

**Book Harmon Leadership Forum**  
**February 18, 2014**  
**Dean's Auditorium, Pfendler Hall**  
**Everyone is Welcome!**

**Students attending will:**

- Learn from a personal story of a successful industry leader,
- Become more aware of leadership needed in agricultural careers,
- Strengthen the intentional planning of their personal leadership, and
- Gain a better understanding of national and international leadership in agriculture.

Attendance applies towards the College of Agriculture Leadership Development Certificate.

**Schedule of Events:**

- 11:30 Lunch: Pizza Provided  
12:00 Forum: **Planning (Living) Your Personal Leadership Journey**  
1:00 Questions & Discussion  
4:30 **Leadership Challenge Workshop: "Good Questions Lead to Good Communications"**  
6:00 Sandwiches Provided  
6:30 Leadership Insights: Forrest Roberts, Beef USA. AFA Webinar  
[www.agfuture.org](http://www.agfuture.org)

**Kenda Resler Friend**  
External Communications and Media Relations  
Leader, Dow AgroSciences



Kenda earned a B.A. in public relations and an M.S. in agricultural communications from Purdue University. She is active in the community, with favorite volunteer areas including various 4-H efforts as well as AgrIIstitute. A 2012 Distinguished Purdue College of Ag Alumni winner, she serves on the Purdue Ag Trust Fund board. She is active in leadership at First Mennonite Church of Indianapolis and, with her husband, enjoys the activities of her elementary school-aged children.