

## LDEI Legacy Award

# Host Guide

Thank you for considering hosting a Legacy Award! As a Host, you play the most important role in the program — providing an interesting and often challenging experience to be awarded to a carefully selected winner.

In the fall of each year, during and after Conference, the Legacy Award Committee works to define the Hosts for the next year's Legacy Class. If you or your chapter are interested, here's what is involved.

Your company and your chapter will provide a 5- to 7-day immersive experience for the chosen winner, aka "Legacy." **Plan:** The experience should be scheduled in advance and discussed with the Legacy so that it is as relevant to their experience and education level as possible. **Manage expectations:** If there is downtime in the experience, the Legacy should know in advance, so she can choose to relax, or even visit another facility in your area.

The experience can take numerous forms. Here is a range of examples:

- A. Shy Brothers Farm®, Westport MA, is a **single small young company owned by a Dame**. Legacy spent two days with the cheesemaker, with hands-on experience making cheese from pasteurization to packaging; one day on the farm milking and doing field work; one day in the office looking at the business model and discussing strengths, weaknesses, opportunities, and threats. (Note: A non-disclosure form was signed by the Legacy in advance.) She spent one day at a MA Cheese Guild meeting, and one day at the Annual Meeting of the Boston Chapter of Les Dames. The Legacy stayed at the home of the Dame.
- B. Wente Family Estates, Livermore, CA, is a **single large established winery at which a Dame is Owner and a Dame is President**. This experience involved all aspects of the winery business from viticulture and winemaking to marketing, organic gardening and the Wente philosophy of wine and food. The Legacy was exposed to a wide range of experiences across a multi-faceted large business. The Legacy was housed in the winery guest cottage.
- C. New England Farm and Sea to Table and Page, is a visit **across several of the Dames' businesses, large and small**. This experience took the Legacy into food system history and present distribution business, on to a fishing boat for an overnight catch, to a cheesemaker for a morning, to a farmer, to a cookbook author, to a... you get the picture. The experience was wide-ranging and immersive for no more than half a day at a stop, giving a broad picture of the Dames who support New England food systems in many aspects. The Legacy was on the move much of the time, requiring excellent coordination on the part of the Dames, who also housed her.

So, as you can see, the experience can take several forms. One key is that the Dame/Dames in charge need to ensure that the Legacy is not untethered for any length of time unless that has been discussed up front so that expectations are managed. It is also important to have the program planned but still allow for some flexibility after the Legacy is chosen and you discuss with her what she knows and what she needs to know. Don't hesitate to ask her to sign an NDA (non-disclosure agreement) if that will open up the experience for her.

**Chapter support:** Some chapters have, at the end of the experience, taken the Legacy in hand and shown her around the locale, culminating in a dinner with many Dames. Thus, the Chapter needs to be in support of the experience as well.

We'd love to consider your Host experience. If it is not chosen this year, it is only because we need to balance a wide range of choices across the six awards, and we'll try to get it in next year.

**If you're ready to be a Host, we need a commitment by November 15, and by the end of November, we will need:**

1. A write-up of the experience so we can begin building the program and application, including the points hit on above:
  - a. What the Legacy will do and for how long — a simple description allowing for later flexibility.
  - b. What she will learn/be exposed to from this externship
  - c. Where she will be housed.
  - d. How she will meet other Dames/Chapter members
2. A logo in pdf or high-resolution jpg form to go along with the description. If this is a chapter-wide experience, like the Northeast Chapter did, it can be the chapter logo.
3. Images (2-3) representative of the experience/location.
4. Social media handles relevant to the experience.
5. Contact(s): 1) The main point of contact / Dame and 2) The person who handles social media.

Based on our current schedule, the Legacy class will be chosen by April 1, and the experiences will need to be scheduled with them and travel plans made by May 1.

**Questions?** Call or email, we'd love to discuss!

**Dame Barbara Hanley**, Chair, 508-333-2626 or [barbara@shybrothersfarm.com](mailto:barbara@shybrothersfarm.com)

or

**Dame Julie Chernoff**, Vice Chair, 847-902-6741 or [jchernoff@sbcglobal.net](mailto:jchernoff@sbcglobal.net)

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