

California Dairy Leaders Program offered by Western United Dairymen

The program is targeted toward dairy producers who want to develop leadership roles in the California dairy industry.

A California Dairy Leaders participant will be an active member of the community who demonstrates leadership potential.

Successful applicants will be from various backgrounds, experiences, and education levels.

The one commonality is this: everyone who is accepted will have the desire to improve the California dairy industry.

Western United Dairymen :

- Largest California dairy producer group
- Represents over half of California dairy families
- Lobbies actively to promote dairy producer causes
- Keeping members informed of science and technology advancements
- Resource for members' questions in areas of pricing/pooling; labor; environmental regulations and legislation

More Comments from California Dairy Leaders...

Simon VanderWoude, Class V, Merced

"The class was very in tune and interested in issues facing our industry. We spent a lot of time in the evening discussing these issues and sharing our points of view. The class was an indication of the high quality of future dairy industry leaders."

Barbara Martin, Class VI, Lemoore

"The Washington, D.C. trip was eye-opening. It showed not only what WUD does for the dairy industry, but how much political influence farming and the dairy industry have."

Aaron Highstreet, Class I, Tulare

"I was impressed by how well organized the program was. It was challenging and a lot of work but definitely worth it!"

Paul Zimmerman, Class IV, Marshall

"The section on lobbying showed me the difference that ten local dairymen writing one letter or making one phone call can make on the outcome of a piece of legislation."

Charlie DeGroot, Class II, Fresno

"I found out about the program from an alumni of class I. Learning about pooling, pricing, the issues facing our industry and getting to know other dairymen was a great experience."

Larry Pietrowski, Class V, Madera

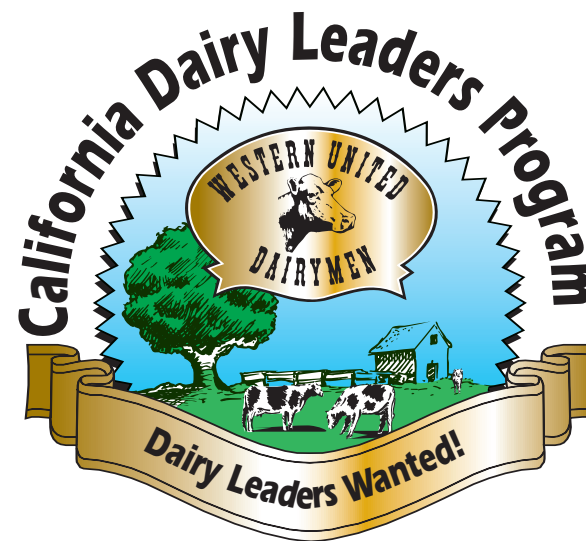
"I learned the most in the milk pricing section. Now I understand the milk check and how it is derived."

For more information or to apply contact:

Western United Dairymen

(209) 527-6453

www.westernuniteddairymen.com



- Capable Dairy Producers
- Strong, Educated Leaders
- California Dairy Families
- Dairy Industry Future

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▪ **Leadership** ▪ **Growth** ▪ **Education** ▪ **Networking** ▪ **Team Building** ▪

Program Goals:

- To develop informed producers who will take leadership roles.
- To increase dairy producers' awareness of and exposure to state and federal legislative and regulatory processes.
- To improve understanding of our dairy industry with emphasis on the California milk pricing and pooling system.
- To understand and be able to effectively work with media sources in promoting dairy issues.
- To expand the horizons of our future leaders by promoting knowledge and appreciation for non-dairy aspects of our society.

Johanna TeVelde, Class III, Ballico

"Anyone who wants to be proactive in the dairy industry should take this course. It gives you a well-rounded base of knowledge of all the issues facing our industry."



The program will consist of regular classes to study issues affecting dairy producers in today's industry.

Topics to be covered in depth include:

- Environmental Issues
- The State and Federal Legislative Process
- Dairy Pricing and Economics
- Biotechnological Developments
- Marketing and Promotion
- Public Relations Skills

Participants will develop a more thorough understanding of our industry and society through communication and team building skills.

Program Highlights:

- A trip to Washington DC and tentatively the Monsanto research facility in St. Louis
- Participants will work closely with experts in different aspects of the dairy industry
- First hand knowledge gained and skill developed will benefit you and your dairy operation in the future

Jacquie Dyt, Class III, Newman

"This class gave me a good understanding of where our dues go and just how many issues WUD is involved in."

Program Requirements:

Participants in the California Dairy Leaders Program must be able to commit to the following:

- Attend all classes in various locations, including Sacramento and Washington, DC.
- Provide commitment from dairy owner to allow class time away from the dairy.
- Spend time reviewing topical material distributed between class sessions.
- Provide own transportation to class locations.
- Be actively involved in milk production.

The Selection Process:

This year's California Dairy Leaders Program will start at the beginning of May 2008. Applications for the 2008-2009 year will be accepted through March 21, and interviews will be held the end of March.

Enrollment for the yearlong program is capped at 12 members so more one-to-one instruction may be provided. The program enrollment fee for an entire year is \$750, to be submitted with the application and requisite letters of recommendation. The application is available online at www.westernuniteddairymen.com.