



www.pdpw.org



Kevin "Atlas" Lane is the host of the acclaimed "Believe in You" motivational video series in addition to a leadership consultant. He's also the first basketball player missing a limb to play NCAA Division 1. Having overcome a series of setbacks at a young age, including the death of his father, living in a challenging home environment and facing a legion of critics, he became a top high school basketball player in his home state of California and earned a scholarship to play on the Manhattan College Jaspers team. He shares his story of triumph despite tribulation and resistance to help change attitudes and perspectives.



#yid2018

Crystal Siemers-Peterman found her passion for Wisconsin's agricultural industry on her family's registered Holstein dairy. Involved in the Manitowoc County 4-H and Junior Holstein Association and Wisconsin Junior Holstein Association, she represented Wisconsin at national competitions in dairy bowl and judging. She graduated in May 2017 from the University of Minnesota-Twin Cities with a major in agricultural and food business management and a minor in marketing. She now serves as Alice in Dairyland, promoting Wisconsin agriculture to various audiences, conducting hundreds of media interviews and presentations and traveling over 40,000 miles throughout Wisconsin.



At 22, **Natalina Sents'** creativity, community, and passion for agriculture snowballed into a year-long, 50-state road trip. A week after graduating from Iowa State University, she set out to honor farmers through blogs and photography. Although the "Why I Farm" Road trip is complete, her adventure sharing the heartfelt stories of agriculture is just beginning.



Monkey Business Institute, Madison, Wisconsin's favorite improv comedy troupe will bring their spur-of-the-moment, seat-of-the-pants improvisational comedy to Saturday night's agenda, blending YOUR suggestions, decades of improvisational experience and sheer moxie for loads of laughs.



Professional Dairy Producers®
820 N. Main St, Suite D, Juneau, WI 53039

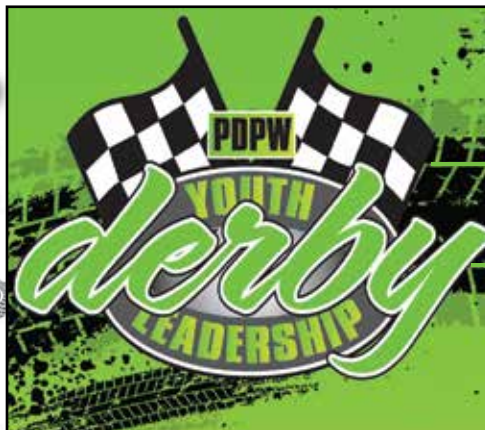
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Dive in, Dissect & Discover Dairy
Oregon High School,
456 N Perry Pkwy, Oregon, Wis.
April 7-8, 2018



Dive In, Dissect &



April 7-8, 2018, Oregon High School
Register now at www.pdpw.org

Discover Dairy

What is Youth Leadership Derby? And who is it for?



Youth Leadership Derby® is an experience for high-school students to explore potential agriculture careers through hands-on labs and interactive learning sessions. They develop leadership skills and make new friends along the way. Participants will:

- Dissect REAL livestock organs with guidance from top researchers and faculty at UW-Madison
- Explore a wide range of dairy industry careers from those living the life
- Get close access to inspirational, world-class keynote speakers
- Connect with others - some from farms and some not - all interested in agriculture

SATURDAY, APRIL 7

9:30 am Check In
 10:00 am Welcome
 Keynote: Natalina Sents
 Grab a lunch and go to UW-Madison
 Tour Sassy Cow Farm & Creamery
 Dinner and Free Time
 Discovery Forum
 Monkey Business Institute

SUNDAY, APRIL 8

1:00 am Lights Out
 7:15 am Breakfast
 Keynote: Alice In Dairyland
 Discovery Forums
 "A Day in the Life" Career Discovery
 Keynote: Kevin Laue
 Conclusion
 12:30 pm Grab a lunch and check out

UW-Madison Campus Workshops



Why does the pizza cheese in TV commercials stretch so much? Explore food science and dairy product sensory evaluation during a visit to The Center for Dairy Research. Experience first-hand the tools used by experts to test cheese

appearance, texture and flavor. You'll also have a chance to:

- dissect udders alongside Dairy Science's Dr. Laura Hernandez
- dissect lungs with Dr. Theresa Ollivett at the UW Vet School
- discover farm bugs with 'the Bug Guy' Entomologist PJ Lietsch

Sassy Cow Farm & Creamery

is owned by brothers James and Robert Baerwolf and families. You'll tour their creamery and farm; they milk 700 cows - 250 of them by organic standards - and make their own dairy products.



Discovery Forums (choose 3 of 5)

- **Studying dairy abroad:** Hear from a panel of professionals and students who broadened their dairy knowledge overseas.
- **How policy professionals and dairy leaders help shape dairy's climate in Wisconsin:** Aaron Stauffacher, Assoc. Dir. of Gov. Affairs, Dairy Business Association; Taylor Fritsch, Atty, Michael Best

- **Dairy Nutrition Workshop:** Yanna Williams, UW-Extension Dairy Youth Outreach Specialist sheds new light on a fundamental topic.
- **How to be taken seriously when you're young: Personality traits and professionalism:** Learn tips and tricks to convey yourself more professionally and recognize different personality styles.
- **A.I. is no bull!** Kevin Jorgensen, Holstein Sire Analyst at Select Sires, will discuss the various AI careers and dive into sire selection.



Career Discovery

With over 10 dairy careers represented, you'll get to explore "a day in the life of a dairy professional." Talk face-to-face with people who live the life every day and can help you prepare.

Register at www.pdpw.org or by mailing this panel to PDPW

Name _____
 High School _____ Age _____ Shirt Size _____
 Address _____
 City _____ State _____ Zip _____
 Phone (with area code) _____
 Email _____
 Parent/Guardian Name _____
 Phone | Email _____

YLD Details

- **Register by Sunday, April 1, 2018**
- This all-night lock-in is designed for youth ages 15-18.
- Students should bring sleeping bag, towel and toiletries.
- Students should NOT bring valuables.
- Registration limited to 100 students
- **Registration fee of \$89 includes training materials, tour, transportation and meals.**

PAYMENT INFORMATION

Credit Card # _____
 Exp. Date _____ 3-digit # _____
 _____ Enclosed is check or money order for \$89

If paying by check, make payable to PDPW. Mail with form to PDPW - YLD, 820 N. Main St., Suite D, Juneau, WI 53039 or call to pay by phone: 800-947-7379.

NOTICE: A health form and waiver will be sent upon registration for a signature from a parent/guardian. A signed waiver is required for each student.

Please include me on the Ride Share Board!
 (Visit the YLD program page at www.pdpw.org)