

WG Women have access to a series of on-going activities—both virtual and regionally-based—aimed at supporting professional growth and paving the way for influential leadership opportunities within the fresh produce industry. Eighteen credits (a minimum of 36 hours) are required to complete the program and earn a WG Women Certificate of Completion. At least one year of program participation will be necessary to achieve the requisite number of credits. From time to time, additional courses will be added to further enhance program offerings. Following completion of the program, WG Women are encouraged to attend future events as time permits to maintain and grow relationships and professional skills for years to come.

REQUIREMENTS

Social Media Training 4 hours 2 credits August/September
A two-part social media workshop designed to empower you to use social media as a tool for industry advocacy. Discover your social media archetype and how to tell the right stories, at the right time, to the right people, in the right way. Learn how to engage in the conversation and influence your target audience.

Media Training 6 hours 3 credits October/November
Provides an overview of working with the media, what they are looking for and how to be successful in interviews. Includes proactive media outreach, including letters to the editor, op-ed writing and pitching story ideas. WG Women will be better prepared to get their message across and handle any news media situation.

Leadership Training: DISC 2 hours 1 credit December/January
Leaders across the world use DiSC to help determine a course of action when dealing with workplace problems and develop a proactive response plan. Designed to help leaders unlock engagement, inspire collaboration, and help jumpstart culture change.

Leadership Training: Arbinger 12 hours 6 credits February/March
Based on curriculum developed by the Arbinger Institute, which aims to help people and organizations shift from a self-focused, inward mindset to an impact-focused, outward mindset for individual development, creating a high-performing team, or transforming an organization.

Political Advocacy 8 hours 4 credits April/May
Provides an overview and understanding of the inner workings of state and federal government and how public policy is made. WG Women will have the opportunity to influence elected and administration officials through local political events and state and federal lobbying trips.

Mentorship Program 12 hours 6 credits Ongoing
The WG Women Mentorship program is a formal mentoring program. WG Women will have the opportunity to be mentored by experienced, accomplished women in production agriculture.

Community Outreach 6 hours 3 credits Ongoing
Develop and execute chapter directed projects aimed at addressing specific community or industry needs.



Mission Statement

To identify and prepare women in production agriculture for positions of leadership within Western Growers and the fresh produce industry.