A large orca (killer whale) is shown swimming in deep blue water, viewed from a high angle. The orca's dark back and white belly are clearly visible, along with its dorsal fin and pectoral fins. The water has a textured, rippling appearance.

MANAGERS

academy

MANAGERS ACADEMY FOR DAIRY PROFESSIONALS™

PROFIT STRATEGIES

JANUARY 17-19, 2017 | SAN DIEGO, CALIF.

EXECUTIVE EDUCATION FOR CEOs: DAIRY OWNERS AND MANAGERS,
INDUSTRY DIRECTORS, PROCESSORS, MARKETERS AND DISTRIBUTORS



DEVELOPED BY
PROFESSIONAL DAIRY PRODUCERS®

MANAGERS ACADEMY FOR DAIRY PROFESSIONALS™

PROFIT STRATEGIES

JANUARY 17-19, 2017 | SAN DIEGO, CALIF.

DAY 1: Tuesday, Jan. 17

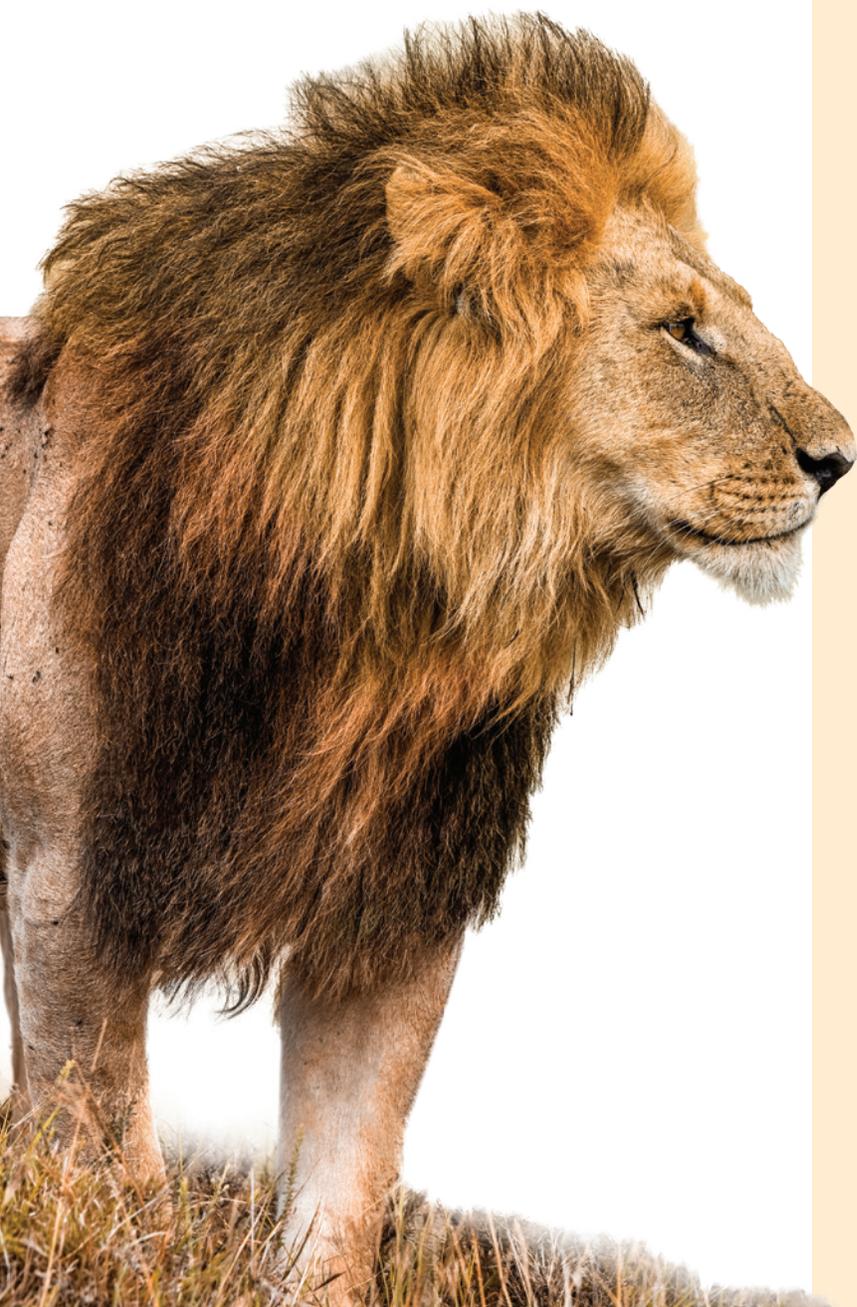
7:30 a.m. Registration
8:00 a.m. - 8:00 p.m. Executive-Level Tours, Dinner and Networking

DAY 2: Wednesday, Jan. 18

8:30 a.m. Training with Drs. Boehlje and Kohl
6:00 p.m. Dinner and Networking

DAY 3: Thursday, Jan. 19

8:30 a.m. Training with Dr. Kohl
4:00 p.m. Program concludes



Dairy Business at the Crossroads

With agriculture and the dairy industries at a crossroads, your management skills, global and local awareness, flexibility and mental acuteness are more critical to your success than ever. The 2017 Managers Academy for Dairy Professionals™ will give you three days of high-energy, life-long learning that will position your business for success.

After touring and discovering the common interests that the dairy industry shares with the San Diego Zoo and Sea World—and learning their fresh approaches to long-standing and surprise in-the-news challenges, you will settle into the classroom with two of agriculture's most preeminent agricultural economists, Dr. Mike Boehlje of Purdue University and Dr. David Kohl of Virginia Tech.

Drs. Boehlje and Kohl will build upon their experiences of the past decades to discuss time-tested techniques in strategic management to help position your business for success. You will engage and network with fellow attendees, analyze case vignette situations and participate in question-and-answer sessions. This is the rare opportunity to interact one-on-one with first-class brain power of Boehlje, Kohl and dairy leaders from across the country.

TRAINERS



Michael Boehlje, PhD, is a distinguished professor in the Department of Agricultural Economics and the Center for Food and Agricultural Business at Purdue University. With research focused on alternative systems of coordination of the food and industrial product chain, innovation and risk and uncertainty, Dr. Boehlje has devoted his career to helping farm and agribusiness managers and policymakers gain the tools so they can make intelligent decisions and understand the pragmatic economic and financial consequences of their decisions.



David Kohl, PhD, is a Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech and President of AgriVisions, LLC, a knowledge-based consulting company. He is also a business coach and part owner of Homestead Creamery, a value-added dairy business in the Blue Ridge Mountains. Dr. Kohl has conducted more than 6,000 workshops and seminars for agricultural groups such as bankers, Farm Credit, FSA and regulators, as well as producer and agribusiness groups. He regularly writes for Corn and Soybean Digest and other ag lending publications.

Both trainers are boots-on-the-ground professionals dedicated to helping agriculture succeed. They will challenge and equip you with practical information and plans for a successful future.

CEU Credits Available:



UW-SVM:
Up to 23.1 CEU

DAY 1: EXECUTIVE TOURS

Tuesday, Jan. 17

SeaWorld San Diego

SeaWorld San Diego occupies 189 acres, has more than 22,000 employees and averages more than 3.5 million visitors a year. Designed to inspire guests to celebrate, connect with and care for the natural world around them, the park provides up-close animal encounters, educational attractions and innovative entertainment.

We will go behind the scenes and meet with top-level management to discuss water quantity and quality, animal handling and safety and the company's evolution of transparency. We will learn why and how SeaWorld modified key policies and practices around animal handling and welfare.

San Diego Zoo

Governed by the not-for-profit San Diego Zoo Global, the San Diego Zoo has grown to 100 acres, is the #1 zoo in the nation and home to more than 3,500 rare and endangered animals representing more than 650 species and subspecies.

We start our visit with a first-hand glimpse of some of the special animals under the San Diego zoo's care. We then delve into how this 100-year-old organization is committed to saving species world wild through uniting its expertise in animal care with a best in class communications program. Learn how laser focus on their cause has united personal responsibility within all 2000 of their employees.



DAY 2: WINNING STRATEGIES

Drs. Mike Boehlje & David Kohl

Wednesday, Jan. 18

The Business Climate: An Economic Reset

This opening session will set the stage for in-depth discussions so you have the knowledge, insight and confidence to respond and adjust to today's volatile times. Drs. Kohl and Boehlje will dig in to big picture items, including concerning expectations of world economic growth, domestic and global demand, capital market and interest rate trends, international trade and currency values, policy and regulation and financial conditions of the industry.

This first eye-opening session will then transition to an open format Q & A and dialogue with participants regarding today's current business climate as well as the future challenges and opportunities producers could face.

How Do You Win In Tough Times?

The first step in managing the business during an economic downturn is to conduct a reality check/stress test regarding the financial vulnerability your business is facing. Drs. Boehlje and Kohl will identify how to assess financial vulnerabilities and steps you can take to shore up the financial resiliency of the operation.

This session will end with a discussion dedicated to helping you develop specific strategies to be "Best In Class," including buying right, margin management, logistics management and asset utilization, and managing operating risk. You'll discover strategies related to increasing income, lowering cost and enhancing financial resiliency so you can "win in tough times."

Gather Insight from Out-of-Industry Growers

Avocado industry owners who have faced challenges similar to those of the dairy industry will add to the day's dynamics. These growers will provide fresh, out-of-the-industry insights and perspectives. Bottom line: here's where you can borrow from their business models and take even more ideas home.

DAY 3: SUSTAINING SUCCESS

Dr. David Kohl

Thursday, Jan. 19

The New Reality: Capturing Opportunities

While economic downturns present challenges, they also provide opportunities. For example, machinery/equipment can potentially be acquired at lower values, land rental market can be more favorable and, in some cases, entire dairy or other farm businesses may be for sale. This session will address how you can position yourself for these opportunities.

Topics covered include a critical self-appraisal of resources and business capabilities and criteria to consider when growing the business and "doing the right deal."

Return to your business knowing your next move. Dr. Kohl will help you answer critical questions like:

- What are my options to grow?
- How should growth ventures be evaluated?
- How do I finance my future?
- What are the start-up/scale-up challenges and opportunities?



NAME _____

BUSINESS / COMPANY NAME _____

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 and airfare are **NOT INCLUDED** with registration. Hilton San Diego Mission Valley is offering a special reduced rate of single \$129/night and double \$139/night when you book by Dec. 19, 2016. State you are with PDPW Managers Academy.

Hilton San Diego Mission Valley
 901 Camino Del Rio South | San Diego CA 92108

FOR HOTEL RESERVATIONS, PLEASE CALL: 619.543.9000



| 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 \$ _____

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Mike Aguilera, SeaWorld® San Diego

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 Progressive Dairyman Magazine and Zinpro Performance Minerals.