

FARM FORWARD MENTORSHIP

2018–2020 OVERVIEW OF PROGRAM

Today's farmers are American agriculture's greatest asset. The scope of their knowledge goes far beyond the field. The Farm Forward Mentorship program is designed to share this wealth of knowledge with agriculture's next generation.

VALUE TO MENTOR:

- Satisfaction of helping and teaching the next generation
- Learn new ideas and experience topics from another generation's perspective
- Gain experience in the art of mentorship

VALUE TO MENTEE:

- Gain broad knowledge of industry dynamics and practices
- Network with key industry contacts
- Understanding the business model of agriculture today

PROGRAM TIMELINE AND DETAILS:

Dec. 11, 2018	Initial one-day training in East Lansing, Michigan
Dec. 2018 - Spring 2020	Site visit to mentee farm Site visit to mentor farm Five or more one-hour mentoring conversations
Spring 2019	Mentor best practices/check-in conference call Mentee best practices/check-in conference call
Throughout 2019	Educational event(s) hosted by GreenStone (topic(s) based on participant input)
Spring 2020	Program evaluation and Celebration in East Lansing, Michigan

Professional business coaches and mentoring consultants will facilitate the mentorship process and guide the participants throughout the year.

Carl Jessen, Jessen Coaching, LLC
jessencarl@gmail.com • 231-578-0998

Susan Combs, Coaching & Consulting, LLC
susancombs@hotmail.com • 517-231-7606



PROGRAM HIGHLIGHTS

INTRODUCTION TRAINING:

On December 11, 2018, GreenStone will host all mentor/mentee partnerships in East Lansing, Michigan for a one-day “kick-off” training event lead by the program experts Carl Jessen, former GreenStone CEO and business coach, and Susan Combs, coaching and mentoring consultant.

ONE-ON-ONE CONVERSATIONS:

- Mentors/mentees will participate in seven one-hour conversations throughout the program.
- Mentoring conversations preferably should be held in-person or by phone if needed.

Possible discussion topics:

- Elements of an effective business plan
- Managing risk effectively
 - Crop insurance
 - Life insurance
- Utilization of resources
 - Costs and benefits
 - Professional development
- Timing and flexibility in business
- Planning for business success
 - Day-to-day operations
 - Strategic planning
 - Succession planning
- Key business factors of each operation
- Operational do’s and don’ts
- Problem solving barriers to success
- Pursuing a great business opportunity

EDUCATIONAL OPPORTUNITIES:

During the program, GreenStone will invite mentors and mentees to participate in additional networking and educational events. Program topics will be derived from past and present participant input.

END OF PROGRAM CELEBRATION:

At the conclusion of the program in the Spring of 2020, GreenStone will host all participants again in East Lansing for a celebration in their honor.



THE MENTOR ROADMAP[™]
GUIDING THE NEXT GENERATION OF BUSINESS LEADERS



FARM FORWARD MENTORSHIP

2018–2020 STATEMENT OF ENGAGEMENT

As a mentor or mentee, I agree to the following:

- Attend initial mentor training
- Hold a minimum one-hour conversation each month designated below
- Visit each other's farm facilities early in the program/mentorship
- Participate in Best Practices phone call
- Attend industry events and meetings with my mentor/mentee to network and further each other's knowledge
- Respond to email update requests
- Attend mentorship celebration
- Provide feedback at the conclusion of the pilot program

In addition, I agree to:

- Hold all conversations and information confidential
- Follow-through with agreed upon meeting time
- Come to mentoring conversations prepared

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Signed:

Mentor: _____

Mentee: _____

Print Name: _____

Print Name: _____

Date: _____

Date: _____



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GreenStone[®]
FARM CREDIT SERVICES



CONSENT RELEASE

I hereby authorize the use of, by GreenStone Farm Credit Services, ACA, and/or GreenStone Farm Credit Services, FLCA, and/or their agents and designees (collectively, "GreenStone"):

- Photographs/digital images
- Video or recordings
- Audio or quoted remarks
- Educational or other presentation/handout materials
- My name/identity as a GreenStone customer

in marketing or promotion produced for, by, or on behalf of GreenStone, in articles, advertisements, digital communication, audio, publications, and such other purposes as GreenStone may identify from time to time as appropriate uses for the above information.

All materials, to include negatives, positives, prints, digital reproductions, video and audio recordings, and written articles (electronic or print), shall be the property of GreenStone.

I hereby further release any and all claims to the above items, including, without limitation, claims for monetary or other compensation and claims for loss or damage of any nature whatsoever related to the above items or to their use by GreenStone as authorized herein, unless at such time I revoke such consent(s) in writing to the Marketing and Public Relations Department, 3515 West Road, East Lansing, MI 48823.

I hereby affirm that I am of legal age and competent to provide this authorization and release and, if this authorization and release is given on behalf of a minor, that I have full authority to do so.

(An electronic reproduction of this fully-executed document shall be as valid as the original.)

(Date)

(Signature of parent/legal guardian or adult subject)

(Printed name of adult subject)

(Address)

(City, State, Zip)

(Printed name of minor subject)

