carson and Barron Farms President
Chris Barron is the Director of Operations and President of Carson and Barron Farms, Inc. Chris has developed many decision tools to help producers improve the profitability of their operation. Most notably, he developed “Profit Manager” which is a tool used by hundreds of corn and soybean producers across the Corn Belt. Chris is a regular contributor on US Farm Report and AgWeb.com under “Ask the Margins Expert” and writes the column “Business Matters” for Top Producer Magazine. Chris will share his valuable expertise on profitability and what is to come.
- 12:15 PM Lunch
- 1:15 PM Surface Water Rights with EPA Q&A Panel
- 2:15 PM Break
- 2:30 PM More excellent content to be determined
- 3:30 PM Break
- 3:45 PM Invited
- 5:15 PM Social with Cash bar
- 6:00 PM Banquet
Keynote Speaker: Karen Barrett Ross, LEAD 6 Secretary of the California Department of Food and Agriculture – Invited
Karen has been actively involved in political processes for most of her life. Besides her current position as Secretary for CDFA, having been appointed to that post by Governor Jerry Brown on January 12, 2011, she served as the President of the California Association of Winegrape Growers and also serviced as Chief Of Staff to U.S. Ag Secretary, Tom Vilsack. She is a graduate of the University of Nebraska, Lincoln; the Nebraska Agricultural Leadership Program (LEAD), and the Graduate Institute of Cooperative Leadership at the University of Missouri.

2015 Nebraska LEAD Alumni Association Conference
"The Era of Techno-Agriculture"
 With Special Recognition to LEAD II Alumni

	Early Registration (Before December 5th, 2014)	Late Registration (After December 5th, 2014)	LEAD II Alumni (If Member of Association)
LEAD Alumni	\$125	\$150	\$90
LEAD Alumni Spouse or 2nd Alumni Spouse	\$125	\$150	\$90

Name: _____ LEAD Class: _____

Spouse/ 2nd Alumni: _____ LEAD Class: _____

Address _____

City, State, Zip _____

E-mail: _____

Date: _____ Phone: _____

	Number Attending:		Rate:	Total:
LEAD Alumni	_____ x	\$125	_____	_____
LEAD Alumni Spouse	_____ x	\$125	_____	_____
LEAD II Alumni and Member of Association	_____ x	\$90	_____	_____

Donation _____

Total (Check Enclosed) _____

Please make checks payable to LEAD Alumni Conference.

Mail to: David Pandorf
 PO Box 251
 Callaway, NE 68825

Nebraska LEAD Alumni Association

2015 OUTSTANDING LEAD ALUMNI AWARD

Award Purpose:

To provide public recognition of a Nebraska LEAD Alumni Association member who has achieved notable success in using the skills learned through the Nebraska LEAD Program and through other means to become a leader in their chosen field of agriculture.

Award Application Criteria:

1. Applicant MUST BE a current paid member of the Nebraska LEAD Alumni Association.
2. Applicant must have demonstrated leadership qualities deserving of the award.
3. Nomination documents must be mailed or e-mailed to Nancy Eberle, 520 Road 20, Bradshaw NE 68319 or neberle@mainstaycomm.net by December 15, 2014 and may include the following:
 - a. Resume or listing of applicant's accomplishments based in the judging criteria listed below.
 - b. Letters of support - one from nominator and others associated with the applicant will help solidify the nomination.
 - c. Additional supporting documents and letters may be included.

Award Recipient Information:

1. The Outstanding LEAD Alumni Award will be presented during the Annual LEAD Conference Banquet to be held January 16, 2015 in Kearney.
2. The Outstanding LEAD Alumni Award recipient will receive public recognition and a plaque sponsored by the Nebraska LEAD Alumni Association

SUBMISSION DATE – Prior to December 15, 2014

Nominations may be sent by e-mail to :

Nancy Eberle, Executive Secretary
neberle@mainstaycomm.net

or by snail mail to: Nancy Eberle, 520 Road 20, Bradshaw, NE 68319

THE NEBRASKA LEAD ALUMNI ASSOCIATION

2015 MEMBERSHIP FORM

Join the LEAD Network with your Membership

_____ *\$35 Annual Membership*

_____ *\$350 Lifetime Membership*

Benefits of Membership:

- Membership Directory
- Quarterly Newsletter
- Special Leadership Programs
- Educational Travel Seminars and Conferences
- A link with "Leaders" all across the U.S.

Yes, I'll join the LEAD network -- Enclosed are my dues for 2015

_____ **Annual Dues \$35.00**

_____ **Lifetime Dues \$350.00**

Name: _____ **Spouse** _____

Address: _____

Home Phone No. _____ **Work or Business No.** _____

E-mail _____ **Cell Phone** _____

Mail to: Nancy Eberle, Executive Secretary, 520 Road 20, Bradshaw, NE 68319

The Update

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neberle@mainstaycomm.net

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GRAND ISLAND, Neb. – Over 50 Nebraska LEAD Alumni Association members and special guests enjoyed good food, cold beverages and most importantly, great conversation among several folks who showed up for the State Fair event on August 26. This reception is our third annual social get-together at the Nebraska State Fair and is held just prior to the Nebraska LEAD Alumni board meeting. Be watching for information on next year's reception in your spring newsletter.

Check out our website at <http://leadalumni.unl.edu/>

*Please remember to submit important
Nebraska LEAD Alumni news to:*

Nebraska LEAD Alumni Association
Nancy Eberle
520 Road 20
Bradshaw, NE 68319
neberle@mainstaycomm.net

NETWORK!

Keep the spirit of the
Nebraska LEAD
Program ALIVE!

Update

Update is the official newsletter of the Nebraska LEAD Alumni Association. The purpose of the publication is to keep you, a vital part of the LEAD network, linked with fellow alumni!