



**JANUARY 14 - 16, 2014  
SACRAMENTO, CALIFORNIA**

**EXECUTIVE EDUCATION DEVELOPED FOR CEO'S  
WHO ARE DAIRY OWNERS,  
MANAGERS, INDUSTRY DIRECTORS, PROCESSORS,  
MARKETERS AND DISTRIBUTORS**

**DEVELOPED BY PROFESSIONAL DAIRY PRODUCERS  
OF WISCONSIN**

**MANAGERS™**  
*academy*

**Turning Challenges  
Into an Avenue for  
Success and Sustainability**

**Tom Thibodeau** has been a faculty member of Viterbo University, LaCrosse, Wis., since 1983 and says it is a “privilege and a gift to be able to teach.” His Servant Leadership and Leading by Serving classes are among the most popular at the University. Tom is a popular trainer among ag and non-ag groups and epitomizes leadership: honesty, communication, sense of humor, confidence, commitment, positive attitude, creativity, intuition and ability to inspire. Tom has a Bachelor of Arts in psychology and English from St. John’s University, Collegeville, Minnesota, and a Masters of Arts degree in human and religious studies from St. Mary’s University, Winona, Minnesota.

**Rob Wilson** is a widely recognized negotiation consultant, speaker and author who has consulted with Fortune 100 and 500 companies throughout the world. A senior consultant with The Gap Partnership—which specializes in nothing but negotiation, Rob is an expert in commercial negotiation, behavioral negotiation and business strategies and has been published in several magazines and trade publications. Rob’s passion for the art and science of negotiation and boundless enthusiasm create a memorable message.

**Michael Kamins** is a highly diversified negotiation consultant with 13 years of experience. A member of The Gap Partnership, Michael has delivered consulting opportunities around the globe. While at the Department of Defense, Michael interacted with nearly 3,000 on-site employees and was charged with understanding and implementing the procedures surrounding creation and implementation of human capital. He holds a BS in conflict analysis dispute resolution from Salisbury University and an MS in negotiations and conflict management from the University of Baltimore.

*Change happens whether we want it to or not. We can either embrace change and challenges and identify ways to turn the unexpected into an opportunity for growth or react and leap into action, often regretting our moves. If you want the knowledge and skills to turn adversity and challenges into an avenue for success, the 2014 Managers Academy is for you. Managers Academy breaks the mold of conventional leadership workshops and will realign how you think and look at change, negotiation and other business dynamics.*

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## DAY 1 – IN-CLASS TRAINING

**Trainer: Tom Thibodeau**

Vince Lombardi, the legendary Green Bay Packers coach once said, “Contrary to the opinion of many people, leaders are not born. Leaders are made, and they are made by effort and hard work.” Trainer **Tom Thibodeau** agrees with Lombardi and believes in people like you who will put forth the effort and hard work to uncover and hone leadership skills needed for a business to be sustainable and successful.

You’ll spend your first day of in-class training focusing on five key leadership areas:

- > **The Truth about Leadership**
- > **The Positive Power of Your Words and Presence**
- > **Know your Mission**
- > **Leading with Energy**
- > **Leading Change, Changing Habits**

Tom’s fresh style, practical information and insightful stories create a dynamic learning environment and a powerful experience for business executives.

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## DAY 3 – IN-CLASS TRAINING

**Trainers: Rob Wilson & Michael Kamins**

Negotiation is the basis of all business success, with the effectiveness of those behind the negotiation having a major influence on profitability. Because everything is negotiable—from salaries to hiring a consultant to purchasing a piece of equipment, equipping yourself with valuable negotiation skills can give you the power to achieve better results.

Trainers **Rob Wilson and Michael Kamins** will share negotiating tactics, defuse negotiating “bombs” and reveal the secrets behind striking the best deal. Packed with hands-on learning and small group activities and discussions, this training will equip you with negotiating skills that deliver life-changing results.

No matter what you’re bartering over, you’ll know—and can employ—the most appropriate strategies, tactics and behaviors after participating in these two center-pivot classes:

- > **“Core Principals of Negotiation”**
- > **“Win/Win, Win/Lose”**



**clockwise from top:**  
**Rob Wilson, Tom Thibodeau,**  
**Michael Kamins**

## DAY 2 – EXECUTIVE LEVEL TOURS

### TOUR STOP #1: BLUE DIAMOND GROWERS

Blue Diamond Growers' remarkable story of innovation and adapting to change started in 1910 when nine local cooperatives representing 60 percent of the state's almond production organized into a marketing cooperative called the California Almond Growers Exchange. The goal was to bring order and prosperity to a chaotic and often unprofitable almond market. Their innovative approach worked - today Blue Diamond Growers is the world's largest almond marketer and processor, with annual sales approaching \$1 billion.

We'll tour the plant, and we'll visit Blue Diamond Growers' research and development department, meeting one-on-one with the person who developed almond milk. Then, the Blue Diamond management team will share:

- > **How they hired the right people so the business blossomed**
- > **How they flexed to navigate undesirable conditions and a challenging economy**
- > **How and why the company changed its name from the California Almond Growers Exchange to Blue Diamond Growers**
- > **How they live their core values of relationships, communication and commitment to ROI**
- > **How one chairman's path to profitability created a leadership program that remains extremely popular today.**

### TOUR STOP #2: E. & J. GALLO WINERY

E. & J. Gallo Winery was established in 1933 in Modesto, CA by brothers Ernest and Julio Gallo who built the company by turning challenges into opportunities and change into growth. This spirit is alive and well in the family-owned winery today and helped it become the world's largest winery, the largest exporter of California wine, and the foremost winery in the art of grape growing, winemaking, distribution and marketing. Gallo has nine wineries strategically located in both California and Washington, and access to grapes from vineyards in all of the premier grape-growing areas of both states.

Management will provide valuable insight into several areas of the business, including:

- > **The advantages of Gallo importing wines from eight major wine-growing countries in the world and expanding its portfolio with distilled spirits;**
- > **Its emphasis on the environment;**
- > **How Gallo places a premium on relationships with distributors, customers and employees, focusing on ways to grow together for the future; and**
- > **Why the Gallo family still believes family ownership is the most effective way to continue as a world leader in the wine industry.**

This stop includes not only a tour of the E. & J. Winery, but a highly coveted—and not often granted—tour of the company's glass factory.

### TOUR STOP #3: MUSCO FAMILY OLIVE CO.

Founder Nicolo Musco brought an entrepreneurial spirit with him from the olive groves of Italy to the warm inland valleys of California. Today, more than 500 growers, 350 employees and countless vendors and business partners are part of what the company calls the "Musco family tree."

Musco has brought two sons plus grandchildren into the business, expanded its product line, and developed its own comprehensive ripe

olive processing, packaging and distribution operation.

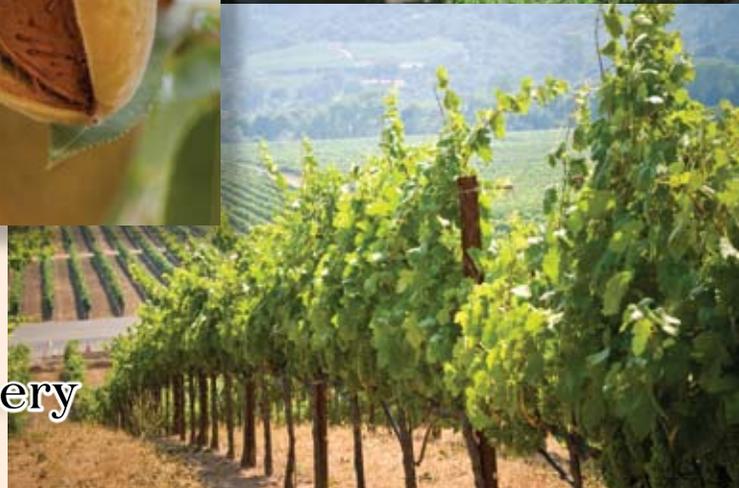
The canning facility and headquarters has evolved to become the most state-of-the-art olive cannery in the world, driving toward a 100% renewable production.

In addition to zeroing in on sustainable, scalable changes, we'll learn how thinking outside the box resulted in three impressive innovations:

- > **An award-winning Renewable Energy and Wastewater System (RENEWST™), a one-of-a-kind closed-loop system where two waste streams are combined to produce clean water and electricity;**
- > **The use of NyPa grass and Mother Nature to solve a salinity challenge; and**
- > **Novel marketing tactics that are increasing consumption and sales of black olives.**



E&J Gallo Winery



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SACRAMENTO, CA**



NAME \_\_\_\_\_

BUSINESS/COMPANY NAME \_\_\_\_\_

YOUR MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE (WITH AREA CODE) \_\_\_\_\_

E MAIL \_\_\_\_\_

NAMES OF OTHERS ATTENDING WITH YOU \_\_\_\_\_

**CREDIT CARD PAYMENT INFORMATION**

VISA, MasterCard and Discover accepted

CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ CSC CODE (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 Capitol Plaza is offering a special reduced rate of \$109/night when you book by Dec. 14 and state that you are with the Professional Dairy Producers of Wisconsin. Book early to reserve your room.

**HOLIDAY INN CAPITOL PLAZA**

300 J Street | Sacramento, CA 95814 | (916) 446-0100

**FOR RESERVATIONS, PLEASE CALL:** (916) 446-0100  
Room rate: \$109/night.

[www.pdpw.org](http://www.pdpw.org)



**PDPW Member registration rate**

\$700 (first registrant) \$ \_\_\_\_\_

\$600 (add'l registrants) x \_\_\_\_ = \$ \_\_\_\_\_

**Total Amount Due \$ \_\_\_\_\_**

**Non-Member registration rate\***

\$875 (first registrant) \$ \_\_\_\_\_

\$600 (add'l registrants) x \_\_\_\_ = \$ \_\_\_\_\_

**Total Amount Due \$ \_\_\_\_\_**

\* For more about PDPW membership, please call 800.947.7379.

Online registration is available at [www.pdpw.org](http://www.pdpw.org). Questions? Please give us a call.

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



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OF WISCONSIN**

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DEVELOPED BY PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN  
IN COLLABORATION WITH BOEHRINGER INGELHEIM, CARGILL  
ANIMAL NUTRITION, PROGRESSIVE DAIRYMAN MAGAZINE AND  
ZINPRO PERFORMANCE MINERALS.

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Limited to first 100 registrants