



## 2018-2019 Candidate Criteria for *Leadership At Its Best*

Through the years, the American Soybean Association (ASA) has developed and maintained a base of farmer-leaders who effectively address national policy issues that impact soybean farmers and their operations. The *Leadership At Its Best* program, sponsored by Syngenta, is designed to provide state soybean leaders with advanced leadership training and the necessary communication skills to make a difference in American agriculture while advancing into leadership positions on a national level.

*Leadership At Its Best* is a two-part training program that includes advanced leadership, agricultural issues, communications and media training designed to provide leaders with skills that enable effective interactions with Congress. The training will culminate in Washington, D.C. with Capitol Hill visits. ASA will assume all contact and arrangements directly with your candidate.

### Selection Criteria:

1. Candidate must be a current director or committee chair who has expressed a strong desire and enthusiasm to assume a top leadership position. Remember, this selection is for the future benefit of your state, so please choose carefully.
2. When selecting a leader to represent your state, please ask the potential candidate if they are currently participating in a Syngenta sponsored Leadership At Its Best (LAIB) Program already with another commodity organization, or if they have already completed the LAIB program with ASA or a different organization within the past 5 years.
3. The candidate is expected to attend both parts of the 2018-2019 program.

Part I August 6-10, 2018 in Raleigh, N.C.

Part II March 11-13, 2019\* in Washington, D.C., in conjunction with the ASA Board Meeting

It is important the candidate understands that if he/she makes this commitment, he/she is expected to attend the full program for each session. Please impress upon the candidate that *Leadership At Its Best* is a two-part program and requires attendance at both sessions.

Please note that Part I is structured for candidates only. Spouses will be invited to attend Part II at their own expense in Washington, D.C. ASA will arrange all candidate travel and lodging and reimburse for any program-related expenses such as mileage, meals, and parking.

**Please submit nominations to Michelle Hummel at [mhummel@soy.org](mailto:mhummel@soy.org) by May 18, 2018.**

Please call or email with any questions.

Sincerely,

Michelle Hummel  
Director, ASA Industry & Stakeholder Relations

\*dates dependent upon final Board Meeting schedule