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 the **persistent** overcome

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\$875	\$800	\$1,050	\$800

Up to 18.5 DACE CEUs available through **Dairy Advance** CONTINUING EDUCATION

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

PROGRESSIVE DAIRY **PROGRESSIVE DAIRY SOLUTIONS, INC.** **Rabo AgriFinance** **ZINPRO**

MANAGERS ACADEMY FOR DAIRY PROFESSIONALS®
 January 9-11, 2024 | Baton Rouge, Louisiana

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



Registration fee covers all sessions, training materials, meals, tours and tour travel. To register, call PDPW at 800-947-7379, visit pdpw.org/programs, or scan the QR code. **Hotel accommodations are not included with registration.** For hotel reservations, call 800.955.6962 by December 26, 2023.



The Hilton Baton Rouge Capitol Center is offering a special rate of \$129/night for single or double rooms when you book by Dec. 26, 2023. Mention you're with PDPW for Managers Academy for the discount. Hotel address: 201 Lafayette St, Baton Rouge, LA 70801. Free airport shuttle is available.

PERSISTENCE
no matter what



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Baton Rouge
 EXECUTIVE TRAINING FOR DAIRY MANAGERS
 JANUARY 9-11, 2024

PERSISTENCE

continuing firmly in your course of action regardless of obstacles

Mon, Jan. 8 | Welcome Reception 6 pm

Tue, Jan. 9 | Registration 8 am

Thu, Jan. 11 | Conclusion 3:30 pm

A measure of persistence tops off the recipe for success when the other ingredients include business knowledge, global awareness and sound ethics. The dairy business can present a whirlwind of circumstances demanding quick decisions and sharp turns. Seasoned executives know that volatile times test the business like no other.

Managers Academy for Dairy Professionals® will position you to balance accelerated consolidation, unanticipated consumer reactions

and your dairy's bottom line. Business managers who remain steady-handed, level-headed and open-minded will prevail. Coupling a wide swath of knowledge with timely and practical information enables you to ignite your business success — particularly when you're nimble, savvy and staffed with the right people in the right places.

Join us for an exhilarating three days of world-class learning, peer networking and outside-the-box thinking.

Prepare to up your game in geo-politics, management tactics and business ethics

Globally speaking ...

TIME TO PUT ON YOUR GLOBAL GLASSES

Our world is in the process of regionalization. In many instances, it's already happening. While the US has recently been the single dominant power, those days are gone. We're living in a multipolar world accompanied by a turbulent, competitive landscape of rising and falling powers. Meanwhile, our energy sources and capacity to use data in smarter, more automated ways are changing the nature of productivity and work. **Jacob Shapiro** will identify key geopolitical forces expected to shape the next five years while emphasizing trade protectionism, conflicts between major powers and the coming worldwide macro developments sure to affect dairy producers and other major agricultural commodities. What will food production look like globally? From where will it come? Why is the Mississippi River such a boon for US agriculture?

CAPTURING PROFITS: LITTLE THINGS ARE BIG THINGS

Planning, strategizing, executing and monitoring business performance are the four cornerstones for successful dairy management. To succeed in today's ever-changing and volatile dairy world, average and even above-average financial skills won't cut it. Smart, calculated, strategic moves are imperative. After forming a well-constructed strategy, business owners must make sure all systems are lean, efficient and performing at their best. The biggest challenge for managers is maximizing earnings by fine-tuning business practices while harnessing the full potential of investments and operations so they work for the farm and generate profits. Top managers consistently do a lot of little things right. **Jason Karszes** will share best practices from the top 20% of the dairy sector, who manage with precision while utilizing their financials with their teams to make operating and strategic decisions to manage investments, costs and revenues to maximize profitability.

Proven persistence ...

Any Louisiana festivity just isn't complete without a crawfish boil. Learn about how these amphibious creatures are grown, cared for and harvested at **Tietje Crawfish Farm**. At this 65-acre pond near Roanoke, you'll get a close-up look at crawfish habitat and the harvesting process. While Burt Tietje demonstrates the process, he'll expound on their biology, pond ecology and harvesting equipment. You'll also learn about the I-10 Crawfish Cooperative and watch the marketing aspects play out in real time. You'll observe the cleaning, grading and distribution process, and gain a new appreciation of the labor required to supply food-grade crawfish.



In 2009 a small group of rice producers, dissatisfied with their limited market options, formed Louisiana Independent Rice Producers. Committed to taking back control of their market, the savvy producers invested their own dollars, time and talent to form new alliances and make new contacts with potential buyers. Some 150 members united to build the **South La Rail Rice Mill**, a 6-million-dollar rail-loading facility. The mill features a dual truck pit that can unload each truck in four minutes, elevators that can take in 25,000 bushels an hour and four-hopper-bottom tanks to offload 156,000 bushels of cargo into 40 rail cars. In 2012 they began exporting to Mexico; by 2015 they had outgrown their rail-car inventory. Today they face consolidations and are navigating the challenges of finding and creating new markets. Their's is a testimony of facing obstacles head-on with skin in the game.



Jacob Shapiro is a New Orleans-based speaker, consultant, author and researcher covering global politics and affairs, economics, markets, technology, history and culture. He is a partner and the director of geopolitical analysis at Cognitive Investments, a registered investment adviser offering wealth-management services to individuals, family offices, and institutional investors. He is also the chief strategist at Perch Perspectives, a business and political risk consulting firm that provides custom advisory services and bespoke analysis.



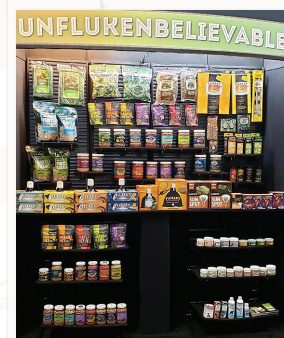
Jason Karszes is a dairy farm management specialist with the PRO-DAIRY Program at Cornell University. His extension, teaching and research efforts have centered on financial performance and decision-making programs for dairy farms and the use of Cornell's Dairy Farm Business Summary and Analysis Program. Working with a diverse group of dairy producers every year, he focuses on annual business performance, budgeting, decision making, and goal setting to improve business performance. In addition, Jason has worked on developing key monthly data monitoring programs, facilitates multiple business discussion groups centered on financial and business education, conducts applied research around costs and performance of production activities and coordinates farm business management education programs for Cornell Cooperative Extension.



Dr. Richard Kyte, PhD, Viterbo University, is Endowed Professor of the D.B. Reinhart Institute for Ethics in Leadership at Viterbo University in La Crosse, Wis., where he teaches a variety of ethics courses regarding business, leadership, and environmental issues. He cohosts a biweekly podcast and writes a regular column titled "The Ethical Life" that appears in 75 newspapers. His most recent book, *Ethical Business: Cultivating the Good in Organizational Culture*, was published in 2016. He received his doctorate in philosophy from The Johns Hopkins University.



Headquartered in Baton Rouge, **Marucci** began handcrafting bats from a backyard shed in 2004. Today Marucci is the number-one bat in the Big Leagues and also manufactures aluminum/composite bats, gloves, on-field and lifestyle apparel, and other baseball and fastpitch softball gear. Dedication to quality and an understanding of players' needs took Marucci to the top of the game, and a work environment that fosters innovation, teamwork and continuous improvement gives Marucci an unbeatable team culture.



they're following to equip the next in line to take ownership. In addition, discover the lessons they've learned working with their buyers, tracking inventory and monitoring weather forecasts to ensure safe delivery of live feed blends.

With a primary objective of educating people on breeding and raising reptiles, the team at family-owned **Fluker Farms** operates by both a business-to-business and business-to-consumer model. They are currently in the process of establishing a succession plan for their incoming team members, with a vision toward the third and fourth generations. Selling feed mixes, nutritional supplements and other supplies popular with reptile lovers, their product lines are sold online and to retailers like Petco and Walmart. Learn about the practices

Sending it home ...

IT'S ALL ABOUT ENGAGEMENT

When employees are fully engaged in the team's business goals, all the pieces come together. With a focus on building an ethical culture within your team, **Dr. Richard Kyte** will share strategies to increase employee engagement, retention and productivity. He'll also outline how to effectively motivate employees and empower middle managers to lead more confidently and compassionately. Expect some pointers on embracing rapidly changing technology and the uncertain implications of artificial intelligence, as well as mitigating the subsequent increase in employee stress and anxiety.

