

MANAGERS ACADEMY FOR DAIRY PROFESSIONALS™ | JANUARY 19 - 21, 2016 | SAN ANTONIO, TEXAS
LIMITED TO FIRST 100 REGISTRANTS

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)

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. The Holiday Inn San Antonio Int'l Airport is offering a special rate of \$95/night when you book by Dec. 24, 2015. State you are with PDPW Managers Academy.
- Complimentary shuttle service to and from San Antonio Int'l Airport is available.

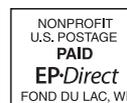
HOLIDAY INN SAN ANTONIO INT'L AIRPORT
 77 N.E. Loop 410 | San Antonio, Texas | 210.349.9900



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 questions or about PDPW membership, please call **800.947.7379**
 Online registration is available at www.pdpw.org.

OR
Mail completed form to: PDPW | 820 N. Main, Suite D | Juneau, WI 53039



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

MANAGERS

Academy

Managers Academy for Dairy Professionals™
 January 19-21, 2016 | San Antonio, Texas

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

Limited to first 100 registrants



**POSITIVE, PROACTIVE
AND PREPARED.**

A plan for a resilient business

MANAGERS *academy*

**Managers Academy
for Dairy Professionals™**

January 19 - 21, 2016 | San Antonio, Texas

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

REMEMBER THE

ALAMO!

MANAGERS ACADEMY AT A GLANCE

DAY 1:

TUESDAY, JAN. 19

8:30 am	Registration
9:00 am	Welcome
9:30 am	Training Commences
6:00 pm	Dinner & Networking

DAY 2:

WEDNESDAY, JAN. 20

7 am - 7 pm	Educational Tours
	Dinner & Networking

DAY 3:

THURSDAY, JAN. 21

8:30 am	Training Commences
4:00 pm	Program Concludes

When General Antonio Lopez de Santa Anna's army arrived at the Alamo on the outskirts of San Antonio back on Feb. 23, 1836, they nearly caught the Texians and Tejanos—including commander of the Alamo William Travis along with renowned knife fighter Jim Bowie, famed frontiersman Davy Crockett—by surprise. During the Battle of the Alamo, Santa Anna strategically encircled the fortified mission compound, cutting off the entrance to and exit from the Alamo. At the end of 13 days of battle, the defenders were overwhelmed and the Alamo fell to Santa Anna's army.

If you have ever faced conflict or a crisis, then you will identify with feeling surrounded and overwhelmed. The good news, however, is that you don't have to feel this way.

Position yourself with the confidence and skillset needed to address conflict management and tackle dairy crises. Designed for the seasoned dairy professional, this training will put you alongside other elite executives in the industry to bring forth advanced ideas and experiences. Develop your edge to proactively position and secure your business' brand.

Day 1: In-Class Training Tuesday, Jan. 19

Trainer: Dr. Becky Stewart-Gross
Be a bridge builder

Management and conflict go hand-in-hand. Why? Because wherever there are people, there will always be conflict. And unresolved conflict can result in loss of productivity, the creation of barriers to cooperation and collaboration and disgruntled employees.

Not all conflict can be resolved. Instead of fearing conflict, why not recognize and embrace it? When handled in a respectful and positive manner, conflict provides an opportunity for growth.

Business coach Dr. Becky Stewart-Gross will share research-based information and use small group interaction and learning activities to help you recognize conflict, understand its nature and give you the skillset to resolve it. This one day of highly specialized training will cover various approaches to resolving differences, how to handle conflict with confidence and how to "confront" people in a manner that minimizes defensiveness and hostility. You'll also discover the five myths surrounding anger and conflict.



UP TO 23.7 CEU

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



UP TO 4 CEU

American Registry of Professional Animal Scientists (ARPAS) is the organization which provides certification of animal scientists through examination, continuing education and commitment to a code of ethics.

This training will help you. . .

- Improve your day-to-day communication with employees and family
- Boost employee retention
- Increase your business' productivity
- Earn respect

Dinner Speaker | Charlie Arnot *Transparency – the new currency of trust*

Despite your best intentions, consumers are skeptical about what you do on dairy farms. In today's hyper-connected world, the best way to build, maintain and protect consumer trust is by increasing transparency. In this interactive session, Charlie will provide insights into consumer expectations, and more importantly, what you can do to increase transparency that builds consumer trust in your products, your processes and your brands.

Day 2: Executive Tours Wednesday, Jan. 20

Stop 1 | HeartBrand Beef Inc. *From our ranch to your table*

Founded in 2006, HeartBrand Beef has developed a niche market for its highly marbled Akaushi beef from Japanese Red Wagyu. Aligned with its vision to "create a world where beef can be enjoyed without compromise," Jordan Beeman and his team market high-quality cuts of beef, as well as "heart healthy" beef sausages, to high-end restaurants and grocery stores and discerning consumers.



HeartBrand Beef focuses on the farm-to-table concept and conveys their story directly to consumers. They do more than just put a face to their product. They bring chefs and consumers to the ranch to see their cattle, hear their story and connect with animal agriculture.

We'll visit with the Beemans and learn about their trials and triumphs as they seek to earn consumer confidence.

Stop 2 | Kitchen Pride *Delivering fresh mushrooms daily to many Texas markets*

This family business, owned by Darrell McLain and son Greg, grows and provides its customers with fresh, high-quality white button, crimini, portabella, oyster and shiitake mushrooms year round. From their 300,000 sq. ft. facility with specially designed growing rooms, to their growing medium and their company-owned and managed delivery trucks, this family knows the devil is in the details and takes quality-control to the max.



In addition to learning about the mushroom business, we'll investigate how this family business builds consumer trust via sustainability and other values that speak to consumers.

Stop 3 | Tejas Rodeo Company *Opening a restaurant was a natural progression*

A rodeo, live country music and dancing, mechanical bull riding, horse boarding, riding lessons, cowboy church and restaurant. While the Tejas Rodeo Company didn't start out with all of these businesses, it expanded in various areas as the owners identified an opportunity, researched it and determined it would generate additional revenue while serving a need in the area.

We'll hear from the owners about their journey discovering what consumers wanted in a restaurant when it comes to food and ambiance, why they chose to put Akaushi beef on their menu and how one facet of

Tejas Rodeo Company led to another. We'll also learn how this business uses its rodeo to not only entertain rural and non-rural audiences of all ages but to educate and inform the public about the uses of animals in their show.

This Texas experience has a lot of parallels to the dairy industry. Borrow from their experience.



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Day 3: In-Class Training Thursday, Jan. 21

Trainers: Linda Basse Wenck and Jane Duke *Crisis Communication Preparedness Plan – Got One?*

You never know when a crisis might hit your business. While the basic steps of effective crisis communications are not difficult, they do require advance work in order to minimize damage. This begs the questions: 1) Does your business have a plan in place? 2) What steps need to be taken if trust has been broken or a liability strikes?

Communicating your message helps you control the situation and is crucial to your business. If you want to handle a crisis rather than it handle you, then you need to know what to say and do, how to say it and to whom you should say it to during a crisis.

During this hands-on day of learning you will . . .

- Identify potential crises and lay the foundation for a crisis preparedness plan
- Consider who should be part of - and lead - your crisis response team
- Understand the multitude of decisions that must be made
- Learn "what" and "how" information must be communicated in a critical situation
- Develop farm/organization commitment/value statements
- Prepare key messages around potential crises
- Participate in mock media interviews
- Understand what you can do today to avoid a crisis tomorrow

MEET YOUR TRAINERS



Dr. Becky Stewart-Gross is President of Building Bridges and has worked with thousands of leaders and emerging leaders from small family-owned businesses as well as large international corporations. The author of "The Leader's Communication Toolkit," Becky uses her unique business experience, interactive training style and special talent to help others achieve their potential. She completed The Program on Negotiation at Harvard University Law School and was named a finalist in the Best Sales Trainer category in the American Business Awards.

Charlie Arnot has more than 25 years of experience working in



communications, public relations and issues management within the food system. He is founder and President of the consulting firm CMA and is CEO of the Center for Food Integrity, a non-profit organization dedicated to building consumer trust and confidence in today's food system. He is a highly regarded writer and sought-after speaker who engages audiences around the globe.

Linda Basse Wenck is Director of Corporate Affairs & Social Responsibility, and Principal, with MorganMyers, a strategic communications firm.

Linda helps brands create and implement communications programs that build trust, engagement and alignment from the farmer



through to the consumer. Raised on a southeastern Wisconsin dairy, Linda provides a 360° view of the food chain when creating crisis preparedness plans.

Jane Dukes is Director of Food & Consumer Communications at MorganMyers. A former broadcast journalist and a veteran of McDonald's, Jane is well-versed in hands-on crisis management. She has managed food tampering issues, a lawsuit brought against McDonald's for "hot" coffee, a listeria outbreak and subsequent product recall and several animal welfare challenges.

