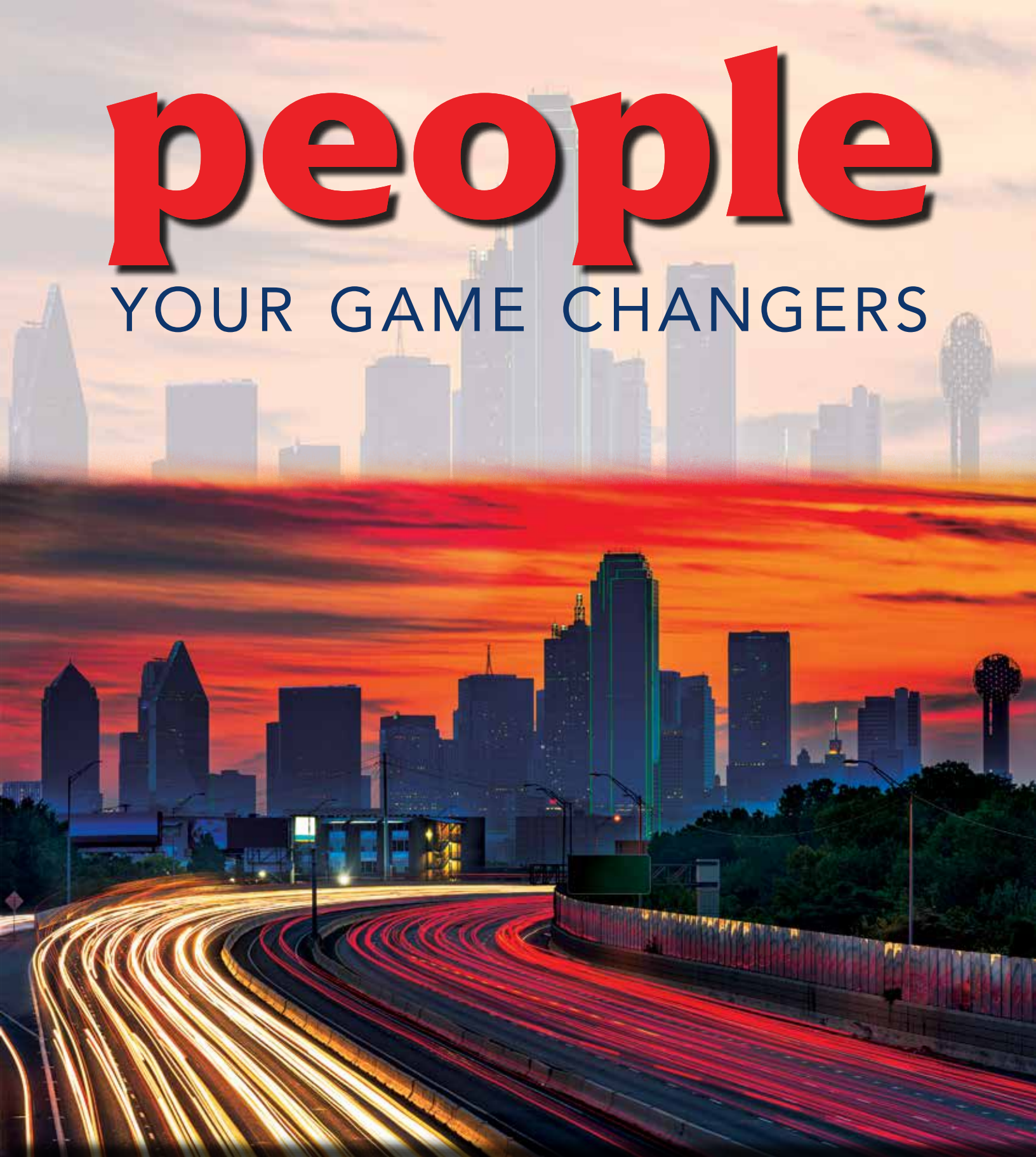


people

YOUR GAME CHANGERS



Dallas, Texas

January 7-9, 2025

EXECUTIVE TRAINING FOR DAIRY MANAGERS

MANAGERS
academy

IT'S ALL ABOUT YOUR **people**

Mon, Jan. 6 — 6 pm Welcome reception

Tue, Jan. 7 — 8 am Registration

Thu, Jan. 9 — 3:30 pm Conclusion

In business there's a common mantra: "If you can't change your people, change your people."

At the upcoming Managers Academy you'll learn a more sustainable approach – including how to get to the heart of what makes a team member **want** to be a more productive employee, do the right thing when nobody's watching, and make each day at work feel a lot less like work.

Join us in Dallas to build a thriving organizational culture that fosters productivity, resilience and high-impact results.

TRANSFORM YOUR CULTURE

In addition to discovering the essence of culture, why it matters and how it impacts every level of your organization, Michael Hoffman and Dr. Richard Kyte will illustrate strategies for you to:

- clarify organizational focus
- intentionally create a steady, meaningful team culture
- implement ethical decision-making parameters
- employ practices based on the successes and failures of the organizations whose real-life examples you'll study
- put generational and technological challenges to work for you to optimize collaboration and mitigate burnout

LET'S HIT THE ROAD

You've heard that everything is bigger in Texas. Well, prepare to have your thinking stretched as we go behind the scenes at some incredibly innovative operations.

And this year, there's an exciting twist. You'll experience an exclusive, hands-on mystery tour where dairy executives work in an *Undercover Boss*-type setting to uncover fresh insights and game-changing strategies.

Trinity River Authority

The Trinity River Authority (TRA) is a powerhouse of forward-thinking natural-resource stewards whose vision and values will compel even the most experienced dairy executives to rethink their approach to infrastructure and resource management. Responsible for managing water resources for nearly 8 million people, TRA is planning 15+ years into the future – building, maintaining and innovating for sustainability in a rapidly growing region.

Mystery Tour:

The Ultimate *Undercover Boss* Experience

Think you've mastered the art of running a business? Get ready to put your skills to the test. This surprise tour stop will challenge your executive expertise in ways you've never experienced before. It's your chance to play the lead role in an *Undercover Boss* scenario, where every decision counts and nothing is off-limits.

Armed with a list of key areas to investigate – from operational systems and customer service to employee workflows and resource management – each participant will lead their own investigation. No stone will be left unturned as you dig into how this business functions at the peak of their work day. You'll analyze every aspect of the business, troubleshooting in real time and uncovering potential areas for improvement.

Cosm-Dallas: Cutting-Edge Technology = Unforgettable Experiences

Get ready to immerse yourself in a world where innovation, entertainment, and state-of-the-art architecture collide. Cosm-Dallas is not just a venue; it's a sensory experience that blends the power of an amphitheater with the energy of a high-tech sports lounge – all while keeping team culture at the core.

Imagine a space designed to transport audiences to new dimensions, combining advanced visual, sound and interactive technologies. Cosm's immersive dome offers mind-bending experiences for everything from live sports and concerts to art shows and public events. Its cutting-edge configuration entertains millions of guests each year. But it's not just the venue that's out of this world – it's the talent, leadership and focus on culture that keep this operation wowing guests and team members alike.

At the 2025 Managers Academy, you'll learn how to optimize your most valuable asset – your people.

Take a deep dive into what truly drives team performance. Discover strategies to build a high-performing team whose passion goes beyond just hitting the numbers – they're motivated to do the right thing, exceed expectations, drive innovation, and set new standards for success.

Learn how to create a culture in which employees are fully engaged, highly productive and eager to show up for work each day.

DESIGN YOUR FUTURE

This three-day program will equip you with new ideas to drive your dairy business to the next level. After a few days of hands-on learning and collaborating with your peers, you'll head back home with the tools to:

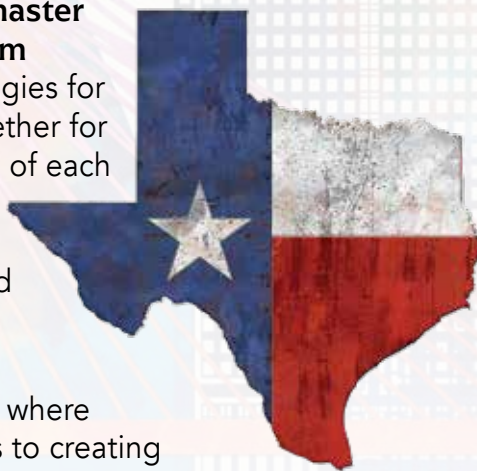
- motivate your best people
- overcome generational and technological hurdles
- mentor and lead your team into greatness
- foster relationships that mitigate stress and enhance emotional well-being

Everything's Bigger in Texas – Including Your Dairy's Potential

At Managers Academy, we're not just talking small improvements. This is about managers like you making big transformations – developing leaders who inspire accountability, loyalty and innovation.

Join us in Dallas for a master class in building a dream team. You'll learn strategies for keeping your team together for the long haul, in service of each other and the dairy business they're all committed to and proud to call "home."

Plan to attend the 2025 Managers Academy. It's where you'll unlock the secrets to creating a culture that's bigger, bolder and more engaged than ever.



presenters



MICHAEL HOFFMAN is a transformative force in professional training for executive teams worldwide. Known for his captivating delivery, energy and ability to shift mindsets, Michael's approach goes beyond motivation – he equips leaders with practical, actionable tools to succeed in today's rapidly changing business environment. As president of Igniting Performance, a Dallas-based firm specializing in leadership, customer loyalty and sales, Michael brings more than 25 years of experience working with top-tier organizations.

Through engaging storytelling and immersive techniques, Michael empowers executives to foster a culture in which individuals take ownership of their attitudes and approach their work with intention. With clients that include Bank of Montreal, Aflac, SYSCO Foods and Comcast, Michael has consistently demonstrated his ability to blend motivation with tangible strategy, yielding results that matter. His passion for business excellence is contagious, and his track record of success speaks for itself.



DR. RICHARD KYTE is the Endowed Professor of Ethics at Viterbo University and Director of the D.B. Reinhart Institute for Ethics in Leadership. Richard brings unparalleled expertise in servant leadership – a style of

leadership that resonates with today's dairy executives who strive to cultivate both high-performing teams and sustainable business practices.

An accomplished author and cohost of the podcast "The Ethical Life," Richard's insights are sought after by executives and leaders across industries. His biweekly column, syndicated in 73 newspapers nationwide, addresses the critical ethical issues of our time, providing thought-provoking commentary that challenges business leaders to align their actions with their values. Whether teaching graduate courses or advising nonprofit boards, Richard is committed to shaping the next generation of leaders who understand that success in business is inseparable from the responsibility we bear toward our employees, communities and environment.

For dairy executives navigating the complexities of today's marketplace, Richard Kyte offers a profound perspective: that the strength of a business is rooted in ethical leadership. His thought-provoking guidance equips leaders with the moral compass they need to inspire trust, drive innovation and lead their organizations through both challenge and change.

LET'S TALK ABOUT YOUR people

MANAGERS academy

MANAGERS ACADEMY FOR DAIRY PROFESSIONALS®

January 7-9, 2025 | Dallas, Texas

register TODAY

member	each add'l member, same farm	non member	each add'l non-member, same farm
\$875	\$800	\$1,100	\$800

Registration fee covers all sessions, training materials, meals, tours and tour travel. To register, visit pdpw.org/programs, call PDP at 800-947-7379 or scan the QR code.

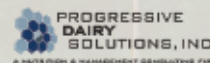


Hotel accommodations are not included with registration. For hotel reservations, call 800-228-9290 by Dec. 26, 2024. The Marriott Quorum Dallas Addison is offering a special rate of \$199/night for single or double rooms when booked by Dec. 26, 2024. For PDP block discount, visit pdpw.org/programs/Managers-Academy-2025/details for hotel booking link.

Hotel address: 14901 Dallas Parkway, Dallas, Texas 75254. For transport to hotel from airport, arrange ride via Uber or taxi.

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

Thank you, partners!



Up to 17.5 DACE CEUs available

