



**PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**  
**ANNUAL BUSINESS CONFERENCE**

**MARCH 17 - 18, 2009**

**ALLIANT ENERGY CENTER**

**MADISON, WISCONSIN**

Attend the premier  
educational forum with  
America's most progressive  
dairy producers & leaders!



**Adding Passion,  
Multiplying Profits**

**PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**  
800.947.7379 [www.pdpw.org](http://www.pdpw.org)



## Day 1 – Tuesday – March 17

9:00 a.m. *Hall of Ideas* – This tradeshow is the place to find the latest technologies, ideas, solutions and information. Your visit to the tradeshow equals innovation and profit potential for your business. The *Hall of Ideas* will be open for you during the entire conference.

Enjoy two days of premier educational sessions, time to network with fellow producers and the opportunity to learn trade secrets from industry partners.

You can count on this being the most valuable and memorable St. Patrick's Day. You'll have so much fun that it will make an Irishman blush!

Your experience at the PDPW Annual Business Conference is about preparing you to thrive in 2009, by "Adding Passion and Multiplying Profits."

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Wisconsin Milk Marketing Board  
Wisconsin Public Service

### 9:30 a.m. – 11:00 a.m. Morning Sessions (select one)

1) Gain Insight from Under the Hide with Calf Necropsy – Get an inside look, see and learn the reality of calf health and take home a new understanding of calf care. This session will give you a high-level, hands-on look at what's happening under the hide and why. Not your typical anatomy class, we will use calf cadavers to see, learn and understand more about treatment protocols and their impact on the animal. You'll learn to optimize the potential of each calf, ensuring that she'll multiply your herd, add white gold to your bulk tank and increase green to bolster your bottom line.

2) Dairy Producers Share Dollars and 'Sense' from On-Farm Herd-Health Study – Nine dairy herds participated in a John's disease field trial. A description of the control program and the summary results of this 7-year study will be presented by Dr. Mike Collins, UW School of Veterinary Medicine. Hear directly from dairy producers involved in the project, what they learned and how the findings will impact their management. *Producer Panelists: Mark Breunig* from A-OK Dairy, Sheboygan Falls, Wis.; *Ken Verhasselt* from Verhasselt Farms, Kaukauna, Wis., and *Chuck Ripp* from Ripp Valley Farms, Dane, Wis.

3) Gain a 360\* Perspective on Protecting Productive Farmland – Wisconsin loses over 30,000 acres of agricultural land each year. While many agree we need a plan to save these special lands, not everyone agrees on how. Glean a full perspective update from this dynamic panel of stakeholders about how the state should implement the Wisconsin Working Lands Initiative. Panelists: *Dave Jelinski* from Wis. Department of Ag Trade and Consumer Protection Agency; *Pat Stevens* from Wisconsin Builders Association; *Karl Klessig*, dairy producers from Cleveland, Wis. and *Mike Koles* from the Waupaca County Extension, who has studied other programs across the US. *Rick Stadelman*, Executive Director, Wisconsin Towns Association will moderate.

4) Develop Individuals within Your Hispanic Workforce – If you have experience working with and managing a Hispanic workforce, but are challenged with optimizing and further developing talented and skilled individuals, this 90-minute crash course will give you the equation to unlock your team's potential. This engaging session, led by *Jorge Estrada*, founder and CEO of Leadership Coaching International, Inc., will help you develop your team of Hispanic workers into a Varsity-level team of high performers.

5) Understand Laws Regarding Your Trucks, Trailers and more – Wisconsin State Patrol Inspector will discuss how to legally license farm vehicles, trailers, transport equipment and more. This session allows you to hear firsthand the "black and white" of laws that sometimes appear a little gray. This is your time to get into step with Wisconsin law, saving you time, frustration and dollars.

6) Producer panel: How to Build Non-Family Business Partnerships that Work - *Kevin Krentz* from K & D Dairy, Inc., Berlin, Wis., and *Brian Gerrits* from Lake Breeze Dairy, Malone, Wis., will share an inside perspective of what it takes to make, shape and maintain non-family business partnerships. Learn from these dairy producers' experiences and hear what they recommend others do and don't do when forming similar business relationships. *George Twohig*, the senior member of the agricultural law firm of Twohig, Rietbrock & Schneider, Chilton, Wis., will moderate.

7) *Hall of Ideas* - Time with Industry's Preferred Suppliers

\*\*\* MILK – All you can drink! Sponsored by Foremost Farms USA and Swiss Valley Farms, Co.

11:00 - Noon Delicious lunch served in the Hall of Ideas -- "Add" some fuel and "Multiply" your industry network in the *Hall of Ideas*. Visit our industry's preferred suppliers and meet dairy producers as you enjoy a tasty meal.

Noon Annual Business Conference Kicks off with a Green Light! Emcee, *Pete Giacomini*, shares the common thread that brings the passion and enthusiasm together session by session. Humbled by his dairy-farm background and intricately involved with the industry, including his role as AgSource Cooperative Chief Operating Officer, Giacomini's thoughtful commentary and delightful humor will factor in to make this conference unforgettable.

12:15 p.m. Weird, Wacky Economic Times -- What in the World is Happening? Not sure if you want to laugh or cry? This dynamic keynote will make you laugh and help you understand the driving forces impacting the marketplace. You'll learn about the global equation and the impact of consumer trends, population movements, land values, ag policy issues, world markets, stock markets, farm markets, war and other intrinsic forces. He tackles the realities and leaves you with manageable insights.

This keynote is the famous economist *Mark Pearson*, who hosts the nationally syndicated public television program, *Market to Market*, and the highly successful daily farm program, *The Big Show*. One of the most astute agricultural speakers in the country today, Pearson will share cutting-edge information that your bottom line can't afford to miss.

1:50 - 3:30 Producer Panel: Sharing Insight from Across America Regardless of your dairy's size, style, preferred color of cow or time zone, this producer panel will strike a chord with all dairy producers.

Three dairy producers talk openly about the biggest mistakes and the best business moves that they have made. The most intriguing part of this roundtable will undoubtedly be their perspectives of what is next for their businesses and the industry.

Producers include, *Jim Docheff Jr.*, Diamond D Dairy from Longmont, Colo. Docheff is the fourth generation on his family dairy operation that today consists of 600 milk cows and an on-farm milk bottling and yogurt plant. *Steve Maddox*, Managing Partner in Maddox Dairy, Ltd, near Riverdale, Calif., hails from one of the California's most innovative dairies and nations most well-known registered Holstein herds. *Dwight Hunt* from Green Meadows Farm, Elsie, Mich., shares what the 3,000-cow dairy sees as the great challenges and opportunities for this diversified operation.

3:30 - 4:30 Ice Cream Break in the *Hall of Ideas*

4:30 - 6:40 Specialty Sessions – see the right column

6:45 Go for the Green! The evening festivities are designed around you enjoying tons of food and fun, while interacting with an unforgettable keynote speaker and former *Green Bay Packer* player, *Adam Timmerman*.

This Iowa farm boy shares his entertaining and heart-warming story that goes far beyond the NFL and will take you to what he believes empowered his God-given talent. He tells why he invested his first \$15,000 from the NFL in his home farm and what his roots have meant to his success and the success of his teams.

This evening event in itself may be the single most important thing that you do for yourself during 2009 – making your time and investment of this business conference worth every dollar.

9:00 - Midnight Enjoy an Irish Celebration in the *Hall of Ideas*. It's time to mingle with friends, colleagues, industry partners and fellow producers.

## 4:30 p.m. - 6:40 p.m. Specialty Sessions

Select the breakout sessions that interest you most – attend two, one-hour sessions, one two-hour session or spend the entire afternoon with our industry's preferred suppliers in the *Hall of Ideas*.

1) What Can You Control and Manage Regarding Markets *Mark Pearson*, who will also serve as the conferences' lead keynote, will answer the top three questions that every dairy producer will ask about the markets. Engaging in this lively discussion will send you home with a better understanding and sense of direction for your dairy business. (one-hour session)

2) Evaluating Reproduction Synchronization Programs This interactive session led by *Dr. John Fetrow*, professor of dairy production medicine, college of veterinary medicine, University of Minnesota, helps you consider important options and factors when managing your herd's reproductive returns. Nothing multiplies your profits faster than cows that breed back faster. Dr. Fetrow's session sharpens your management mind. He'll get you thinking about available tools and your herd's potential performance, and this session will help you multiply offspring and income. (one-hour session)

3) Immigration Liability: What You Need to Know to Protect Your Business Dairies across the US have witnessed worksite raids and some have even experienced enforcement actions. During this session, *Maria Andrada*, an immigration attorney from Boise, Idaho, will make protecting your business completely manageable. You will learn about policies and practices that will help you avoid immigration-related employment law violations. (two-hour session)

4) Utilizing Genomic Sire Information to Cut the Bull! Just when you thought cattle breeding was becoming an old hat, groundbreaking technology revolutionizes how you select sires and develop the next generation of cash cows. *Roy Wilson*, associate vice president of the Large Herd Business Center with Genex Cooperative, Inc., translates what this new technology means to your future bottom line. If you are interested in breeding profitable cows, this session is a must. (one-hour session)

5) How Does the Credit Crunch Add Up for You? Hear from a panel of agricultural lenders as they share how the economy and the state of credit impacts the decisions they make, and what this means to you. This session will help you prepare for working with your lender and tapping into available resources. Panelists: *Greg Steele*, AgStar Financial Services, *Brad Guse*, M&I Marshall & Ilsley Bank and *Doug Hein*, State Bank of Newburg. *Gary Sellen*, Badgerland Financial will moderate. (one-hour session)

6) Get the Skinny on Feeding Fat to Improve Breeding Successes *Dr. Roy Ax*, professor of animal sciences and adjunct professor of obstetrics and gynecology at the University of Arizona, shares what he learned about feeding essential fatty acids for two weeks before and 60 days after calving and how these fats may beef up your pocketbook and propagate your herd's conception rate. (one-hour session)

7) *Hall of Ideas* - Time with Industry's Preferred Suppliers

## 9:15 a.m. - 12:30 p.m. Specialty Sessions

Select the breakout sessions that interest you most – attend two, one-hour sessions, one, two-hour session or spend your morning interacting with our industry's preferred suppliers in the *Hall of Ideas*.

1) "Watt" Does Tomorrow's Energy Look Like? This session will make your light bulb flash with new, bright ideas as *Neal Verfuert*, president and CEO of Orion Energy Systems, shares what other industries are doing that can also save dairy producers money with reduced energy costs. Beam ahead to the next wave of innovation and energy savings with this high-tech presentation that includes a discussion on carbon credits, curbing electric usage and reducing energy costs. (one-hour session)

2) Multiply Heftier Returns with Decisions that Add Up – Bring your calculator as *Dr. John Fetrow*, professor of dairy production medicine, College of Veterinary Medicine, University of Minnesota dives into margin and management analysis. He'll walk through financial analysis, including the value of adding cows and consideration of overcrowding, value of marginal milk and the up and down sides of modifying heifer rearing programs. (two-hour session)

3) Byproduct Bargain or Cow Burner? Take control of feed costs and learn what to consider with alternative feedstuffs. This session highlights byproducts and how to calculate the best alternatives for your feeding program. Using his 25-plus years of field and academic experience, *Dr. Normand St-Pierre*, professor of animal sciences at Ohio State University, helps you put a pencil to alternative feedstuffs while erasing herd health concerns. (one-hour session)

4) Producer Panel: How Growing Middle Managers Multiplies Management Muscle – These dairy producers share what they've learned about identifying the right people to promote to middle managers, growing their skills and adding their talents to your business success formula.

*Cory Craig* from Herrema Dairy in Indiana and *Steve Maddox*, Maddox Dairy, Riverdale, Calif., will share the tried, tested and true secrets they've discovered while developing managers at their dairies. Session is moderated by *Jorge Estrada*, founder and CEO of Leadership Coaching International, Inc. (one-hour session)

5) Producer Panel: Getting the Green Light on Your Expansion – Dairy producers, *Randy Roecker* from Roecker's Rolling Acres, Loganville, Wis., and *Keith York* from Merry Water Farm, Lake Geneva, Wis., share their experiences in working with their communities since they expanded. They'll provide three things that have worked well and three things that they would do different. *Rick Stadelman*, executive director Wisconsin Towns Association, will moderate. (one-hour session)

6) Changes on the Horizon – This session is about proposed legislative and administrative rule changes that will affect your business. Learn the latest developments on both a state and federal level, including climate change legislation, water quality initiatives and air pollution proposals related to agriculture. Led by *Jordan Lamb*, partner and attorney at DeWitt Ross & Stevens. (one-hour session)

7) *Hall of Ideas* - Time with Industry's Preferred Suppliers

## Day 2 – Wednesday – March 18

7:00 - 10:30 a.m. Continental Breakfast Served in the *Hall of Ideas* Graze on knowledge and energy ALL morning. This is a great time for industry and producers to share ideas and learn from one another.

8:00 - 9:00 PDPW and PDPW Education Foundation Annual Business Meetings – Hear from your elected leaders, gather updates, give input and elect the leaders who you want to represent both PDPW and the PDPW Education Foundation.

9:15 a.m. - 12:30 p.m. Specialty Sessions See the left column.

12:35 - 1:45 Lunch served in the *Hall of Ideas*

1:45 - 2:45 Keynote: Feeding the World without Robbing the Planet – It's ethically vital to produce enough food to feed our global population, which is expected to increase by 2.7 billion people by 2050.

*Bryan Weech* from the *World Wildlife Fund* will talk about the importance of producing more with less. He will challenge us to meet our moral obligation to feed the world while conserving resources and protecting all creatures.

Weech will stir your emotions while opening your eyes to new possibilities for partnering with others who care as much as you do about land, water and food production. While the facts appear sobering, the possibilities are exciting and endless.

2:45 PDPW Trip Drawing – Dairy producers, sign-up during the conference to win the \$2,000 trip voucher (redeemable for any trip anywhere you want to go!). You must be present to win.

3:00 - 4:00 Keynote: Take a Setback and Turn it into a Comeback – You've surely experienced setbacks sometime in your life, but few will compare to the challenges *Ron "Gus" Gustafson* has faced. This farm boy from Nebraska truly took negatives and made them positives, by adding his passion and keeping a positive outlook on life.

This keynote is a remarkable motivator, a humble gentleman with a big sense of humor and an example for all of us as we struggle with challenges. In *Gustafson's* story, you'll find the inspiration to rise above your own limits - whether they're imposed by circumstances, other people or yourself.

## PDPW Business Conference, March 17-18, 2009. Registrations due March 10.

Name \_\_\_\_\_

Business/Dairy Name \_\_\_\_\_

Telephone Number (\_\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

Names of others attending with you \_\_\_\_\_

Your mailing address \_\_\_\_\_

Credit Card Info: VISA/MC/Discover Card # \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Expires \_\_\_\_\_

Card's security code (3 digits on back of card) \_\_\_\_\_ Conference Rates Per Person (two days)

Member \$200 X # attending = \_\_\_\_\_

Non-members \$250 X # attending = \_\_\_\_\_

Single Day Rates Per Person \_\_\_\_\_ March 17 OR March 18

Member \$125 X # attending = \_\_\_\_\_

Non-members \$175 X # attending = \_\_\_\_\_

\*Students \$75 X # attending = \_\_\_\_\_

(Name of School)

### Registering made easy for you!

1) register online at [www.pdpw.org](http://www.pdpw.org),

2) register by calling toll free 800-947-7379, or

3) send your check to: PDPW, N5776 Hwy D, Suite 1

Fond du Lac, WI 54937

Hotels close to the convention site include:

- Clarion Suites 608-284-1234

- Sheraton Hotel 608-251-2300

- Country Inn & Suites 608-221-0055

Total Due \_\_\_\_\_

\* Applies to full-time students from high school and secondary schools only

\*\* \$20 charge for registrations received after March 10 or walk-ins