



PROFESSIONAL
DAIRY PRODUCERS
OF WISCONSIN

2012 BUSINESS CONFERENCE

March 13 - 14

Alliant Energy Center

Madison, Wisconsin



INNOVATION



Dairy's Premier
Educational Event

Your Business Conference at a Glance

DAY 1 – Tuesday, March 13

9:00 a.m.

Hall of Ideas Tradeshow Opens

Jump-start your day by visiting the Hall of Ideas Tradeshow where you can interact one-on-one with industry partners and learn about innovative products, services and solutions.

9:30 – 11:00 a.m. Pre-Conference Specialty Sessions *(See inside)*

11:00 a.m. - Noon Lunch in the Hall of Ideas

Lunch hour. Power hour. This is the perfect time to grab lunch, learn from fellow producers and/or visit with the tradeshow's industry partners and see what's available to help your business.

Noon National Anthem – Bucket Brigade Sponsored by Wisconsin Public Service

12:10 p.m. Business Conference Kickoff

Laugh, smile and learn with Emcee **Dr. Mike Hutjens**, who will blend science, on-the-farm wisdom and humor as he leads us through the 2012 Business Conference.

12:20 p.m. KEYNOTE: China's Dairy Industry: Then, Now, Tomorrow Su Hao (James)

1:15 p.m. KEYNOTE: The Three C's of U.S. Agriculture: Customer, Competitor, Credit Dr. Danny Klinefelter

2:00 – 3:00 p.m. Ice Cream Break in the Hall of Ideas

Enjoy ice cream as you converse with industry partners in the Hall of Ideas and find innovative technology, products and services that can benefit your dairy.
Co-sponsored by Dairy Management, Inc.

3:00 - 5:40 p.m. Afternoon Specialty Sessions *(See inside)*

5:00 p.m. Wisconsin-Style Reception

You won't have to say "cheese." You'll enjoy it, along with a beverage, as you move among the crowd of many dairy producers and industry partners, while networking and learning from each other.

6:30 p.m. Dinner

This is grazing at its best and the perfect time to exchange information learned during the day and also what's working on other farms.
Co-sponsored by Quality Liquid Feeds

7:30 – 9:00 p.m. KEYNOTE: The Road to the End Zone Donald Driver

DAY 2 – Wednesday, March 14

7:30 – 10:30 a.m. Continental Breakfast in the Hall of Ideas

In business, the application of a technical idea to meet the needs or expectations of customers is called innovation. That's precisely what visiting with industry partners in the Hall of Ideas can do for you.

9:15 a.m. – 12:20 p.m. Morning Specialty Sessions *(See inside)*

Noon Lunch in the Hall of Ideas

It's lunch in the Hall of Ideas and your final opportunity to reap the benefits of interacting with industry partners in the Hall of Ideas Tradeshow.

1:00 p.m. KEYNOTE: Innovation Feeds the World Jeff Simmons

2:00 p.m. KEYNOTE: Living a Life that Counts Andy Andrews

3:00 p.m. Conference Wrap-up

Time to find out who is the winner of PDPW's travel voucher and start pondering which innovations to implement first on your dairy.

3:15 p.m. 2012 PDPW Business Conference Adjourns

How do I register? 3 Ways to Register for the 2012 PDPW Business Conference, March 13-14, in Madison, Wisconsin:

- 1) REGISTER ONLINE at www.pdpw.org
- 2) CALL PDPW (800) 947-7379
- 3) COMPLETE THE ACCOMPANYING REGISTRATION and mail to:
PDPW, N5776 County Road D, Suite 1, Fond du Lac, WI 54937

NAME(S) OF ATTENDEES

NAME OF PAID PDPW MEMBER (if different than above)

MEMBER ADDRESS

CITY STATE ZIP CODE

PHONE (WITH AREA CODE)

E MAIL

- Full conference, PDPW member\$250/person x _____ people = _____
- Full conference, non-PDPW member ...\$350/person x _____ people = _____
- Single day, PDPW member\$175/person x _____ people = _____
- Tuesday, March 13 Wednesday, March 14
- Single day, non-PDPW member\$250/person x _____ people = _____
- Tuesday, March 13 Wednesday, March 14

CIRCLE PAYMENT METHOD: Check (included) Visa MasterCard Discover

CREDIT CARD NO.

EXP. DATE

3 DIGIT CODE

NAME AS IT APPEARS ON CREDIT CARD

HOTELS CLOSE TO THE CONVENTION SITE

Clarion Suites 608-284-1234
 Sheraton Hotel 608-251-2300
 Country Inn & Suites 608-221-0055

The Specialty Sessions

9:30 – 11:00 a.m. Tuesday Pre-Conference Specialty Sessions (Select one 90-minute session)

1 Bunkering Down: Reducing Between-Cow Variation in Nutrition Intake through Feed Bunk Management

Sponsored by Advanced Comfort Technology, Inc.

Dairy cattle nutrition isn't solely about the nutrients. It's also whether or not cows have good access to feed and whether they eat the feed as it is formulated for them.

Dr. Trevor DeVries will share feed bunk management strategies that encourage feed access and reduced feed sorting, resulting in reduced nutrient intake variation.

Dr. Trevor DeVries is Associate Professor, Department of Animal and Poultry Science, University of Guelph, Kemptville Campus, Ontario, Canada. His research projects include understanding and management of diet selection in dairy cattle, effects of early feeding management and housing on calf and replacement heifer feeding behavior, and the effects of housing and management on the behavioral patterns and risk of illness in dairy cows.



2 Raise 'em Right: Housing and Management Practices Fit for a Healthy Calf

Thinking about switching from hutches to indoor calf housing? Take an interactive "virtual tour" of three successful calf facilities and talk directly to the panel of four host producers: Peggy Rau, Cathy Speirs and Tim Keller.

Dr. Becky Brotzman will moderate the discussion, zeroing in on calf pen design, air quality, facility size and management techniques.

Moderator Dr. Rebecca (Mentink) Brotzman is the Associate Outreach Specialist for the Food Animal Production Medicine section at the University of Wisconsin-Madison School of Veterinary Medicine. Dr. Brotzman is responsible for coordinating The Dairyland Initiative, a program that facilitates the construction and remodeling of dairy cattle facilities for improved health, productivity and well-being.



3 Ready for an OSHA Visit? Develop Your Farm Safety Manual Now

Sponsored by Northern Lake Vet Supply

It's time to get your Farm Safety Manual into print and make sure it meets your safety needs. **Tom Drendel** will take you on an in-depth sweep of a dairy operation and explain how to develop your Farm Safety Handbook along with outlines for other written programs.

Thomas R. Drendel is an Agricultural Safety Specialist for the National Farm Medicine Center. He is a Certified Trainer of OSHA General Industry Standards and uses this training to assist dairy employers and employees in providing a safe working environment.



4 Kings of the Road? Addressing Road Issues for Agricultural and Community Harmony

Solutions to road dilemmas require partnership, and this session led by **Kevin Erb** will address how agriculture and communities can work together to maintain and improve rural roads. Panelists Richard Wagner, James Mann, Dave Thiel and Rick Stadelman will explain how they helped secure Rural TIF dollars to uniquely address road issues.

Kevin Erb is the Conservation Professional Development and Training Coordinator for University of Wisconsin-Extension and is based in Green Bay and Madison. He is the lead advisor to the board of the Professional Nutrient Applicators Association of Wisconsin (PNAAW) and assists applicators and Extension educators on commercial applicator education in five states.



5 Hall of Ideas Tradeshow – Take advantage of our industry's partners show-and-tell extravaganza: innovative products, processes, technologies and ideas.

3:00 – 5:40 p.m. Tuesday Afternoon Specialty Sessions (Select two 75-minute sessions or one 2 ½-hour session)

1 Is She Sick? Predicting and Identifying Illness through Changes in Cow Behavior (Session will repeat)

Can you observe a cow and use her behavior to predict and identify disease? **Dr. Trevor DeVries** will share examples of cow behaviors associated metabolic and infectious transition disease, lameness, mastitis and other issues and explain how these observations can help you make improvements in feeding, housing and management.

Dr. Trevor DeVries is Associate Professor, Department of Animal and Poultry Science, University of Guelph, Kemptville Campus, Ontario, Canada. His research projects include understanding and management of diet selection in dairy cattle, effects of early feeding management and housing on calf and replacement heifer feeding behavior, and the effects of housing and management on the behavioral patterns and risk of illness in dairy cows.



2 Evolving Bacteria and Innovations in Testing: The Changing World of Mastitis Control (Session will repeat)

Sponsored by ANIMART

If you want to reduce the cost of mastitis in your herd, this session is for you. **Dr. Pam Ruegg** will discuss how changes in farm structure and management have resulted in changes in the bacteria that cause mastitis and will review the strengths and weaknesses of new molecular tests.

Dr. Pamela Ruegg, DVM, MPVM, is Professor and Extension Milk Quality Specialist, Department of Dairy Science, University of Wisconsin, Madison. In addition to her milk quality research, Dr. Ruegg enjoys bridging the gap between research and practical applications on dairy farms. Among her honors is the Mastitis Research Award in 2008 from the American Dairy Science Association.



3 Know the Ag Labor Laws (Session will repeat)

Ignorance is not bliss when it comes to the labor standard laws of the Fair Labor Standards Act (FLSA) and the Migrant and Seasonal Agricultural Worker Protection Act (MSPA). Speaking in dairy producer language, **Deborah Schmitz** with the U.S. Department of Labor, Wage and Hour Division will sort through the lengthy and complex rules and regs, untie the knots and clarify what you need to know to be in compliance with labor laws.

Deborah Schmitz started with the United States Department of Labor, Wage and Hour Division in Madison, Wis., in 1978, and has worked in Wisconsin, Illinois and Michigan. During her 23 years, she has investigated businesses to determine compliance with the Fair Labor Standards Act, Migrant and Seasonal Agricultural Worker Protection Act and other laws, as well as has provided compliance assistance to employers and employees.



4 Recording Profits: Animal Care Records Add Up to Savings & Wellness (Session will repeat) Sponsored by AMPI

Dr. David Rhoda will explain how well-kept records can reveal important information, such as accountability of on-farm workers, the adequacy of our care package to meet cow needs and health care effectiveness. Good records can ultimately lead to savings and cow wellness. In addition, you'll get an in-depth look at the importance of records in an effective drug residue prevention plan.

Dr. David Rhoda teaches UW's Dairy Management course and the Dairy Comp course for the UW Short Course Program. Prior to this position, Dr. Rhoda was a dairy veterinary practitioner, on faculty of the University of Wisconsin School of Veterinary Medicine and worked with UW's Department of Dairy Science to concentrate on milk quality work with the Milk Money program.



5 The Innovative Manager: Creating Peer Advisory Groups & Alternative Business Arrangements (2 1/2-hour session)

Peer advisory groups have been called "the missing link" between management development programs and the actual implementation of continuous management improvement on the farm. **Dr. Danny Klinefelter** and producer panelists Ron St. John and Bill Morgan will look at a variety of peer advisory group structures, best practices and potential benefits such as reduced costs, improved asset utilization, allowed access to greater technical/management expertise and more.

Dr. Danny Klinefelter is a Professor and Extension Economist with Texas AgriLife Extension and Texas A&M University, director of The Executive Program for Agricultural Producers (TEPAP) and co-director of the Texas A&M Family and Owner-Managed Business Program. He is also a member of the board of AgTexas Farm Credit Services and president of his family's Illinois farm corporation.



6 Hall of Ideas Tradeshow – Visit with industry preferred suppliers and see innovation at its best.

9:15 a.m. – 12:20 p.m. Wednesday Morning Specialty Sessions (Select two 90-minute sessions or one 3-hour session)

1 Are We Ready? Challenges and Opportunities for the Dairy Product Market (Session will repeat)

Moderator **Deb Boyke** and panelists K.J. Burrington, John Lucey and Dean Sommers will explore product research, development and export potential for the U.S. dairy industry. Each will weigh in on how producers, processors and marketers can work together to meet the growing global demand for dairy protein.

Deb Boyke has 30 years of experience in dairy industry communications and public relations. For the past five years Boyke has served as the Communications Manager for the Wisconsin Center for Dairy Research where she provides direction for CDR's communication and training program. Boyke also serves as the Executive Director for the U.S. National Committee to the International Dairy Federation.



2 Pushing for Profits in Your Dairy Business (Offered only at 9:15 a.m. – 10:45 a.m.) Sponsored by Vita Plus

Hold on to your seats as **Dr. Mike Hutjens** looks at various feeding and management strategies to maintain profits during a time of changing milk prices and feed costs. Producer panelists Terry Van Maanen and Doug Fairbanks will provide insight and decisions in "pushing for profits" on their farms.

Dr. Mike Hutjens teaches Principles of Dairy Science and Introduction to Animal Sciences at the University of Illinois, plus two U of I web-based courses – Advanced Dairy Management, and Dairy Feeding and Management. Raised on a dairy farm near Green Bay, Wis., Dr. Hutjens has spoken at conferences throughout the world and still finds time to write feed columns for numerous dairy and agricultural publications.



3 Mommy Bloggers: The New Face of Consumer Influence (Session will repeat)

In a few keystrokes, bloggers can stir the pot, blow the whistle or spread the good word about products, practices or industries. Social media expert **Roxi Beck** will explore the powerful world of blogging while bloggers Emily Paster, Vanessa Druckman and Sara Fisher share why bloggers blog and write what they do. Plus, these three mommy bloggers will take your questions.

Roxi Beck is a public relations professional on the CMA team who specializes in helping people in the food industry solve challenges by applying strategy in new ways. She believes that having genuine motives, a straight-forward approach and solid communication skills can move mountains. Roxi grew up on a dairy farm in southeastern Minnesota.



4 Structuring Decisions: Innovating Through Turbulent Markets (3-hour session)

Today's volatile markets create havoc when it comes to making good decisions. **Dr. Allan Gray** will unravel the decision-making process and help you create discipline in your decision-making so you can maintain strategic flexibility in volatile markets. Dr. Gray's tips, tricks and techniques are designed to improve your decision-making process and enhance your ability to strategically manage uncertainty.

Dr. Allan Gray is a member of the agricultural economics faculty at Purdue University and the Director of the Center for Food and Agricultural Business and the MS-MBA in Food and Agribusiness Management. Dr. Gray's research interests are agribusiness management, strategic planning, decision making in uncertain environments and simulation and researching the impacts of alternative farm policy proposals and the management implications of real options thinking.



5 Gathering Your Peeps: Finding and Building the Mid-Managers You Need (3-hour session)

More and more companies have discovered the value of looking within when it comes to hiring mid-managers. Dairy producer **Mary Kraft** agrees with this practice and will share her philosophies and hands-on experiences. Mary will provide insight regarding cow managers vs. people managers, qualities and expectations of potential middle managers, training tools to develop middle managers, training across language and cultural barriers, and team building and cohesive dairy management.

Mary Kraft is the Chief Financial Officer and Human Resources Director for the 5,000-head milking facilities of Badger Creek Farm and Quail Ridge Dairy, Fort Morgan, Colo. The dairies employ 70 full-time employees, and only two key employees were not developed from within the dairies. Kraft fosters leadership training systems ranging from intensive English classes to artificial insemination and leadership training.



6 Hall of Ideas Tradeshow – Last chance to learn from our industry's preferred suppliers and check out innovations that can help your dairy.

3 of 5 Powerful Keynote Speakers

China's Dairy Industry: Then, Now, Tomorrow **Su Hao (James)**

When China speaks, economies around the world listen. It wasn't always that way. Will it be that way in the future? Su Hao (James) will tell a true story from an innovative dairy entrepreneur's perspective about China's dairy business. He'll tell us why the national average per cow production is 50 percent less than that of the United States, why Chinese dairy farmers were losing money even though their raw milk price was 50 percent higher than in the U.S., what dairy products are most popular, and more. This international guest will also identify opportunities in China that the future holds for the U.S. dairy industry.

Su Hao (James) is a native of Beijing, China, where he lives today. He is the co-founder and managing partner of East Rock Limited, a pioneer of scientific and efficient dairy facility development in the Chinese dairy business. Over the last 50 months, East Rock has been involved in a large percentage of the new dairies constructed in China and runs workshops with Ministry of Agriculture and Dairy Association of China all over the country.



The Three C's of U.S. Agriculture: **Customer, Competitor, Credit**

Dr. Danny Klinefelter Sponsored by WE Energies

In the past few years the global economy has gone through radical changes, and the lending industry is feeling the repercussions. It is no longer business as usual. Dr. Danny Klinefelter will fill us in on how and why ag credit has changed and how it will continue to change in the years ahead. This keynote keys in on what every dairy producer needs to know and do as you grow or evolve your dairy operation in a changing world.

Dr. Danny Klinefelter is a Professor and Extension Economist with Texas AgriLife Extension and Texas A&M University. He is also director of The Executive Program for Agricultural Producers (TEPAP), co-director of the Texas A&M Family and Owner-Managed Business Program, executive secretary for the Association of Agricultural Production Executives, a member of the board of AgTexas Farm Credit Services and president of his family's Illinois farm corporation. In 2009, Top Producer magazine listed Dr. Klinefelter as one of the 25 people in the world who will have the greatest influence on the future of American agriculture.



Innovation Feeds the World

Jeff Simmons Sponsored by Elanco

Jeff Simmons, president of Elanco Animal Health, lives and breathes innovation. An answer seeker, Jeff believes all individuals have two birthrights – the right to hold dreams for a better future and the right to be fed – and contends that innovation can make these birthrights realities. During his keynote, Jeff will outline how innovations in technology can help lower food costs, protect consumer rights and safeguard our natural resources while helping end world hunger.

Jeff Simmons is President of Elanco, the animal health division of Eli Lilly and Company, and is a Senior Vice-President and Executive Officer of Lilly. Company positions in the United States and abroad have given him a new perspective on food and agriculture and a deep conviction about the need for solutions to global hunger. He is also a member of Harvard's Private and Public, Scientific, Academic and Consumer Food Policy Group (PAPSAC) committee.



In business, innovation is the catalyst to growth. It is creating better or more effective products, processes, technologies or ideas. That's precisely what you'll be handed at this year's Business Conference. Innovation will permeate the event – from the keynote presentations and specialty sessions to the Halls of Ideas and networking opportunities with presenters, fellow producers and industry partners.

PDPW's Business Conference will deliver the first step of the innovation process: knowledge. Then, armed with this valuable first step, you can move to the next three steps with confidence: forming an attitude; deciding to adopt or reject a product, process, technology or idea; then implementation and use. You know your dairy. Which innovations you take home and apply is your decision. But isn't it great that you can go to one place that will be jam-packed with innovation!

CORPORATE SPONSORS

Agri-View
AgStar Financial Services
American Foods Group
ANIMART
Arm & Hammer Animal Nutrition
Cargill Animal Nutrition
Cooperative Resources International

Dairyland Seed Co., Inc
DeWitt Ross & Stevens
Diamond V
Equity Livestock Cooperative
First Capitol Ag
Foremost Farms USA
GEA Farm Technologies, Inc.
Greenstone Farm Credit Services
Hastings Mutual Insurance Co.
Keller, Inc.

M&I, a part of BMO Financial Group
NOVUS International
Pfizer Animal Health
Progressive Dairyman
Rural Mutual Insurance Company
Stewart-Peterson
Twohig Rietbrock Schneider & Halbach S.C.
USAgNet LLC
Wisconsin Cheese Makers Association
Wisconsin Milk Marketing Board

MISSION SPONSORS

Badgerland Financial
Boehringer Ingelheim Vetmedica, Inc.
Land O'Lakes
Morgan&Myers

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 County Road D, Suite 1
Fond du Lac, WI 54937

*“Innovation distinguishes
between a leader and
a follower.”*

—Steve Jobs, co-founder of Apple Computers.

Meet 2 of the 5 Dynamic Keynote Speakers!

The Road to the End Zone Donald Driver

Three-time Pro Bowl wide receiver and proud owner of a Super Bowl ring, Green Bay Packer Donald Driver will be an open book as he shares his journey through the dark side of life where he was out of bounds to where he is today, on the field and achieving Packer milestones. You'll discover how you—and your business team—can carry the ball into the End Zone!

Donald Driver has been a three-time Pro Bowl selection (2002, 2006 and 2007), is Lambeau Field's all-time leader in receptions and yards and is the only player in Packers' history to record seven 1,000-yard receiving seasons. In 2010 Driver set another historic milestone, grabbing his 50th touchdown reception. Driver's influence earned him the Ed Block Courage award given to him by his teammates in 2005.

Living a Life that Counts Andy Andrews

A turning point occurs when a profound truth enters your consciousness, and, in that moment, life changes course. Every decision you make and every action you take from that point on catapults you into an entirely new realm of possibility. Blending incredible stories, real historical examples, topical insights and a lot of laughter, Andrews will outline the essential steps to achieving a specific level of excellence and answer the question, “Can anyone succeed?” This is innovation at its best!

*Andy Andrews is the author of the New York Time's bestselling *The Traveler's Gift* and *The Noticer*, is an international speaking sensation and has spoken at the request of four different U.S. presidents. With the wit of an entertainer and the gravitas of a powerful communicator, Andrews is unique in today's media-driven world as he communicates from the heart.*

