

MANAGERS

academy

Pursue Sweet Success

Managers Academy for Dairy Professionals™ JANUARY 11-13, 2022 | WEST PALM BEACH, FLORIDA

Pursue Sweet Success

REGISTER TODAY

Member	Each add'l Member	Non Member	Each add'l Non-Member
\$700	\$600	\$875	\$600

Registration fee covers all sessions, training materials, meals, tours and tour travel. Hotel accommodations are not included with registration. Register at pdpw.org/programs or call PDPW at 800-947-7379.

FOR HOTEL RESERVATIONS CALL 561.684.9400 BY DECEMBER 15, 2021

The Hilton Palm Beach Airport is offering a special rate of \$209/night for single or double rooms when you book by Dec. 15, 2021. (Triple and quad rooms are available at higher rates.) Mention you are with PDPW Managers Academy.

Hilton Palm Beach Airport
150 Australian Avenue, West Palm Beach FL 33406
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Success

is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, a love of what you are doing.

MANAGERS academy

Managers Academy for Dairy Professionals™

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



EXECUTIVE TRAINING FOR DAIRY MANAGERS

January 11-13, 2022 | West Palm Beach, Florida

Pursue Sweet Success

Mon., Jan. 10 7:00-8:30 pm Welcome Reception

Tue., Jan. 11 8:15 am Registration
6:30 pm Dinner

Wed., Jan. 12 8:00 am Training resumes
Executive-Level Tours

Thu., Jan. 13 8:00 am Training resumes
3:15 pm Conclusion

CHANGE OCCURS AT WARP SPEED. That means your flexibility and mental acuity, management skills, and awareness of global and local business trends are paramount to your success. In just three days, the 2022 Managers Academy for Dairy Professionals™ will infuse you with high-energy learning to position your business for success.

Executive-level tours will showcase the common ground dairy shares with the honeybee and sugarcane industries. Not only will you discover new ways to address perennial and unexpected challenges, you'll learn

how to hone one of your most valuable management tools – negotiating. A team of industry experts will serve up a full course of skills. Michael Gunderson will deliver time-tested techniques in strategic management to situate your business for success. Dan Basse and Mary Ledman will clarify what's happening in the markets. Linda Swindling will help you get what you want by sharpening your negotiation skills. Engage and network with your peers as you analyze case vignette situations and enjoy the sweet success the program brings to your business.

Success starts here

KNOWLEDGE, INSIGHT AND CONFIDENCE to respond to volatile times is what the opening session will equip you with. Economist **Dan Basse** and global dairy strategist **Mary Ledman** will dive into big-picture items such as expectations of world economic growth, domestic and global demand, capital market and interest-rate trends, international trade and currency values, policy, regulation and financial conditions of the industry. These topics and more will provide plenty of fodder for in-depth discussions.

Once you have the facts, **Michael Gunderson** will help you assess financial vulnerabilities and steps to take to strengthen the financial resiliency of your operation. After all, the way you implement the facts on your dairy is key.

In Tuesday's session you'll:

- mindfully and purposely create a road map for your dairy's success
- assess and discuss with peers the future of dairy by identifying demand, supply, societal and technology factors
- envision future dairy industry scenarios and determine the likelihood of each occurring
- evaluate the strategic actions required by your dairy farm to respond to each of the possibilities
- begin correlating strategic actions to short and intermediate goals for success
- identify key resources needed to acquire and develop to achieve goals

Your trainers



Michael Gunderson is passionate about agriculture and fortifying the entire food value chain. As director and head of agricultural research and strategy at MetLife Investment Management (MIM), he provides leadership to market analysis of annual and permanent agricultural crops, forest and timberland products, and agribusinesses to drive investment strategies for MIM. In this role, Gunderson shares market insights regarding agricultural credit conditions, commodity price forecasts and industry dynamics to support MIM's agricultural portfolio.



Dan Basse is president of AgResource Company, a domestic and international agricultural research firm in Chicago that forecasts domestic and world agricultural price trends. AgResource provides their research around the globe to various segments of the industry including farmers, elevators, soy and corn processors, wheat millers, food companies, trading companies, importers and exporters. An economist who's been in the commodity business since 1979, Dan was raised on a dairy/grain farm in Waukesha, Wisconsin. He founded AgResource Company in 1987.



Mary Ledman is a Global Dairy Strategist with RaboResearch. A thought leader with extensive knowledge of international dairy markets and policy, she has over thirty years of experience in the sector, including with USDA, Kraft Foods, Stella Foods and the publisher of the *Daily Dairy Report*. Mary leads a team of nine analysts around the globe and analyzes developments in regional and global dairy markets, developing the bank's medium-term dairy forecasts and advising on its engagement with the dairy industry.



Linda Swindling, JD, CSP, is a negotiation speaker and author who learned first-hand how to negotiate results from her experiences in the courtroom and boardroom. During 10 years of practicing law, Linda became a partner, successfully negotiated several million-dollar deals and resolved cases that "couldn't be settled." In addition to legal training, Linda received advanced-negotiation training through the Attorney-Mediators Institute, Harvard Law School's Program on Negotiation, and The University of Houston's A.A. White Dispute Resolution Center.

Time for tours

SUGAR PIE, HONEY BUN

As diverse as businesses can be, there's much in common. As we tour out-of-industry sectors in the food system you'll find parallels that'll unveil new solutions and expand your thinking.



The story of honey is as old as time; its relevance epic in proportion. Known for its ability to give sustenance and build immunity, it's also used for medicine all over the world. Today, millions of acres of U.S. fruit, vegetable, oilseed and legume seed crops depend on pollination by insects and honey bees. One in three bites of food we eat rely on bees for pollination.

Though January isn't honey harvesting season, it's a busy season for beekeepers. As we tour Palm Beach Creamed Honey and learn from the owners, apiculturists Al and Sierra, we'll witness honey collection and packaging and learn about their distribution systems. Plus, they'll share their approaches to overcoming the all-too-familiar trials of uncooperative weather, market pressures, labor challenges.



Sugar has a sweet history in Florida. First to introduce this crop via a major sugarcane operation were the British during their territorial possession in the 1700s. Colonial authorities handed out large land grants to British subjects willing to grow sugarcane and other crops along the St. Johns River. However, Northern Florida planters soon learned the plant was susceptible to freezing. By the mid-1800s, large-scale cultivation was mostly abandoned. Sugarcane saw a twentieth-century revival as settlers ventured farther south along the Florida Peninsula – areas that rarely or never suffered from frosts. By the 1920s, the sugar industry was up and running. Today, nearly 400,000 acres of sugarcane are grown in Florida to produce crystal sugar.

To address the needs of the ever-evolving sugarcane industry, the

University of Florida Everglades Research and Education Center conducts research over a wide range of disciplines, including plant breeding, entomology, plant pathology, weed management, and soil and water sustainability. Since sugarcane is a non-GMO crop, research must stay leagues ahead of producers' continual challenges with natural plant breedings.

We'll have the opportunity to engage with researchers and producers as we discuss the current challenges of disease-resistant sugarcane varieties, sustainability practices to improve soil longevity and the management practices that influence weeds and insect pests. The Everglades consist of rich, shallow soils that can only support this crop by engaging in regenerative practices. See first-hand how the sugarcane industry thrives in some of the most sensitive soil with complicated eco-systems.

Don't hesitate; negotiate

NEGOTIATION IS AT THE HEART of business success. Effective negotiators walk away from the table with both sides feeling like winners – and they have a major influence on profitability. Because everything is negotiable, from salaries to equipment purchases and even interest rates, amping up your negotiation skills is a big deal.

There is magic in effectual asking. The greatest sales teams, strongest relationships and most successful businesses have one thing in common – courageous people who feel the fear and ask for what they want anyway. In this presentation, **Linda Swindling** shares tactics and strategies to help people ask outrageously for what they want.

She'll demonstrate methods to spot other people's negotiation styles and create unbelievable outcomes. Team members and leaders will know how to negotiate the best deals with confidence and integrity.

This is the session that'll help you:

- turn negotiations into a conversation instead of a confrontation
- create significant connections with key people and attract support for their ideas
- identify other people's negotiation styles
- make confident decisions and embrace strategic risk taking