

CALIFORNIA AGRICULTURAL LEADERSHIP PROGRAM

Thursday April 21

7:45-8:00 Tour Press Briefing Facility -Jeanne Winnick

8:00-8:45 East wing Tour

8:45-9:00 Vice President, George Bush

9:00-9:30 Frederick N. Khedouri, Associate Director, OMB

9:30-10:00 David Wright, Special Assistant to the President for
Legislative Affairs

10:00-11:00 Ambassador Michael Smith, United States Trade Representative

11:00-11:30 James W. Cicconi, Special Assistant to the President and
Special Assistant to the Chief of Staff

11:40-12:00 Edwin Meese, III, Counsellor to the President

12:00-1:30 Lunch

1:30-2:00 Edward J. Rollins, Assistant to the President for Political
Affairs

2:00-2:30 Michael K. Deaver, Deputy Chief of Staff and Assistant to
the President

2:30-3:00 Larry M. Speakes, Deputy Assistant to the President and
Deputy Press Secretary to the President

3:00-3:30 Lou Cannon-Washington Post White House Correspondents

3:30-4:00 William Clark, Assistant to the President for National
Security Affairs

4:00-5:00 Roger B. Porter, Deputy Assistant to the President for
Policy Development and Director of the Office of Policy
Development

5:00-6:30 Reception--Guest of Honor--Richard Lyng, Deputy Secretary
of Agriculture

7:00 Barbeque dinner at home of Congressman Tony Coelho

* All meetings to be held in Room 474, the Indian Treaty Room , except the meeting
with Roger Porter.

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Point Off

> Sched

- Mike Campbell will send background info on the group, and a final list of "speakers" when available

Stacey Edgington 225-5861
Colg. of Jerry Lewis' office

- Lewis' letter to JAB (2-23) requesting his attendance at "meeting" with Calif. Agricultural Leadership Program
 - JAB declined - they requested "his assistant"

Cicconi

- the group comes every year (different individuals under same heading) for past 12 years - educational purposes
- April 21, 1983 - have Indian Treaty Room for whole day
- Coordinator from WFF - (Mike Campbell), WFF Fellow #6431 has been thru program before
- tentative (I think) - Judge Clark, Rollins, Drawer, someone from Policy Development
- - talk about Baker, & yourself, in context of WFF -- "how things work", "what do you do,"
 - talk & then receive questions on Broad base - more than just agriculture
 - no lobbying
 - age early 20's to early 40's
- Stacey → "these guys (& ladies) know the President has people working close to him - who are they & what do they do"

THE WHITE HOUSE
WASHINGTON

3/17

12:40 p.m.

AA

Stacy Edgington

w/ Cong. Jerry Lewis

225-5861

re: Cicconi - schedule

KATHERINE J. CAMALIER
Office of James A. Baker III
456-6797

JERRY LEWIS
37TH DISTRICT, CALIFORNIA

COMMITTEES:
APPROPRIATIONS

SUBCOMMITTEES:
AGRICULTURE AND RURAL
DEVELOPMENT

FOREIGN OPERATIONS
LEGISLATIVE BRANCH

WASHINGTON OFFICE:
ROOM 327
CANNON HOUSE OFFICE BUILDING
202-225-5861

Done 3/15
Asked if JAB asst.
would do it. Suggested

Congress of the United States *by all*

House of Representatives *Jim Cicconi*

Washington, D.C. 20515

February 23, 1983

DISTRICT OFFICES:
101 SOUTH SIXTH STREET
REDLANDS, CALIFORNIA 92373
714-962-6030
714-792-5901

1750 EAST ARENAS ROAD
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PALM SPRINGS, CALIFORNIA 92262
714-346-0633
714-323-1837

BARSTOW, CALIFORNIA 92311
714-256-1523

RE/RET P/S.
3/11

The Honorable James A. Baker III
Chief of Staff
The White House
Washington, D.C. 20500

Dear Jim:

May we kindly request your taking some time from your busy schedule to meet informally with a distinguished element of our constituency when they visit Washington in April?

You may remember the California Agricultural Leadership Program is a select group of men and women actively involved in all phases of our home state's agribusiness community. Every year, for the past twelve years, the program has selected on a very competitive basis, 30 to 35 exceptionally promising agriculturalists to visit other states in the Union and foreign lands. They typically range in age from late twenties to early forties and many have graduate degrees in their specialized fields. A week in their Nation's Capital is a most important part of their exposure to agriculture's role in the United States and throughout the world.

If at all possible, could it be arranged for you to informally meet with the group on Thursday, April 21? It would be most worthwhile to the Program's Washington plans and we would be most grateful for any accommodation which could be made. Please advise Stacey Edgington at 225-5861, of a convenient time that day. Thank you.

Sincerely,

Jerry

JERRY LEWIS, M.C.
JL:se

T

TONY COELHO, M.C.

California Agricultural Leadership Program



Investing in California Agriculture's Number One Commodity, "The Human Resource"



Every year, 30 of California's most promising young men and women are selected from the agricultural community to participate in a two-year educational program designed to enhance the leadership and long-term future of farming in the Golden State.

This is called the Agricultural Leadership Program. It was originated by a handful of far-sighted men who were deeply concerned about the future of agriculture in California. They were concerned about three major problem areas:

First, while California is the nation's leading agricultural state, it is also the most urbanized,

and there is a yawning gap of communication and understanding between urban and rural interests.

Second, California is increasingly dependent on international markets for its agricultural products, and it is necessary that its farm leaders become familiar with those overseas markets.

Third, while there is a great diversity in California's agricultural products, the economic, social, and political interests of all farm groups are nearly identical. It is imperative, therefore, that close ties be built and maintained between all sectors of agriculture in the state.

The Agricultural Leadership Program recognizes that the emerging leaders of California agriculture must be prepared to deal with these three major problem areas. It says, in effect, that agriculture's greatest resource is its young men and women. It provides a vehicle for identifying those young leaders and helping to prepare them for the task ahead.

The Program consists of a series of seminars held at four participating universities, a two-week tour in the United States, and a three-week foreign tour. The four universities are the University of California at Davis, California State University at Fresno, California State Polytechnic University at Pomona, and

California Polytechnic State University at San Luis Obispo.

During their two years of training, the participants are involved a total of 70 to 80 days in the Program. Since a class starts each year and runs for two years, there are always two classes, with a total of 60 trainees, running at any one time.

Each year there are more than 100 applicants for the 30 coveted appointments. Applicants must be between the ages of 27 and 40.

The Program is supported and administered as a nonprofit foundation by a broad coalition of individuals, companies, and institutions who are interested in promoting a sound and progressive agriculture in California.

Established in 1969, the first class was launched in 1970. Its members, and those in subsequent classes, have risen quickly to the top in farming organizations, businesses, agriculturally oriented institutions, and even politics.

When each class is graduated, its members are invited to join the Agricultural Leadership Associates, an organization dedicated to maintaining the close ties developed between classmates and to continuing the education and development nurtured during the two years in the Program. The degree of participation in the ALA is remarkably high.

The Program began when a group of agricultural and agribusiness leaders, under the auspices of the Council of California Growers, formed the Agricultural Education Foundation. Originally funded by The James G. Boswell Foundation, The James Irvine Foundation, and the W. K. Kellogg Foundation, the Program is now supported by over 200 private donors. The founders felt that California needs men and women who understand not only their own occupation, but are prepared to deal with the complicated issues in business, economics, and government that increasingly impinge on agriculture. Strong leadership is needed within the agricultural community and this same leadership is needed to help all the other sectors of our society understand agriculture and its importance to them. The Agricultural Leadership Program is not a course in farming. It is aimed at developing well-rounded people, skilled in communication, educated in national and world affairs, and familiar with the changing needs of our society.

Who Participates

Participants in the Agricultural Leadership Program come from every sector of agriculture and every part of California. A basic requirement is that of the 30 in each class, 24 must be active farmers. They will be producers of a wide variety of crops and livestock. Over the years, virtually every one of California's more than 200 agricultural commodities has been represented. The other six members of each class are from agribusiness occupations, including a wide variety of industries closely allied to agriculture.

Candidates for each class must provide extensive information about themselves, their families, organization affiliations, and business. They must establish sound reasons for wanting to participate in the Program, and are required to identify and discuss in detail the most serious problems facing California agriculture and the nation.

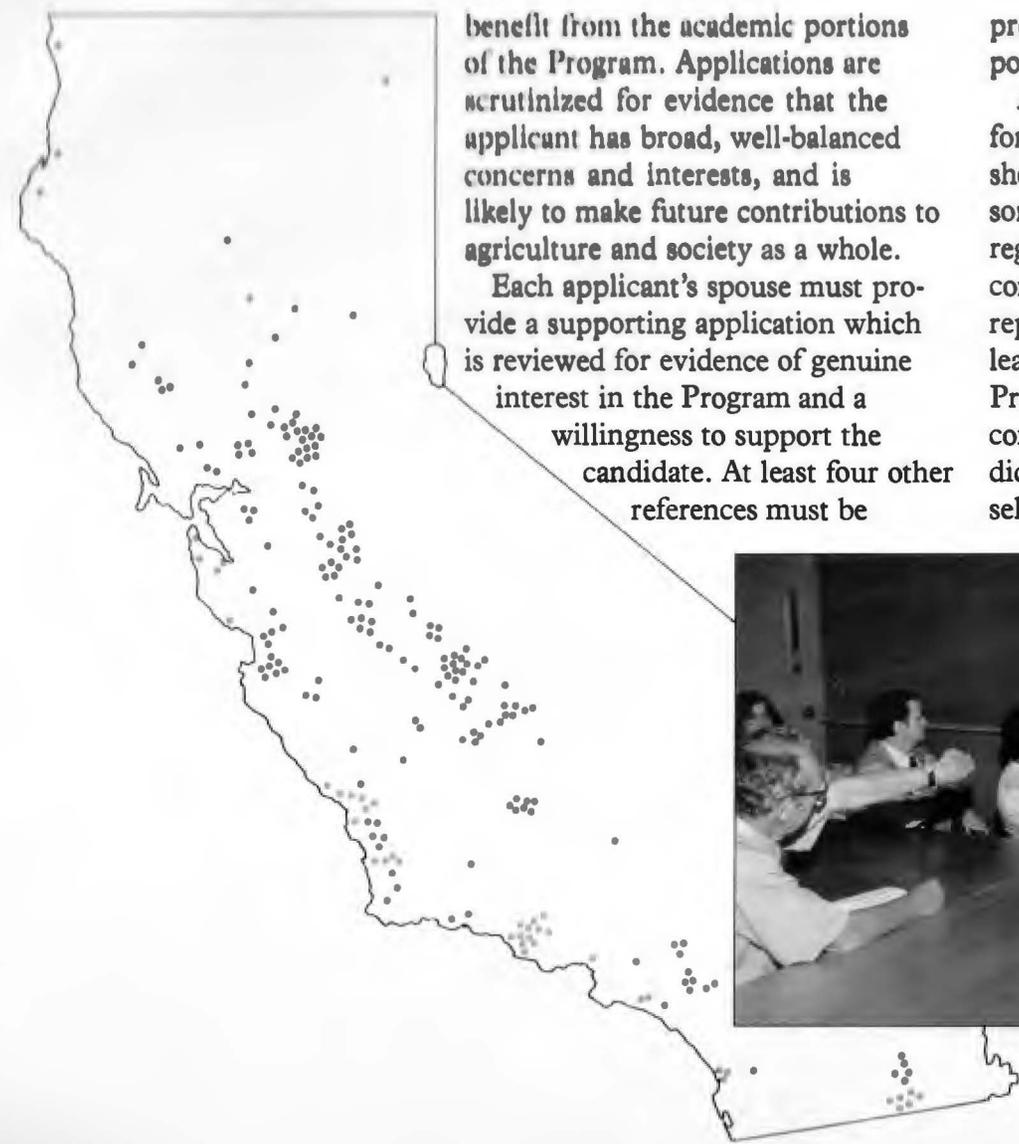
Although there are no specific academic requirements, written essays are required as part of all applications, and personal interviews by the Selection Committee must confirm the applicants' ability to



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benefit from the academic portions of the Program. Applications are scrutinized for evidence that the applicant has broad, well-balanced concerns and interests, and is likely to make future contributions to agriculture and society as a whole.

Each applicant's spouse must provide a supporting application which is reviewed for evidence of genuine interest in the Program and a willingness to support the candidate. At least four other references must be

provided to evaluate the applicant's potential.

After review of the application form and references, applicants showing the most promise are personally interviewed by one of six regional selection committees. These committees consist of a university representative, several agricultural leaders, and several graduates of the Program. Each regional selection committee recommends its top candidates to a final committee, which selects the 30 participants.



Final committee selection determines the top 30 candidates for the next Ag Leadership class.

The Curriculum

Seminars



Seminars are the most important components of the Program. They are the coordinated efforts of the four cooperating universities. Each year, each class has seven seminars, meaning that a total of 14 are conducted by the Program annually. Emphasis on government and foreign policy is provided by the seminars at California State University, Fresno. At California State Polytechnic University,

Pomona, sessions cover the arts and social issues, while at Cal Poly San Luis Obispo, the focus is on education and communications. Subject matter at the University of California, Davis is on economics and international trade.

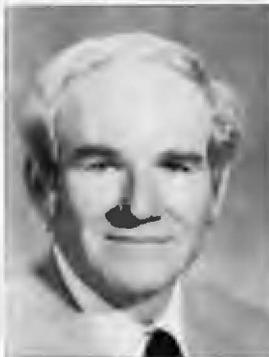
Within each discipline area, participants are exposed to several topics that reflect the fact that California leads the nation in both agricultural production and in number of urban areas with a high population density. Some of the major issues include urban problems, world hunger, and land-use planning. Seminars also include themes associated with the social structure and culture of the places to be visited during the national and international travel seminars.

The instructors for the seminars are from throughout the four cooperating universities, as well as resource persons from private industry and the public sector, including corporate executives and government officials.

Seminars involve the study of, clockwise from top left: communications at Cal Poly San Luis Obispo; social studies at Cal Poly Pomona; government at Cal State Fresno; and economics at UC Davis. The deans of the four universities involved are, inset: Charles Smallwood, Cal State Fresno; Allen Christensen, Cal Poly Pomona; Howard Brown, Cal Poly San Luis Obispo; and Charles Hess, UC Davis.

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Charles Smallwood, Cal State Fresno; Allen Christensen, Cal Poly Pomona; Howard Brown, Cal Poly San Luis Obispo; and Charles Jess, UC Davis.



THE CURRICULUM

Special Seminars



Safeway Stores



Tenneco West

In addition to the regular series of seminars, five special seminars are conducted by business and the U.S. Armed Forces. Businesses that are participating in this program are Safeway Stores, which holds sessions

at its corporate headquarters in Oakland on food distribution; Security Pacific Bank, which organizes a seminar on finance held in San Francisco; Tenneco West of Bakersfield, which looks at



Tenneco West

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k, which
on finance held
American West
looks at



marketing and corporate farming;
and Atlantic-Richfield, which holds
seminars on energy at its Los
Angeles corporate headquarters.
These meetings supplement the
university study programs by giving
participants direct access to top
executives, who discuss the com-
plexities of applied economics and
the management of labor and
materials. Sessions held by the
Armed Forces are handled by the
Strategic Air Command, which
looks at the principles of the
national defense program.

*Top to bottom:
Security Pacific Bank
Atlantic Richfield
Strategic Air Command,
Vandenberg Air Force Base*

THE CURRICULUM

National Travel

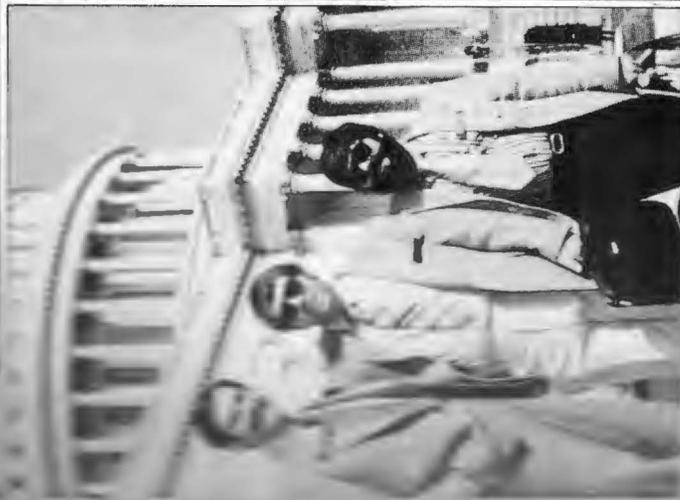


U.S. Congressman Tony Coelho

During the first year, participants make a two-week trip to Washington, D.C. and one other carefully chosen area of the United States. Meetings with government and business leaders, as well as workers, provide an object-lesson to complement the year's seminar study of local, state and national issues. The trip also gives participants first-hand exposure to the varied social and economic conditions that exist in this country. Past trips have included visits to the National Space Center, the Port of Houston and Pennsylvania, where participants met with cultural and economic groups quite different from those they're normally exposed to, such as Amish farmers and coal miners. Visits are also made to such historically important sites as Gettysburg and Boston. In Washington, the participants take a look at the legislative, executive and judicial branches of government, and learn about public-policy processes and the role of special-interest groups.

National travel for the classes has been highlighted by such events as, clockwise from top: a visit with House Speaker "Tip" O'Neill; a talk by Sen. S.I. Hayakawa; and study in Boston; at the Capitol in Washington, D.C.; and at Gettysburg.

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THE CURRICULUM

International Travel

The highlight of the second year's study is the international study trip. This international travel seminar is usually conducted in the spring, and has included visits to Europe, Africa, the Middle East, India, South America, the Far East, China and the Soviet Union. In all, 47 countries have been visited by various classes.

As with the campus seminar emphasis, the international study concentrates on communications, sociology, government, economics, psychology, education, and the arts.

In order to prepare the class members for their international trip, many of the second year's campus seminars concentrate on the countries to be visited.

Because world politics, social issues, and food have become so critical, the international seminar is truly an invaluable experience.

International study has taken classes to the far corners of the world. Trips have included, opposite, clockwise: the Taj Mahal in India; an international port; the Great Wall of China; chats with India's Indira Gandhi and Egypt's Sayed Mervy and the Kremlin.



A stop was made at England's Windsor Castle. Bottom, visits with foreign leaders are an important part of the learning experience.



Countries Visited by Ag Leadership Classes



Canada	Great Britain	Sweden	Cyprus	Iran	Japan
Mexico	Holland	Finland	Israel	Pakistan	Singapore
Guatemala	Belgium	USSR	Egypt	India	Hong Kong
Panama	France	Hungary	Kuwait	Thailand	China
Colombia	Germany	Romania	Ethiopia	Malaysia	Taiwan
Venezuela	Italy	Yugoslavia	Kenya	Indonesia	Philippines
Peru	Austria	Greece	Swaziland		Australia
Brazil		Nigeria			New Zealand
Bolivia		Botswana			
		South Africa			

THE CURRICULUM

Graduation

The culmination of the two-year program is the last seminar held at California State Polytechnic University, Pomona. This seminar includes both the second- and

first-year classes. In addition to the normal activities, the graduating class has the opportunity to make a presentation on the activities and experiences that

their class had over the two-year Program. Many of the classes put on elaborate slide shows from their national and international travel seminars.

There is a formal graduation ceremony and each participant receives a certificate of achievement which reads:

In recognition of successful completion of the the two year Agricultural Education Foundation Leadership Program, designed to create effective spokesmen to benefit California agriculture. Exposure through study and experience included the areas of Communications, Economics, International Trade, Government, Sociology, Education, Humanities and Fine Arts.

Graduates leave the seminar with a great feeling of accomplishment and the knowledge that they have the challenge and the ability to be effective spokesmen for California agriculture.



Japan
Singapore
Hong Kong
China
Taiwan
Philippines
Australia
New Zealand

Impact of the Graduates— The Return on the Investment in “The Human Resource”

Graduates of the classes to date consist principally of the owners, presidents, or managers of farms and ranches from agricultural counties throughout the state as well as corporate officers with agriculturally oriented firms. Without exception, the graduates are strong agricultural leaders and are often involved in public affairs as a result of their participation in the Program.

In a recent study, 776 policy-making positions were found held by 241 Agricultural Leadership Program graduates surveyed. An analysis of these leadership roles provides a measure of the extent to which these people are beginning to have an influence at national, state, and local levels.

Trade Associations: A number of the graduates hold policy-making positions in trade, commodity, and general farm organizations. Graduates hold a total of 130 appointed positions of which 22 are national, 70 are statewide, and 38 are regional. They hold 175 elected positions of which seven are national, 70 are statewide, and 98 are regional.



“The Ag Leadership Program has been the greatest experience of my life. It has given me the opportunity to travel, thereby broadening my perspective of agriculture’s importance both here and abroad. I made many lifelong friends through my association with fellow members of the program, plus learning a great deal about myself. My life was changed, thus expanding my horizons beyond the farm gatepost.”

MIKE CHRISMAN



“As a result of the Ag Leadership Program, I feel a strong commitment to serving the agricultural industry in California. My future career decisions and leadership contributions will be greatly enhanced by my two-year experience and by the confidence placed in me as a participant in the Program.”

PEGGY McLAUGHLIN



"In some cases, the Ag Leadership Program has meant convictions reaffirmed. In some cases, it has meant an entirely new perspective. And it has meant a dedication to the things that California agriculture

stands for. Most of all, though, I've been enriched by relationships forged with fellow class members and those we've met. Very simply put, it's the most exciting thing that's ever happened to me."

MICKY GEORGE



"All of us who went through the Ag Leadership Program shared similar experiences. That sharing has created a bond that

cuts the boundaries of our specific specialties and allows us to work together much better for the good of the agricultural industry."

JIM MANASSERO

Governmental and Semi-governmental: (Marketing boards, irrigation districts, planning commissions, advisory boards, etc.) Graduates fill 89 appointed positions, three of which are national, 31 of which are statewide and 55 of which are regional. Graduates hold 68 elected positions, two of which are national, 20 of which are statewide, and six of which are regional.

Public Services: (Officers and directors of service clubs, churches, chambers of commerce, Boy Scouts and YMCA, etc.) Graduates demonstrate considerable leadership in public service. They hold 48 appointed public service positions, three of which are national, seven of which are statewide and 38 of which are regional. Graduates hold 55 elected public service positions, three of which are national, two of which are statewide, and 50 of which are regional.

Corporations: (Board members or policy-making executive positions on corporate boards.) Graduates hold 14 appointed positions, five of which are with statewide or national corporations and nine of which are with regional corporations. Forty-three elected positions are held, 18 of

IMPACT OF THE GRADUATES



"I simply could not do what I am doing were it not for the Ag Leadership Program. It provided invaluable leadership training, broadened my

appreciation of the world around me, now offers exposure to an expert in practically any aspect of California agriculture and it has enabled me to develop many great personal friendships."

MIKE FITCH



"The Ag Leadership Program provided me a most unique opportunity to gain insight and awareness of the world beyond the

farm. This awareness cultivated and nourished my total leadership capability. The Program is our best investment in agriculture's future."

STATE SENATOR JIM NIELSEN

which are with state or national corporations and 25 of which are with regional corporations.

Political: (elected public officials, legislators, county supervisors, policy-making positions on political action organizations.) Graduates hold 23 appointed and 14 elected positions. Ten of the appointed positions are with national and statewide organizations and 13 are regional. Three of the elected positions are statewide and 11 are regional.

Educational: (school boards, university and college advisory boards, alumni organizations, and other educational organizations.) Graduates fill 55 appointed positions and 62 elected positions. Of the appointed positions, 29 are statewide and 26 are regional. Graduates hold 62 elected positions (school boards and the like), 22 of which are statewide and 40 of which are regional.

It is obvious that these young people are taking prominent roles in providing leadership not only in the business of agriculture with their activities on trade associations and corporate boards, but in government, political and educational organizations and institutions.

Agriculture



Agricultural Leadership Associates



Agricultural Leadership Associates, an organization made up of the graduates of the Program, is devoted to promoting unity among them and to developing continuing leadership for California agriculture. Through a newsletter published six times a year, *Agricultural Leadership Associates Update*, and through the activities of the 10 regional directors of the Associates, graduates are encouraged to take advantage of the experience and information they've gained through the Program to provide leadership in the existing agricultural organizations of the state, and to participate in community, regional and statewide civic organizations. Although the Associates is not a political group, it works to encourage political activity on the part of graduates. The 10 regional directors of the Associates join with the president and past president of the Program to form the board of directors, and a part-time executive director is employed. Regional meetings are held twice a year, there is one annual statewide meeting. Every fourth year, the year of the state's gubernatorial elections, the Associates meet in Sacramento where they discuss issues and views with the candidates.

Major Source of Financial Support Since 1970

Agricultural Education Foundation Donors

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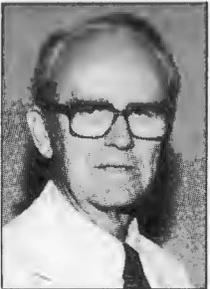
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