



# NEWS RELEASE

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## **2013 Potato Industry Leadership Institute Dates Announced** *Application deadline is October 15, 2012*

**WASHINGTON, D.C.** — The 2013 Potato Industry Leadership Institute (PILI) will be held February 21-February 28, 2013, in Idaho Falls, Idaho, and Washington, D.C. The annual program is designed to identify, develop and cultivate new leaders within the potato industry. During the eight-day program, potato growers and industry representatives from across the country focus on leadership development, public policy, marketing, team building, public communication, and presentation skills.

The 2013 Institute will begin in Idaho Falls, Idaho, where participants will receive an overview of the U.S. potato industry, including domestic and international marketing. Participants will also have the unique opportunity to tour local production, processing and retail facilities. The group will then travel to Washington, D.C., where the focus will move to national legislative and regulatory priorities for the U.S. potato industry. In addition, the class will take part in training sessions to sharpen their skills in the area of communication, leadership development, media training, and lobbying.

“I am very much looking forward to next year’s PILI,” said Derek Peterson, Category Manager Sales and Marketing of Wilcox Fresh in Rexburg, Idaho, and recent graduate of the Institute. The 2012 PILI class elected Peterson to serve as the grower-leader for the following year's Institute. “I feel like the program is broad enough to appeal to anyone in the industry, yet detailed enough that everyone will walk away having learned something new. I know that the Idaho industry is excited to serve as hosts this year, and I look forward to participating with another class,” Peterson said.

Participants are selected through state organization nominations and a committee facilitated by the National Potato Council (NPC) and the United States Potato Board (USPB), who jointly coordinate the program. The Institute is made possible each year through a major sponsorship from Syngenta, which has a long history of commitment to leadership development in agriculture.

Those interested in participating in the 2013 Potato Industry Leadership Institute should contact Hollee Alexander at [hollee@nationalpotatocouncil.org](mailto:hollee@nationalpotatocouncil.org). The deadline for applications is October 15, 2012.

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