



# *Attitude*

*Bringing the magic to dairy*

**Managers Academy  
For Dairy Professionals™**

**ORLANDO, FLORIDA**

**JANUARY 16 - 18, 2018**

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

**MANAGERS**  
*academy*

*Dairying is a unique business – one that requires creativity, audacity, perseverance and a steady hand. Walt Disney was one of the greatest business innovators of our time. This year we are taking dairy to Disney so you can bring back to your business the magic that inspires so many – and instills an attitude worth catching.*

*Managers Academy for Dairy Professionals is for the seasoned dairy professional. This training puts you shoulder to shoulder with other elite executives to manifest advanced ideas and experiences. The 2018 program focuses on how you keep the magic and passion of dairying in your business culture.*

## World-Class Trainers

**Lee Cockerell** is the former Executive Vice President of Operations for the Walt Disney World Resort.

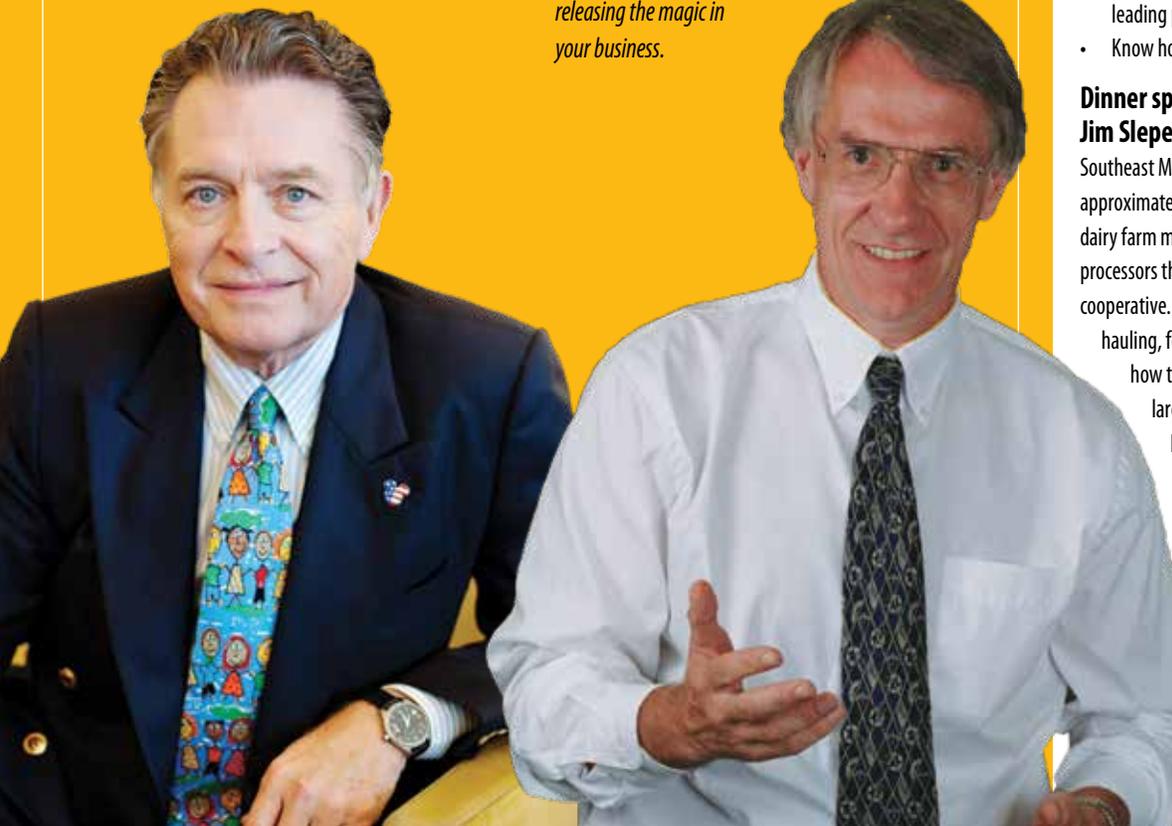
*He led a team of 40,000 Cast Members, was responsible for the operations of 20 resort hotels, 4 theme parks, 2 water parks, a shopping and entertainment village, and a sports and recreation complex. He also directed the ancillary operations which supported the number-one vacation destination in the world as the Senior Operating Executive for nine years.*

*One of Lee's major lasting legacies was the creation of Disney Great Leader Strategies which continues on as the primary resource for developing the 7,000 leaders at Walt Disney World.*

*He held an executive position with three of the best customer service organizations, Hilton Hotels, Marriott International, and The Walt Disney Company.*

**David Kohl**, PhD, is a Professor Emeritus in the Agricultural and Applied Economics Department and a member of the College of Agriculture and Life Sciences Hall of Fame at Virginia Tech, and President of AgriVisions, LLC, a knowledge-based consulting company. He is also a business coach and a 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 has written over 2,100 articles and continues to regularly write for leading agricultural producer and lender publications.

*Combined, this year's trainers have over 60 years of on-the-ground experience. They will challenge and equip you with new tools for releasing the magic in your business.*



## Day One

### *In-class training*

**Tuesday, January 16; 8:00 a.m.**

**Trainer: Lee Cockerell**

How do you create magic in business? The spark of creativity, the formula for growth, and the secrets to success are the hallmarks of the Disney organization; secrets which Lee Cockerell will share with you. With proven Disney strategies, best practices and real-life examples and techniques that create a culture and environment of excellence, you will learn how to build a dairy that provides world-class culture – the kind that inspires employees, delights business associates, and achieves extraordinary business results.

### **Take home more than Mickey**

- Learn how to weave management, technology, and leadership into everything you do
- Glean Disney insights on hiring and training that instill service, attitude and aptitude for a thriving, sustainable business: create the place where people want to work
- Understand the difference between managing and leading people
- Know how to mentor, inspire and instill rock-solid values

### **Dinner speaker**

**Jim Slepner, CEO Southeast Milk, Inc.**

Southeast Milk, Inc. (SMI) is a cooperative that markets approximately 2.6 billion pounds of milk annually from 140 dairy farm members. The milk is marketed to major dairy processors throughout the southeast. SMI is a full-service cooperative. In addition to milk marketing, it provides milk hauling, feed, and dairy supplies to its members. Learn how they've managed customer relationships with large fluid processors like Publix Super Markets, Dean Foods, and Borden's.



# DayTwo

## Executive tours

Wednesday, January 17; 7:30 a.m.

### Discover the Magic

As a continuation of your training with Lee Cockerell, team up with fellow Academy attendees as you embark on a quest throughout the Disney Park. Journey through the land of Disney, seeking out cast members, to learn firsthand their perspective on this multi-billion dollar enterprise.

Compare Disney's attitude to your business. Is there truly magic at Disney? How are they trained to leave a bad day behind, focus on customers and work through challenging situations?

Learn about employee attitudes, turnover, recruitment, team development and what they enjoy most and least about their roles. Experience Disney like none have ever before – you will see Disney through the eyes of a manager. Spend half of your day at Magic Kingdom, Epcot, Hollywood Studios or Animal Kingdom. While onsite, you will meet and interview cast members to learn first-hand the training, culture, protocols and systems that make Disney World world-renowned.

### Orlando Easterly Wetlands

The Orlando Easterly Wetlands is a manmade habitat created by the City of Orlando to reuse highly treated reclaimed water from its 40-million-gallon-per-day Iron Bridge Regional Water Reclamation Facility. The project began in the mid-1980s when the city, faced with the need to increase its permitted treatment capacity, was unable to increase its waste-load allocation into sensitive area waterways due to high concentrations of nitrogen and phosphorus at the Iron Bridge facility.

Recognizing that aquatic ecosystems can be used to naturally remove nitrogen and phosphorus, Orlando created this large-scale wetland treatment system. The City of Orlando created earthen berms throughout the site, planted over 2.1 million aquatic plants and established the 17-cell area. The Orlando Easterly Wetland now "polishes" the water piped from the Iron Bridge facility and then discharges into the environmentally sensitive St. Johns River system.

You will tour the Iron Bridge Regional Water Reclamation Facility, learn about sewage treatment, and gain insights to how the City of Orlando manages sewage generated by millions. You will see alligators and other

creatures as you witness how the Orlando Easterly Wetlands reclamation project has proven to the world that large-scale, created wetlands can be used on a long-term basis - and with resounding success.



# DayThree

## In-class training

Thursday, January 18; 8:00 a.m.

Trainer: Dr. David Kohl

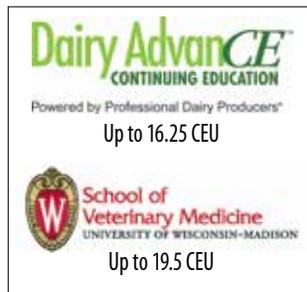
### Keep the magic alive and thrive

Dr. Dave is back for another year with Managers Academy, for all three days this time. His supportive role while visiting businesses, learning from other executives, and exploring Disney, will prepare you for the classroom on Day Three as he brings the concepts and principles to life for your business and personal endeavors.

Dr. Dave's many years of experience in the classroom as well as working with business owners and executives, linking outside industry experiences back to business strategy and basics, will put magic in your business model. He will connect the realities of domestic and global economics, trends and perspectives to the challenges and opportunities of your business, building off the first two days. Dr. Kohl will masterfully take you through a series of situations to stimulate your critical thinking and help you see new business possibilities. Networking with other lifelong learners who are willing to engage and think critically will jump start your future as you plan, strategize, execute and monitor to position for opportunities.

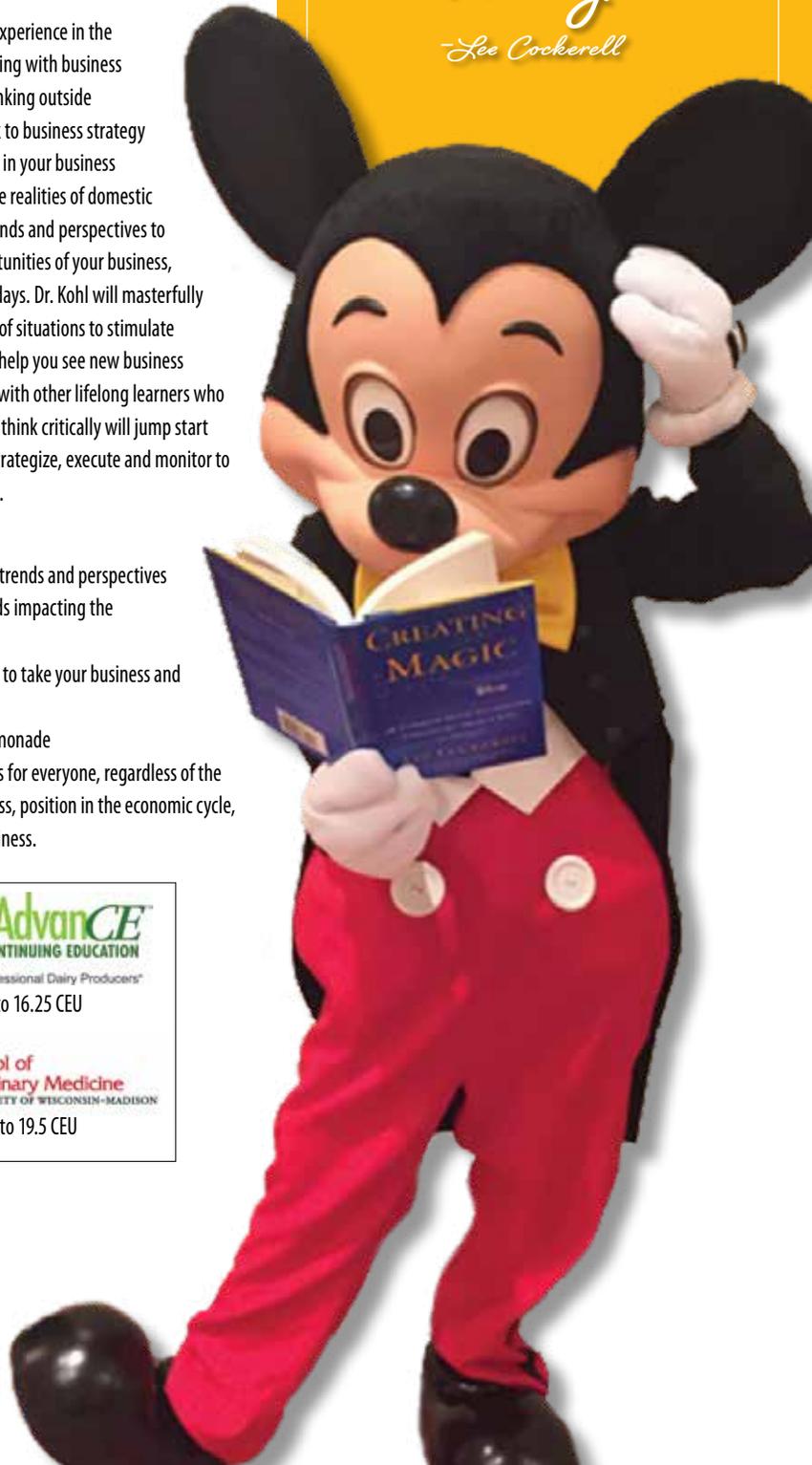
### Specific Objectives:

- Global and economic trends and perspectives
- The latest mega trends impacting the dairy industry
- Building off adversity to take your business and life to new levels
- Turning lemons to lemonade
- Information and ideas for everyone, regardless of the tenure of your business, position in the economic cycle, or position in the business.



*"It's not the magic that makes it work; it's the way we work that makes it magic."*

*-Lee Cockerell*



# Managers Academy for Dairy Professionals™

January 16-18, 2018 | Lake Buena Vista, FL

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 THE 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.  
The Wyndham Lake Buena Vista Resort is offering a special rate of \$169/night when you book by Dec. 23, 2017. State you are with PDPW Managers Academy.

## Wyndham Lake Buena Vista Resort

1850 Hotel Plaza Blvd. | Lake Buena Vista, FL 32830

**FOR HOTEL RESERVATIONS PLEASE CALL: 800-624-4109**

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

\*For questions or about PDPW membership, please call 800-947-7379

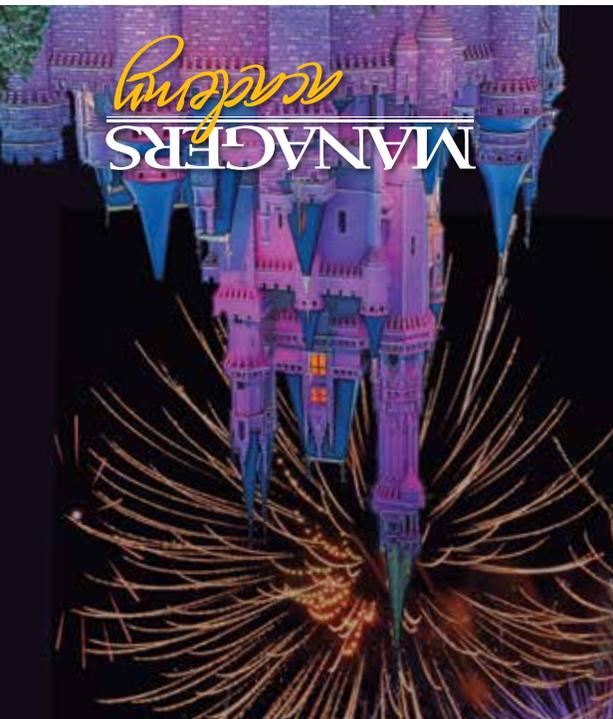
Online registration is available at [www.pdpw.org](http://www.pdpw.org).

**OR 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, Rabo Agrifinance, Progressive Dairyman and Zimpro Performance Minerals.



Executive education developed for dairy owners and managers,  
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WYNDHAM LAKE BUENA VISTA RESORT | BUENA VISTA, FL | JANUARY 16 - 18, 2018

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