

IF YOU SEEK TO LEAD WITH PURPOSE, CHARACTER AND INTEGRITY, *Cornerstone Dairy Academy is for you.*

Dairy producers, students and other dairy-industry professionals are invited to apply for this world-class leadership program. This program is specifically designed for those who are eager to improve their people-development and leadership skills and aspire to higher levels in life and workplace management.



PROFESSIONAL DAIRY PRODUCERS®
820 N. Main, Suite D | Juneau, WI 53039

*Strengthen and refine
your leadership abilities.
Apply today!*

Grow. Learn. Serve.
Apply to Cornerstone Dairy Academy today.

Tuesday, March 17

Registration: 9:00 am
Conclude: 8:00 pm

Wednesday, March 18

Breakfast Program: 7:15 am
Banquet, entertainment and networking ends late in evening.

Alliant Energy Center | Madison, WI

This program is application-based to preserve the quality and level of interaction for participants. Support from the Professional Dairy Producers Foundation covers the balance of your registration, including meals and room-share lodging. (\$1100 Value)

Upon acceptance to the program, dairy producers and students will pay just \$150 to attend; allied industry will pay \$450.

Applicants will be notified of acceptance by February 12, 2020. Questions? Contact us at 800.947.7379 or mail@pdpw.org.

Apply at pdpw.org/cornerstone-dairy-academy/ by January 31, 2020.

Cornerstone Dairy Academy™ is a trademark of Professional Dairy Producers of Wisconsin. Made possible through the generous support of the Professional Dairy Producers Foundation.



A legacy of learning for the dairy industry

CE continuing veterinary medical education hours will be awarded to veterinary professionals who attend the program in its entirety. Courses run in partnership with the University of Wisconsin School accredited continuing veterinary medical education provider; however, 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.



Dairy Advance
CONTINUING EDUCATION
Powered by Professional Dairy Producers®

BRING OUT THE LEADER IN YOU

Leaders aren't born; they are grown.

Grow with Cornerstone Dairy Academy.™

Apply today.



Be the cornerstone.

MARCH 17 & 18, 2020
ALLIANT ENERGY CENTER | MADISON, WI

DAY ONE

All three learning pillars take place simultaneously on Day 1. Choose one.

3 LEARNING PILLARS

2 POWERFUL DAYS

1 AUTHORITATIVE PROGRAM

Choose one of three tracks to build on the essentials of leadership.

Each track highlights a different set of key leadership traits supported by real-life examples and expert training.

Throughout the day, you'll learn and practice these skills with fellow students.

INFLUENTIAL LEADERS Interact and Influence.

Influential leaders are clear, consistent and trustworthy - inviting contributions from others and collaborating with them. Not only do they exemplify a strong work ethic and good communication skills, they're also friendly and self-confident. Experts Trevina Broussard, Liz Bockman and Hank Wagner will polish the influential leader in you as they present topics to help you:

- Discover your behavior type
- Understand generational differences and communication methods
- Master first impressions; exude courtesy and confidence
- Practice thankfulness and gratitude

CEU: up to 8.1 Non-Scientific CE Hours; up to 7.75 DACE

VISIONARY LEADERS See more clearly. Establish ethical boundaries.

Visionary leaders are innovators who see the big picture and think strategically. They accept change adeptly and understand that good leadership is founded on ethical standards. Not only do they have a clear purpose and envision a promising future, they have a plan to get there. Dr. Richard Kyte and Dr. David Kohl will illustrate how

to build the skill set of a visionary leader by facilitating discussions around:

- Understanding integrity and its correlation with ethical decision making
- Exemplifying credibility and uprightness
- Observing global trends so you can discover opportunities early
- Strategic planning and efficient use of economic-indicator tools

CEU: up to 7.7 Non-Scientific CE Hours; up to 6.25 DACE

SERVANT LEADERS Serve. Grow. Lead.

Servant leaders are good listeners esteemed for their empathy and awareness of others' needs. They persuasively lead with foresight and passion and they're committed to growing people's abilities and building communities. Discover the riches in servant leadership from the viewpoint of professor and servant-leadership expert Tom Thibodeau. Laugh, learn and consider your calling as he outlines:

- Top ten characteristics and seven best practices of servant leadership
- The value of organizational focus and working as a team
- The power of hospitality and customer service
- The blessings in creating a positive, productive work culture

CEU: up to 6.9 Non-Scientific CE Hours; up to 5.75 DACE

"This is my second year attending the academy and I've learned so much. I'll take the skills I've gained home to my 2nd generation family farm to make improvements that will hopefully keep us farming for many more generations."

Michael Ingwersen, K&M Scenic View Dairy, Vermont



DAY TWO

Day 2 kicks off with a breakfast program that reviews the key take-aways from Day 1. Then you'll put your new skills to work networking and learning at the **2020 PDPW Business Conference** with key influencers and industry experts from-across the globe.

During sessions and trade show conversations, you'll discover the newest in technology and research, and you'll learn from some of the most sought-after presenters in the industry. It'll seem as though you're seeing through new lenses.



Register by January 31, 2020 at pdpw.org/cornerstone-dairy-academy/

"It is so refreshing to come to a conference that not only leaves you feeling motivated and inspired, but also with actionable items to take back home for more success and positivity in life."

Sydney Endres, US Jersey



HANK WAGNER, founder of Wagner Leadership Training, owns a 650-cow dairy farm in northeastern Wisconsin with his family. A John Maxwell certified speaker, trainer and coach, Hank has authored a book titled "Teachable Moments" and formed Wagner Leadership Training to help individuals, families, organizations and businesses be their best.



TOM THIBODEAU, Distinguished Professor of Servant Leadership at Viterbo University has been a faculty member since 1983 and is the recipient of Viterbo's Teacher of the Year award. "It is a privilege and a gift to be able to teach," says Tom; his "Servant Leadership" and "Leading by Serving" classes are among the most popular at the University, which features the country's only Masters of Servant Leadership program.



DR. DAVID KOHL, Professor Emeritus, Virginia Tech., is agriculture's leading economist. With many millions of miles' worth of traveling, teaching and mentoring agricultural business leaders under his belt, Kohl also has 25 years of distinguished work as Professor of Agricultural Finance, Small Business Management and Entrepreneurship.



DR. RICHARD KYTE, Viterbo University, is Endowed Professor of the D.B. Reinhart Institute for Ethics in Leadership at Viterbo University in LaCrosse, Wis., where he teaches a variety of ethics courses regarding business, leadership, and environmental issues. He writes a regular column for the La Crosse Tribune titled "An Ethical Life"; his latest book, "Ethical Business: Cultivating the Good in Organizational Culture" was published in 2016.



LIZ BOCKMAN, MPH of Everyday Etiquette has a Masters in Public Health from Northern Illinois University. Bockman has served as a physician relations liaison and educator in the health care arena for over twelve years. Her experience has given her a solid understanding of the importance of appropriate social skills in building successful and meaningful relationships.



TREVINA BROUSSARD, Frontline Success Training and Consulting, is a talent solutions consultant and trainer, extending unique insights and common-sense approaches to better recruiting, hiring, retention, team building and leadership development. Her credibility comes from real-world experience that results in practical, down-to-earth techniques for all levels of employees.

