



MARCH 12 - 13, 2014

ALLIANT ENERGY CENTER, MADISON, WISCONSIN
PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

2014 PDPW BUSINESS CONFERENCE

EXCEEDING *excellence*

Five keynote speakers

16 specialty sessions

An expanded Hall of Ideas and Large Equipment Show

New presentation stages in the Hall of Ideas featuring hot topics

Networking with dairy producers and other professionals from around the globe

2014 PDPW BUSINESS CONFERENCE AT A GLANCE

DAY 1 – WEDNESDAY, MARCH 12

- 8:00 a.m. Registration begins
- 9:00 a.m. Hall of Ideas and Large Equipment Show opens
- 9:15 a.m. - 10:30 a.m. **Pre-conference Specialty Sessions (select 1)**
- 10:30 a.m. - 12:30 p.m. Lunch served in Hall of Ideas *SPONSORED BY WESTWAY FEED PRODUCTS*
- 11:00 a.m. - 11:30 a.m. **FreshPicks Presentations in Hall of Ideas**
- 12:30 p.m. **Business Conference Kick-Off**
- 12:45 p.m. **KEYNOTE: "Profits and Public Trust: How to Become a Radically Transparent Dairy Producer"**
Charlie Arnot, CEO, The Center for Food Integrity
- 1:20 p.m. **KEYNOTE: "Exceeding Excellence: What It Takes to Be One of the Few"**
Lieutenant Commander Rorke Denver
- 2:30 p.m. - 3:00 p.m. **FreshPicks Presentations in Hall of Ideas**
- 3:30 p.m. - 4:30 p.m. **Afternoon Specialty Sessions (select 2)**
- 4:45 p.m. - 5:45 p.m. **Afternoon Specialty Sessions continued**
- 5:00 p.m. - 6:15 p.m. Dairy-Style Reception. An assortment of delicious cheeses and networking opportunities await.

SPONSORED BY WISCONSIN CHEESE MAKERS ASSOCIATION

***ICE CREAM TREATS SPONSORED BY VAS, PAPILLON AGRICULTURAL COMPANY AND MERIAL LTD. PICK SOMETHING OUT AT ANY OF THEIR BOOTHS!*

- 6:30 p.m. - 9:00 p.m. Dinner, Evening Keynote and Entertainment
KEYNOTE: "Beyond the Kitchen Walls of the White House"
Walter Scheib, Former White House Chef for the Bush and Clinton families. *SPONSORED BY QUALITY LIQUID FEEDS, INC.*
- 9:00 p.m. - Midnight Refreshments and networking. Relax, unwind and visit with friends.

DAY 2 – THURSDAY, MARCH 13

- 7:00 a.m. - 9:00 a.m. Continental breakfast in Hall of Ideas and Large Equipment Show
- 8:15 a.m. - 8:45 a.m. **FreshPicks presentations in Hall of Ideas**
- 9:00 a.m. - 10:00 a.m. **General Session**
KEYNOTE: "Eyes on Horizon, Pencils to Paper"
Dan Basse, Agricultural Economist
- 10:15 a.m. - 11:15 a.m. **Morning Specialty Sessions (select 2)**
- 11:20 a.m. - 12:20 p.m. **Morning Specialty Sessions continued**
- 12:00 p.m. - 2:00 p.m. Lunch served in Hall of Ideas
- 1:15 p.m. - 1:45 p.m. **FreshPicks Presentations in Hall of Ideas**
- 2:15 p.m. - 4:00 p.m. **Closing Session**
KEYNOTE: "Excellence Revealed: How a Farm Kid Prepared for a Moment of Opportunity"
NFL Wide Receiver Jordy Nelson



Certain sessions have been approved by the **University of Wisconsin School of Veterinary Medicine (UW-SVM)** for Continuing Education Units. The UW-SVM is an accredited continuing veterinary medical education provider. Participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery.

Some sessions of the PDPW Business Conference have been pre-approved by **American Registry of Professional Animal Scientists (ARPAS)** for Continuing Education Units (CEUs). ARPAS is the organization which provides certification of animal scientists through examination, continuing education and commitment to a code of ethics. Participants should know that limitations and restrictions apply to the number of CEU credits that can be obtained.

Select sessions at the PDPW Business Conference have been pre-approved by **Certified Crop Advisor (CCA)** for Continuing Education Credits (CEUs). The Certified Crop Adviser Program (CCA) is one of the professional certification programs offered by the American Society of Agronomy (ASA). See www.certifiedcropadvisor.org for more information.

How do I register? 3 Ways to Register for the 2014 PDPW Business Conference, March 12-13, in Madison, Wisconsin:

1) REGISTER ONLINE at www.pdpw.org

2) CALL PDPW at (800) 947-7379

3) COMPLETE THE ACCOMPANYING REGISTRATION and mail to:

PDPW, 820 N. Main, Suite D, Juneau, WI 53039



NAME(S) OF ATTENDEES Wed. Thurs. Both days

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NAME OF PAID PDPW MEMBER

MEMBER ADDRESS

CITY STATE ZIP CODE

PHONE (WITH AREA CODE) E MAIL

HOTELS CLOSE TO THE CONVENTION SITE

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

Full conference, PDPW member \$250/person x _____ people = _____

Full conference, non-member \$375/person x _____ people = _____

Single day, PDPW member \$175/person x _____ people = _____

Wednesday, March 12 Thursday, March 13

Single day, non-member \$275/person x _____ people = _____

Wednesday, March 12 Thursday, March 13

Single day, Student \$75/person/day x _____ days = _____
(Must be a full time student.)

Wednesday, March 12 Thursday, March 13

Walk-ins are welcome! Please include an additional \$20/person.

*Registration fees are non-refundable after February 28

CIRCLE PAYMENT METHOD: Check (included) Visa MasterCard Discover

CREDIT CARD NO.

EXP. DATE 3 DIGIT CODE



DAY 1 PRE-CONFERENCE SPECIALTY SESSIONS – SELECT ONE

21st Century: How to Select and Maximize Robotic Milking.

Go beyond the cool factor and get the facts on how robotic milking impacts profitability. Hear results from recent research from 52 dairies in Wisconsin and Minnesota. Producer panelists will address: What are the keys to making a system successful? How does my nutrition and feeding system change? What are the breeding and herd health implications? How have labor needs and responsibilities changed? Producer experience with these systems is the best research you can do, so come with your questions.

1.5 CEU UW-SVM; 1 CEU ARPAS SPONSORED BY LELY NORTH AMERICA

Jim Salfer is a Regional Extension Educator with University of Minnesota Extension. Jim has led two on-farm research projects on more than 50 farms in Minnesota and Wisconsin with milking robots.



Chad Kieffer and family members operate Kieffland Holsteins LLC of Utica, Minn. The farm's focus has been on the reduction of labor needs through the use of technology. The family milks 300 cows with five Lely milking robots.



Jake Peissig, together with his wife Tolea and parents Tom and Peggy Peissig, operate JTP Farms in Dorchester, Wis. The family manages a 285-cow herd utilizing four Delaval VMS Robots. Along with the labor savings, JTP has seen a steady growth in milk production, a lower cull rate, and overall better herd health.



Smooth Moves: Dotting I's and Crossing T's When Modernizing or Expanding.

Today's dairy owners need to budget not only for the physical requirements of a building project; they also have to make sure they have all the permits, approvals and paperwork necessary to prove their operations can support the long-term vision. This session will explore the rules and regulations as well as the people dairy farmers need to engage to begin their expansion or modernization projects. 1.5 CEU UW-SVM

Dennis Frame is the owner and manager of Timber Ridge Consulting, and professor emeritus with the University of Wisconsin-Extension. He retired in July 2013 as founder/co-director of the University of Wisconsin-Discovery Farms Program. Dennis currently works with farmers and industry to better understand and reduce agriculture's impact on the environment.



Jordan Lamb is an attorney with DeWitt Ross & Stevens in Madison. Her practice focuses on government relations, environmental law and administrative law. Ms. Lamb is past president and current board member of the Agricultural and Agribusiness Law Section of the State Bar of Wisconsin.



A Total Package: Creating Employee Compensation that Works.

As the talent pool shrinks and the labor market gets more competitive, what's your plan to attract and retain good people? This session will focus on how to design and implement a compensation strategy that reduces employee turnover and rewards performance. Learn what works and what doesn't when it comes to wages, raises, benefits, bonuses and evaluations. 1.5 CEU UW-SVM

Tom Wall is a "dairy coach" who trains employees and helps dairy managers implement simple systems that work. Tom owns Language Links, LLC and is the creator of Dairy Interactive Milker Software.



Meet the Demands of Others with Servant Leadership Style.

There is perhaps no better leadership model for the dairy industry than "Servant Leadership," because we are called to serve our consumers and the natural resources in our care. Consumer expectations are increasing, standards are being raised, regulations becoming more stringent, and liability growing – all this is happening while our resources seem to be more and more scarce. With higher levels of accountability we are challenged to grow and develop ourselves and those around us. Come and discover the courage to lead our families and businesses through high-demand change. 1.5 CEU UW-SVM; 1 PD CCA SPONSORED BY COOPERATIVE RESOURCE INTERNATIONAL

Tom Thibodeau has been a faculty member of Viterbo University, LaCrosse, Wis., since 1983. Tom is the recipient of Viterbo's Teacher of the Year Award and the director of Viterbo's Master of Arts in Servant Leadership program. His "Servant Leadership" and "Leading by Serving" classes are among the most popular at the University.



Spend time in the Hall of Ideas and Large Equipment Show.

Visit with the dairy industry's preferred providers and discover your next great idea.

DAY 1 KEYNOTE SPEAKERS

Profits and Public Trust:

How to Become a Radically Transparent Dairy Producer.

Consumers say they like dairy farmers, but they aren't so sure they like the business of dairy farming. That's a growing belief we need to understand, or we could find ourselves the target of accusations and protests that threaten our integrity and our livelihood. The bar of consumer expectations is being raised – so how do we demonstrate and communicate that professional dairy producers put public interest, animal well-being and the environment ahead of profits? This interactive session will teach you how to harness the power of "Trust Building Transparency" and reclaim public trust in who you are and what you do. Be prepared to be challenged and ready to discuss what it means to become a radically transparent dairy producer! .90 CEU UW-SVM

Charlie Arnot has more than 25 years of experience working in communications, public relations and issues management within the food system. He is the founder and president of CMA, an employee-owned consulting firm with offices in Missouri, Iowa and Ohio. He also serves as CEO of the Center for Food Integrity, a non-profit organization dedicated to building consumer trust and confidence in today's food system.



Exceeding Excellence: What It Takes to Be One of the Few.

If you feel like you simply can't give an inch more, you'll be challenged and inspired by Lieutenant Commander **Rorke Denver**. He trains the men who become Navy SEALs—the most creative problem-solvers on the modern battlefield. With his years of life-and-death mission experiences and a top training role, Denver understands exactly how tomorrow's soldiers are recruited, sculpted, motivated and deployed. Not everyone makes it, and for those who do, Denver has the privilege of helping them exceed excellence just when they thought they could do no more. Denver will recount his epic tales of heroic action during his service as a Navy SEAL, and apply the value of training, preparation, teamwork and motivation to today's work force. Denver's personal experience on the battlefield will motivate you to become a modern day business warrior who delivers lasting results. *1.0 CEU UW-SVM; 1 PD CCA*

LCDR Rorke T. Denver has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America and other international hot spots. He starred in the hit film *Act of Valor*, which is based on true SEAL missions. His *New York Times Bestseller*, *Damn Few: Making the Modern SEAL Warrior*, takes you inside his personal story and the demanding SEAL training program he now oversees. In 2006, Denver was officer in charge of BRAVO Platoon of SEAL Team THREE in Iraq's Al Anbar Province in one of the most combat-heavy deployments of any regular SEAL team since Vietnam. Denver was awarded the Bronze Star with "V" for valorous action in combat.



Beyond the Kitchen Walls of the White House.

Walter Scheib tells the amazing story of how he rose to the position of White House Chef. He offers an intimate, human view of the two First Families he served – the Bush and Clinton families – from the corridors of political power to interesting international personalities. Scheib is an outspoken champion of America's bounty, and through his story we see the opportunities for creating truly unique food that binds cultures and families together in a meaningful experience. Scheib will make you feel extremely proud to produce food in America. Bring your questions and let's bond over this uniquely American culinary experience. *.90 CEU UW-SVM; .5 PD CCA*

Walter Scheib served as White House Executive Chef from 1994-2005. During that time, he prepared everything from simple family meals to elaborate State Dinners. His culinary creations dazzled and delighted White House guests



including Nelson Mandela, Emperor Akihito, Jacques Chirac, Boris Yeltsin, Vaclav Havel, Lady Diana Spencer, Tony Blair, Vicente Fox, and others. A highlight of Scheib's White House achievement was creating a distinctly American food repertoire. He continues to speak with pride about America's bounty, praising the artisan cheese makers, green grocers, mushroom foragers, master bread makers, fishermen, ranchers, and farmers who have helped our national market basket evolve, and make quality cooking more accessible than ever. Scheib is co-author of *White House Chef: Eleven Years, Two Presidents, One Kitchen*.

DAY 1 AFTERNOON SPECIALTY SESSIONS – SELECT TWO

Odor Management: Your Answer to Those Who Raise a Stink.

Odors that were once considered a nuisance are now a threat to survivability for some dairy operations. This session covers the science of odor generation, how it travels, and how it is perceived by others. We'll learn about dairy odor reduction strategies and abatement methods, explore some of the current laws in place, and discuss the legal and social framework for compliance. *1.20 CEU UW-SVM; 1 NM CCA*

Dr. Robert Mikesell serves as a Senior Instructor and Undergraduate Coordinator for the Penn State Department of Animal Science. Since 1999 he has evaluated over 300 sites for new livestock facilities based on the potential for odor nuisance complaints.



Milk and Meat Expectations: Know the Answers Before Final Jeopardy.

"I'll take Market Access for \$1,000!" In true Jeopardy® game show style, this audience-participation session will determine how well you recognize the risk for residues on your dairy. Key questions will be used to poll attendees on current regulations facing dairy producers and veterinarians. Emphasis will be placed on ways we can work together to improve protocol development, treatment and culling decisions and provide quality meat and milk for consumers. Know the right questions and answers before our industry reaches the "Final Jeopardy" round! *1.20 CEU UW-SVM; 1 CEU ARPAS*

SPONSORED BY WISCONSIN BEEF COUNCIL

Richard L. Wallace, DVM, MS, worked in private veterinary practice prior to joining the University of Illinois as the Dairy Extension Veterinarian, where he is the lead instructor for two online continuing education courses. He served as the faculty coordinator and dairy farm manager for the Dairy Cattle Research Unit at the U of I for six years. He is a past president of the American Association of Bovine Practitioners and the American Association of Extension Veterinarians. In July 2010, Dr. Wallace joined Zoetis as a Cattle Technical Service veterinarian.



Dr. David Rhoda, DVM, has had a distinguished career as both a veterinarian and an educator. In 2006, he accepted part-time positions with the UW-School of Veterinary Medicine and the UW-Department of Dairy Science focusing on milk quality. He served as chair of the Drug Residue Task Force for the Wisconsin Veterinary Medical Association.



Corn Shredlage™: Hype, Hip or the Next Biggest Thing?

Move over, sliced bread. Corn Shredlage is a relatively new type of corn silage creating a buzz and has gained popularity on some dairy farms over the two past years. Experience with corn Shredlage suggests the potential for better kernel processing, longer chop length if desired, the feeding of higher corn silage diets, and increased milk yield. There is also much interest in potential for improving fiber digestibility. In this session, Dr. Randy Shaver will review the research and producer panelists will discuss their experiences with corn Shredlage. *1.20 CEU UW-SVM; 1 CEU ARPAS; 1 CM CCA*

DAY 2 KEYNOTE SPEAKERS

Eyes on Horizon, Pencils to Paper.

Your future profitability hangs in the balance as world feed markets, the U.S. economy, USDA programs and world demand shift and churn. Just when you thought margins could not get any tighter, the convergence of all these global factors requires us to find ways to exceed our previous financial benchmarks. Economist Dan Basse will walk us through world dairy outlook, milk prices and feed trends that will help us get ready to exceed excellence once again. 1.20 CEU UW-SVM; 1 PD CCA

Daniel Basse is President of AgResource Company, a domestic and international agricultural research firm which forecasts domestic and world agricultural price trends.



Excellence Revealed: How a Farm Kid Prepared for a Moment of Opportunity.

Picked in the second round of the 2008 NFL Draft, Receiver **Jordy Nelson** spent three seasons waiting in the wings behind talented veteran receivers. When finally given his chance to shine in Super Bowl XLV, Nelson did not disappoint. Since that banner day, Nelson has been expected to stay at the top of his game at a very competitive and demanding level. How does he stay motivated, even when the chips are down? And what does his ongoing connection to agriculture bring to his career as a professional football player? Hear how this "small-town" player with a big fire in his belly strives to exceed excellence no matter what the scoreboard says. 1.50 CEU UW-SVM; 1 PD CCA

Jordy Nelson is a Super Bowl Champion wide receiver for the Green Bay Packers and former NFL MVP Aaron Rodgers' top target. After growing up on his parents' farm in Kansas, Jordy Nelson is one of the few NFL players who truly feels at home in Green Bay, Wis. The Nelson family owns an Angus farm with 2,000 acres of pastureland for cattle and another 2,000 acres for their corn, beans and alfalfa crops. Jordy spends part of his off-season in Kansas helping with the family farm.



Dr. Randy Shaver is on the faculty in the Department of Dairy Science, University of Wisconsin-Madison with a 75% Extension and 25% Research appointment. He focuses on applied nutrition of lactating dairy cattle. Randy has received numerous research and teaching awards, and authored peer-review journal publications and articles.



Aaron Kutz, is a co-owner of Kutz Dairy LLC. The family is currently milking 1,750 Jersey cows and operating 1,400 acres. Aaron has been involved with Shredlage™ from the beginning in 2010 with prototype equipment.



Roger Olson is Technical Director and Owner of Shredlage™ LLC. He had been a dairy nutritionist for more than a decade before he, his father Loren Olson, and partner Ross Dale invented the process of making Shredlage™.



Home Sweet Home for Heifers and Post-weaned Calves.

With all attention being paid to nursing calf housing and cow barn design, what about barns for heifers? This presentation will discuss important components of heifer housing for the transitioning, post-weaned calf through springing heifer. Facility size, feed and resting space, ventilation method, and grouping strategy must all be carefully planned before moving ahead with any building project. This session will walk you through these decisions, and present resources for customizing a barn for your dairy herd's needs. 1.20 CEU UW-SVM; 1 CEU ARPAS SPONSORED BY VITA PLUS

Dr. Rebecca Brotzman is the Associate Outreach Specialist for the Food Animal Production Medicine section at the University of Wisconsin-Madison School of Veterinary Medicine. Becky coordinates The Dairyland Initiative, a web-based information resource, research, and consultation program to facilitate the construction and remodeling of dairy cattle facilities for improved health, productivity and animal well-being.



"There's Something About You That Makes Me Want to..."

How do good leaders get others to follow them? To give their all? To perform at a high level? They have those certain qualities that inspire and motivate others. Even if you can't put the qualities into words, you know what good leadership is when you see it. This session will use years of research to actually define the characteristics of a good leader, so you can create a plan to develop those characteristics in yourself.

1.20 CEU UW-SVM; 1 PD CCA

Tom Thibodeau has been a faculty member of Viterbo University, LaCrosse, Wis., since 1983. Tom is the recipient of Viterbo's Teacher of the Year Award and the director of Viterbo's Master of Arts in Servant Leadership program. His "Servant Leadership" and "Leading by Serving" classes are among the most popular at the University.



How Now, Down Cow?

Having down cows is one of the realities of dairy farming. Having an established plan to deal with down cows makes all the difference. This session will review basic principles to improve a down cow's outcome and reduce any suffering the down cow experiences. Learn how to develop protocols for handling down cows that improve the outcome for everyone involved – cow, farm employees and farm management.

1.20 CEU UW-SVM; 1 CEU ARPAS SPONSORED BY MERCK ANIMAL HEALTH

Robert Leder, DVM, is currently a partner in a nine doctor practice with offices in Bear Creek and Clintonville, Wis. Bob has served on the WVMA executive board and is currently the chair of the Large Animal Welfare subcommittee.



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Visit with the dairy industry's preferred providers and discover your next great idea.

DAY 2 SPECIALTY SESSIONS – SELECT TWO

The Air of Profitability.

Properly ventilated barns are essential for cow comfort, cow health and overall milk production. Poor ventilation can cause any production edge you may have to vanish into thin air. Hear the freshest research regarding air quality, and then hear first-hand from three dairy producers who will share their experiences with tunnel, cross and natural ventilated barns. If you are looking to improve your ventilation or are planning a building project, this is a must-hear presentation. **1.20 CEU UW-SVM**

Brian J. Holmes is Professor and Extension Agricultural Engineer, Emeritus in the Biological Systems Engineering Department of the University of Wisconsin-Madison. Dr. Holmes received the UW's Special Recognition in Career Service Award for his commitment and enthusiasm for helping dairy farmers who are expanding and modernizing their operations.



Eric Hillan and his wife, Carol, took over the operation of Carol's parents' farm in Ladysmith, Wis. The operation has grown from 70 cows and 280 acres to 330 cows and 1,000 acres. Eric has served on various local and state boards, including president of PDPW's Board of Directors.

Paul Fetzer and his family operate Fetzer Farms Inc. near Elmoor, Wis. The most recent expansion includes an eight-row cross-ventilated barn. The farm has also converted two of its six-row barns from natural to tunnel ventilation.



Roger Peterson, River Falls, Wis., started dairying in 1973 with the purchase of 50 cows from his father. The dairy has expanded to 300 cows and involves wife Bev and other family. The decision to construct a new tunnel-ventilated barn coincided with the return of two of their five children to the farm in 2009.



Freshen Up Your Fresh Pens.

Sometimes the difference between profitable and unprofitable dairies is found in the fine print. This session offers the freshest research on how dairies can maximize the use of fresh pens. We'll review approaches to examining individual cows, disease diagnostic criteria, disease treatment protocols, involvement of veterinarians in fresh pen management, budgets for various fresh pen strategies, the legal use of pharmaceuticals, and data management tools to monitor fresh cow health. Freshen up your approach to fresh pens and see your fresh cows flourish! (Offered first session only.) **1.20 CEU UW-SVM; 1 CEU ARPAS SPONSORED BY CALF-TEL**

Dr. Gary Oetzel, DVM, MS. See his bio after the next session description.

Finding and Targeting High Risk Fresh Cows.

Spot a risk before it becomes a problem! This session provides the latest research findings that are helping us identify high risk fresh cows as soon as they leave the maternity pen and use interventions that improve their health and productivity. Want to know that it's worth the effort? Partial budgets that demonstrate the economic value of targeted early detection and treatment programs for hypocalcemia and ketosis will be presented. Use the information in this session to zero in on profitability with laser precision. (Offered second session only.)

1.20 CEU UW-SVM; 1 CEU ARPAS SPONSORED BY BIO-VET, INC.

Dr. Gary Oetzel, DVM, MS, is an associate professor in the Food Animal Production Section, Department of Medical Sciences, School of Veterinary Medicine at the University of Wisconsin-Madison.



From Family Farm to Economic Engine.

For most farm families, success is tied to the preservation of the farm and its land. What if you took your thinking beyond preservation? This session will help your family see yourselves as both farmers and entrepreneurs. You are more than an agricultural production unit – You are economic generators capable of creating long-term social and economic wealth in many ways. This session outlines the mindset required to become an Enterprising Family. Concepts include identifying entrepreneurial opportunities, determining the feasibility of opportunities, understanding your fit within a "value chain," and assessing the entrepreneurial capabilities in your family. You'll also hear from a real dairy farm family that exemplifies the Enterprising Mindset. (Offered first session only.) **1.20 CEU UW-SVM**

Mike McGrann. See his bio after the next session description.

Tim Kurtz and his wife Debra own Kurtland Farms and were one of nine farms that participated in the Center for Dairy Excellence transformation team project. They underwent a very carefully planned transformation to integrate robotic milking and a sand separation system into their dairy, and they are currently working toward transitioning their son and daughter-in-law into the business.



Managing Conflict and Building Relationship Capital Between Generations.

All families have conflict – some more, some less. The key to long-term success in family enterprises is the ability to manage this conflict in a way that allows for honest discussion of the real challenges facing the family and the business. This session will provide a framework for managing conflict in families – including 10 specific skills and tools that are critical to effective communication.

(Offered second session only.) **1.20 CEU UW-SVM; 1 PD CCA**

Mike McGrann is Executive Director of the Initiative for Family Business and Entrepreneurship at Saint Joseph's University. The Initiative focuses on strategic ownership and management practices of family firms, paying particular attention to the entrepreneurial strategy necessary to sustain the family business as an "economic unit" across generations. He is also the founder of The TELOS Group, a consulting firm focused on growth and transition strategies for enterprising families.



Half-full or Half-empty? Measuring and Monitoring Feed Cost, Capacity and Consumption.

With volatility of feed costs, the perspective you have on feed management can make or break your plans for the future. There are various options and opportunities to reduce feed expenses on and off the farm depending on the feed and storage systems you choose. Each system comes with its own costs and management responsibilities. Choose the one that is best for you and maintain a "half-full" vs. "half-empty" perspective on feed costs. **1.20 CEU UW-SVM; 1 CEU ARPAS; 1 CM CCA SPONSORED BY WE ENERGIES**

Ken Griswold is Director for Ruminant Technical Services for Kemin Animal Nutrition & Health. Ken has authored articles in scientific and lay publications and serves as a reviewer for both the Journal of Dairy Science and Journal of Animal Science. In 2012, he received the Pennsylvania Forage and Grassland Council Extension Award for his contributions during his time as an Extension educator.



Spend time in the Hall of Ideas and Large Equipment Show.

Visit with the dairy industry's preferred providers and discover your next great idea.

NEW THIS YEAR!

EXPANDED HALL OF IDEAS AND LARGE EQUIPMENT SHOW

Any size, any type, from anywhere. If you produce milk, you'll find ideas, resources and solutions in the PDPW Hall of Ideas and Large Equipment Show.

Expanded space gives our industry partners more room to bring you large equipment and demonstrations.

Seek out new ideas, new suppliers and great deals on special purchases.

Other perks inside the Hall of Ideas and Large Equipment Show:

Three FreshPicks stages feature new ideas ready for you to harvest.

FRESHPICKS STAGE SCHEDULE

Wednesday, March 12

Time	Presenter & Topic
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11:00 a.m. - 11:30 a.m.

US Cellular



Amazing Phone Apps.

Both Android and iPhones apps, with Q&A and continued help at the US Cellular booth.



Louisa Westendorp, Dairy Producer, Nashville, Mich.

Mooville Dairy - A Value-Added Experience.

After two years of studying their options, Doug and Louisa Westendorp decided to build a creamery. Learn how they did it.



Rhonda Strebel,

Executive Director, Rural Health Initiative Inc.

Know Your Numbers.

Are you or those you love at risk? Learn ways to manage your health. Get your blood pressure tested on site. If you fast before this session, We'll test your cholesterol and glucose as well.

2:30 p.m. - 3:00 p.m.

Jim Salfer,

University of Minnesota Extension



Robotics in the Parlor, Too.

Hear how new technology can eliminate labor needs while adding efficiency and accuracy to the milking process.



Center for Dairy Research

What's New in Specialty Cheeses?

Learn how dairy check-off dollars are invested, resulting in innovative, value-added dairy products.



Pat Sturz, CPA, Partner, CliftonLarsonAllen LLP

Important Tax Updates That Affect Your Business.

The Affordable Care Act of 2010 (ACA), otherwise known as Obamacare, affects all individuals and business owners. Learn the recent tax and employee benefit developments and how they will affect farmers and small business owners.

Thursday, March 13

Time	Presenter & Topic
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8:15 a.m. - 8:45 a.m.

Rick Stadelman,

Executive Director, Wisconsin Towns Association, and Dairy Producer Panelists Kevin Collins and Joe Thome



Why Farmers Should Run For, Not From, Local Government.

Farmer involvement adds a valuable voice and balance to the dialogue of local government. Hear from producers who have gotten involved.



Matt Borchers,

Department of Animal and Food Sciences, University of Kentucky

Making Sense of Sensory Monitors.

Discover dairy cow monitoring technologies and the parameters they measure. Hear the results of a producer survey and how sensory systems can work on your dairy.



Matt Kilgus, dairy producer, Fairbury, Ill.

How We Added Value at Kilgus Farmstead, Inc.

The Kilgus family started a bottling operation as a means of bringing more family members into the business. Could this approach work for you?

1:15 p.m. - 1:45 p.m.

Center for Dairy Research

What's New in Dairy-Based Beverages.

Learn how dairy check-off dollars are invested, resulting in innovative, value-added dairy products.

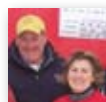


Rhonda Strebel,

Executive Director, Rural Health Initiative Inc.

Safety is Part of Your Health.

Protect your number one asset! See what occupational protective gear can safeguard against injuries.



Scott and Val Gaffney,

Gaffney Family Cattle, Barneveld, Wis.

How Beef Can Work for Dairy.

A shortage of beef spells opportunity for the dairy industry. Learn how you can make calves more marketable to meet this growing need.

Thank a Sponsor

The companies who sponsor PDPW Business Conference, plus the ongoing support of the following mission and corporate sponsors, make continuous improvement in the dairy industry possible. Thank you!

MISSION SPONSORS

Badgerland Financial
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Wisconsin Milk Marketing Board
Zinpro Performance Minerals

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Arm & Hammer Animal Nutrition
Atten Babler Commodities LLC
BMO Harris Bank
BouMatic
Cargill Animal Nutrition
CP Feeds LLC
Dairyland Seed Co., Inc.
Dairy Management Inc.

DeWitt Ross & Stevens
Diamond V
DuPont Pioneer
FarmFirst Dairy Cooperative
Foremost Farms USA
GEA Farm Technologies, Inc.
Greenstone Farm Credit Services
Hastings Mutual Insurance Co.
Progressive Dairyman

Quality Liquid Feeds, Inc.
Roto-Mix
Rural Mutual Insurance Company
Stewart-Peterson
Twhig Rietbrock Schneider & Halbach S.C.
USAgNet LLC
Westway Feed Products
Wisconsin Cheese Makers Association
Zoetis

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