

# Policy Education Program

More than 200 National Cotton Council producer members have been given the opportunity to learn more about the NCC's policy development and implementation process through the Policy Education Program (PEP) which was initiated in 1999. As a result, many of those participants are involved in U.S. cotton's central organization today.



*(left-right): Nick Nelson, Plainview, TX; Caleb Miller, Leachville, AR; Colin Chopelas, Corpus Christi, TX; Tanner Olson, Plainview, TX; Jim Wilder, Mason, TN; Marshall Hardwick, Newellton, LA; Shawn Spears, Corpus Christi, TX; Riley Akin (NCC) Davidson, OK*

The PEP enables up to four producers from each major Cotton Belt region to attend the NCC's annual meeting where they receive an orientation to the NCC and its policy development process firsthand. The participants also receive communications training – a very important step in building a strong group of effective industry spokespersons.

This past summer, the 2017 participants traveled to Greensboro, NC and Washington, DC. While in Greensboro, the producers participated in a series of meetings with Syngenta's management team and toured their research facilities. In Washington, the group met with House and Senate Agriculture committee staff, USDA and participated in a series of NCC briefing sessions.

Please contact NCC's Member Services at (901) 274-9030 or [memberservice@cotton.org](mailto:memberservice@cotton.org) for more information.

Syngenta Crop Protection sponsors the Policy Education Program through a grant to The Cotton Foundation.



**2019 POLICY EDUCATION PROGRAM**  
**A Cotton Foundation Project Sponsored by Syngenta Crop Protection**

**Program Objective**

The major objective of this project is to encourage cooperation in building and maintaining a strong, profitable US cotton industry by:

1. Developing participants understanding of the National Cotton Council's policy development process;
2. Allowing participants to better understand the important role leadership plays through interaction with industry leaders during the National Cotton Council's annual meeting.
3. Educating participants on key cotton industry issues;
4. Providing a forum for identifying issues in which participants have a personal interest in finding solutions;
5. Demonstrating how the cotton industry's divergent interests build consensus;
6. Helping participants understand the components of a profitable US cotton industry extend well beyond federal farm policy to include environmental, regulatory, tax, trade, market development and a host of other factors that extend to all segments of agriculture and agribusiness;
7. Highlighting the role that Syngenta plays in this project and in fostering a healthy US cotton industry;
8. Provide Syngenta an opportunity to establish stronger relationships with some of the most progressive cotton producers in the US.

**Participant Guidelines**

1. Participants must:
  - Be at least 21 years old.
  - **Be a full-time farmer and plant cotton in 2019.**
  - Agree to participate in both sessions - approximately nine days of travel.
2. Spouses cannot accompany participants in either program session.
3. Air travel arrangements, hotel reservations and program planning are the responsibility of the National Cotton Council.
4. Participants are responsible for telephone calls, laundry, movies and other personal expenses.
5. Expenses incurred after daily planned activities are complete will be the responsibility of each participant.

**Format**

The program consists of two sessions:

**The first session will occur at the Council's annual meeting in San Antonio, TX on February 8-10** and will provide an in-depth review of industry issues, the organization's programs and its policy development process.

**The second session will take place in Greensboro, NC and Washington, DC during July.** During this session, participants will gain a better understanding of the legislative process, learn how the Council works to influence a broad range of issues and how agribusinesses work with the cotton industry on issues of common interest. **The dates for this session will be finalized in late February/early March.**

**Program Management**

The National Cotton Council's Member Services department provides program management with assistance from Syngenta and The Cotton Foundation. The Council's Communications Service serves as a liaison to the farm press and is responsible for generating publicity.

**Tentative Agenda**  
**2019 Policy Education Program**  
**Sponsored By Syngenta Through The Cotton Foundation**  
**February 8 – 10, 2019**

**Hotel**

Marriott Rivercenter  
101 Bowie Street  
San Antonio, Texas  
(210) 223-1000

*\*\*Call or text John Gibson at 901-604-8300 if you experience problems while traveling to San Antonio.*

**Attire**

Business attire is appropriate for all meetings – Men: suit or sports coat with slacks and tie. Women: suit or blazer with slacks or skirt.

**Friday, February 8**

Arrive San Antonio and travel to hotel.

*Airport transportation - San Antonio International Airport (SAT) is located 9 miles (14 minutes) from the hotel.  
Taxi fare is \$24-\$34 per person for one or two people. Uber and Lyft service is also available for \$15-\$18.*

Hotel check-in – you will be asked to provide personal credit card for incidental expenses.

**National Cotton Council Orientation – Conference Room 11**

11:30 a.m.	Lunch	
12:30 p.m.	President’s Welcome	Gary Adams
12:45 p.m.	Organization Structure & Policy Development Process	Marjory Walker
1:00 p.m.	Syngenta Welcome	
1:15 p.m.	American Cotton Producers & CAC	Craig Brown
1:30 p.m.	Washington Operations	Reece Langley Robbie Minnich
1:45 p.m.	Communications Services	Lesley Landry
2:00 p.m.	Economic Services	Jody Campiche
2:15 p.m.	Technical Services & The Cotton Foundation	Bill Norman
3:00 p.m.	American Cotton Producers Meeting – Salon E	
6:30 p.m.	Welcome to San Antonio Reception – Salons H-L	
7:10 p.m.	Meet in hotel lobby near registration desk	

7:30 p.m. Dinner – Biga On The Banks – 203 S. St. Mary’s Street  
Special Guest Speaker – Jodie Beach, The Etiquette Advantage

**Saturday, February 9**

8:00 a.m. Program Committees Joint Session & Economic Outlook – Texas Ballroom E/F

9:45 a.m. Program Committee Meetings (*attend one*):

- Farm Program & Economic Policy – Salons G/M
- International Trade Policy – Salons A/B
- Public Relations & Int’l Market Development – Salons C/D
- Research & Education – Salons K/L
- Packaging & Distribution – Salon H
- Health, Safety & Environmental Quality – Salon I

12:00 p.m. Lunch on your own.

1:30 p.m. National Cotton Council Orientation (continued) – Conference Room 11

1:30 p.m. Cotton Council International Bruce Atherley

1:45 p.m. Ginner Services Harrison Ashley

2:00 p.m. Group Photo Mike Dougherty

4:30 p.m. State Unit Meetings – check meeting schedule for room assignment

5:00 p.m. Producer Caucus – Salon C/D

Free Evening

**Sunday, February 10**

8:00 a.m. Prayer Breakfast (optional) – Salons I/J  
Tickets can be purchased at NCC ticket desk

10:00 a.m. General Session – Salons E/F

Depart per individual flight schedules.

*December 5, 2018*