

In the pursuit of leadership,  
small steps lead to big results.

Take a step in the right direction.  
Apply today.

Submit your application by January 31, 2021 at  
[pdpw.org/cornerstone-dairy-academy](http://pdpw.org/cornerstone-dairy-academy)



LEADERSHIP  
is for those who pursue it



PROFESSIONAL DAIRY PRODUCERS®  
820 N. Main, Suite D | Juneau, WI 53039



Your leadership abilities are calling.  
Answer the call - apply today!

INFLUENCE ENVISION SERVE  
LEAD

To preserve the quality and level of interaction for participants this program is application-based.



Upon acceptance to the program, dairy producers and students pay \$150 to attend; allied industry members pay \$450. Support from the Professional Dairy Producers Foundation covers the balance, including meals and room-share lodging. (\$1,100 value)

Submit your application by January 31, 2021  
at [pdpw.org/cornerstone-dairy-academy](http://pdpw.org/cornerstone-dairy-academy).

Applicants will be notified of acceptance by February 12, 2021.  
For more details contact PDPW at 800.947.7379 or [mail@pdpw.org](mailto:mail@pdpw.org).

## Pursue Leadership

CORNERSTONE DAIRY ACADEMY

NEW LOCATION  
**Kalahari Resort**  
1305 Kalahari Drive,  
Wisconsin Dells, WI

**Tuesday, March 16, 2021**

Registration: 9:00 am  
Conclude: 8:00 pm

**Wednesday, March 17, 2021**

Breakfast program: 7:15 am  
Business Conference sessions to follow, with banquet, entertainment and networking in the evening.

CEUs available through:  
**Dairy Advance**  
CONTINUING EDUCATION



NEW LOCATION!



March 16-17, 2021  
**Kalahari Resort**  
1305 Kalahari Drive  
Wisconsin Dells, WI



# CORNERSTONE DAIRY ACADEMY™

offers three separate learning pillars, all of which occur simultaneously on the first day.

Submit your preferred pillar choice with 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 **Trevina Broussard**, **Liz Bockman** and **Hank Wagner** will polish the influential leader in you as they help you:

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

CEUs: up to 7.75 DACE

## VISIONARY LEADERS

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

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

CEUs: up to 6.25 DACE

## SERVANT LEADERS

Servant leaders are good listeners with empathy, foresight and awareness of others' needs. They persuasively lead with passion and 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:

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

CEUs: up to 5.75 DACE

**THE SECOND DAY** kicks off with a breakfast program during which you'll share your key take-aways from Day 1. You'll also receive boots-on-the-ground communications advice from an industry leader.

From there, you'll adjourn to the 2021 PDPW Business Conference to put into practice your networking skills. Learn, mingle, and connect with key influencers and dairy experts from across the globe. During sessions and trade show conversations, you'll discover the latest in technology and research, and you'll learn from some of the most sought-after presenters in the industry.



Submit your application by January 31, 2021 at [pdpw.org/programs/Cornerstone2021/details](https://pdpw.org/programs/Cornerstone2021/details)

"Dairy farming is the foundation of rural Wisconsin – and America. Sartori is proud to support Cornerstone because we are committed to helping educate the next generation."

– Jeff Schwager, CEO of Sartori Cheese



**TREVINA BROUSSARD**, Frontline Success Training and Consulting, is a talent solutions consultant and trainer who applies her unique insights and common-sense approaches to better recruiting, hiring, retention, team building and leadership development. Her real-world experiences result in a credibility that leads to practical, down-to-earth techniques for all levels of employees.



**LIZ BOCKMAN, MPH**, of Everyday Etiquette has a Masters in Public Health from Northern Illinois University. Bockman has served as a physician relations liaison and an educator in the health care arena for over twelve years. Her experiences have translated into a solid understanding of the importance of appropriate social skills as they pertain to building successful and meaningful relationships.



**HANK WAGNER**, founder of Wagner Leadership Training, owns a 650-cow dairy farm in northeastern Wisconsin with his family. A John Maxwell certified speaker, trainer and coach, Hank has authored a book entitled *Teachable Moments*; he formed Wagner Leadership Training to help individuals, families, organizations and businesses be their best.



**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, and many other distinctions to his credit.



**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.



**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.