

resilience

IS THE NAME OF THE GAME

MANAGERS
academy

EXECUTIVE TRAINING FOR DAIRY MANAGERS

JAN 10-12, 2023

SAVANNAH

resilience

Monday, January 9

6 pm Welcome reception

Tuesday, January 10

8 am Registration

Thursday, January 12

2:30 pm Program concludes

The first city in the US arranged on a grid system, Savannah has a legacy of setting the example for staying power. From its cultural and historical treasures to its incredibly streamlined infrastructure – embodied by the Port of Savannah – you'll discover the practices and protocols that make Georgia's oldest city the quintessential example of resilience.



DAY ONE

We're living through times in which we need to make strategic choices while remaining nimble.

As Savannah has done, you'll learn to position yourself ahead of the curve to have optionality to pursue the best strategic opportunities. You'll discover how to identify and leverage your strategic advantages and begin thinking in new ways to create a competitive strategic position that is both resilient and flexible. You'll gain insights into market trends and divergences to watch for while learning to preemptively create options

to allow your business to remain resilient and avoid competitive disruptions amidst the rapidly changing marketplace.

With an eye toward high-level insights, Dr. Allan Gray will kick off the program by leading you through a series of interactive discussions, individual and group exercises to help you identify the objectives, scope and advantages that will provide your dairy a resilient competitive edge.



DAY TWO

It's time to take the learning outside the classroom.



The ports maintained by the **Georgia Ports Authority** are crucial American gateways to supply chains around the world. While logistics at the Georgian ports have always been important, the onset of COVID-19 elevated that

emphasis to unparalleled levels. The Savannah port is not merely growing, it's in the midst of a transformation that stands to yield dividends for the state, the Southeast and the entire US for years to come. To accommodate record cargo volumes over the past 24 months, the Georgia Ports Authority has expedited a series of capacity-enhancement projects to stay ahead of projected growth. The single largest and fastest-growing container terminal in America, this historic port features two deep-water terminals and gives companies fast, easy access to 44 percent of US consumers and manufacturers and 70 percent of the US population within two days.

Innovation has been at the heart of everything that happens at **JCB** from its humble



THE SEISMIC SHIFTS impacting our world today are disrupting business as usual ... big time. While some companies crumble and fold, others demonstrate a remarkable ability to innovate, advance and even prosper. **What's the difference? Resilience.**

Over three intensive days of world-class training with experts and fellow dairy executives, you'll learn strategies to gain a competitive edge and master your ability to innovate and think strategically. This program is for senior leaders, financial managers and those who need to plan for unanticipated events on the dairy.

beginnings in 1945. Ever since Joseph Cyril Bamford – JCB's founder – began using his engineering savvy to invent and build agricultural-tipping machinery and other construction equipment, JCB has steadily become a global force in manufacturing. With more than 2,400 dealer locations around the world today, the family business includes 22 plants on six continents and serves a variety of industries above and beyond agriculture, including construction, governmental and rental. Learn how this large company is making a pivot in a time of global unrest. Where are they sourcing their high-skilled labor? How do they stay price-competitive and compliant with environmental regulations? How do they stay relevant in a world of intense competition?



Old Savannah Tours, the longest-running trolley tour in Savannah, is the only trolley line created, owned and operated by locals. Experience firsthand how this company has not only survived but thrived through the decades and continues to reinvent itself in an industry that relies on tourism, community engagement and creative thinking. From its historical and cultural vantage points,

Savannah's tourism industry is an open canvas on which to explore and engage with travelers and locals. Whet your appetite for history and show off your pop-culture knowledge as we gather behind-the-scenes access to the methods used by Old Savannah Tours to attract and retain energetic team members, ensure consistency and accuracy on tours while expanding the city's critical tourism business.

DAY THREE

And now, let's put it all together.

Because the world is turning faster than ever – in astoundingly unorganized ways – it's critical to understand the macro trends impacting daily life, supply chains and the complex inner workings of your dairy business. Resilient dairy executives do what they need to do to care for their animals and their team while also making the right decisions to ensure their business can bound ahead of others in the same markets.

Today you'll hear from one of the world's most-renowned dairy economists and a macroeconomic guru. Drs. David Kohl and Ed Seifried will weave together all you've experienced so far and interject their own nuggets of wisdom to ensure you return home with practical tools you can put to work in your business right away.

This dynamic duo will arm you with a thorough deep dive into financial, economic and banking trends as well as the critical information you'll need to master innovation, labor, materials and resources. They'll also share several other strategies to equip you to make the necessary managerial decisions to better secure your dairy's future.

presenters



Dr. Allan Gray, PhD, is the executive director of both the Center for Food and Agricultural Business and the Digital Innovation in Agri-food systems laboratory. As Land O'Lakes Chair in Food and Agribusiness, he works with food and agribusiness managers worldwide to provide industry insights and facilitate strategy implementation.

He teaches professional development seminars and workshops at Purdue University's Center for Food and Agricultural Business; he also teaches strategic agribusiness management in undergrad and graduate programs.



Dr. David Kohl, PhD, is a professor emeritus of Agricultural Finance and Small Business Management and Entrepreneurship at Virginia Tech, Blacksburg, Va. Having taught more than 10,000 students at Virginia Tech and Cornell University, Dr. Kohl currently energizes agricultural lenders, producers and businesspeople

with his keen insight gained through extensive travel, research and exposure during his career. Over the years, he's traveled over 10 million miles, conducted more than 7,000 workshops and 500 webinars for ag audiences and published more than 2,500 articles. In 2017, he was inducted into the Virginia Tech College of Agriculture and Life Sciences Hall of Fame. Dr. Kohl continues to write for many leading publications; his personal involvement with agriculture and interaction with key industry players provide a unique perspective into future trends of the agricultural industry and economy.



Dr. Ed Seifried, PhD, is a professor emeritus of Economics and Business at Lafayette College and has led educational programs as Dean of the West Virginia Banking School and the Virginia School of Banking. He has been on the faculty of many banking schools, including Stonier and the Graduate School of Banking at

Louisiana State University. He's currently Executive Director of the Sheshunoff Affiliation Program, a highly acclaimed program providing education and idea exchanges for community bank CEOs, lenders and technology/operations officers. Having served as a community bank director, Dr. Seifried believes one must experience the dynamics of being a community bank director to fully understand their needs to create the bank's strategic plan, assess risk, set risk parameters and monitor risk.

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For hotel reservations call 912.201.2000 by December 12, 2022.

The Westin Savannah Harbor Golf Resort & Spa is offering a special rate of \$209/night (includes resort fee) for single or double rooms when you book by Dec. 12, 2022. Mention you are with PDPW for Managers Academy for the discount. Hotel address: One Resort Drive, Savannah, GA 31421; westinresortssavannah.com/.

Classroom sessions will take place in the adjoining Savannah Convention Center. Convention Center address is One International Drive, Savannah, GA 31402.

is the executive-level program for senior leaders, financial managers and those who need to strategize for unanticipated events on the dairy.

REGISTER TODAY



Member	Each add'l Member	Non Member	Each add'l Non-Member
\$875	\$775	\$1,050	\$775

Registration fee covers all sessions, training materials, meals, tours and tour travel. Hotel accommodations are not included with registration. Scan the QR code, call PDPW at 800-947-7379 or register at pdpw.org/programs.

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Managers Academy for Dairy Professionals®
SAVANNAH, GEORGIA | January 10-12, 2023

Managers Academy for Dairy Professionals® is developed by Professional Dairy Producers® in collaboration with Progressive Dairy, Rabo AgriFinance and Zinpro Performance Minerals.

**FUTURE
READY** >>>
ACCELERATING DAIRY'S SUCCESS



"I really enjoy the non-ag business tours; you get some great takeaways you can apply to your own business."

Sandy Larson, Larson Acres,
Evansville, Wis.