



STEP•UPP

Southeast Training Education Program
for Upcoming Produce Professionals

Cultivate Ideas, Grow Relationships, Produce Results

Calling all promising retail and foodservice professionals. Apply now to participate in the inaugural Southeast Training Education Program for Upcoming Produce Professionals, (STEP•UPP).

Program
presented by:



2011



STEP•UPP

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Objective

To provide an enriched learning experience for high potential retail and foodservice produce professionals so they can develop a greater understanding of the industry through an emphasis on development of strategic orientation, personal leadership and hands on field experience.

Goals

Strategic Orientation – Business growth occurs through strategic planning and partnerships. This program will broaden the participants' strategic view of the fresh produce industry through supply chain overviews, collaborative business planning, category development and key performance indicator discussions.

Personal Leadership & Networking – The success of all good leaders depends on personal development and relationship building. Education may include leadership styles, managing for performance, and negotiation strategy. Each program segment will also include opportunities to meet and interact with other SPC industry members and make important networking connections.

Field Experience – Application is an important part of all education. The final emphasis on learning will be participation in field and plant tours along with a short course in produce inspection. The emphasis in this area will be to gain an understanding of how to partner with growers more effectively to build mutually beneficial relationships.

Participants

Potential candidates must belong to organizations that are currently members of the Southeast Produce Council. Each class will be made up of 12 individuals that have been selected through an application and interview process based on their leadership potential and interest in developing a career path in fresh produce. There is no age limit, but applicants should be employed in an entry to middle management position in a related retail or foodservice role such as: produce manager, produce merchandiser, category manager or produce buyer.

Application & Selection

All applications will be reviewed by a team of 5 SPC members consisting of two grower/shippers, one retailer, one foodservice member and the SPC President. The committee will evaluate applications based on a weighted scale consisting of 70% for the application and 30% personal interview. The application review will take into account commitment to the produce industry, potential for growth and recommendations from their employer. Additional personal recommendations from industry professionals outside their employer will not be factored.

Program Calendar

Applications Due Sept 1, 2010
Candidates Announced Sept 24, 2010 –
SPC Fall Conference

Program Schedule

March (3 days) – SPC Event & Field Tours, Florida
May (3 days) – Classroom Event & Field Tours, Georgia
June (3 days) – Classroom Event & Field Tours, South Carolina
September (4 days) – Classroom Event & SPC Fall Conference

Cost

The Southeast Produce Council will cover all expense related to STEP•UPP. Participants or participant's affiliated business will be responsible for standard convention expenses and Southeast Produce Council membership fees.



Biographical Data

Name _____ Title _____
 Company _____ Phone _____
 Business Address _____ Fax _____
 City/State/Zip _____ Email _____
 Business: Retail Foodservice
 Number of Years in Produce Industry _____ Number of Years in Retail or Foodservice Industry _____

Employment History

Employer _____ Dates _____
 Title/Responsibility/Accomplishments _____
 Employer _____ Dates _____
 Title/Responsibility/Accomplishments _____
 Employer _____ Dates _____
 Title/Responsibility/Accomplishments _____
 Employer _____ Dates _____
 Title/Responsibility/Accomplishments _____

Education _____**Military Service** _____**Honors and/or Awards** _____**Volunteer Activities (include any leadership positions)**

Industry or Trade Associations _____ Political _____
 Community _____ School _____
 Church _____ Other _____

Personal Essay (provide typed response)

- In 200 words or less, state why you would like to participate in the STEP•UPP Program.
- In 200 words or less, describe your personal career goals within the produce industry for the next 10 years.

References

List four references not related to you; at least 2 should be outside your company. Include all contact information as requested.
 Name, Company, Title/Position, Phone, Email, Relationship, How Long Known

Personal interviews will be conducted prior to final selection of all top ranking candidates.

I have read the eligibility requirement for participation in the STEP•UPP Program and give my permission for contact of the references provided above. I certify that all statements made in this application are true and complete. I understand that the selection of applicants is the sole responsibility of the STEP•UPP selection committee and that the committee reserves the right to evaluate applications and make selections based on class diversity or competitive positions of selected applicants. I have reviewed the program dates and understand that if I am selected I am required to participate in all activities required by the class.

Applicant Signature: _____ Date: _____

To be completed by the applicant's supervisor (must be completed as part of application):

_____ (Applicant) has my permission and support to be involved in the 2011 Southeast Training Education Program for Upcoming Produce Professionals and to fulfill all requirements of the program, including about 12-15 days of travel.

Supervisor's Signature/Date _____ Supervisor's Name (Printed) _____

Applications Must Be Received No Later Than September 1, 2010. Please return completed application to: Southeast Produce Council; 10015 Park Place Avenue; Riverview, FL 33578 or via email at info@seproducecouncil.com