

## NJALDP MISSION

The New Jersey Agricultural Leadership Development Program (NJALDP) is a two-year professional development opportunity, which is designed specifically for individuals in farming and agri-business to become informed, articulate leaders. NJALDP provides leadership development opportunities designed specifically for farmers and others in New Jersey ag-related businesses. As a result of participating in NJALDP participants will:

- Sharpen business management skills
- Establish an extensive agricultural network throughout the state
- Sharpen writing skills
- Enhance interpersonal communication skills
- Strengthen marketing skills
- Enhance public speaking skills
- Sharpen analytical and decision making skills
- Develop skills in conflict resolution and negotiation
- Enhance understanding of the NJ agricultural infrastructure, state & federal government, agricultural economics, and effects of globalization on agriculture and U.S. economy

## VISION

To develop articulate, knowledgeable, and skilled leaders who encourage positive change on key issues, policy and economics to advance New Jersey agricultural industry.

## PROGRAM OBJECTIVES

As a result of participating in NJALDP Graduates will:

- Be recognized as skilled leaders
- Be more effective managers of their business
- Understand key emerging issues & their impact on their business and the industry
- Be actively and positively engaged in the New Jersey ag-community

## OVERVIEW OF TOPICS & OBJECTIVES

### *Core Topics and Objectives*

Communication, marketing, advocacy, and leadership are foundation skills, which are addressed independently of the specific leadership topics and are strategically interwoven through the entire curriculum. The core topics and objectives are:

### *Communication Skills*

- Develop facilitation skills
- Develop interpersonal communication and networking skills
- Sharpen written communication skills
- Develop and sharpen public speaking and presentation skills

### *Marketing Skills*

- Develop an understanding of marketing concepts, procedures, and their applications to business growth in the agricultural community
- Review and develop an understanding of marketing plans and their utilization
- Analyze the latest trends in Internet Marketing, Guerrilla Marketing, Social Media & Mobile Apps
- Enhance Networking & Development of Customer Relationships

### *Advocacy Skills*

- Develop network across sectors
- Stay current with relevant agriculture policy issues
- Develop skills to be a change agent in the ag-community
- Develop an understanding of the public policy process
- Develop fund raising strategies and techniques

### *Leadership Skills*

- Develop increased awareness of self and others
- Develop plans to create a desired future NJ agriculture
- Describe skills for building and developing effective teams, coalitions and partnerships
- Develop problem solving and conflict management skills
- Develop leadership skills to initiate and foster change

As an Equal Opportunity/Affirmative Action institution, Burlington County College affords equal vocational opportunities to qualified individuals regardless of race, color, religion, sex, national origin, age, handicap (as defined by Section 504), ancestry, place of birth, marital status or liability for military service in the operation of its programs and activities (including admissions, access to programs and course offerings, physical education, intercollegiate and intramural athletics, counseling, employment, use of facilities, and college-sponsored extracurricular activities). This is in accordance with Title VI of the Civil Rights Act of 1964 (which prohibits discrimination on the basis of race, color, and/or national origin), Title IX of the Education Amendment of 1972 (which prohibits sex discrimination), Section 504 of the Rehabilitation Act of 1973 as amended and the Americans with Disabilities Act/ADA (which prohibit discrimination against otherwise qualified handicapped people), and other applicable laws and regulations. Copies of the Dispute Resolution for Students with Disabilities is available from Mr. Dennis M. Haggerty, Title IX and Section 504 Coordinator, located in Lewis M. Parker Center, room 401 on the Pemberton campus or by calling him at (609) 894-9311, ext. 1399.

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*We Can Get You There.*

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# New Jersey Agricultural Leadership Development Program

*Class 9  
2013-2014*



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COUNTY COLLEGE**

*We Can Get You There.*



# Class 9 2013-2014

## ERIN FREEBORN

*Farm Market and Greenhouse Manager, Tranquillity Farms LLC*



Twenty-four-year old Erin attended Rowan University, where she obtained a Bachelor's degree in Public Relations. After graduation she returned to her family farm, Tranquillity Farms, in Allamuchy, NJ. The farm is on 600 acres and is a diverse agriculture operation including Holstein Dairy cows, greenhouses and a farm market with both wholesale and retail. Erin is the third generation to work on the family farm, where she is the manager of the farm market and greenhouses. Her future goals for Tranquillity Farms are to expand their current farm market facilities and agri-tourism events.

## MEGAN GUNNING

*Cheesemaker at Double Brook Farm*



After moving to a farm in rural Bucks County Pennsylvania in 2008, Megan combined her career in television with her passion for sustainable agriculture and farm advocacy. As the host of the NJ Fresh!, Megan visited farms and farmers markets throughout the Garden State while showcasing local chefs and sustainable agriculture. As a certified artisan cheesemaker, she works in the creamery at Double Brook Farm, a sustainable farm in Hopewell, New Jersey. Megan is a member of The American Cheese Society, Slow Food, the Pennsylvania Association for Sustainable Agriculture (PASA).

## JEFF HERDEG

*Director of Food Service National Accounts, Ready Pac Foods, Inc.*



Jeff came to Ready Pac Foods, Inc. with over 20 years of food service experience. Ready Pac is a leading processor of fruits and vegetables for the Retail, Club, C-Store and Food Service Segments. Jeff manages several national accounts including Burger King and Domino's Pizza. Jeff was awarded a Domino's Supply Partner Award last year and also manages the C-Store, Vending, Military and Schools Channels of trade where they provide Fresh Cut Fruits, Healthy Snax's and Bistro Bowl Salads. Jeff is a results-oriented sales professional with extensive business to business sales experience.

## MICHAEL A. INFANTI

*Resource Conservationist, Freehold Soil Conservation District*



Michael graduated from Lehigh University in 1998 with a Bachelor of Science in Earth and Environmental Science. In 1998, he accepted a position as a Site Inspector with the Freehold Soil Conservation District. He is currently still employed with the District and holds the title of Resource Conservationist. Most of his professional career has been spent working to conserve, improve and sustain our state's natural resources and environment. Recently, he has been able to expand his responsibilities into agriculture. Michael and his wife, Kristin, have a daughter, Mikayla.

## DAVID KUNZ

*Director of the Sussex County Office of GIS and owner of Mill Creek Apiaries*



As the Director of the Office of GIS, David has worked with various municipal, county, state, and federal government agencies in providing technical Geographic Information System (GIS) to support the agricultural community and various other activities. As owner of a small scale beekeeper, Mill Creek Apiaries, David provides small scale pollination services, bee related products, and a hive and honey CSA. Mill Creek Apiaries promotes a sustainable agriculture community while practicing natural, chemical-free beehive management.

## NYNA LEIFESTE-MCKITTRICK

*Owner of McKittrick Nurseries*



Nyna owns McKittrick Nurseries in Colts Neck, NJ, as well as a nursery in Pemberton. They sell rooted liners and finished nursery stock, custom grow liners for other nurseries and ship throughout the United States. They are contract growers for the Chicago Botanical Gardens growers program and have provided plants to New York Parks and Recreation Department. Nyna is a member of the Monmouth County Board of Agriculture, the VP of the Monmouth County 4-H Association, the 4-H Fair Chair, and the President of the Freehold Township FFA review board.

## JEAN LYNCH

*Stewardship Director, NJ Audubon Society*



Jean manages habitat restoration and conservation projects for the NJ Audubon Society, working with Farm Bill conservation programs as well as with NJ Audubon's Support Agricultural Viability and the Environment (S.A.V.E.) program, which funds conservation work by selling local agricultural products under the S.A.V.E. label. Jean has a Master's in Environmental Management from Duke University's Nicholas School of the Environment, where she focused on landscape ecology and restoration, management of wetlands and fire-dependent ecosystems, and is a certified wildland firefighter.

## CAMILLE MILLER

*Executive Director of the Northeast Organic Farming Association of New Jersey*



Camille brings over 20 years of experience in senior level leadership with extensive experience in operations, sales, marketing and brand management efforts. She began her career as a volunteer with the ARC of Morris County and served in fund development positions with many NJ organizations including: Center for Educational Advancement, United Way of Hunterdon County, Urban Renewal Corp., NJ Institute of Technology, and Saint Barnabas Medical Center. Camille holds an M.B.A. in Marketing from the William Patterson University Graduate School of Business.

## KATIE MORAN

*Agricultural Loan Officer at Farm Credit East, ACA*



Katie grew up in Massachusetts and has been involved in the equine industry her entire life. She competed in show jumping in high school and played on the varsity polo team at Cornell. She graduated from Cornell in 2006 with a B.S. in Animal Science and a minor in Agribusiness Management. Katie works for Farm Credit East as a loan officer in Flemington, NJ, covering Hunterdon, Warren, and Morris counties. She recently finished her M.B.A. at Rutgers with a focus on Management and Entrepreneurship. Her goal is to one day own her own horse farm.

## NICOLE ORT

*Farm Market Manager, Ort Farms LLC*



After graduation from James Madison University with a degree in Business Management, Nicole returned to New Jersey to manage her family business, Ort Farms. Nicole is the sixth generation to be involved. Currently the Ort family farms 400 acres in Morris County, growing flowers and plants, hay, vegetables, pumpkins and grains. Ort Farms has several sales outlets for products including wholesale, farmers markets, two retail farm stands, a Community Supported Agriculture program and agri-tourism. She enjoys growing and improving Ort Farms as a business.

## DAVID SMITH

*Sales Manager, Peach Country Tractor, Inc.*



David is Sales Manager at his family-owned business. As a third generation farmer with Fred Smith Orchards, he was raised working on the farm and learning the agricultural business. As times got tough and farming became less of an option for the Smith family, his grandfather, Fred, and his father, Steve, purchased a New Holland dealership and named it Peach Country Tractor. With his knowledge of farming and equipment that farmers need, complemented by a degree in business administration, David offers valuable advice about getting the job done in a cost-effective manner.

## SCOTT SNELL

*Natural Resource Specialist, USDA NRCS*



Scott graduated from Stw. Ambrose University with a Bachelors of Science in Biology with an Environmental Science emphasis. Following graduation, he accepted several seasonal positions with the National Park Service and the Student Conservation Association. He now works for The United States Department of Agriculture - Natural Resources Conservation Service (USDA - NRCS) in September of 2008. Scott's duties include operating agricultural equipment, seed cleaning, greenhouse management, seed and plant collections, as well as writing and implementing study plans.

## TIM WILLMOTT

*Agriculture Resource Specialist 3,*

*Assistant Coordinator Burlington County Farmland Preservation Program*



Tim has lived in Burlington County most of his life. He went on to school at West Virginia University where he studied Ag Business and Rural Development. After graduation, Tim interned at the State Farmland Preservation Program where he visited preserved farms throughout New Jersey enforcing the terms of the preservation easement. He currently works for the Burlington County Farmland Preservation Program, where he helps with the preservation process and stewardship of farmland in the County, he also helps manage two Community Gardens for the County.

## ALAN WEINBERG

*Owner of Alan's Orchard*



Alan is the owner of Alan's Orchard, a locally-sourced farm market store in Westfield, New Jersey. Alan's Orchard is the home of the Fresh Box™ program, a weekly fruit and vegetable box that focuses on quality garden state produce and customer convenience. Before starting Alan's Orchard in 2010, Alan worked for over 10 years in public policy at the state and federal level. He has a Master's in public affairs and M.B.A. in business technology and was a Leadership New Jersey Fellow. Alan lives in Westfield, NJ with his wife and two children.

## JENNIFER ZELIGSON

*Manager Food Distribution Programs, NJDA Division of Food and Nutrition*



Jennifer has a B.S. degree in Nutrition from Cornell University and completed her Dietetic Internship at Vanderbilt University Medical Center to achieve her Registered Dietitian credentials. She works for ARAMARK, spending eight years in the Healthcare division and most recently as Food Service Director/General Manager in the K-12 division. She oversaw the Food Service Department for Teaneck School District. As Manager of Food Distribution Programs, Jennifer will oversee The Emergency Food Assistance Program, the State Food Purchase Program and the USDA Foods for NJ Schools.