

## *Iowa Poultry Association - Emerging Leader Program*

### **GOALS**

- Answer the question: what does it mean to be an industry leader?
  - Someone who will contribute to the industry and its future.
- Define/set program expectations for various impacted audiences
- Create documentation to clearly set expectations and gather needed information to meet these expectations. Documentation may include:
  - Application Form
  - Flyer/Brochures/Meeting Handouts/E-mails
  - Website?

### **Program purpose statement will be needed for all audiences. This could look like the following:**

The goal of the Iowa Poultry Industry Emerging Leader Program is to develop future leaders for the Iowa Poultry Association and Iowa Poultry Industry. Our hope is that the Emerging Leader Program aids in building individuals who wish to contribute to the future of the poultry industry through growth in their own personal careers.

The Emerging Leader Program accomplishes this goal through providing targeted growth and development opportunities for professional development which are focused on meeting the needs of the new people in our industry. The program platform provides industry and its participants an opportunity to:

- Contribute to building stronger professionals for poultry employers
- Enhance industry awareness, knowledge and participation
- Foster the development of a network of Iowa and US poultry industry peers and professionals
- Achieve an *Award of Recognition* for dedication to professional growth

### **Defining other expectations beyond the program purpose:**

Who has expectations that need to be defined and addressed?

- Participant Expectations
- Participant Workplace/Sponsoring Company Expectations
- Sponsors
- Mentorship Program Participant Expectations
- Mentor Expectations

What is our best guess of their questions so we can help establish expectations for each audience?

- Participant Expectations
  - Who is eligible?
    - The IPA-EL Program is geared toward individuals who wish to be influencers in their organizations, and the industry, within the next 5-10 years. Some individuals may be new to the industry upon graduation from college or professional school. Others may have been in the industry, but have been elevated to a new role in their company. Still others may have just joined the poultry industry after a career move. If you have a question on eligibility, please Kevin Stiles, IPA, [kevins@iowapoultry.com](mailto:kevins@iowapoultry.com) or Nick Bryars, Ceva, [Nicholas.bryars@ceva.com](mailto:Nicholas.bryars@ceva.com)

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- What is the program/time commitment?
  - Because the IPA-EL Program is structured to enhance your engagement in the industry, there are different types of activities to help enhance both your knowledge and opportunity for professional networking. Some activities focused on providing only knowledge like an on-line webinar which is established for only a set timeframe and can be done from the office. Other activities include industry involvement and networking which would require time away from work. Events are listed on the application and can include: Iowa Poultry Association Fall Festival, Iowa State University Iowa Egg Symposium, The Egg Industry Center's Egg Industry Issues Forum, Iowa Poultry's Policy Meetings or Day on the Hill, meetings of the American Egg Board or United Egg Producers or other relevant industry meetings, attendance at the industry trade-shows like US Poultry & Egg's International Production, Processing Expo (IPPE) or Midwest Poultry Show, or others.
- Is there a cost?
  - There is no application or acceptance fees for the IPA Emerging Leader Program; however, participation does have an associated cost. Registration fees for events and travel expenses will need to be covered. If you would like an estimate of these costs, please contact the individual listed on the application form. As an applicant, we highly encourage you to work with your employer when defining your Emerging Leader experience. This approach ensures the time commitment and estimated costs are defined and understood by both you and them prior to application.
- How are participants selected?
  - An introductory class of up to 15 participants will be selected. Preference will be given to those who:
    - Have a strong application demonstrating the endorsement of their current company and/or leadership potential.
    - Past participation in industry activities.
  - The selection committee consists two IPA Board members, two IPA Emerging Leader Committee Members, and one IPA staff member.
- How do I apply?
  - Complete an application form and submit it by the application deadline. Be sure to include your resume and answers to the questions outlined on the application.
- Who do I contact for additional questions?
  - Kevin Stiles, IPA, [kevins@iowapoultry.com](mailto:kevins@iowapoultry.com)
  - Nick Bryars, Ceva, [Nicholas.bryars@ceva.com](mailto:Nicholas.bryars@ceva.com)
- Participant Workplace/Company Endorser Expectations
  - Why is it beneficial to have my employees participate?
    - Emerging leaders in the poultry industry need information and education that seems second-nature to current industry leaders. Education on things like who the industry is beyond the walls of your operation, how the industry is interconnected with its allied members, how committees and board meetings function, what policy issues define the existence of the industry in years to come, etc. are vital to building the future leaders of our industry.
    - This type of expanded industry knowledge helps employees understand why certain procedures are required for the operations that exist in your business. It

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helps give perspective about why new requirements may come in the future and provides them the confidence to provide knowledgeable feedback to you about how to best carry that needed items at your operation. In addition, it helps employees be a mentor to others in the operation about why it is important to carry out protocols as currently specified or why changes are needed or important.

- Last but not least, attendance at industry events promotes a sense of comradery among peers within the industry. No one likes the feeling of being isolated and no one likes to leave a place that they feel welcomed. The more integrated new people feel, the more likely they are to stay with your company and the industry in the long run.
- What does it mean to endorse a participant?/Why is my endorsement necessary?
  - Endorsement of a program participant lets the IPA-EL selection committee know that you have been informed of the candidate's desire to better themselves and that you have discussed this desire with them. Because commitment to this program requires time away from work and a commitment to registration and travel resources, it is important for the selection committee to know that this is understood by you as an employer.
- What types of things will they do/learn?
  - The IPA Emerging Leader Program offers a blend of industry networking and educational events that are targeted specifically to the Emerging Leader group. Types of experiences include educational meetings and webinars, industry tradeshow, board meeting attendance, public policy briefings, and networking receptions, dinners and other social activities. Because each applicant, and their endorsing company, may feel certain activities are more beneficial than others, there are options to customize the types of things the applicants will do. These activities are outlined on the application form. We encourage each applicant works with their employer to build their Emerging Leader experience.
- How is this program different from other industry leader programs?
  - The United Egg Producers hosts a Future Leaders Program. This program meets the needs of young individuals who may be running egg-laying operations or companies in the future. The IPA program is broader in scope by accepting any age of farm or allied industry employee who is interested in learning more about the poultry industry in general. As long as applicants are interested in learning how the different facets of the industry connect so they can contribute more knowledgably to their employers and state/national associations, they are a good fit for the IPA Emerging Leader Program.
- What is the IPA Mentor Program?
  - The goal of the IPA Mentor Program is to give someone who is new to the industry someone they can look up to as a leader; someone to ask questions to without feeling threatened by not having known the answer to what they asked. It is designed to provide additional assistance in employee growth by helping guide companies who wish to establish a formal mentoring process for their own employees, or provide an opportunity for companies without a formal program to build their employee through an external mentor.
- Is the IPA Mentor Program a requirement of the Emerging Leader Program?
  - No. The IPA Mentor Program is a separate program that is offered exclusively to those accepted into the IPA Emerging Leader Program.

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- Is my mentor within my own company?
  - Mentors can be established from your company, but this is not a requirement. Some companies do not have the resources to provide this type of experience for their employees. In this case, the IPA Mentor Program will work with you and your employer to help find a suitable mentor.
- Who selects program mentors?
  - Mentors external to a company are carefully assigned by the IPA-EL Program Committee. If you would like to be involved in the selection or approval of your employee's mentor, there is a spot to indicate this interest on the Mentor Program application form. If you selected this option, an IPA-EL representative will reach out to you during the mentor assignment process and work with you accordingly.
- How much of my time is expected as an endorser?
  - The IPA-EL Program requires no additional time commitment of you after review and signature of the application. While not a requirement, we do encourage you to periodically follow-up with the participant to continue to show your support of their endeavor. A program evaluation may be sent to you at the conclusion of the program so that we can obtain your thoughts on how to improve the program.
- Is there a cost of endorsement?
  - There is no application or acceptance fees for the IPA Emerging Leader Program; however, participation does have an associated cost. Registration fees for events and travel expenses will need to be covered. If you would like an estimate of these costs, please talk with your applicant as they can obtain this information from the individual listed on the application form. We encourage each applicant to work with you to define their Emerging Leader experience so the estimated costs are defined and understood prior to application.
- Who do I contact for questions?
  - Kevin Stiles, IPA, [kevins@iowapoultry.com](mailto:kevins@iowapoultry.com)
  - Nick Bryars, Ceva, [Nicholas.bryars@ceva.com](mailto:Nicholas.bryars@ceva.com)
- IPA Mentor Program Participants
  - What is the IPA Mentor Program?
    - The goal of this program is to give someone who is new to the industry someone they can look up to as a leader and ask questions to without feeling threatened by not having known the answer in the first place. It is designed to provide additional assistance in employee growth by helping guide companies who wish to establish a formal mentoring process for their own employees, or provide an opportunity for companies without a formal program to build their employee through an external mentor.
  - Is the IPA Mentor Program a requirement of the Emerging Leader Program?
    - No. The IPA Mentor Program is a separate program that is offered exclusively to those accepted into the IPA Emerging Leader Program.
  - What are the benefits of the mentor program?
    - The idea of the mentor program is to provide a single point of contact to help in making you feel welcome in the industry. This person can help you connect the dots for the things you can't understand, help answer questions you are afraid to ask questions of others, and help you envision what an industry leader looks like.
  - Is my mentor within my own company?

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- Mentors can be established within your current company, but this is not a requirement. Some companies do not have the resources to provide this type of experience for their employees. Ultimately, whether a mentor is assigned from within your company or externally is decided by you and your employer during the mentor program application process.
- How is my mentor assigned?
  - When your application is received, you and your employer will have designated if the company plans to assign you an internal mentor or if you will need a mentor from elsewhere within the industry. If you need an external mentor, the IPA Mentor Program will work with you and your employer to help find a suitable mentor.
- How long does the Mentor Program last?
  - The official program is designed to last for one year.
- How do I become a part of the Mentor Program?
  - Check the box on your IPA-EL Application to show your interest in this program. If selected for the IPA-EL Program, someone will follow-up with you regarding your participation in the mentorship program.
- Mentor Expectations
  - Why are mentors important?
    - Mentors are important in any profession, but especially in the poultry industry. Why? Because mentors often help play an important role of filling in the blanks that official educational programs or events cannot.
    - The poultry industry is a family, and marrying into a family of 600 or 1,000 can be intimidating! Every good leader can point to someone, or a handful of people, that helped them along the way. We need people willing to fill this role for the next generation of leaders.
  - What is the role of a mentor?
    - Mentors make you feel welcome, connect the dots for the things you can't understand, help answer questions you are afraid to ask questions of others and enable you see what you can be - because they already are.
    - Mentors are asked to:
      - Reach out and introduce themselves to their mentee and share their story of beginnings in the industry
      - Provide their contact information and offer to answer questions that the mentee might have. (This could be on a structured basis, like quarterly, or be as informal as you wish.)
      - Find your mentee at the beginning of industry receptions and let them tag along as you chat with people, introducing them as you go.
      - Sit beside them at an industry meeting.
      - Be a supporter from the background when they need it.
      - And should you choose to be even more involved as a mentor, IPA has a list of other mentor/mentee relationship building activity ideas available for your use.
  - How long is my commitment?

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- Mentors would be asked to complete a one-year commitment to the mentee they are assigned. After this time, you can choose to continue the relationship you have built, but it would not be in the official capacity of the IPA-EL Program.
- What is the process to become a mentor?
  - IPA-EL keeps a list of those interested in serving as mentors. While not always possible, our goal is to match mentees up with someone that they can identify with as they look at their future career. Please contact Kevin Stiles, IPA, [kevins@iowapoultry.com](mailto:kevins@iowapoultry.com) to get on this list.
- Is there a cost to mentorship?
  - There is no cost to mentorship unless you elect to do activities with your mentee that have a fee associated with them.
- Who do I contact for additional questions?
  - Kevin Stiles, IPA, [kevins@iowapoultry.com](mailto:kevins@iowapoultry.com)
  - Nick Bryars, Ceva, [Nicholas.bryars@ceva.com](mailto:Nicholas.bryars@ceva.com)