

## PROGRAM AGENDA

Tuesday, March 12

9 am Registration  
8 pm Conclusion

Wednesday, March 13

7:15 am Breakfast program  
8:30 Attend 2024 PDPW  
Business Conference

Cornerstone Dairy Academy® is application based to preserve the quality and level of interaction for participants. Upon acceptance to the program, students and dairy producers pay \$200 to attend; allied industry members pay \$500.



Support from Dairy's Foundation and State Farm covers the balance of program fees, including meals. Hotel rooms are to be acquired by the applicants. PDPW will reimburse attendees \$50 per night paid for hotel lodging up to a maximum of two nights, or \$100.

APPLY TODAY at [pdpw.org/cornerstone-dairy-academy](http://pdpw.org/cornerstone-dairy-academy) or by scanning the QR code. Submit your application by Jan. 31, 2024. Applicants will be notified of acceptance by Feb. 9, 2024. For more details, visit [www.pdpw.org](http://www.pdpw.org) or call PDPW at 800.947.7379.



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DAIRY ACADEMY®

March 12-13, 2024

Chula Vista Resort  
1000 Chula Vista Pkwy,  
Wisconsin Dells, WI



# Ready to become a better leader?

We're ready, too. *Apply today.*



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DAIRY ACADEMY®

“ATTENDING CORNERSTONE WAS A GREAT REMINDER THAT WE HAVE THE POWER TO LIFT UP OR BRING DOWN ... AND WE MAKE THE CHOICE EVERY DAY HOW TO PORTRAY OUR PERSONAL LEADERSHIP STYLE.”

VALERIE KAMPHUIS  
SPECIALIZED DAIRY CREDIT OFFICER  
WITH COMPEER FINANCIAL

# You belong here

March 12-13, 2024

Chula Vista Resort, Wisconsin Dells, WI

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DAIRY ACADEMY®

# DAY ONE

## Cornerstone Dairy Academy

... designed to strengthen and build on three core styles of leadership ...

CHOOSE WHICH PILLAR YOU PREFER IN YOUR ONLINE APPLICATION

### INFLUENTIAL LEADERS

Influential leaders are clear, consistent and trustworthy. They invite contributions from others and collaborate with them. Not only do they exemplify a strong work ethic and good communication skills, they're also friendly and self-confident. Experts **Holly Green, Rachel Wagner** and **Hank Wagner** will polish the influential leader within as they help you:

- Understand generational differences and communication methods
- Discover your behavior type
- Master first impressions with courtesy and confidence
- Model thankfulness and gratitude

CEUs: up to 8.25 DACE



### VISIONARY LEADERS

Visionary leaders are innovators who see the big picture, think strategically, accept change adeptly and understand that respectable leadership is founded on ethical standards. With a clear purpose and vision for a promising future, they also have a plan to get there. In this pillar, **Dr. Richard Kyte** and **Dr. David Kohl** will facilitate discussions that enable you to:

- Understand integrity and how it correlates to ethical decision making
- Plan strategically and learn efficient use of economic-indicator tools
- Exemplify credibility and uprightness
- Observe global trends to discover opportunities early

CEUs: up to 6.75 DACE

### SERVANT LEADERS

Servant leaders are good listeners with empathy, foresight and awareness of others' needs. They persuasively lead with passion and are committed to growing people's abilities and building communities. Explore the riches of servant leadership as you live, laugh and learn from the viewpoint of professor and expert **Tom Thibodeau**. He'll bring to light the following attributes of servant leadership:

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

CEUs: up to 6.75 DACE

## And then comes DAY TWO

Start fresh with a morning program and an idea exchange with fellow attendees. After interacting with your peers, practice what you've learned by attending sessions and networking at the 2024 PDPW Business Conference. Whether in sessions or in the Hall of Ideas, you're sure to glean new ideas that'll have you driving innovation in no time.



“LEARNING HOW TO BE A BETTER LEADER AND TRAINER HAS HELPED ME DEVELOP A GREAT TEAM TO MOVE FORWARD — AT WORK, AT HOME AND WHILE SERVING ON OUR CHURCH COUNCIL.”

SCOTT PILGRIM  
TERRITORY MANAGER WITH GEA



All three pillars will be offered in Spanish. Scan the QR code for the translated flier.



**HOLLY G. GREEN** is a behavioral scientist and experienced business leader who has worked with the United States Navy SEALs, Top Gun Fighter Pilots, Olympic athletes, two US Presidents and more. She holds a Bachelor's degree in Behavioral Sciences and a Master of Science degree in Organization Development; her postgraduate studies are in neurophysiology. Founder of the Management Development Institute at San Diego State University, she's authored several books.



**RACHEL WAGNER** of Rachel Wagner Etiquette and Protocol in Tulsa, Okla., is a licensed corporate etiquette consultant. Rachel empowers professionals in a variety of industries with the business etiquette tools to put their best foot forward with confidence, presence and influence in the business arena. As an etiquette expert Rachel is regularly interviewed in national media outlets including *Forbes*, *The Washington Post* and *MONEY*. Her business has received the coveted "Woman-Owned Business of the Year" award in 2017 and 2022.



**HANK WAGNER**, founder of Wagner Leadership Training, owns a 900-cow dairy farm in northeastern Wisconsin with his family. A John Maxwell certified speaker, trainer and coach, Hank has authored the books *Teachable Moments* and *Simple Miracles*; he formed Wagner Leadership Training to help individuals, families, organizations and businesses be their best. He has also been awarded the PDPW Dean Strauss Memorial award; an honor bestowed on an individual who has been recognized as an example of selfless leadership.



**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 most recent book, *Ethical Business: Cultivating the Good in Organizational Culture*, was published in 2016.



**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 and students under his belt, Kohl also has 25 years of distinguished work as Professor of Agricultural Finance, Small Business Management and Entrepreneurship. Having taught over 10,000 students in college courses, he has also published over 1,500 articles in academic journals, the popular press and through Extension.



**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.