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Nine Graduate from Ohio AgriBusiness Association's LAUNCH Program Program Prepares Future Agribusiness Leaders

COLUMBUS, Ohio (March 13, 2025) – Nine Ohio agribusiness leaders were recognized as the latest graduates of Ohio AgriBusiness Association's LAUNCH program.

Hosted by the Ohio AgriBusiness Association, in partnership with Shift-ology Communication, the LAUNCH program is geared to help Ohio agribusinesses **Elevate People, Elevate Ideas and Elevate the Industry**. Participants were identified by their companies as emerging agribusiness leaders: individuals with a desire to meet higher level goals than the scope of their current positions, who seek to rise within their companies.

The nine OABA member graduates who successfully completed the 2025 LAUNCH program include:

- Bryce Clary, Nutrien Ag Solutions
- Jacquie Daniel, Morral Companies, LLC
- Nichole Daniel, Centerra Co-op
- Abigail Hurst, Consolidated Grain & Barge Co.
- Samantha Johnson, Deerfield Ag Services, Inc.
- Bryce Mosher, Nutrien Ag Solutions
- Ryan Parthemore, Morral Companies, LLC
- Olivia Pflaumer, Global Impact STEM Academy
- Nathan Simon, Legacy Farmers Cooperative

"OABA is committed to developing strong leaders who will drive the future of Ohio agribusiness," said Melinda Witten, OABA president & CEO. "Through the LAUNCH program, these graduates have gained critical skills, industry insight and the confidence to take their careers to the next level. We are proud to support their growth and look forward to seeing the impact they make."

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LAUNCH is a transitional training – empowering employees to meet higher level goals, going beyond the scope of their current position. Agribusinesses continually compete with all industries to recruit and retain the best talent, but there is also a need to invest in those who are already passionate about agriculture.

Program topics and skills practiced included: personal insight, next-level leadership skills and decision making including strategic planning, critical thinking, change management, goal setting and organizational skills; communication and presentation skills; global issues in agriculture; sales and marketing principles; Ohio/regional trends in agribusiness; state and local government; and a personalized capstone project.

Other staples of the LAUNCH experience are networking opportunities, webinars and the capstone project – a key component of LAUNCH where the participant selects a strategic project to implement at his or her place of business.

More than 20 different speakers provided their insight through multiple interactive sessions including Annie Gallagher of Gallagher Consulting Group, Larry Gerber of Farm Credit Mid-America, Lisa Woodke of Start of the West, Matt Lis of Crestcom International, Gary Weidenborner of Co Bank, Darryl Grayson of DLMG Training Associates and Amy Zimmerman-Dunham of Vital Fitness. Participants also toured local fertilizer company and OABA member, Morral Companies, LLC.

For additional information on OABA or the LAUNCH Program, contact Janice Welsheimer at 614-326-7520 or jwelsheimer@oaba.net.

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About OABA

The Ohio AgriBusiness Association is the leading advocate for Ohio agribusiness by creating a sustainable business climate through collaborative policy leadership, continuous education and effective communication. OABA is a membership-based state trade association which includes the manufacturers and wholesale/retail suppliers of plant nutrient and protection materials, the grain warehousing and marketing industry, the feed and seed industry, as well as companies providing equipment, financing, insurance, consulting, and other products and services for the agribusiness industry. OABA is also the administrator of the Ohio Certified Crop Adviser Program, 4R Nutrient Stewardship Certification Program and Ohio Agricultural Council. For more information, visit oaba.net.

PHOTO CUTLINE: Graduates of Ohio AgriBusiness Association's 2025 LAUNCH leadership program include (L to R) – *Back row:* Bryce Mosher, Nutrien Ag Solutions; Nathan Simon, Legacy Farmers Cooperative; Bryce Clary, Nutrien Ag Solutions; Ryan Parthemore, Morral Companies, LLC. *Middle row:* Olivia Pflaumer, Global Impact STEM Academy; Nichole Daniel, Centerra Co-op. *Front row:* Samantha Johnson, Deerfield Ag Services, Inc.; Jacquie Daniel, Morral Companies, LLC; Abigail Hurst, Consolidated Grain & Barge Co.