



Marshfield High School - Marshfield, WI - November 3-4, 2007

Developed by Professional Dairy Producers of Wisconsin (PDPW)

Start your engines! It's time to rev up for the fast track at the PDPW Youth Leadership Derby. This weekend conference is stacked with non-stop fun, hands-on labs and workshops, tours and valuable networking opportunities.

Day 1 Saturday, November 3

9:30-10:00 am Registration

Get your track pass and we'll make sure you and the rest of the pit crew have arrived and are ready for the Derby!

Get into Gear!

We'll share the game plan for the Derby, rev up our engines and ignite the enthusiasm we'll need to make it to the finish line.

And We're Off to the Tours!

Our speedy race car will be a big yellow bus for the afternoon as we hit the road to explore the real world of the dairy industry. We'll enjoy a high octane meal on the way to the tours.

Tour #1 - Wisconsin State Dairy Cheese Company

Our first pit stop will be at Wisconsin Dairy State Cheese Co. in Rudolph, where we'll see the step-by-step process of cheese production from the milk truck to the tasty final product. Wisconsin Dairy State Cheese is family owned and operated, and they make Cheddar, Colby and Monterey Jack cheeses. On our tour, we'll not only learn about the cheese making process, but also about the cheese business.

Tour #2 - Dorsland Farms

Our next stop of the afternoon will showcase a very unique dairy, Dorsland Farms in Junction City, and we'll explore what makes this business successful. A third generation farm family, the Dorshorst's include parents, Charles and Donna, and their children Matthew and wife Molly, Nathan and wife Melissa, John, Ben and Anne. Along with the dairy, the Dorshorst family has a veterinary operation, The Practice Veterinary Service, and an embryo transfer business.

Tour #3 - Maple Ridge Dairy

Our final lap will be at Maple Ridge Dairy, a commercial dairy owned by Ken Hein, Phil Hein and Gary Ruegsegger. Over the past eight years, the dairy has grown and expanded numerous times. With additional cow

housing, the dairy expanded from 300 cows in 1998 to its current operation of 950 cows. The cows are milked three times a day in a Double-16 Germania Parlor. More than just a fast lap, this farm tour will highlight the many aspects of a commercial dairy that make the business run smoothly and how this operation has grown to include multiple family generations.

Fuel up with a pizza pit stop when we arrive back at Marshfield High School!

All-Star Workshops

You will enjoy each lap of these fast-moving workshops! Hang on tight!

Lap 1: Leading the Pack to the Finish Line

This interactive leadership workshop will showcase true leaders **Tolea Kamm-Peissig and Jake Peissig, ag industry leaders and former Wisconsin FFA Officers**. They will show what it truly means to be a leader. Just like you would train for a race, this workshop will help you train for leadership roles in your future.

Lap 2: Who's Driving?

When you're moving at the speed of life, it can be easy to focus on everything other than the person in the driver's seat - you! **High school counselor and former Alice in Dairyland, Natalie Parmentier** will lead this workshop and will drive you to learn more about yourself and how you can be most effective on a team.

Lap 3: Taking a "Cash" Course

Rather than waving a green flag, this workshop will discuss the green in your pocket. An agricultural banking expert, **Gary Sipiorski from Citizen's State Bank of Loyal**, will help you understand the dollars and sense of financial stability.

Thank you to our sponsors – Alto Dairy Cooperative, Farm Credit Wisconsin and Culvers

Making it to the Winner's Circle

This panel of young dairy leaders will share their experiences of the track past high school. Panelists include **Heather Anderson, Linda Behling, Shannon Dwyer and Derek Orth**. Each with a diverse background and a special story, the panelists will bring their advice and insight to the Derby. After we hear from each panelist, you'll have the chance to get your questions answered.

Dairy Idol

This is your opportunity to showcase your singing or acting skills at our very own Dairy Idol competition. **Judges Simon "Cow"ell, Randy "Co-Jack"son and Paula Ab"bull"** will be on hand to cheer you on. After Dairy Idol, you'll have the opportunity to have some fun, play games, hang out in the gym, watch a movie or simply talk with others who have the same interest in the dairy industry as you do!

Quiet Time - Idle your engines and get some zzz's.

Day 2 Sunday, November 4

Breakfast - Fuel Up!

Jumpstart the Day

After breakfast, you can make your tires squeal as we begin the second day of the Derby! This special activity will help you recharge and get in the groove for another day!

Real-Life Learning Labs

Lab #1: Delicious Dairy - Develop Science Savvy by Exploring Dairy

Dive into a hands-on food science experiment with milk as you will learn about the unique qualities of dairy to make the many products we enjoy.

Tom Zinnen, UW-Extension biotechnology policy and outreach specialist, will help you probe "Which Makes Better Bubbles, Skim Milk or Whole?" and learn to use a \$200 micropipette to measure and move small amounts of milk. You will complete your own experiments and learn what it takes to produce healthy, wholesome, delicious dairy products.

Lab #2: Celebrating our Role as Animal Care Specialists

Fewer and fewer people are involved with agriculture. Some people speed past farms and don't understand the top-notch care animals' receive.

As agriculturists, we are animal care specialists. This interactive lab, led by **Terry Jobsis, UW-Madison Research Program Manager, and Bernie O'Rourke, UW-Extension Youth Livestock Specialist**, will help you understand our important role as animal caretakers and how to tell your friends about what a great job dairy producers do.

Lab #3: A Look Inside

This hands-on lab will focus on production - from udder to hoof. **UW-Madison graduate students** will lead udder dissections, describing how milk is produced and how we can ensure the healthiest cows, udders and, ultimately, delicious, wholesome milk. Moving down to the hoof, **Jerry Bowman, a professional trimmer and president of the National Hoof Trimmers Association**, will share examples of hoof diseases on cadaver feet and how to treat and prevent these diseases. You'll also have the chance to see how to properly trim hooves.

Drive Yourself to the Winners Circle

Our final keynote speaker, **Sam Glenn**, will highlight the importance of attitude and how important it is for success. This motivational speaker will inspire you to dream, and more importantly, motivate you to put those dreams into action. This final lap will send you home excited about your future and making your future all you want it to be.

**noon The Finish Line - Derby Concludes.
Buckle up and have a safe trip home!**

Important Derby Details

- ♦ Designed for young people ages 15-18.
- ♦ For additional applications or to register online, go to www.pdpw.org.
- ♦ Marshfield High School is located at 1401 Becker Road, Marshfield, WI 54449.
- ♦ Registration fee of \$50 includes all training materials, meals, snacks and entertainment.
- ♦ This is an all-night, lock-in. Youth should bring sleeping bags, towels for shower and toiletries. DO NOT bring valuables such as jewelry or electronics.

Deadline: Oct. 19, 2007

OR the first 100 who register

DERBY PARTICIPANT'S NAME AGE SHIRT SIZE (S, M, L, XL)

ADDRESS CITY STATE ZIP PHONE

PARENT/GUARDIAN FULL NAME E-MAIL

Enclosed is check/money order for \$50 PLEASE CHARGE MY CREDIT CARD \$50. MASTERCARD VISA

CREDIT CARD NUMBER EXPIRATION DATE 3 DIGIT SECURITY CODE (SEE CARD'S BACK SIGNATURE LINE)

CARDHOLDER NAME CARDHOLDER SIGNATURE

Detach this portion and mail/fax registration to:

PDPW Youth Leadership Derby
N5776 US Hwy 151, Ste. 1 • Fond du Lac, WI 54937
Fax: 920-928-6835

For more information, phone: 800-947-7379 or visit: www.pdpw.org

* Thank you to Farm Credit Wisconsin for underwriting this conference and bringing it to you for \$50 per person. Without this support, the conference would cost \$100 per person.

