



### / cost to participants

\$270 per person, paid by the individual, the county KLA group nominating the individual, or a combination of the two. Meals and lodging during the seminars are provided by sponsorship. This \$270 will be credited towards the individual's KLA/NCBA dues. Participants must complete the entire program to receive the dues credit.

### / application deadline

December 16, 2019  
Participants accepted into the program must pay the \$270 commitment fee by January 31, 2020.

Information also is available at:  
[www.kla.org/programs/young-stockmens-academy](http://www.kla.org/programs/young-stockmens-academy)

## Here's what recent participants have said about the KLA Young Stockmen's Academy

*"It has given me a broader view of what we can contribute to the industry and how 'loud' our voice really is."*

*"It has intensified my desire to be more proactive."*

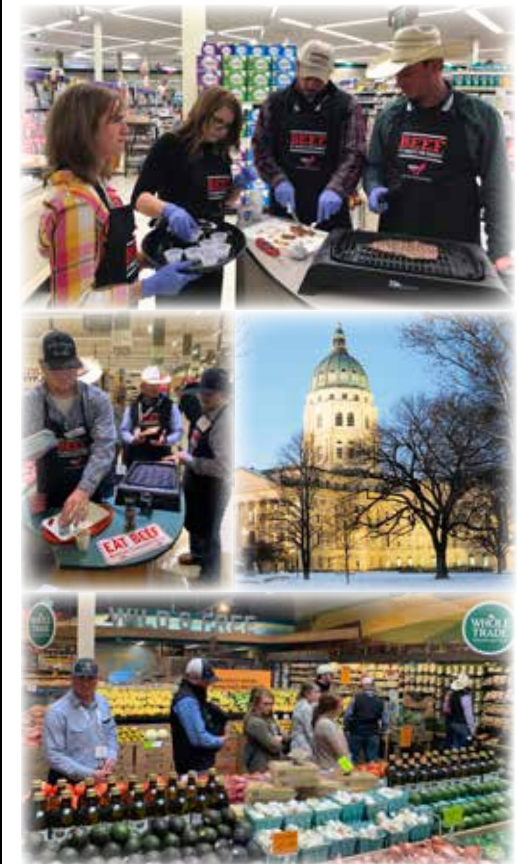
*"I now have a much better understanding of KLA and how the organization functions. It has also encouraged me to become more involved as soon as I can."*

*"My opinion of KLA was high to begin with, but after seeing the full gamut that they do, I have a lot more respect and realize the value they have to me."*

*"The exposure to the behind-the-scenes activity was a great experience. It helps put the big picture together."*

*"This made me even more aware of what all KLA does."*

*"I did not realize the depth of lobbying the staff does and how important KLA is in the industry."*



### / purpose

To develop young members of the Kansas Livestock Association through industry exposure, education and association communication.

## / format

A series of seminars designed to expose participants to leaders from all segments of the industry, including: purebred, cow-calf, backgrounding, dairy, feeding, processing, retail, food-service, animal health, marketing, finance, etc. Essential to the overall program will be industry issues sessions and business management training. The seminars will provide participants the opportunity to further explore the various segments of our business, gain essential information and network with fellow KLA members.

## / selection of participants

Participants are selected through a competitive application process. Incomplete or late applications will not be considered. Complete applications are due in the KLA office by December 16, 2019. Preference will be given to individuals between the ages of 21 and 30 not currently enrolled in college, due to potential time conflicts between classes and the YSA program. All applicants will be notified of their status upon selection of the 2020 class. Contact Letty Meek at the KLA office ([letty@kla.org](mailto:letty@kla.org) or 785.273.5115) if you have questions.



## / KLA mission statement

"Advance members' common business interests and enhance their ability to meet consumer demand."

## / 2020 seminar schedule (dates subject to change)

### **Seminar 1 - February 18-19, Topeka**

This kickoff seminar will give you the opportunity to view the important role of your association in the livestock industry and beyond. Learn the importance of KLA's voice in the legislative process. Develop key skills needed to operate a successful business and learn the how to's of successful communication tools to better prepare you as a spokesperson for agriculture.

### **Seminar 2 - May 4-6, Kansas City Area**

We'll gather in the Kansas City area, home to more than 100 animal health-related companies. Additionally, we will tour some of the top agribusinesses in the region to see some of the newest products and technology applications available to producers and consumers.

### **Seminar 3 - September 21-23, Bus Tour Across Kansas**

We'll take a bus tour across Kansas to visit multiple segments of the livestock industry and hear how these leaders view the industry's future. Tour stops will include everything from cow-calf production to the consumer. Additionally, we will present an in-depth segment dedicated to the importance of being proactive and understanding the goals of a sound animal health program at all levels of production.

### **Seminar 4 - December 2-4, Wichita**

Gather with fellow members at the KLA Convention, where you will see and participate in the important development of KLA policy. Here, as a member, you have the opportunity to help shape your association in the important policy-making process. You also will hear from top-notch speakers on topics that will give you insight about practices that will impact your business. Finally, recap your year in YSA with fellow participants as you are recognized amongst your peers and other KLA members.

