

People: The Driving Force of Your Business

Attaining uncommon results in today's business environment

MANAGERS
academy

**Managers Academy
for Dairy Professionals™**

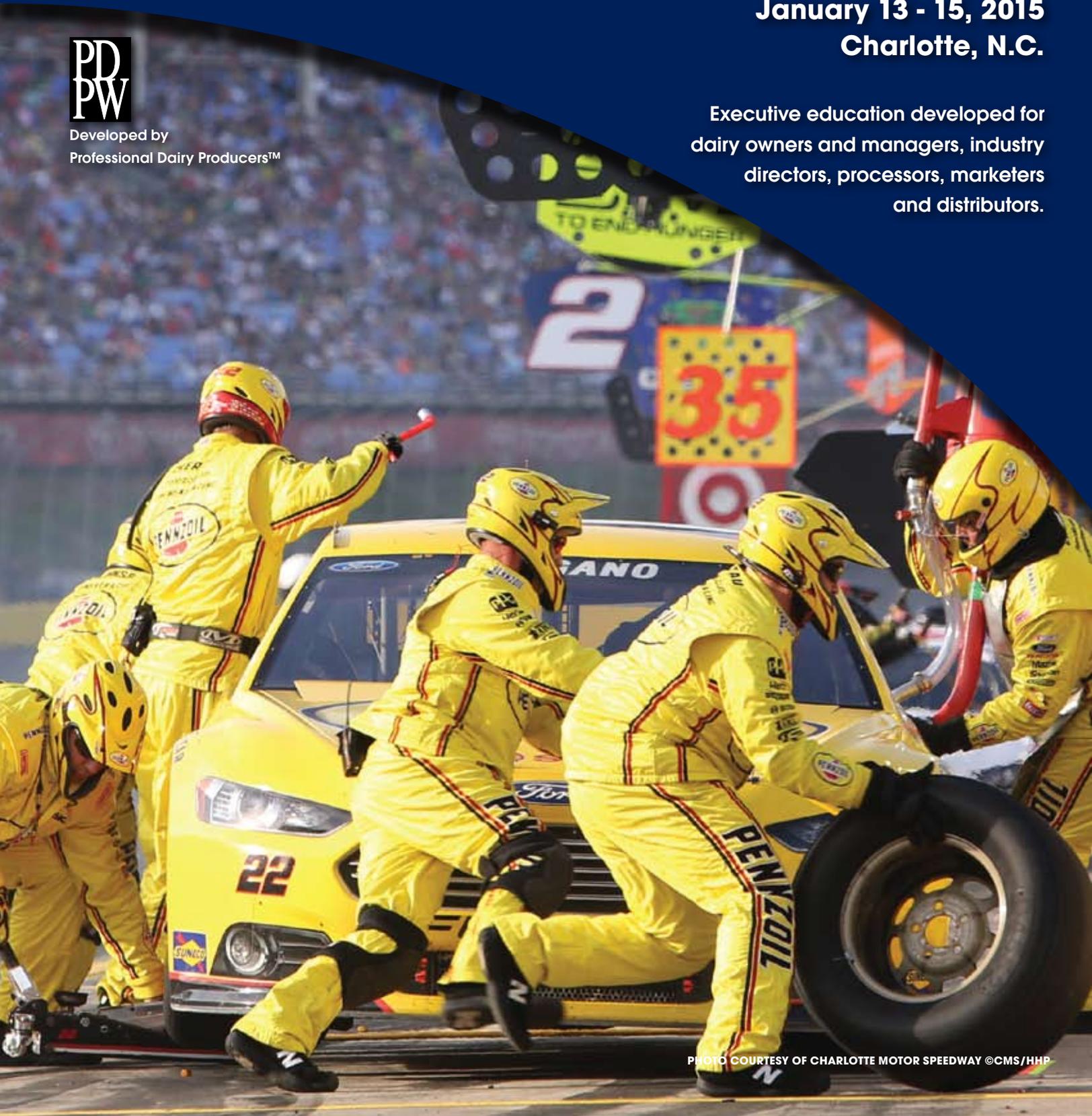
January 13 - 15, 2015

Charlotte, N.C.

Executive education developed for
dairy owners and managers, industry
directors, processors, marketers
and distributors.



Developed by
Professional Dairy Producers™



In NASCAR racing, thousands of moving parts run at the outer limits of their design capability for 500 miles. Those involved in the racing world will tell you that the secret is not necessarily “high technology” or big budgets. It’s people - how they work with each other and with their equipment.

The same applies to dairy. This unique executive training will provide you with the keys to hiring tough so you can manage easy. The secrets to creating and sustaining high-performing teams will be revealed at the 2015 Managers Academy for Dairy Professionals.

“The achievements of an organization are the results of the combined effort of each individual.”

— Vince Lombardi

MANAGERS ACADEMY AT A GLANCE

Tuesday, January 13

8:30 a.m. Registration

9:00 a.m. Training Begins

Thursday, January 15

4:00 p.m. Training Concludes

DAY 1—HIRE RIGHT

Tuesday, January 13 **Trainer: Mel Kleiman**

Research shows that of all the people hired in the next 18 months, 46 percent will fail. They’ll receive a poor performance review, get written up or be fired. Because the hiring of great people is the vital key to every organization’s success, trainer Mel Kleiman will discuss ways to increase the flow of high-quality job applicants as well as identify those with the highest potential for success—and those without it.



Mel Kleiman is a Certified Speaking Professional and the president of Humetrics, a leading provider of pre-employment attitude assessments, best practice information, training and resources for recruiting, hiring and retaining frontline employees. Mel’s expertise is based on his personal experience as the one-time owner of three different businesses—including the largest group of Hertz Rent-A-Car franchise locations in the U.S.—plus his extensive research and consulting work helping employers design employee recruiting, hiring, and retention systems. He has authored five books including the bestselling “Hire Tough, Manage Easy,” which was featured on CNN Headline News, and has written hundreds of articles for trade and professional journals and e-zines.

Kleiman will share best practices that ensure hiring is the best solution, clearly define what the ideal new hire “looks like” and provide standardized screening questions that separate the winners from the whiners. You’ll walk away with. . .

- 5 key introspective questions you should ask yourself before recruiting employees
- Measures that can maximize the flow of high-quality candidates into your recruiting system
- 5 questions that can help you get an overview to distinguish your best prospects
- 10 reasons the wrong people often get hired
- How to give employees the best start possible

These sessions will have you look at hiring differently. You might even discover that hiring another employee isn’t the answer.

DAY 2—EXECUTIVE TOURS

Wednesday, January 14

TOUR STOP #1: ATLANTIC CAVIAR AND STURGEON COMPANY

Atlantic Caviar and Sturgeon Company is the only domestic producer in North America currently marketing the highly prized Ossetra caviar from Russian sturgeon, second only to the most sought-after Beluga caviar. The company broke ground in 2005, with commercial harvest of caviar and meat from the sturgeon commencing in 2012.

The company’s sturgeons enter the facility in the nursery as eggs purchased from Germany, grow to 35- to 50-pound fish and exit through the kitchen as filets and caviar. Each female fish can produce caviar with a retail value of \$5,000 to \$10,000.

The farm’s nursery and adult production facilities are supported by state-of-the-art recirculating aquaculture systems (RAS) which maintain exceptional water quality while minimizing water use. The small amount of effluent produced is captured and redistributed to agricultural fields.



Courtesy of Ken Stanek Photography

Despite the size difference between fish and cows, we’ll discover an amazing number of similarities between the Atlantic Caviar and Sturgeon Company and each of our dairy businesses.

TOUR STOP #2: PORTER FARMS

Tommy and Vicky Porter—along with two sons and a daughter and their families—have a diversified farm of just over 900 acres in Cabarrus County near Concord, N.C. Porter Farms is a 2,200 sow farrow-to-wean multiplication farm for Murphy Brown, grows layers and pullets for Tyson Foods, have a 400-head cow-calf operation and host weddings and other events as part of their agri-tourism venue.



Tommy was named the Sunbelt Farmer of the Year for North Carolina in 2006 and again in 2011, going on to win the 10-state Sunbelt Swisher Sweets for 2011. Tommy also won one of three Environmental Awards presented by Tyson Foods and was the first recipient of the North Carolina Poultry Federation's Environmental Award.

Porter Farms personnel will share their philosophy and programs, including. . .

- The advantages of capitalizing on individual family member's strengths and passions
- Biosecurity measures in place to minimize disease risk
- Nutrient management and environmental practices

TOUR STOP #3: RICHARD PETTY DRIVING EXPERIENCE

Every race car driver achieves success only through the skills and knowledge of others who form the racing team. At the famous Charlotte Motor Speedway, we'll participate in High Performance Karting with the Richard Petty Driving Experience and discover the art and science of teambuilding firsthand.

As a Managers Academy participant, you will be assigned to a team and rotate through three important roles: driver, crew chief and pit crew.



This teamwork exercise will underscore the importance of. . .

- Performing individual tasks efficiently and making decisions quickly. Like a great CEO, each team's crew chief will be required to prepare his team for the race, developing strategies and familiarizing members with the track course and the rules.
- Developing processes through experience and the input from others. You'll discover the value of appreciating and recognizing strengths in others—strengths that may not have been previously identified.
- Good communication among all team members. If your team functions at a high level, Victory Lane is yours. If a team fails to function at an optimal level, team members will receive input, make adjustments and practice, practice, practice.

DAY 3—BUILD A WINNING TEAM

Thursday, January 15 Trainer: Dr. Bernie Erven

Operating from the philosophy that no dairy succeeds while its employees are failing, both morning and afternoon hands-on sessions will be packed with take-home information that can have immediate and long-term impacts on your business. You'll learn about forming, storming, norming and performing as well as interpersonal communication vs. organizational communication, cultural differences within a team and avoiding the "I can do it better, faster and easier myself" attitude.

Specific topics covered by Dr. Erven include:

- Team building
- Leading teams
- Communication
- Delegation
- Being a better boss

One thing is for certain: When you leave this training, you'll be aware of choices, armed with strategies and tactics to build and lead a winning team and won't be in danger of doing nothing.



Up to 22.7 CEU

Courses run in partnership with School of Veterinary Medicine University of Wisconsin-Madison



Dr. Bernard Erven is professor emeritus of agricultural economics at Ohio State University and a two-time recipient of the Ohio State University Award for Distinguished Teaching. For more than 40 years, he has worked on issues such as hiring, training, motivation, discipline, compensation and performance feedback. Bernie is the author of numerous human resource management articles in dairy publications and leads workshops focused on handling stress of management, human relations in family businesses, team building and time management. His work on these topics has taken him to more than 30 U.S. states and Canadian provinces.

NAME _____

BUSINESS/COMPANY NAME _____

YOUR MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (WITH AREA CODE) _____

EMAIL _____

NAMES OF OTHERS ATTENDING WITH YOU _____

CREDIT CARD PAYMENT INFORMATION
(VISA, MASTERCARD, DISCOVER ACCEPTED)

NAME AS IT APPEARS ON CARD _____

CARD NO. _____

EXPIRATION DATE _____ CVC (FROM BACK OF CARD) _____

- Registration fee covers all sessions, training materials, meals, tours and tour travel.
- Hotel accommodations are **NOT INCLUDED** with registration. Hilton Charlotte University is offering a special reduced rate of \$139/night when you book by Dec. 31 and state that you are with the Professional Dairy Producers. Taxi service is available from Charlotte Douglas International Airport.

HILTON CHARLOTTE UNIVERSITY

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FOR HOTEL RESERVATIONS, PLEASE CALL: 704.547.7444

www.pdpw.org



PDPW Member registration rate		Non-member registration rate*	
\$700 (first registrant)	\$ _____	\$875 (first registrant)	\$ _____
\$600 (add'l registrant) x _____ =	\$ _____	\$600 (add'l registrant) x _____ =	\$ _____
Total Amount Due \$ _____		Total Amount Due \$ _____	

*For more about PDPW membership, please call 800.947.7379
 Online registration is available at www.pdpw.org. Questions? Give us a call 800.947.7379.
Mail completed form to: PDPW | 820 N. Main, Suite D | Juneau, WI 53039



PROFESSIONAL DAIRY PRODUCERS

820 N. Main, Suite D | Juneau, WI 53039

Developed by Professional Dairy Producers in collaboration with Boehringer Ingelheim Vetmedica, Cargill Animal Nutrition, Progressive Dairyman Magazine and Zinpro Performance Minerals.



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 industry directors, processors,
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