

## PROGRAM AGENDA

Tuesday, March 11

9 am Registration  
8 pm Conclusion

Wednesday, March 12

7:15 am Breakfast program  
8:30 Attend 2025 PDP  
Business Conference

Cornerstone Dairy Academy® is application based to preserve the quality and level of interaction for participants. Upon acceptance to the program, students and dairy producers pay \$200 to attend; allied industry members pay \$500.



Support from Dairy's Foundation covers the balance of program fees, including meals. Hotel rooms are to be acquired by the applicants. PDP will reimburse attendees \$50 per night paid for hotel lodging up to a maximum of two nights, or \$100.

**APPLY TODAY** at [pdpw.org/cornerstone-dairy-academy](http://pdpw.org/cornerstone-dairy-academy) or by scanning the QR code. Submit your application by Jan. 31, 2025.

Applicants will be notified of acceptance by Feb. 7, 2025. For more details, visit [www.pdpw.org](http://www.pdpw.org) or call PDP at 800.947.7379.



**FUTURE READY**  
ACCELERATING DAIRY'S SUCCESS >>>



**Dairy Advance**  
CONTINUING EDUCATION

CEUs available through DACE



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



“Cornerstone covers a variety of topics you just can’t get in one place anywhere else. From markets, generational communication, dining and networking etiquette to connecting with others, there’s something for everyone to learn in each pillar.”

– Eliza Ruzic, 2024 Cornerstone graduate

# build your LEADERSHIP SKILLS on a firm foundation

Build on your leadership abilities  
*Apply today!*

## Fortify your foundation

*Cornerstone Dairy Academy has the tools you need.*

Submit your application by January 31, 2025 at [pdpw.org/cornerstone-dairy-academy](http://pdpw.org/cornerstone-dairy-academy).



March 11-12, 2025  
Alliant Energy Center  
1919 Alliant Energy Center Way  
Madison, 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 **Holly Green, Melissa Wilson and Hank Wagner** will polish the influential leader in you 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 and 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, these leaders have a plan to get there. **Dr. Richard Kyte and Jacob Shapiro** 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 6.75 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 listen, 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 6.75 DACE

**THE SECOND DAY** starts 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 2025 PDP Business Conference. Whether in sessions or in the Hall of Ideas, you're sure to glean new ideas that'll have you dialing it in with verve and confidence.

Submit your application by January 31, 2025 at [pdpw.org/programs/Cornerstone2025/details](http://pdpw.org/programs/Cornerstone2025/details)



Each pillar will be offered in Spanish. Scan the QR code for the translated flier.



“Leadership takes work and dedication; it’s constantly pushing yourself through your vulnerabilities and weaknesses. We can only be a leader to others if we first become a leader to ourselves.”

– Nicole Pralle,  
2024 Cornerstone graduate



**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.



**MELISSA WILSON** is a certified dining etiquette consultant and conducts workshops on dining etiquette to empower individuals with the skills and confidence needed to gracefully navigate dining

occasions. From mastering table manners to understanding industry nuances, Melissa equips attendees with the essential tools to excel in any dining setting, be it a casual business luncheon or a more professional setting. Her approach helps people enhance their proficiencies while understanding the importance of relationship building.



**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 PDP Dean Strauss Leadership Award; an honor bestowed on an individual recognized as an example of selfless leadership.



**JACOB SHAPIRO** is a partner and director of geopolitical analysis for Cognitive Investments (CI) in New Orleans, overseeing geopolitical analysis and working with CI's research team to integrate

geopolitics into their investment strategies. He authors the "Global Situation Report," a weekly intelligence brief on the world's most important developments. In addition, Jacob hosts CI's podcast series, "Cognitive Dissidents," which features interviews with an array of foreign policy, technology and global business experts.



**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". He also authored the book, *Ethical Business: Cultivating the Good in Organizational Culture*.



**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.