



Ag-Urban Leadership Initiative
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Ag-Urban Leadership Initiative tours Des Moines Water Works

URBANDALE, Iowa —On June 18 members of the Iowa Soybean Association's (ISA's) Ag-Urban Leadership Initiative class of 2009 met at the Des Moines Water Works for their second session. The day included a tour led by class member Linda Kinman, who is on staff at the Water Works, and a discussion about the importance of watersheds and the work has been done to create cleaner watersheds.

Carol Balvanz of the Iowa Soybean Association kicked off the session by emphasizing the importance of effective dialogue, and throughout the day, the class learned about approaches to discussion that encourage collaboration and dialogue. As they worked with their Challenge Iowa teams to firm up the direction of their discussion topics, they explored some exciting resource tools and became better acquainted with fellow participants. Their dialogue led the four groups to focus on the topics of education, developing engaged citizens, energy and land use, along with the rural/urban interface.

In addition, Carole Custer, director of marketing at Iowa State University and Ag-Urban Leadership Initiative alumna, spoke to the group about her passion to create a vision for Iowa. Following her presentation of examples of materials that

currently promote Iowa, the group discussed how those materials don't show Iowa the way it really should be presented. Custer charged all of the class participants to think of ways to effectively promote Iowa.

The class also participated in a manufacturing exercise, breaking into groups to package M&Ms by equal numbers of each color. The activity showed the difference in how individuals think and work.

The day concluded with wine and cheese tasting at the Jasper Winery in Des Moines, featuring Roth Käse cheese.

The next class session will be in the Amana Colonies on August 6 and 7.

Sponsors of the ISA Ag Urban Leadership Initiative include West Central Co-op, Heartland Co-op, Iowa Farm Bureau Federation and the Iowa soybean checkoff. For more information, contact Carol Balvanz at 515-251-8640.

To learn more about ISA, visit its Web site at www.iasoybeans.com.

The Iowa Soybean Association develops policies and programs that help farmers expand profit opportunities while promoting environmentally sensitive production using the soybean checkoff and other resources. The Association is governed by an elected volunteer board of 21 farmers.

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