

A vibrant tropical beach scene with a clear blue sky, turquoise water, and a line of green trees on the horizon. A palm tree is visible on the left side of the frame.

# business prime on island time

Managing today's dairies  
for tomorrow's success

January 20–22, 2026  
San Juan, Puerto Rico

MANAGERS  
*academy*

EXECUTIVE TRAINING FOR DAIRY MANAGERS



# position your business FOR GROWTH AND SUCCESSION

For today's elite executives the margin for error is thinner than ever and the cost of standing still is steep. And yet, more than 70% of agricultural businesses lack a formal succession plan.

## The time to establish your leadership continuity is now.

The 2026 Managers Academy delivers more than theory. Expect a high-impact experience that will challenge legacy thinking, sharpen your management infrastructure and equip you to lead beyond the next transition. Whether scaling operations or preparing the next generation, this program will confront the hard questions and position your dairy for strategic, sustainable growth.



### GETTING DOWN TO BUSINESS

As dairy operations scale up, many owners aim to become "professionally managed." But few have a clear roadmap to get there. Industry veterans Marissa Nehlsen and Dick Wittman will guide attendees with laser focus to help them create governance, leadership and succession strategies.

A three-day immersion into real-world case studies, out-of-industry tours and executive-level conversations will equip participants with the tools to:

- understand what it means to manage a professional business in today's dairy industry - and the cost of falling short
- pressure-test your business infrastructure to ensure continued growth and readiness for leadership change
- build a systems-based governance approach that's scalable, flexible and customized to your business
- align leadership teams around mission, vision and core values, eliminating role confusion and decision bottlenecks
- shift from estate planning to intentional transition planning, developing successors before it becomes urgent

Attendees will return home with a tailored multi-year action plan, practical language to navigate tough conversations and tools to turn business strain into clear, concise strategies.

The goal isn't just transition - it's transformation.

### LEARNING FROM OTHER EXECS

Life in the commonwealth is vastly different from what's familiar to American dairy farmers. Three tours designed to offer a taste of Puerto Rican culture will ignite fresh ideas and introduce you to high-performing organizations outside of dairy. Gain firsthand insight into how leaders in other sectors scale operations, develop talent and manage complexity.

#### Hacienda Muñoz: strategically brewed

This pioneer coffee farm and award-winning roaster is a boutique enterprise with experience building scalable infrastructure. They've gone from hillside cultivation to modern depulping, sun-drying and grading systems, while maintaining the hands-on craftsmanship that resulted in consecutive "People's Choice" awards from 2016 to 2019.

At Hacienda Muñoz, we'll explore their integrated operation from plant propagation through roasting and tasting, and observe how lean start-up principles, resource optimization and customer-focused quality converge. It's a classic example of building brand value and operational resilience - perfect for dairy leaders sharpening their own growth and succession strategies.



#### Casa BACARDÍ: innovation on the rocks

Executive insight meets social sophistication at Puerto Rico's legendary Casa BACARDÍ - the world's largest rum distillery. Distillery team members will lead a discussion on how tradition, innovation, craftsmanship and the scale of Bacardí's operations have shaped the brand into a global leader in spirits. The journey culminates in a guided tasting of select premium rums, offering a firsthand appreciation of their character and quality. It's the perfect close to a day of strategic learning, showcasing how legacy, innovation and social energy converge to sustain a brand poised for its next generation.

#### Finca Neo Jibairo: from seed to strategy

At Puerto Rico's first certified agrotourism farm in Río Grande, we'll dive into a real-world expedition of agribusiness innovation and small-scale enterprise development. At Finca Neo Jibairo, an immersive tour will lead us from the seedbeds of specialty produce and tobacco fields to an artisan cigar-rolling workshop where experts will share the ins and outs of their operations, resource infrastructure and local supply chains. They'll also showcase how they built scalable systems, leveraged community and tourism resources, and launched a successful cigar business and hospitality concept. It's an executive-level exploration of how passion, infrastructure development and strategic design combine.



## Agenda

**Monday, January 19**

6:00 pm Welcome reception

**Tuesday, January 20**

7:45 am Registration

**Thursday, January 22**

4:00 pm Conclusion

## Presenters



**Marissa Nehlsen** is the founder and CEO of an eight-figure, debt-free financial firm, managing over \$1 billion in assets across forty-six states. Her journey began on a North Dakota farm, where she learned

the value of hard work and resilience. Over the past thirty years, she has founded five self-managing companies and coached thousands of entrepreneurs, helping them make money their best employee.

She is the author of *Live Life Rich*, a guide to building not just a profitable business, but a life of true financial, personal and professional freedom. Beyond business, Marissa is a global impact leader. She co-founded the Foundation of Latin America, building sewing schools for women in Costa Rica, developing sustainable energy projects, and dedicating herself to eliminating poverty through entrepreneurship.



**Dick Wittman** is a family business consultant with Wittman Consulting and a firm believer in preserving family farms to manage and steward the food-production industry. This belief has been a primary driver in

motivating him to help family farmers adopt more professional management practices so they can experience improved performance, teamwork and quality of life.

A globally recognized expert in financial literacy, family business management and transition planning, he has provided private consulting services to farm family businesses throughout the US, Canada and many foreign countries.



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## REGISTER TODAY

member	each add'l member, same farm	non member	each add'l non-member, same farm
\$975	\$875	\$1,200	\$875

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The registration fee covers all sessions, training materials, meals, tours and tour travel. To register, visit [pdpw.org/programs](https://pdpw.org/programs), call Professional Dairy Producers® (PDP) at 800-947-7379 or scan the QR code.



Hotel accommodations are not included with registration. For hotel reservations, call 800-228-9290. Marriott's Hotel Rumbao is offering a special rate of \$229 a night for single rooms or \$249 for double rooms when booked by Dec. 19, 2025. To obtain the PDP block discount, visit [pdpw.org/programs/Managers-Academy-2025/details](https://pdpw.org/programs/Managers-Academy-2025/details) for hotel booking link.

Hotel address: 100 Brumbaugh St., San Juan, Puerto Rico 00901.

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# Thank you, partners!

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