

CMAB Marketing Leadership Academy

Monday and Tuesday, April 18-19, 2016

San Francisco, Calif.

Mission

To educate and train the next generation of dairy leaders in all aspects of dairy marketing, the CMAB and the CMAB's role in the California dairy industry.

Goals

- To educate and train the next generation of California dairy leaders about the CMAB.
- To improve understanding of the CMAB with a detailed focus on the programs that CMAB uses to market California milk and dairy products in the state, nationally and internationally.
- To develop a foundation of understanding for California dairy producers who will take leadership roles in the CMAB in the future.
- To provide the tools and resources dairy leaders will need to promote the California dairy industry through various outlets.

The Program

The Marketing Leadership Academy will take place on Monday and Tuesday, April 18-19, 2016 at Ketchum, 1050 Battery Street, San Francisco. CMAB will cover travel expenses, lodging and meals for the two days of training. The two-day training will provide workshops for participants that will help them to be better leaders and advocates for the California dairy industry.

Workshop topics include: dairy leadership training, building your own brand, business communications training, telling your story workshop and best practices for brands and agriculture commodities. On Monday evening, the program will include a food dive to several restaurants in San Francisco and an option to do a group dinner at a restaurant or a San Francisco Giants game. Once leadership participants have been selected, the group will determine which option is best.

A detailed agenda for the program will be shared with applicants once selected.

A second session of the leadership program will take place in August or September. The date will be determined during the April meeting. The second session will encompass a one-day media training in a location TBD.

Who Qualifies

The program is open to any California dairy producer interested in learning about the CMAB and its role within the California dairy industry.

Requirements

- Be a California dairy producer.
- Be an active participant at the local district level during and after completion of the program.
- Must be able to attend both days of the leadership academy.
- Dedicate time to reviewing material distributed prior to each CMAB session.

Program Modules

Session One (April 18-19):

- Dairy Leadership Training
- Dairy-themed/brand Cannes award videos presented by Ketchum
- **Build Your Own Brand**
 - Develop a POV to represent your brand/company
 - Make the most of communication resources, such as LinkedIn profiles
 - Find speaking engagements
- **Business Communications Training**
 - Group communication tips and techniques and individual coaching
- **Story Workshop**
 - What do you need to carry a conversation that is local to you
- **Social Media Best Practices for Brands & Agriculture Commodities**
 - Closer look at the major platforms
 - How brands are using social platforms
 - Best practices for growth and engagement

Session Two (August or September, location TBD)

- Media training for dairy producers who participate in the MLA

The Selection Process

CMAB will accept one participant from each district with a maximum of 10 participants. If more than one person from a district applies, the CMAB and board members will review applicants to select the candidate.

Applications are due Friday, March 18, 2016 and must be submitted electronically to Kris Costa at modesto@cmab.net. You can obtain an application by contacting Kris Costa at 209.525.6882 or via email. You can also access online at www.californiadairynewsroom.com.

For questions about the CMAB Marketing Leadership Academy, please contact Kris Costa by phone, 209.678.3466, or email, kcosta@cmab.net.



California Milk Advisory Board Marketing Leadership Academy

Name _____
(first, middle, last)

Address _____
(street number, street)

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Mobile _____ Email _____

Dairy Affiliation _____
(dairy farm name)

If applicable, please list the name(s) of any individuals who influenced you to apply:

Social Media:

Facebook Page: _____

Twitter: _____

Instagram: _____

Snapchat: _____

Other: _____

Have you been enrolled in other educational/leadership programs? ☐ Yes ☐ No

If so, please describe and include timeframe

List organizations in which you are an active member

(agriculture organizations, boards, commissions, social, religious or community events)

What past or present leadership roles have you held in above-named organizations?

What do you expect to learn from the CMAB Leadership Academy? How would you like to contribute to the program?

Why do you want to participate in this program?

What additional areas of the dairy industry do you want to learn about in this program?

What are your future goals for involvement with CMAB?

Applications are due Friday, March 18, 2016 – email to modesto@cmab.net

Print Name

Date

Signature (please type your name for your signature)

District