

***With Vision,
There Is Hope.....***

THREE TRUTHS ABOUT **'LEADING'**

1. Democracy Works, But It Is
Not A Spectator Sport

2. When People Lead, Leaders
Follow

3. The World Is Run By Those
Who Show Up

1. Democracy Works, But It Is Not A Spectator Sport

- Run for office
- Support others running for office
 - Time (helping campaign)
 - Resources (financial contributions)
 - Political Action Committee
 - Yard signs
 - Bumper Stickers
- Poll work
- Volunteer for party work
- Make sure you, family, friends are registered to vote
- Take time to call family, friends on election day to remind them, give them a ride

2. When People Lead, Leaders Follow

If society believes they must choose between your business and a clean environment – which will they choose?

Articulate how to have your industry and a clean and healthy environment to:

- Leaders at all levels.
 - Local planning boards (land and water..)
 - Municipal governing bodies
 - Provincial and federal elected officials
- Not just what you DON'T want to happen, but what you would like to have happen.
- Envision your area in 100 years: VISION DOCUMENT

3. The World Is Run By Those Who Show Up

- As part of doing business, show up at:
 - Planning board meetings.
 - Legislative hearings
 - Comment periods on important issues
 - Yours...and your allies
- Editorial pages (dailies and weeklies)
- Chambers of Commerce
- Industry gatherings
- Ballot box
- Schools
- Social Media

SHOWING UP TO LEAD.

**STANDING
ON THE FRONT PORCH
OF SOCIETY.**

**KNOCKING ON THE DOOR
WITH FLOWERS
IN OUR HAND.**

So, You Want To Date My Daughter.....

- We have a history, a legacy, and a stereotype to outlive.
- The public's perception ***is*** the reality upon which public policy is built.
- The public is ready for leadership on our issues. Will they accept us as one of these leaders?
- We need help.....

Freedom To Operate

Requires That Society
Go Beyond Liking Us
And Assist By Taking
The Next Step –

Acting For Us

POSSIBLE

ACCEPTABLE

GAINFUL

SUSTAINABLE

POSSIBLE

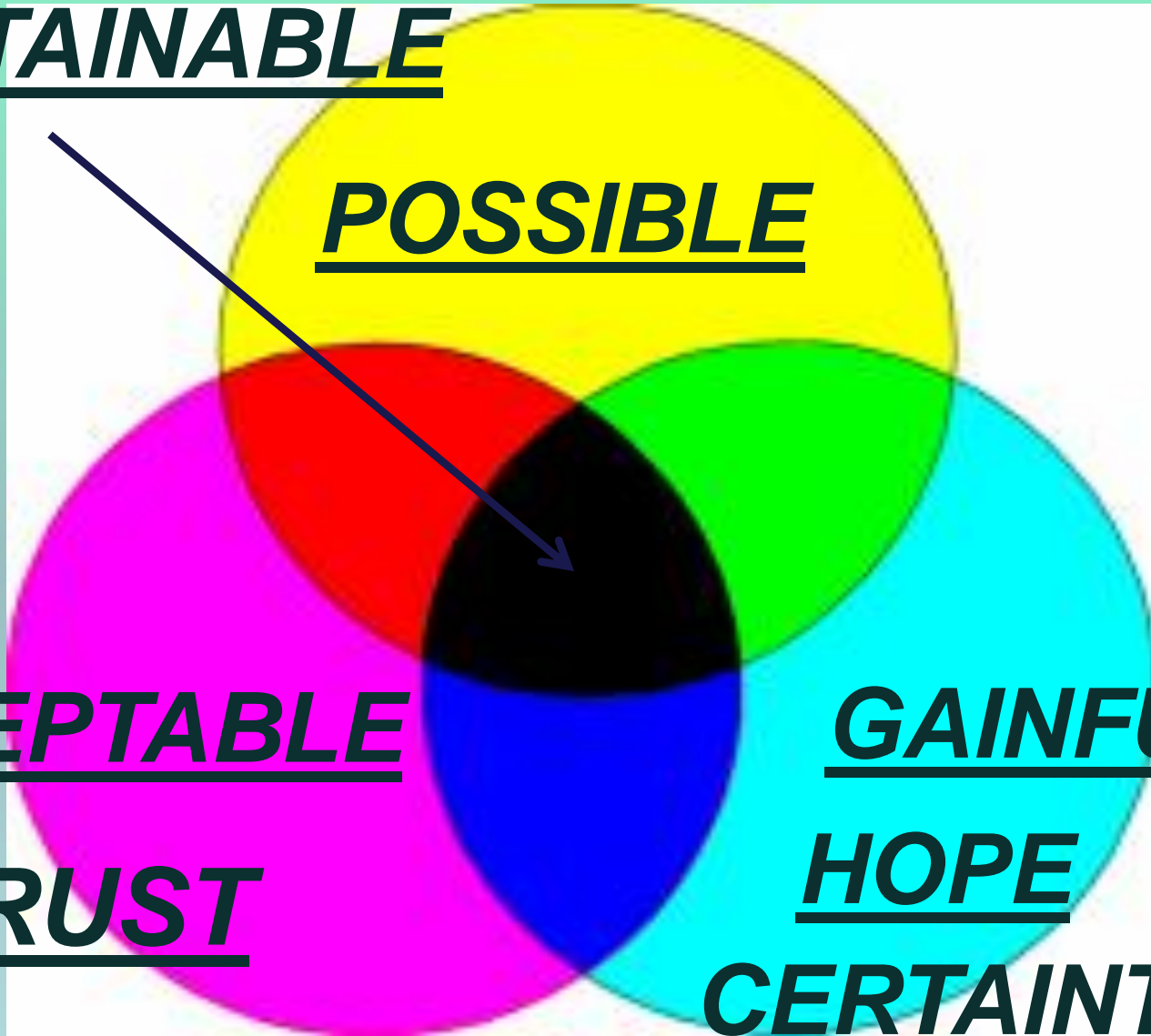
ACCEPTABLE

GAINFUL

TRUST

HOPE

CERTAINTY



H E² L² P

HE²L²P

- Humanize
- Empathize, Educate
- Localize, Lead
- Participate

H: HUMANIZE

- ***Social norms have made it easy to hate ‘INDUSTRY’***
 - Public distrusts “Big Business”
 - “Factory Farms”, “Industrial Farming”, “Clear Cuts”, “Open Pit”
- ***Society’s real or perceived ‘Issues’ must be engaged by humans in human interest terms***
 - Environmental Health, Clean Water, Animal Welfare
- ***Engagement must include ambassadors with whom there is an element of trust***
- ***Rural cultures need a trusted ‘Human Face’ to share our story....that face is YOURS.***

E²: EMPATHIZE

- ***Understand Expressed Concerns Of Public***
 - What does the public think are 'Real' issues
 - What mitigation is 'Acceptable' to the public
- ***Engage In Real Environmental Initiatives***
 - Possible and beneficial efforts might include: clean air and water efforts, animal welfare, individual and industry wide regulatory responsibility
- ***Articulate Your Message To Assure Public:***
 - Producers are listening, understand, respect or share society's concerns; we are part of the answer to their concerns
 - Public must be 'Hopeful' that answers can be found and 'Certain' of our trustworthiness in delivery

E²: EDUCATE THE PUBLIC **AND OURSELVES**

- ***Educate Public***

- Do Not Play Reverse Jeopardy
 - Identify and address societies questions/concerns
 - Identify your culture as an expert on those issues/concerns
- Education Begins At Home
 - Educate local leaders, media, schools

- ***Educate Ourselves***

- Learn societies needs/concerns/desires/realities
- Learn to communicate answers to those perceived needs
- Learn to build alliances with unlikely partners
- Learn difference between leading and fighting

L²: LEAD LOCALLY

- ***Your Home Area Needs An Ambassador***
- ***Share Your Story And Truths***
 - With local media
 - With local business peers
 - With local civic groups
 - With local schools
- ***Earth Summit 1992***

P: PARTICIPATE

Line Item In Business Plan For:

ADVOCACY

***For Your Issues....
And Those Of Your Allies***

Tools That Can Work

- COGA Educational Programs
- Industry/Academic Leadership Programs
- Provincial Ag Leadership Programs
- Operation Tours/Open Houses
- Earned and Paid Public Media
- Earth Day Celebrations Of Progress
- Welcome Wagons
- Social Media
- Schools From K through U



PROVIDER[®] PALS

Building A Bridge of
Urban/Rural
Cultural Understanding

In the fall, classrooms adopt a resource provider that they'll get to know during the remainder of the school year.



Farmer



Fisherman



*Miner &
Energy Worker*



Rancher



Logger

Providers Communicate With Classes

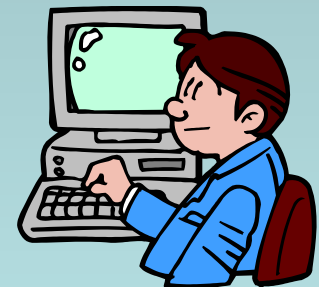
Letters...



Videos...



Internet...



Final Q & A Session!



Adopted Providers meet their adoptors...



Student's Become A 'Pal'



PROVIDER PALS™

Certificate of Completion

Kelly James

YOU DID IT!

ON THIS 19th DAY OF May, 2003

*You are now a Pal of a person who provides your
"stuff".*

Your Pal, Ima Farmer

An educational project of Provider Pals™, Inc.



Make friends for a lifetime...



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- Fishing
- Forestry
- Mining
- Ranching

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What's Up at Provider Pals?

Latest News
For More News Click Here
June 7th, 2007 - LA Times/Glendale News Press - "Where Things Come From" by Anthony Kim - Suburban school children get a lesson in work from those who do chores not normally seen here. - More -

EARTH DAY WEBCAST - WATCH IT HERE! Click here to view the first annual 'Celebrate Progress on Earth Day' discussion and evenhighlights. If your connection is slow or you could not connect please contact us and we will give you another viewing option! Event Brief

NYC - May, 2007 - Libby, MT students heading to Ellis Island during their NYC rural to

Featured Provider Pal

Provider: Rick Kuntz
Profession: Rancher
Hometown: Dillon, MT - Diamond Bar J Ranch

Rick's Latest Journal Entry

PROVIDER WORLD
An Educational Gaming Site
Get Involved!

Click Here for More Information about Becoming a Provider Pal

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Program Progress

1998-2002: Pilot program running in Montana & Washington D.C.

2002: Ford Motor Company awards generous grant that set Provider Pals™ in motion and additional support allows the program to expand across the nation

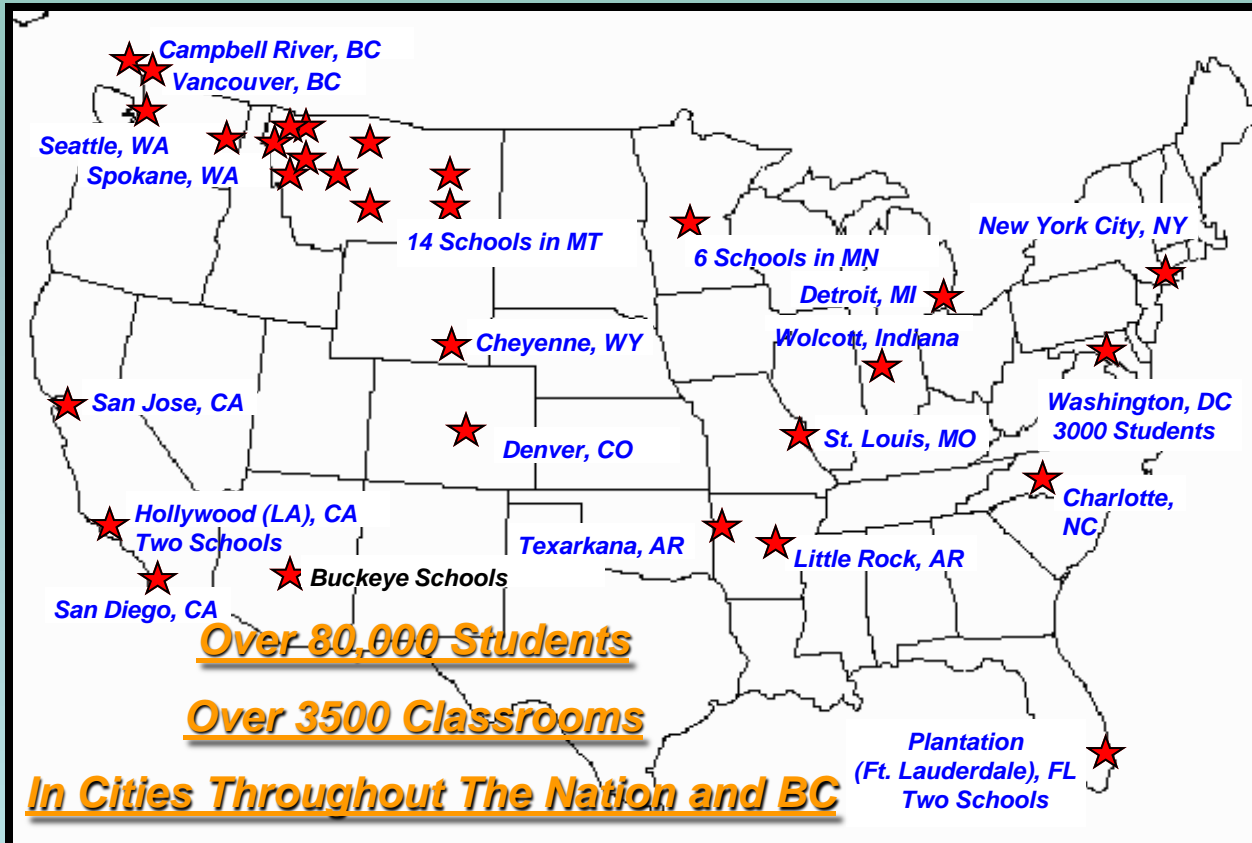
2008: "Provider World" educational gaming site launched with CAT and Monsanto Foundations support

2010/11: MN Soy supports program pilot in 5 schools.

2011/2012: Iowa Pork joins MN Soy in expanding program in MSP

2012/2013: Iowa Soy supports pilot in Iowa schools

CITIES & TOWNS THAT HAVE ADOPT PROVIDERS SINCE 2002:



MAJOR SPONSORS



Minnesota Soybean
Research &
Promotion Council



SOCIAL MEDIA

- **Blogging/tweeting**
 - **Social media is both frightening and also a huge opportunity.**
 - **60,000 NEW blogs each month**
 - **DIRECTING THE NEWS**
- **FACEBOOK**
- **Webcasting**
- **Committees of Correspondence**

At Stake?

Rural Culture's Freedom To Operate,

And The Heritage

And Future Promise Of

Our Resource Based Cultures

THE DOOR IS OPEN...

Canada Is Ready For A New Vision Of
Environmentalism Based Upon:

Hope instead of fear

Science instead of emotion

Education instead of litigation

Resolution instead of conflict

Employing rather than destroying human resources

OUR HOPE?



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