

imaginedairy
REAL RESULTS

IMAGINE YOURSELF AT THE
NATION'S PREMIER EDUCATIONAL EVENT.
FEATURING NEW INFORMATION AND
NEW IDEAS FOCUSED ON
REAL RESULTS.



PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN
2010

business conference

MARCH 16 - 17, 2010 | ALLIANT ENERGY CENTER | MADISON, WIS.





Welcome to your
2010 PDPW Business Conference

Day 1

TUESDAY, MARCH 16

9:00 am Hall of Ideas Tradeshow

Imagine this: the latest technologies, ideas, solutions and information to help you achieve real results on the farm. And, all in one place: the Hall of Ideas Tradeshow. The Hall of Ideas Tradeshow will be open both days of the conference to stimulate your thinking.

9:30 - 11:00

Preconference Specialty Sessions (see right)

11:00 - 12:15 Lunch and Hall of Ideas

Grab a bite to eat and stroll through the Hall of Ideas.

12:15 pm Business Conference Kickoff

Emcee **Dr. David Kohl**, AgriVisions LLC, is sure to captivate us during this two-day Business conference. This in-demand business coach has a message that will change your outlook on tomorrow's business environment - and your life.

12:30 - 1:10 Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself

Dr. Kohl, agribusiness entrepreneur provides a wide-reaching overview of the economy and trends that will give you real reason for optimism. Gain insight into how you can position your business and team to flourish.

1:40 - 2:40 Breaking Through with Focus, Decisive Action

Get ready to expand your thinking, sharpen your focus and have some fun as **Dan Thurmon** helps us regain control of our accelerated lives. Learn to switch gears from being overwhelmed to taking action with focus and decisiveness. He has dazzled marquee clients such as IBM and the Coca-Cola Company and has appeared on The Late Show with David Letterman.

2:40 - 3:00 Hear What the Movers and Shakers Say about the Future

Dr. Kohl will help you navigate through some of the most captivating industry data. Leap forward in time and see what the near future will hold as you gather the controls and fast forward into a new wave of learning.

3:00 - 4:00 Ice Cream in the Hall of Ideas

SPONSORED BY DAIRY MANAGEMENT, INC. AND MIDWEST DAIRY ASSOCIATION

4:00 - 6:05

Day 1 Afternoon Specialty Sessions (see right)

6:15 Wisconsin Style Reception

After a day of imagery, originality and inspiration, meet up with industry friends and colleagues. SPONSORED BY A BOEHRINGER INGELHEIM VETMEDICA, INC.

7:00 Dinner Continue with the relaxation as you dine. There will be plenty of seating and an over-the-top amount of great food, cocktails and networking time.

8:00 It's a Bird, It's a Plane... PDPW's very own super heroes will team up to deliver an action-filled evening. PDPW is whipping up a surprise that is sure to be remembered.

Day 2

WEDNESDAY, MARCH 17

7:30 - 11:30 am Hall of Ideas

The new products and services you discover here could change your business. Continental breakfast will be available from 7:30 - 10:30.

8:00-9:00 PDPW and PDPF Business Meetings

This is your opportunity to hear from your leadership, provide input and elect the individuals you want to represent you. Your voice counts!

9:15 - 12:25

Day 2 Morning Specialty Sessions (see right)

12:30 - 1:30 pm Lunch in the Hall of Ideas

This two-for-one opportunity lets you get a bite to eat in the Exhibit Hall while tapping the great minds of industry partners.

1:45 - 2:30 Keynote - Dan Basse, Untangling Today's Grain and Milk Prices for Real Results

Imagine how easy dairying would be if you knew what the milk price was going to be six months or a year from now. **Dan** will give you his take on global markets, commodity risks and opportunities on the horizon, and will dive into how and why these opportunities impact all of your business. This captivating speaker will bring into focus how managing inputs and volatility will be as critical as making milk.

Dan Basse is President of AgResource. He is an economist entrenched in helping dairy producers achieve real results. In 1987, he founded AgResource Company, a Chicago-based domestic and international agricultural research firm that forecasts domestic and world agricultural price trends.

2:30 - 3:00 Keynote - A World Without Limitation

This speaker never imagined the horrors of life under East Germany's communist dictatorship. He lived them. His stirring story and infectious enthusiasm will inspire you. Meet this remarkable person, and prepare yourself for a most memorable message. SPONSORED BY WE ENERGIES

3:00 Keynote - Dr. David Kohl, Dairying for Real People with a Real Passion

With one-of-a-kind craft, **Dr. David Kohl** will push the fast-forward button on your business mind, leaving you with one more thought for the road and a perspective much different from where you started. Loaded with information and new ideas, **Dr. Kohl's** parting comments will invigorate your business and fuel your enthusiasm for a year filled with real results.

3:45 Conference Concludes

Thank You

Thank you to the mission and corporate sponsors who show their support of the mission and vision of dairy producers and are committed to working together to ensure the future success of the dairy industry. Thank you as well to the industry's preferred suppliers who exhibit in the Hall of Ideas Tradeshow and are committed to continual progress and professional improvement. Their commitment is a model of collaboration and teamwork within the dairy industry.

PDPW Mission Sponsors

Badgerland Financial
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Land O'Lakes
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PDPW Corporate Sponsors

Accelerated Genetics
Agri-View
AgStar Financial Services
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GEA Farm Technologies, Inc.
Greenstone Farm Credit Services
M&I Bank
NOVUS International
Orion Energy Systems
Pfizer Animal Health
Pioneer, A DuPont Company
Progressive Dairyman
Rural Mutual Insurance Company
Stewart-Peterson
TechSquad
Twohig, Rietbrock & Schneider, S.C.
Wisconsin Cheese Makers Association
Wisconsin Milk Marketing Board
Wisconsin Public Service

Preconference Specialty Sessions 9:30 - 11:00 am

Select one session.

1 IT'S THE MILK HOUSE: ANYWAY YOU CUT IT

What if you could see inside the main factory of a high-producing dairy cow? This hands-on wet lab gives you the opportunity to explore the real milk house—the cow's udder. **Dr. Doug Braun** with Pfizer Animal Health and **Dr. Peter Vanderloo** with Wis. Diagnostic Lab will take you through the steps of how the cow makes milk and review the "hard-wired" physiology associated with milk harvesting. You'll get a firsthand look inside teat and udder tissue. This dissection experience will stamp a lasting understanding of milk production dynamics and the risk factors associated with mastitis.

2 MAKE EVERY CONVERSATION COUNT

From the grassroots to the Golden Arches, communicating about dairying has never been more important. Are you prepared to tell your story? Can you address uncomfortable and pointed questions with facts, passion and credibility? **Donna Moenning**, Vice President of Industry Image and Relations, Midwest Dairy Association, will give you tools to make every conversation count.

3 FAMILY BUSINESS: PUTTING THE WHEELS UNDER THE BUS

Michael Stolp of Northwest Farm Credit will deliver key lessons to help you put the wheels under the family farm bus to keep it rolling toward future generations: **1)** Change, preserving the best of the past while embracing the future; **2)** Understanding and effectively communicating with different behavioral styles; **3)** Developing shared values; and **4)** Building a consensus-based vision for the future. If you can't imagine a future without the family farm, park yourself in a seat for this presentation.

4 NEW DEVELOPMENTS IN DAIRY CATTLE WELL-BEING RESEARCH

Once upon a time, a trained human observer collected information about animals. Today, researchers use a variety of technologies – from sensors, video and sound recording to force plates, pedometers, accelerometers and telemetry - to learn more about the behavior and welfare of dairy cattle under a variety of conditions. **Dr. Janice Swanson** and a co-researcher from Michigan State University will highlight recent developments in dairy cattle welfare research with an emphasis on the use of technology and the results it delivers. SPONSORED BY FOREMOST FARMS USA

Day 1 Afternoon Specialty Sessions 4:00 - 6:05 pm

Select two one-hour sessions or spend time in the Hall of Ideas.

1 SLEEPING WITH YOUR BUSINESS PARTNER

Note: This is an education-oriented presentation! In business, you and your spouse work side by side and rely on each other. You eat together, spend downtime together and even sleep together. Challenging at times? You bet. The messages of **Dr. Becky Stewart-Gross** and her business partner and husband, **Dr. Mike Gross**, of Building Bridges will strike a chord with husbands and wives who want to **A)** Understand why their spouse reacts in certain way; **B)** Redirect their energies toward being the best they both can be; and **C)** Bring combined goodness to a shared endeavor. SPONSORED BY PIPPING CONCRETE INC.

2 CALVES: MOVING AHEAD WITHOUT FORGETTING LESSONS FROM THE PAST

The first 48 hours. That's the most crucial period after a calf's birth – and the time when you can increase a calf's ability to stay healthy and thrive. Find out what's new in calf health and what tried-and-true methods still have their place today when **Dr. Sheila McGuirk** of the University of Wisconsin-Madison discusses newborn calf topics such as colostrum, housing and feeding. SPONSORED BY DIAMOND V MILLS, INC.

3 MOVING FROM EVERYDAY OPERATIONS TO JUST MANAGEMENT

Michael Stolp of Northwest Farm Credit Services will delve into developing a constructive foundation for communication, helping everyone understand and answer questions surrounding their business and individual goals. Whether you're moving to a different level of leadership within the family business or planning for succession, transition can be purposeful, intentional, healthy and full of meaning.

4 EXPLORING GREENER PASTURES WITH GRAZING

Even though animals in grass-based dairies harvest their own feed, managers still require considerable and focused skills. Four dairy producers will share their experiences regarding monitoring forage resources, proper feed supplementation, adjusting stocking rates and maximizing milk production.

Dr. Dick Cates, UW-Madison, will facilitate this producer panel comprised of **Joe Tomandl**, who manages 200 acres of pasture with 70 milking cows and is developing a value-added market for their milk; **Valerie Dantion-Adamski** operates an organic, dairy which utilizes a wind turbine that supplies a majority of the farm's electricity; **Ryan and Cheri Klussendorf**, who began dairying in 2003 on a rented farm and in three years earned sufficient equity to purchase their current farm; and **Dave Forgey**, who co-owns a 300-cow dairy in its 18th season operating a New Zealand-style grass-based seasonal dairy and 10th year using a share-milking system similar to the New Zealand model.

5 MAXIMIZING THE GREEN: FORAGE MANAGEMENT FROM THE FIELD TO THE BANK

Milk per acre. Forage per ton. Whether you're growing your forages or buying them, the results impact your bottom line BIG time. This dynamic producer panel will deliver a full cycle discussion regarding how they manage their forage production, reap the most milk per ton of feed and per acre, control cost and calculate their next move. They'll delve into everything from seed and soil management to contract negotiation and harvest secrets.

Dr. Randy Shaver will moderate this producer panel comprised of **Doyle Waybright**, Mason Dixon Farms, Gettysburg, Pa., and **Bart DeSaegher**, DeSaegher Dairy, Middleton, Mich. If your business is the dairy business, this panel is a must see. SPONSORED BY CP FEEDS LLC

Day 2 Morning Specialty Sessions 9:15 am - 12:25 pm

Decisions. Decisions. You choose the Specialty Sessions you want to attend. Select three one-hour sessions, one two-hour session, spend time with the **preferred industry suppliers** in the Hall of Ideas, or mix and match to meet your business needs.

1 MASTER YOUR COMPUTER WITH MICROSOFT TIPS & TRICKS! (1-HOUR EACH)

Get set for hands-on computer training from **Desiree Hermann**, a MasterLink trainer. **A)** Become a wizard at creating awesome-looking documents in **Word '07**; **B)** Enhance your **Excel '07** skills, turning tedious projects into a piece of cake; or **C)** Master **Outlook '07** like a pro, even setting up a calendar. Choose any of the one hour sessions, or all three! You'll never have to turn to someone else for office tasks again.

2 MANAGING LIFE'S MARGIN (1-HOUR)

This session is about you – the most important asset in your business. If you're feeling a bit off key – personally and professionally – this session is designed to help you restore a healthy perspective and re-establish equilibrium. **Dr. Richard Swenson's** practical and humorous presentation will offer prescriptions for restoring margin in your time, finances and personal energy.

3 MARKETING AND MANAGEMENT: AVOID PLAYING "EENY, MEENY, MINY, MO" WITH YOUR FUTURE (1-HOUR)

Volatility in milk prices, fertilizer and fuel prices have us more than shaking our heads and contemplating managing price. **Kevin Bernhardt**, UW-Extension and Center for Dairy Profitability, contends that it's not sale prices but the difference between sales and costs – the margin – that puts money in our pockets. **Bernhardt** will teach us how to bridge management of costs with marketing of products.

4 END LAME PROFITS WITH KEEN HOOF CARE (1-HOUR)

Sore feet mean sour profits. While tracking the impact on your bottom line is easy, getting a handle on what is causing lame results is not. This session will build your technical foundation for understanding what's happening on the cow's foundation. **Dr. Jan Shearer** of Iowa State University will go far beyond the basics and provide a healthy dose of education on hoof anatomy, how the hoof works and what happens in the cow that ripples through every aspect of your operation and revenue stream. You'll exit from this training ready to trim back the culprits and stop lame results while stepping up protocols that save money, milk and cows. SPONSORED BY ZINPRO ANIMAL HEALTH

5 THE U.S. DAIRY INDUSTRY: TIME FOR REPOSITIONING (1-HOUR)

The world has been debating the good and the bad of globalization. But what exactly does all of it mean to you? What is the global dairy market, and how does this market actually work? Most importantly, what does all this really mean to the individual dairy producer? **Jay Waldvogel**, a wise and in-demand international dairy industry consultant on globalization, will provide these answers – and more.

6 DOES YOUR DAIRY NEED DIAGNOSING? (2-HOURS - OFFERED ONLY AT 9:15 am)

Every winning coach has a game plan. You'll leave this session with your own 10-point game plan that will help you navigate the economic whitewaters for success. A presentation for all businesses regardless of financial position, this discussion led by **Dr. David Kohl** will address how to capitalize on opportunities, reduce financial failures and provide useful takeaways proven to be successful.

PDPW Business Conference, March 16 - 17, 2010

NAME			
BUSINESS/DAIRY NAME			
TELEPHONE NUMBER (WITH AREA CODE)		E MAIL ADDRESS	
NAMES OF OTHERS ATTENDING WITH YOU			
YOUR MAILING ADDRESS		CITY	STATE ZIP
BYOB BUDDY NAME (IF APPLICABLE)			
BYOB TELEPHONE NUMBER (WITH AREA CODE)		BYOB EMAIL ADDRESS	
BYOB MAILING ADDRESS		CITY	STATE ZIP
CREDIT CARD PAYMENT INFORMATION			
VISA/MC, DISCOVER CARD NUMBER		EXPIRATION DATE	SECURITY CODE

* Applies to full-time students from high school and secondary schools only.
** \$20 charge for walk-ins or registrations received after March 9.

Registrations due March 9**

Registration Options Made Easy for You!

- 1 Register online at www.pdpw.org or call toll-free 800-947-7379 or
- 2 Send your check and this form to:
PDPW, N5776 County Road D, Suite 1, Fond du Lac, WI 54937

Hotels Close to the Convention Site

Clarion Suites - 608-284-1234 • Sheraton Hotel - 608-251-2300
Country Inn & Suites - 608-221-0055

Conference Rates Per Person (2 days)

Member \$200 x # attending = \$ _____

Non-members \$300 x # attending = \$ _____

***Students** \$75 x # attending = \$ _____ (name of school)

Single Day Conference Rates Per Person **March 16 OR March 17** (circle one)

Member \$125 x # attending = \$ _____

Non-members \$175 x # attending = \$ _____

TOTAL DUE = \$ _____



Professional Dairy Producers of Wisconsin
N5776 County Road D, Suite 1
Fond du Lac, WI 54937



*Is there a better way?
Should I do things differently?
Am I missing out?*

Find answers to these questions and more at the 2010 PDPW Business Conference. A fabulous array of speakers, industry partners and events have been arranged to help you imagine what's possible for your dairy and then turn your imagination and ideas from others into results.

Created by dairy producers for dairy producers, the Business Conference is widely considered the nation's premier educational event.