



Session III
Kirksville

September 14-16, 2011

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About Greater Missouri



The **Greater Missouri Leadership Foundation** is a Missouri non-profit organization that sponsors an annual traveling symposium designed to inform and inspire women leaders to make a positive difference for the state of Missouri. Through participation in this program, exceptional women from around the state gain knowledge about critical issues facing our communities, state and nation, and become part of a powerful network of leaders. Using their experiences and contacts as a springboard, Greater Missouri graduates are better positioned to influence and participate in solutions important to Missouri.

Our Vision

Engaged women, leading and serving their communities.

Our Mission

To educate and inspire women leaders to make a difference.

What is a Greater Missouri Woman?

A Greater Missouri Woman is recognized as accomplished in her field of endeavor. The maturity and professionalism realized by reaching her level of success is demonstrated by her leadership, civic contributions and ability to inspire and support others. She is intellectually curious, engaging with others, passionate in her beliefs, and is open-minded when confronted with new points of view. She is committed to a life of learning and personal growth.

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Session III Themes and Outcomes

Our stop in Kirksville Missouri is intended to provide Greater Missouri participants an introduction to the issues facing smaller Missouri communities and how they are similar or different to our more metropolitan areas.

RURAL MISSOURI

- Gain a "big picture" understanding of the issues facing rural Missouri – including emerging worldwide trends and how they impact Missouri, and how these trends affect those living and working in Kirksville
- Understand the changes rural Missouri is reacting to, what national or state agriculture policy changes are or will address these changes

ROLE OF RURAL TOWNS

- Definition of "rural" – the demographics of rural Missouri, including percentage of land mass, people, economic activity, etc. – and the unique aspects of northern / NE Missouri
- Why people in St. Louis and Kansas City and larger metropolitan areas care about what goes on in the rural areas of the state
- Expand their understanding of the complexity of the economic development of a rural town, and its economic engine of agriculture, how the evolution of the farm and agricultural industrialization changed rural towns

EVOLUTION OF AGRICULTURE

- Gain a perspective on how farming and the agriculture industry has changed in the past 100, 50, 10, and 5 years
- Understand drivers to change and their effects
 - o Role of the national and/or state government policy
 - o Role of technology in farming, and the agriculture industry as a whole
 - o Capital costs rising, small specialized operations, family farms, supplemental income vs. large operations
- Explore the economy of energy regarding alternative fuel options – how the process of making ethanol and the use of its byproducts fits into the evolution of agriculture, the role of rural towns, and resource management.

RESOURCE MANAGEMENT

- Understand the land, water, and energy needs of ethanol production, and how they may be addressed in a rural environment. Understand the policy issues that may affect the ethanol industry.
- Explore how the Missouri Department of Conservation (MDC) makes its decisions on restoration, conservation, and regulation of land – in rural areas, and also its role in urban / suburban environments
- Explore how MDC balances the sometimes competing goals for land use.

PLEASE TAKE TIME TO THANK OUR REGIONAL COORDINATORS

Each session of the Greater Missouri Leadership Challenge is coordinated through the efforts of a small group of dedicated alumnae. They put in countless volunteer hours and call on their incredible network to provide each class a memorable, educational program.

**Debi Boughton, Regional Coordinator
Chair**
Kirksville Area Chamber of Commerce
Class of 2009

Sunny Mason
A. T. Still University

Polly Matteson
Truman State University

Dianne Western
Northwest Regional Medical Center
Class of 2002

Agenda

WEDNESDAY SEPTEMBER 14, 2011

9:30 - 9:45 am Registration in hotel lobby - Holiday Inn Express, 2702 South Franklin, Kirksville, MO

9:45 - 10:00 am **Board Bus to travel to Northeast Regional Medical Center, 315 S. Osteopathy, Kirksville, MO**

10:00 -10:30 am. Welcome to Kirksville: Setting the Stage – A Snapshot of Rural Missouri

Presenters: **Carolyn Chrisman**, City Council
City of Kirksville

Debi Boughton, Tourism Director
Kirksville Chamber of Commerce
2005 Greater Missouri Alumna

10:30 -11:15 am Global Trends – Food, Environment, and Energy

Presenter: **Tami Craig Schilling**, Monsanto
2007 Greater Missouri Alumna

11:15 - 12:00 pm Local Trends – Food, Environment and Energy

Presenter: **Holly Arbuckle**, Owner of Singing Prairie Farms

12:00 - 12:45 pm Lunch and Discussion

LUNCH GENEROUSLY UNDERWRITTEN BY NORTHEAST REGIONAL MEDICAL CENTER

12:45 - 1:30 pm Travel to POET Biorefining (Ethanol Plant) - Macon

1:30 – 2:45 pm Tour Ethanol Plant: Understanding production of Ethanol

REQUIREMENT: Closed toed low heeled shoes required

2:45 - 3:15 pm Board bus and travel to Jackson Country Connection, 28496 Nature Lane, La Plata, MO 63549

3:15 - 4:15 pm Evolution of the Family Farm

Presenters: **Bob and Andi Jackson**, owners of Jackson Country Connection
REFRESHMENTS GENEROUSLY PROVIDED BY JACKSON COUNTRY CONNECTION

4:30 - 5:00 pm Board bus and travel to Missouri Conservation Center, 3500 South Baltimore, Kirksville, MO

5:00 - 5:20 pm Tour of facilities and exhibits

5:25 - 6:00 pm Conservation: Land Use Allocation and Planning for Conservation

Introduction:

Presenter: **Marsha Jones**, Conservation Agent
Missouri Department of Conservation

6:00 pm Board bus and return to hotel for check in and Dinner on your own

Agenda

THURSDAY, SEPTEMBER 15, 2011

6:00 - 7:30 am Complimentary Breakfast at hotel

8:00 - 8:30 am **Board bus travel to Adair Foods, a division of Kraft, 2504 Industrial Road, Kirksville, MO 63501**

8:30 - 10:30 am **Adair Foods Welcome and Tour**

REQUIREMENT: Long pants, closed toed low heeled shoes and no jewelry

Presenter: **Amy Baumgartner**, Adair Foods

10:30 - 11:00 am **Board bus travel to Westerns Smokehouse, Highway 63, Greentop MO**

11 am - 12:00 pm **Western's Smokehouse: A family owned meat processor**

Presenter: **Sam Western**, President, Western's Smokehouse

12:00 - 12:15 pm **Board bus travel to Thousand Hills State Park**

12:15 - 1:30 pm **Picnic Lunch at Thousand Hills State Park**

LUNCH GENEROUSLY UNDERWRITTEN BY WESTERN'S SMOKEHOUSE

1:30 - 3:30 pm **Food Production and the Environment**

Panel discussion at the Thousand Hills Dining Lodge 20431 State Highway 157

Presenters: **Phil Tate**, Director of Job Creation for KREDI (Kirksville Economic Development Inc.)
Collette Kaster Farmland Foods
John Klieboeker, Executive Director, Missouri Beef Industry Council
Alisa Kigar, Family Farmer

3:30 - 4:00 pm **Board bus and travel to A. T. Still University, 800 W. Jefferson, Kirksville, MO**

4:00 - 5:15 pm **Welcome and Introduction**

Presenter: **Sunny Mason**, Associate Director of Development, Institutional Advancement, A.T. Still University

Tour of National Osteopathic Museum and Simulation Lab

Presenters: **Elaine Pipes**, Office Manager / Docent
David Patterson, Simulation Director

Heath and Wellness at the founding Osteopathic College

Presenter: **Dan Martin**, Director of Thompson Wellness and Fitness Program

5:30 - 6:45 pm **Business After Hours, 2401 S. Baltimore, Kirksville MO**

RECEPTION GENEROUSLY SPONSORED BY KIRKSVILLE AREA CHAMBER OF COMMERCE

6:45 pm Return to hotel to pick up cars for dinner on your own

Agenda

FRIDAY, SEPTEMBER 16, 2011

6:00 – 7:30 am Complimentary breakfast at the hotel - Check out of Hotel for later departure.

8:00 - 8:30 am Board Bus and travel to Lost Branch Blueberry Farm, 21614 Lost Branch Way, Brashear, MO 63533

8:30 - 9:30 am A New Family Farm

Presenter: **Robert Price**, Owner, Lost Branch Blueberry Farm

MUFFIN BREAK GENEROUSLY SPONSORED BY LOST BRANCH BLUEBERRY FARM

9:30 - 10:15 am Answering the Call

Presenter: **Zachary Wyatt**, State Representative 2nd District

10:30 - 10:45 am Board Bus and travel to Truman State University, 1115 Country Club Drive, Kirksville, MO 63501

11:00 - 11:30 am Truman State University - Welcome

Presenters: **Troy Paino**, President
Dr. Richard Coughlin, Provost
Gina Moran, Vice President of Enrollment Management

11:30 - 12:00 pm Truman's Farm to Table Program

Presenters: **Dr. Michael Siepel**, Ag Science Chair
Will Erker, Farm to School Specialist
Dennis Markeson, Director of Sodexo Food Service

12:00 - 12:30 pm Lunch

12:30 - 1:15 pm Reflection and review

Facilitator: **Shelley Simon**, Executive Director, Greater Missouri Leadership Foundation

1:15 Board bus and return to hotel / depart for home – Safe Travels!

Profiles

A Rural Perspective on Public Service

Carolyn Chrisman, Kirksville City Councilwoman

Carolyn was born and raised in Kirksville, Missouri. She was a graduating member of the Kirksville High School, and earned a Bachelor's in Political Science and a Masters of Art in Education from Truman State University where she was a participant in the Sue Shear Institute for Women in Public Life's 21st Century Leadership Academy. In December 2009, she will have her Masters in American History from University of Missouri St. Louis. After teaching for a year in Novinger, Missouri, she began teaching at the Kirksville Middle School, where she currently teaches 7th and 8th grade Social Studies. Her involvement in the community includes membership in the Kirksville Kiwanis Club, Planning and Zoning Commission, the American Legion Auxilliary, the Adair County Historical Society, and the First Baptist Church. She also teaches adjunct at the Moberly Area Community College. In April 2009, she was elected to the Kirksville City Council and became the youngest member at age 26. She resides in Kirksville with her husband Jason and stepson Nathan.

Global Trends - Food, Environment, and Energy

Tami Craig Schilling, Director, Technology Communications - Monsanto

Tami Craig Schilling is a fifth generation agriculturalist who started her career at the age of three showing livestock and continues it today as Director of Communications Outreach with Monsanto. Tami leads a team focused on the value and importance dialogue with the many stakeholders created through "Essential Conversations" around agricultural innovation and technology.

Throughout her career she has focused on ag conservation, biotech and sustainability efforts and participated on several product launch teams and seed growth efforts. Starting with Monsanto in 1990, Tami was a sales rep in Michigan, served as a conservation tillage specialist across Illinois and Missouri, served as Customer Operations Manager, Seed/Traits and Chem Area Sales Manager, managed U.S. corn and State and local communications and most recently led Monsanto's Corporate and Business Communications team.

A graduate of the University of Illinois in agricultural communications, Tami has spoken broadly about the importance of agricultural technology, leadership development and career development. She currently serves on the U of I College of Agriculture, Consumer Economics and Sciences Advisory Council, World Affairs Council, Greater Missouri Leadership Foundation Board of Directors, National Association of Farmer Broadcasting Foundation Board, is a soccer coach, church and school volunteer.

She is most proud of the three children that she and her husband Rodney raise on their corn, soybean and wheat farm in southern Illinois.

POET Biorefining - Macon

Poet Biorefining- Macon (formerly Northeast Missouri Grain) started operations May 8, 2000. The plant is 81.54% owned by a group of 315 Missouri corn farmers, who organized the first "New Generation Cooperative" in Missouri to invest in this ethanol plant. The initial plant took a year to build. The original plant sat on 40 acres east of Macon. The initial plant employed 28 employees and exceeded its design capacity after only 7 days of production. The plant now consistently produces above 45 million gallons of ethanol per year. The plant expansion included purchasing 68 additional acres and now occupies 108 acres and employees 44 full-time employees.

Most of the ethanol is shipped by truck to ready markets in the St. Louis area. Two co-products are produced during the making of ethanol. One is distillers dried grain with solubles (DDGS) which is sold to area cattle feeders, feed millers, pork producers, poultry producers, pet food companies and others who find that this product produces an economical feedstuff that is readily available year round. The second co-product produces is carbon dioxide which is captured in a liquefaction plant. The plant produces 100,000 tons of liquid CO2 per year. This product is call certified "food grade" and is sold to beverage companies, meat, food and poultry processors, municipalities for potable water treatment and to industrial gas companies.

POET Biorefining-Macon uses about 45,000 bushels of corn per day, every day which is 16 million bushels per year. The plant is the major corn market in Northeast Missouri pulling corn from a 120-mile radius around Macon.

Profiles

Missouri Conservation Center

Missouri Department of Conservation is located south of Kirksville on Highway 63. Featured inside the facility is a 1300 gallon aquarium featuring a variety of fish species found in area ponds, a thriving bee colony visible for viewing, hands-on mammal pelt exhibit, a small theatre for watching clips from Missouri Outdoors programs and naturalist programs for children. The facility serves as the regional headquarters for the Northeast Region. Construction of the building (completed in 2006) incorporates many green features. Recycled materials were used, sky lights let in natural lighting, ground source heat pumps provide both heating and cooling and Parallel Strand Lumber which uses 90% of the tress is the exposed beams. The grounds consist of 26 acres and offer a mulched walking trail over a half mile long with several bridges taking the walker through featured habitats and a stocked pond is open to the public for fishing.

Marsha Jones, Conservation Agent, Missouri Department of Conservation

Marsha is a lifelong resident of Missouri. She grew up in the St. Charles area, graduated in 1983 from Francis Howell High School. After high school, Marsha attended Southeast Missouri State University, where she pursued a degree in biology and graduated in 1988. While attending college she worked as a park ranger for the city of St. Charles. During her junior year at SEMO she attended the Southeast MO Region I Police Academy, where she received her 120 POST accreditation.

In July of 1989 Marsha was hired by the Missouri Department of Conservation as a conservation agent. She was originally assigned to Clay County, Mo., where she met and married her husband, Mike Jones, in 1993. Both transferred to Adair County in October 1993. She continues to serve as the Adair County Conservation Agent and lives in the Kirksville area with her husband and their two children, Colby and Katie. During her free time she enjoys reading, gardening, fishing, duck and turkey hunting and camping.

Adair Foods

The plant has traditionally been known as Adair Foods in Kirksville. Oscar Mayer, now owned by Kraft Foods, purchased an existing facility on the current 28-acre site in 1985 and converted it to a state-of-the-art meat processing plant which opened the following year, producing sliced ham. In 1991, bacon processing and packaging began, after completion of an expansion. The Oscar Mayer Bacon and Cooked Ham products from the Kirksville facility are distributed nationwide. The plant ships to Kraft's 7 regional refrigerated distribution centers via truck, where products are in turn shipped to retailers. The plant has more than \$110 million annually in payroll, taxes, utilities and purchases of goods and services within a 500-mile radius.

The plant is 187,000 square feet and employees 450 people. Through the Kraft Contributions Program, the Kirksville plant donates to nonprofit organizations in the company focus areas of hunger and nutrition; domestic violence services; and arts and culture education programs.

Amy Baumgartner, HR Manager - Adair Foods

- Graduated from high school @ Schuyler R-1 High School
- Graduated from Indian Hills Community College with an A.A. degree
- Graduated from NWMSU with a B.S. in Speech & Organizational Communication.
- Worked for Kraft Foods for 12 years, began as an HR Specialist, moved to Assistant HR Manger and now I am the HR Manager.
- Member of SHRM
- Wife & mom of a 7 & 6 year old, nterest are sports, outdoors and am a huge St. Louis Cardinal fan
- Lifelong resident of NE Missouri

Profiles

Western's Smokehouse

Western's Smokehouse was founded in 1978 by Sam Western. Originally, Western's Smokehouse was a local retail store and butcher shop that offered the finest selection of hickory-smoked and fresh meat to the area. Over the years, Sam began to create his own brand of smokehouse flavors for Jerky, Sausage, and Barbeque Sauces. His recipes have won awards all over the world.

As time went on, people from all over the country began making Western's Smokehouse a destination for their specialty meats. A United States Map displayed in the retail store records the hometown of the store's visitors. By popular demand, Western's began a Catalog Order of their specialty meat products that continues today.

In 1992, Sam's son, Kevin, joined the business and together they have continued to perfect the family recipes and smokehouse processes. In 2006, Western's launched a unique Smokehouse Meat Snack Product that is distributed nationally today. Western's Smokehouse is a family-owned and operated company, committed to our tradition of providing the highest quality products and service to our valued customers.

Sam Western, President - Western's Smokehouse info@westerns-smokehouse.com

Western's Smokehouse located in the rolling hills of North Missouri was founded in 1978 by Sam Western. Sam's heritage in the meat business goes back to the turn of the century when his grandfather, James Everett Western, operated a butcher shop and meat service in the coal mining town of Connelville, Missouri around 1900. Sam's father, Glen Western, helped his father butcher and peddle hogs in the small community to support nine children through the depression and war years.

Sam grew up on a farm only two miles from where Western's Smokehouse is located. As a youngster, Sam helped his father, along with three brothers, butcher beef and hogs, supplying the family with old-fashioned fresh meat. At the age of 22, Sam became the youngest retail meat manager in a large mid-west supermarket chain. In 1974 he realized that he wanted to open his own market. After much planning and time, Western's Smokehouse opened in the fall of 1978, supplying the area with the finest selection of hickory smoked and fresh meat possible. Carrying on the family tradition, Sam's son, Kevin joined his father in 1992.

Thousand Hills State Park

As the population of Kirksville expanded in the 1950s, the city sought to increase its supply of fresh water. Thousand Hills State Park was created following the construction of the 573-acre Forest Lake to serve as the city's reservoir. Today, the 3,215-acre park offers visitors a unique opportunity to explore the best of northern Missouri. The park's central feature is the lake, created by the damming of Big Creek. The reservoir supplies water to the community, the park's natural features recall a time when woodlands and savannas covered northern Missouri. Visitors can experience some of these natural wonders by hiking the park's trails. The cool waters of Forest Lake offer a wide variety of recreational opportunities, including swimming, fishing, boating and skiing. Hiking, mountain bicycling and nature study are popular on-land activities. An interpretive shelter displays the park's petroglyphs - rock carvings left behind by the area's inhabitants more than 1,500 years ago. Visitors wanting to extend their stay can sleep in one of the cabins near the dining lodge or camp in a modern campground to experience more of what Thousand Hills State Park has to offer.

Profiles

Phil Tate, Economic Development Director, Kirksville Regional Development Inc.

ptate@kirksvillecity.com

Phil heads up K-REDI's newly organized job creation efforts. He possesses a wealth of economic development experience: elected to six terms in the Missouri House of Representatives where he chaired committees and passed legislation that made a positive impact on the state's economic development programs; employed with the Missouri Department of Economic Development where for 7 years he was the Director of Business Expansion and Attraction; and served as President of the Missouri Hawthorn Foundation, which took his marketing efforts to board rooms in 20 countries on five continents.

Collette Kaster, Farmland Foods

Collette Schultz-Kaster is V.P. Quality Technical Services for Farmland Foods, Inc., a Smithfield foods company. In that role she is responsible for Animal Welfare, Quality Assurance, On Farm Food Safety Programs, and Meat Quality. Prior to this she worked for 12 years with Premium Standard Farms in a similar role, and with PIC as a Meat Scientist working in the area of Pork Quality. She is active in industry associations such as National Pork Board and AMI, and currently serves as the President of American Meat Science Association.

Sunny Mason, Associate Director of Development, Institutional Advancement A.T. Still University

Sunny Mason is a development officer for A. T. Still University, where she joined ATSU's development team after spending twenty years in the San Francisco Bay Area.

Dan Martin, Director of Thompson Wellness & Fitness Program A.T. Still University

Employed with ATSU since 1982.

Director - Wellness Programs & Thompson Campus Center

Instructor - Family/Preventive Medicine (faculty)

Education

- 1977 NMSU (TSU) B.S. Recreation and Social Science
- 1978 NMSU (TSU) M.A. Physical Education Administration

Vocational

- 1978-1982 Manager Court House R-Ball and Health (private club in Kirksville)
- 1982- KCOM (ATSU) Thompson Campus Center Director

Community and Professional

- o 1985 Faculty Appt. Family Practice
- o 1991 Still Well Coordinator-Student Wellness Program
- o 1996 Olympic Torch Bearer, Abby born, built house, went to Olympics
- o 1993-2003 Show-Me State Games festival Chair
- o 1995 Governor's Fitness and Health Leadership Award
- o 2003 " " " " " "
- o Race director of 150+ Races and 26 yrs. NEMO Triathlon
- o Volunteer for American Heart Association, presently on state wide advocacy committee
- o Kirksville Key to City 1995 for Lakes, Parks and Recreation Committee (15 years)
- o Certified Wellness Program Coordinator, 2006 National Wellness Institute

Truman State University

Truman was founded in 1867. On June 20, 1995 Gov. John Ashcroft, signed legislation that designated the University as Missouri's only statewide public liberal arts and sciences university, expanding its mission from a regional to a statewide institution. On June 15, 1995 coinciding with the 10th anniversary of the mission change to a statewide university, Gov. Mel Carnahan signed legislation that changed the University's name from Northeast Missouri State University to Truman State University, giving the University a name that complements its statewide mission and honors the only Missourian to serve as the President of the United States. Today, more than 5,800 students come to Truman annually to gain a high quality liberal arts education at an affordable cost. Truman now offers 49 undergraduate and 6 graduate areas of study. In 2005, 50.4 percent of Truman's graduates entered graduate or professional schools while 48.2 percent were employed. Commitment, uniqueness of purpose, and concentration on student learning have brought Truman to its present mission. Designed to bring a new sense of coherence to each student's educational experience, and to impart the qualities of mind and spirit which distinguish educated persons, the programs and environment of the University are the latest examples in Truman's history of creative, responsive, and innovative planning.

Profiles

