



INNOVATION

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN
2012 BUSINESS CONFERENCE • MARCH 13 -14 • MADISON, WIS.

**Top 5 Reasons
Why You Should Attend
the Professional Dairy
Producers of Wisconsin's
2012 Business Conference
March 13-14, Madison, Wis.**

- 1 Sharpen your creative decision-making skills for stronger, faster, more educated decisions.**
- 2 Take home proven techniques that will move your team beyond "the way we've always done it."**
- 3 Gain greater clarity and focus by challenging self-limiting perspectives.**
- 4 Move outside the lines with new information and creative problem-solving.**
- 5 Access more of your "idea power" and be all you can be.**

THESE INDIVIDUALS AND KEYNOTE PRESENTATIONS WILL JUMPSTART YOUR THINKING. . .

EMCEE, DR. MIKE HUTJENS

Laugh, smile and learn as Dr. Mike Hutjens, University of Illinois, blends science, on-the-farm wisdom and humor while serving as emcee of the 2012 Business Conference. Raised on a dairy farm near Green Bay and earning his degrees at the University of Wisconsin, Dr. Hutjens is highly regarded for his nuggets of knowledge and his ability to relate to dairy producers.



OPENING KEYNOTE SPEAKER: CHINA EXPERT SU HAO, "U.S. DAIRY CUSTOMER: MEET CHINA,"

Su (James) Hao, international speaker from China, will kick off the Opening General Session. Hao's topic: the growing and changing dairy industry in China and how the United States is viewed, from a global perspective, as a dairy exporter. Hao will also address what will be needed for the United States to maintain itself as a player in the market place.



EVENING KEYNOTE SPEAKER: GREEN BAY PACKER WIDE RECEIVER DONALD DRIVER, "THE ROAD TO THE ENDZONE"

Donald Driver, a three-time Pro Bowl wide receiver and proud owner of a Super Bowl ring, will be an open book as he shares his life's journey through the dark side of life where he was out of



bounds to where he is today, inbounds and setting Packer milestones. This driven individual will reveal the “something” that changed his life and how he moved beyond what he once viewed as impossible.

DAY 2 KEYNOTE SPEAKER: JEFF SIMMONS, PRESIDENT OF ELANCO, “INNOVATION FEEDS THE WORLD”



Jeff Simmons is an answer seeker and devoted to changing the world for the better. During his keynote, Simmons will outline how new innovations in technology can help lower food costs, protect consumer rights and safeguard our natural resources as well as help end world hunger.

WRAP-UP KEYNOTE SPEAKER: NEW YORK TIMES BEST-SELLING AUTHOR ANDY ANDREWS, “LIVING A LIFE THAT COUNTS”



Andy Andrews will deliver the Business Conference’s closing keynote, and delve into why every action taken—and every move made—matters forever. Weaving wisdom, stories, laughter and emotion, Andrews will prove just how much difference one person can make. And Andrews knows this from experience, as he went from being

homeless, living under bridges at the age of 19, to being one of America’s most successful entrepreneurs. Andrews now provides personal counsel to some of the country’s leading athletes, entertainers, politicians and military leaders. Hear what this modern-day Will Rogers has to say.

AND THERE’S MORE—LOTS MORE!

Here’s a sample of just six of the 15-plus dynamic breakout sessions:

“Finding and Building Middle Managers”

Mary Kraft, CFO, HR Director of Badger Creek Farm and Quail Ridge Dairy, Colorado

“Structuring Decisions: Innovating Through Turbulence”

Dr. Allan Gray, director, Center for Food and Agricultural Business, Purdue University

“Get OSHA Ready: Develop Your Farm Safety Manual”

Tom Drendel, Agricultural Safety Specialist, National Farm Medicine Center

“Reducing Between-Cow Variation in Nutrition Intake through Feed Bunk Management”

Dr. Trevor DeVries, University of Guelph, Canada

“Predicting and Identifying Illness through Changes in Cow Behavior”

Dr. Trevor DeVries, University of Guelph, Canada

“Pushing Limits on Milk Production”

Dr. Mike Hutjens, University of Illinois

“Evolving Bacteria and Innovations in Testing—The Changing World of Mastitis Control”

Dr. Pam Ruegg, University of Wisconsin-Madison

THE LEARNING DOESN’T STOP THERE

The Business Conference lets you tap into more idea power beyond keynote presentations and breakout sessions.

Hall of Ideas Tradeshow and an abundance of opportunities to interact with presenters, agribusiness professionals and fellow dairy producers make this event a one-stop, get-it-all experience. Yes, this is the place to be. Innovation will take a new dimension and give you invaluable on-the-farm tools, techniques and strategies for a bright tomorrow.

“One of the best days I’ve had in my 40 years of attending meetings and conferences.”

Dr. Keith Bolsen, dairy nutritionist and professor emeritus, Kansas State University, after attending the 2011 Business Conference.



More information about PDPW’s 2012 Business Conference, March 13-14, can be found online at www.pdpw.org or call PDPW at 800.947.7379.