

## Shearer to participate in corn growers program

ST. LOUIS, MO. — John Shearer, vice president of the Pennsylvania Master Corn Growers Association, Inc., has been selected to participate in the National Corn Growers Association (NCGA) Leadership Development Program.

"The program is designed to transfer and develop the managerial skills growers already apply to their farming operations to guide and expand the influence of their associations," says NCGA president Varel Bailey. "The

training will help make the state and national corn growers' organizations highly effective representatives of their members."

The Agricultural Division of Ciba-Geigy Corp. has made a major commitment to NCGA to support the program. "Leadership development is not a one-year proposition," says Phil Koch, the company's director of communications. "To build a strong, viable organization, representing the interests of corn growers

across the nation, is a long-term process that must involve more than the current generation of leaders. This is why Ciba-Geigy has made an initial commitment to sponsor the NCGA Leadership Development Program for three years."

Each year selected leaders from state corn grower groups will attend two three-day development and training seminars in Greensboro, N.C., and Washington, D.C.

During the first seminar in Greensboro in mid-August 1985,

program participants will develop their motivation, persuasion and organization skills. They also will participate in a public-speaking workshop and receive training in working with the media.

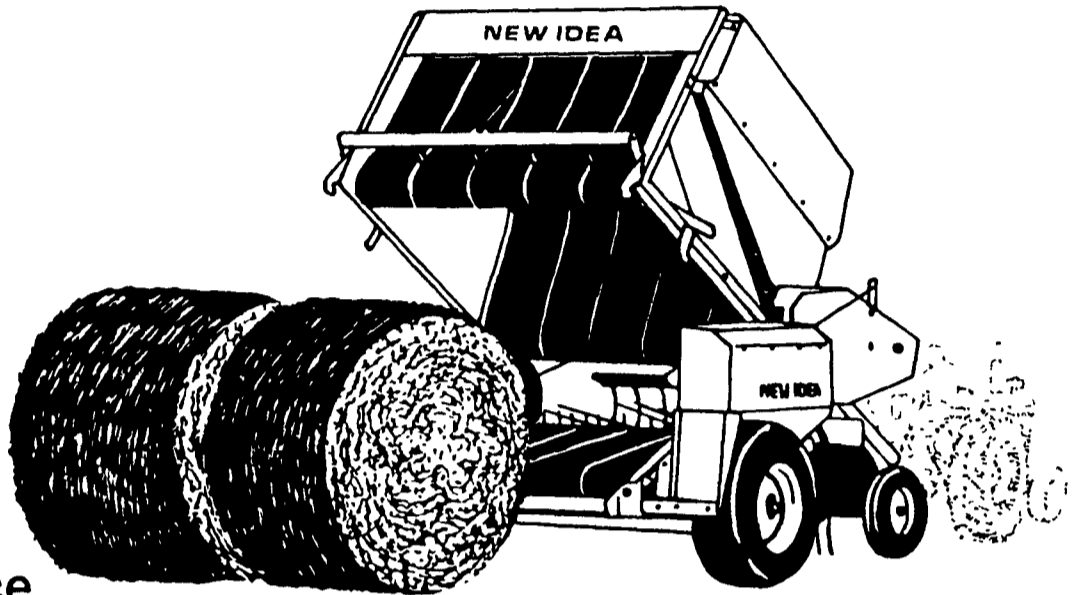
In January 1986 the same group will hone their skills in working with government at a second seminar in the nation's capital. "Political power doesn't mean working only with your state's Congressmen or Senators," Koch says "Often, they're in your

corner. Farmers have to lobby everyone on Capitol Hill to achieve their purposes."

While in Washington, the NCGA leaders will learn more about government structure and effective lobbying on the national level. They also will be updated on farm legislation and agribusiness, visit representatives on Capitol Hill, and learn how to improve their political effectiveness at the grass-roots level.

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