



A NOTE FROM THE DIRECTOR

Kurtis Harms

Dear Future Leader,

Every generation needs people who are willing to step forward—who see the bigger picture, who care deeply about their communities and who believe that agriculture is more than a livelihood. It's a calling.

The Nebraska LEAD Program exists to prepare those people—people like you.

For over four decades, Nebraska LEAD has shaped farmers, ranchers, educators and agribusiness professionals into leaders who serve not only their industries, but also their schools, churches, towns, our state and beyond. This two-year journey will challenge the way you think, expand your worldview and introduce you to a lifelong network of peers who share your passion and purpose.

If you're ready to grow—personally, professionally and globally—this is your moment.

The future of Nebraska agriculture needs your voice. I hope you'll take that first step.

With great respect,
Kurtis Harms
Director
Nebraska LEAD Class 40



REQUEST AN APPLICATION

To receive an application or to nominate a rising leader:

- Visit **LEAD.UNL.EDU** or scan the code below.

-OR-

- Complete and return the attached post card.

Application deadline is always June 15.

Scan the code to request an application packet or to nominate someone who exhibits leadership potential.



COST & SUPPORT

Thanks to program sponsors and donors, most costs are covered. Participants contribute a modest program participation fee of \$1,500 at the beginning of each year of programming. Fellows often pay this tuition out of pocket, through fundraising or through employer support. Some scholarships are also available.

WANT TO SUPPORT LEAD?

You can help develop future leaders by donating to the Nebraska LEAD Program Foundation Fund. Visit **LEAD.UNL.EDU/GIVING** to learn more. You can also scan the QR code below to make an online donation.

Scan the code to make a financial contribution to support the Nebraska LEAD Program.



UNIVERSITY OF
Nebraska
Lincoln

N
INSTITUTE OF AGRICULTURE
AND NATURAL RESOURCES

Nebraska
LEAD
Program

Nebraska Agricultural Leadership Council

**Empowering Tomorrow's
Agricultural Leaders**



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 355 LINCOLN NE

POSTAGE WILL BE PAID BY ADDRESSEE

UNIVERSITY OF NEBRASKA-LINCOLN

NEBRASKA LEAD PROGRAM

104 AGRICULTURAL COMMUNICATIONS BUILDING

PO BOX 830940

LINCOLN, NE 68501-9988

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



MISSION STATEMENT

“To Prepare and Motivate Men and Women in Agriculture for More Effective Leadership.”

PROGRAM DELIVERY

- **Two-Year Commitment** – Fellows participate in a structured, immersive program designed for growth and impact.
- **12 Seminars Across Nebraska** – Explore issues in leadership, economics, policy, natural resources and community development.
- **National Study/Travel Seminar** – Experience agriculture and policy firsthand in Washington, D.C., and another U.S. regions.
- **International Study/Travel Seminar** – Gain global perspective during a 14–16 day study tour abroad.
- **Hands-On Learning** – Engage with business leaders, policymakers and experts through on-site visits and interactive sessions.
- **Leadership Network** – Build lifelong relationships with peers and alumni who are shaping agriculture and rural communities.



“LEAD has been one of the best experiences of my life. It was the perfect thing at the perfect time for me.”

–Logan Reed,
Nebraska LEAD Alumni
Holdrege, Nebraska

“LEAD isn’t meant to find that next opportunity for us. It’s meant to prepare us for when that next opportunity finds us.”

–Michelle Bose,
Nebraska LEAD Alumni
Arcadia, Nebraska



PARTICIPANT EXPECTATIONS

- **Be All In** – Attend every seminar and fully engage in the experience
- **Ensure Full Support** – Secure backing from your spouse and/or employer (if applicable)
- **Trust the Process** – Commit to personal and professional growth
- **Stay Open** – Approach new ideas and perspectives with curiosity
- **Invest in Yourself** – Contribute a modest annual participation fee

The Nebraska LEAD Program is a journey of growth, challenge and discovery—success starts with your commitment.

PROGRAM OUTCOMES

- **Confidence to Lead** – A stronger voice and a “can-do” mindset
- **Sharpened Skills** – Problem-solving, decision-making and public speaking tools
- **Expanded Network** – Connections with peers, mentors and leaders from around the world
- **Broader Vision** – A deeper understanding of agriculture’s role in communities, policy and the global economy
- **Leadership Growth** – Exposure to diverse leadership styles and opportunities to learn from role models
- **Professional Presence** – Skills in etiquette, diplomacy and representing agriculture with confidence

PARTICIPANT CRITERIA

- Up to **30 individuals selected annually**
- **Generally between the ages of 25-55** with leadership potential
- Full-time **Nebraska residency**
- Actively involved in **farming, ranching or agribusiness**

Application process includes:

- Written application
- District interview
- Final selection by the NALC Board of Directors
- Background check

PROGRAM OVERVIEW

The Nebraska LEAD Program was launched in 1981 by the Nebraska Agricultural Leadership Council, together with the Agricultural Builders of Nebraska and the University of Nebraska–Lincoln’s Institute of Agriculture and Natural Resources. These visionaries saw a critical need: an independent, nonpartisan program dedicated to preparing the next generation of leaders for agriculture and rural Nebraska.

“LEAD” stands for **Leadership Education/Action Development**—a name that reflects both the learning and the action that define this life-changing experience.

IMPORTANT REMINDER

Applications for the upcoming Nebraska LEAD class are due by June 15. Don’t miss your chance to be considered for this highly competitive and prestigious program. Space is limited—early applications are strongly encouraged.

QUESTIONS? NEED ADDITIONAL INFORMATION?
Contact:

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Lincoln, NE 68583-0940
Phone: 402-472-6810
Email: leadprogram@unl.edu
Online: LEAD.UNL.EDU



REQUEST A NEBRASKA LEAD PROGRAM APPLICATION PACKET:

Name of Potential LEAD Candidate: _____
PREFIX (I.E. DR. MS. MR. ETC.) FIRST NAME LAST NAME

Address: _____
STREET CITY STATE ZIP CODE

Phone Number: _____
☐ Personal ☐ Work

Email Address: _____

Is the Candidate a: ☐ Producer ☐ Agribusiness Professional (You may select both).

Name of Nominator (if Applicable): _____