PROGRAM AGENDA

Tuesday, March 12

9 am Registration8 pm Conclusion

Wednesday, March 13

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

Business Conference



CEUs available through DACE

APPLY TODAY at pdpw.org/ **cornerstone-dairy-academy** or by scanning the QR code. Submit

participants. Upon acceptance

to the program, students and dairy producers pay \$200

by scanning the QR code. Submit your application by Jan. 31, 2024.
Applicants will be notified of acceptance by Feb. 9, 2024. For

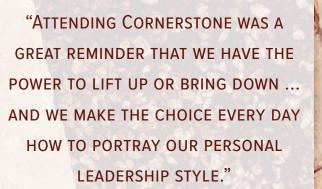
to attend; allied industry members pay \$500.

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.

Cornerstone Dairy Academy® is application based

to preserve the quality and level of interaction for

SPECIALIZED DAIRY CREDIT OFFICER
WITH COMPEER FINANCIAL



VALERIE KAMPHUIS





Professional Dairy Producers®
820 N. Main, Suite D
Juneau, WI 53039
800 947 7379
www.pdpw.org



March 12-13, 2024

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

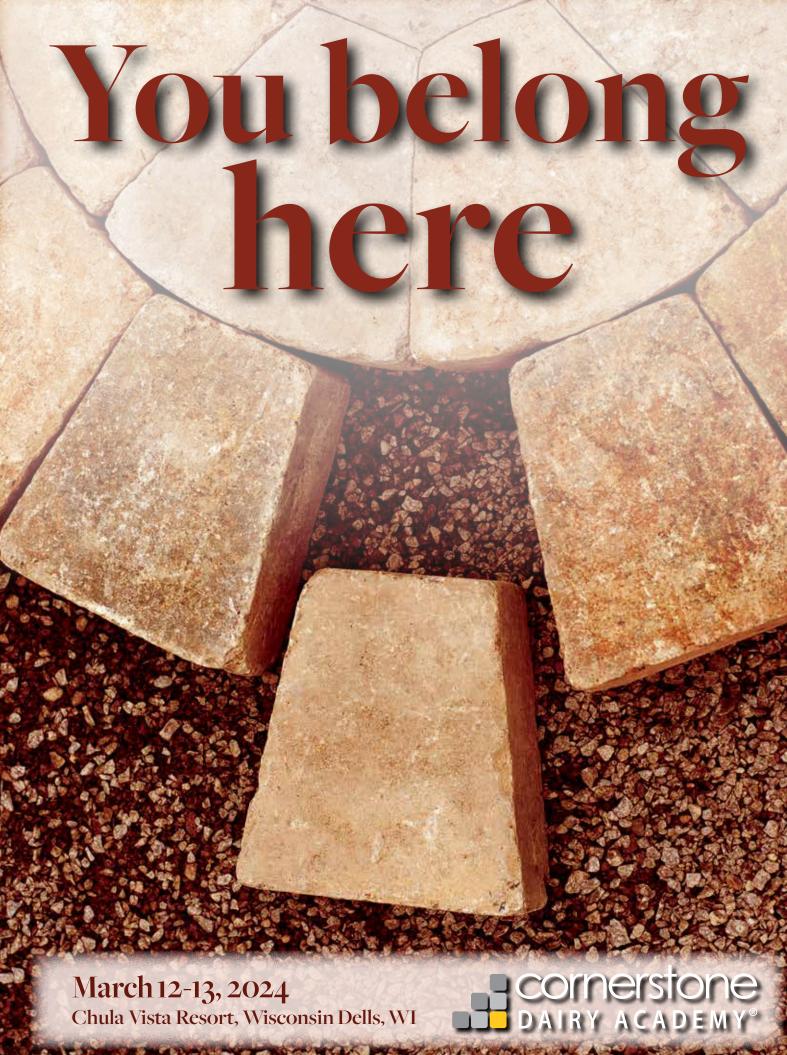


Ready to become a better leader?

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







DAYONE

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.



#cornerstone2024



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.

Professional Dairy Producers® 800.947.7379 www.pdpw.org #mypdpw