

Renew Refine Rethink

**Hit the reset button
for new thinking, ideas and strategies**



January 14-16, 2020

Corpus Christi, Texas **MANAGERS**
academy

Developed by Professional Dairy Producers®, Managers Academy for Dairy Professionals™ is executive education developed for CEO's: dairy owners and managers, industry directors, processors, marketers and distributors.



PROGRAM AGENDA

Mon., Jan. 13

6:00–9:00 pm Welcome Reception
(optional)

Tue., Jan. 14

8:00 am Registration
6:30 pm Dinner

Wed., Jan. 15

8:00 am Training reconvenes
Executive-Level Tours

Thu., Jan. 16

8:00 am Training reconvenes
3:15 pm Conclusion

With the agricultural and dairy industries at a crossroads, your flexibility and mental acuity are more critical to your success than ever. Managers Academy for Dairy Professionals™ will be a three-day infusion of energy and life-long learning that will amplify your thinking. Prepare to rejuvenate your business and expand your management skills.

Day two's executive-level tours will showcase the common ground dairy shares with the cotton and energy industries. Not only will you discover new ways to address long-standing and unforeseen circumstances, you'll learn how to tap into the most valuable resources you already have in your business – people.

Trainers Holly Green and Michael Hoffman will get into your head as they reveal your mind's tendencies. New results require new thoughts; the experts will help you hit the reset button on new thinking, ideas and strategies. Everything starts with managing yourself first – and that means training your mind to manage the loads of data it picks up daily.

YOUR TRAINERS



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, senior NFL referees, the FBI Leadership Academy, and two United States Presidents. She holds a Bachelor's degree in behavioral sciences and a Master of Science degree in organization development from American University in Washington, D.C.; her postgraduate studies are in neurophysiology. She is an adjunct professor at Webster University, teaching courses in the graduate program. She is the founder of the Management Development Institute offered at San Diego State University and the author of several books, including *More Than a Minute: How to be an Effective Leader & Manager in Today's Changing World* and *Using Your Brain to Win*.



Michael Hoffman is founder and owner of Igniting Performance Inc., a Dallas-based company that specializes in the skills of sales, customer loyalty and leadership. Over the last 25-plus years, Michael has customized training and delivered presentations for organizations across the country and abroad. Michael's highly interactive style and unique delivery cements his experiences in the minds of attendees. He enables them to ignite the tactics and techniques necessary to OWN their jobs "on purpose" with an attitude of OWN IT-ship and professionalism.



Corpus Christi, Texas

TRAINING DAY 1

Use Your Brain to Win Think differently to thrive in a hyper-paced world

Your brain is your most powerful competitive weapon – when you use it properly. In addition to its ability to process vast amounts of information, the human brain has an innate talent for forming patterns, creating connections, and answering questions.

In spite of your brain's amazing capabilities it was not created to function effectively at today's helter-skelter pace. It tends to see what it expects to see, ignore data that contradicts its prevailing world view and have greater confidence in its decision-making abilities than it should. And because it tends to operate in "comfort corridors"- thinking and doing the same things over and over despite the changing demands placed on it - your brain doesn't always serve you as well as it could.

Top performers use their brains differently. They make new neural connections, challenge common assumptions and maintain an unwavering focus on the target. They lead by pausing to think and staying focused on their goal so they can run in the right direction – with their team.

Holly will empower you with tools, tips and techniques to increase your effectiveness as a leader while leveraging your brain and the brains of others. Tapping into the latest in neuroscience, she'll teach you how to thrive, develop resilience, and stay focused in an environment of constant distraction. You'll practice playing with your brain and walk away with practices you can use immediately on yourself and others to be even more successful.

TRAINING DAY 2

Executive-Level Tours

WALKING IN HIGH COTTON The cotton sector is a mature industry – old, actually, relative to other American industries. U.S. cotton production dates back as far as the 1550s. Learn how it has reinvented itself while building on tradition to capture the global market. We'll tour a cotton gin, meet with growers and see first-hand how the quality of this ubiquitous commodity is determined at a cotton-classing laboratory. Learn how cotton has gone from a labor-intensive crop to a highly mechanized industry.

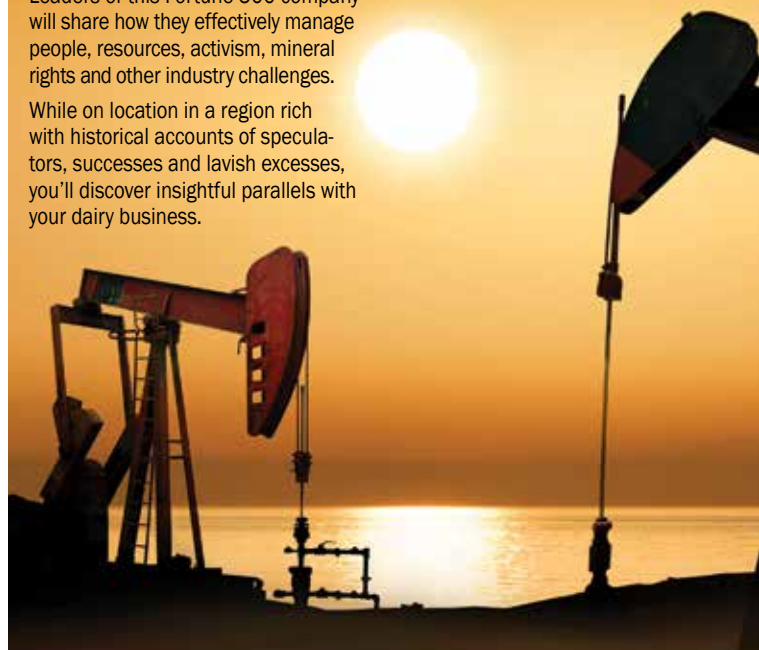
Cotton is produced on more than 6 million acres in Texas - the equivalent of the size of the state of Vermont - that's over 9,000 square miles of cotton fields.

"OIL, THAT IS. TEXAS TEA. BLACK GOLD." On January 10, 1901 the Lucas Number One Well blew its lid at Spindletop near Beaumont, Texas. The gusher spewed oil more than 100 feet into the air until the well was capped nine days later. An estimated 100,000 barrels of oil per day had been released – forever changing the face and fate of Texas.

The US is energy independent thanks primarily to Texas – the largest producer of U.S oil. In the heart of a region that was flung headlong into the industrial petroleum era, you'll hear from Valero Energy Corporation executives and learn how this rapidly growing energy sector balances environmental protection with explosive growth.

Leaders of this Fortune 500 company will share how they effectively manage people, resources, activism, mineral rights and other industry challenges.

While on location in a region rich with historical accounts of speculators, successes and lavish excesses, you'll discover insightful parallels with your dairy business.



TRAINING DAY 3

Unleash the human potential Go beyond managing to coaching and empowering others

The greatest gift a manager can bring to his or her team is goal-based coaching. Michael Hoffman will focus on this critical skill and direct your attention to the things you say and do on purpose in your one-on-one interactions with team members to create a workforce of people who own their roles.

Coaching your employees to think and do within their realm of influence creates a culture of ownership where everyone knows the whys, understands their boundaries, and thrives within them. Michael will show you the key to

empowering each employee to be a part of change rather than a victim of change.

As you explore the management cycle and different types of coaching conversations you'll learn the strategies to set expectations, conduct meaningful reviews and deliver useful feedback. You'll become better equipped to effectively handle your team members' personal and practical needs and expand your confidence in handling situations and conversations for positive outcomes.

Managers Academy for Dairy Professionals™
Jan. 14-16, 2020, Corpus Christi, Texas

Name _____

Business/Company Name _____

Your Mailing Address _____

City _____ State _____ Zip _____

10-digit phone number _____

Email _____

Names of others attending with you _____

CREDIT CARD INFORMATION

Name as it appears on card _____

Card Number _____

Expiration date _____ CVC (from back of card) _____

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Registration fee covers all sessions, training materials, meals, tours and tour travel.

Hotel accommodations are not included with registration.

The Omni Corpus Christi Hotel is offering a special rate of \$139/night for single or double rooms when you book by Dec. 23, 2019. (Triple and quad rooms are available at higher rates.) Mention you are with PDPW Managers Academy.

FOR HOTEL RESERVATIONS CALL: 800-843-6664

Omni Corpus Christi, 900 N. Shoreline Blvd., Corpus Christi, TX 78401


PDPW Member registration rate		Non-member registration rate*	
\$700 (first registrant)	\$ _____	\$875 (first registrant)	\$ _____
\$600 (add'l registrant) x _____	= \$ _____	\$600 (add'l registrant) x _____	= \$ _____
Subtotal \$ _____		Subtotal \$ _____	

Total Amount Due \$ _____

Register online today at www.pdpw.org, call 800-947-7379
or mail form to PDPW: 820 N. Main, Suite D, Juneau, WI 53039.



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CEUs available
UW-SVM: up to 12 non-scientific hours
DACE: up to 15.75


CE continuing veterinary medical education hours will be awarded to veterinary professionals who attend the program in its entirety. Courses run in partnership with the University of Wisconsin School of Veterinary Medicine (UW-SVM). The UW-SVM is an accredited continuing veterinary medical education provider; however, participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery.






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Managers Academy for Dairy Professionals™ is developed by Professional Dairy Producers® in collaboration with Progressive Dairy and Rabo Agrifinance.



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