



7th Annual DBA Expansion Symposium
February 21 – 22, 2012
KI Convention Center
Green Bay, Wisconsin



February 21, 2012

8:30 – 9:30 Registration, Trade Show and Exhibits
9:30 – 10:30 Got More Milk? Turbulent Ventilation: A Positive Approach to Cow Comfort

Dr. Gordie Jones, Central Sands Dairy

Comfortable cows give more milk, and greater milk production increases the farmer's ability to compete around the world. Learn how improving production systems to keep cows comfortable and encourage productivity will allow Wisconsin to play in international markets.

10:30 – 12:00 Panel Discussion: Providing a Path to Growth and Opportunity – Risk Management and Dairy Price Volatility

Panel Members: Mike North, First Capitol Ag; Dr. Jim Mlsna, Cooch Dairy; Sara Dorland, Ceres Dairy Risk Management; and Porter Little, CoBank

Discussion will focus on how competing in world markets has inevitably exposed dairy farmers to international marketplace volatility. With current dairy policy discussions focused on supply management, now is the time for Wisconsin dairy producers to utilize existing tools to manage price volatility.

12:00 – 1:30 Lunch, Trade Show and Exhibits

1:30 – 2:30 Leadership and Managing Change

Jeff Magee, Jeff Magee International

Jeff Magee, author of the *Managerial Leadership Bible* and publisher of *Performance* magazine, presents a powerful two-part program that will help you gain a clear understanding of what it takes to be the best. This motivational training reveals the maps for success for Fortune 500 businesses, and leading personalities in business, athletics and entertainment. Use these models to move yourself and your dairy operation forward.

2:30 – 4:00 Break, Trade Show and Exhibits

4:00 – 5:00 Application Workshop: Engaging Others for Improved On-Farm Performance

Jeff Magee, Jeff Magee International

In the second part of his presentation Jeff will provide more detail on how to get individuals to assume significantly greater levels of ownership in their job performance. He will teach you how to engage others, attain a higher level of success, increase motivation, and create a contagious level of passion and ownership.

5:00 – 6:00 Trade Show and Exhibits

6:00 – 7:00 Reception

7:00 – 8:00 Dinner

7:30 Evening Entertainment

Mitch Henck

Radio personality, standup comic and entertainer Mitch Henck is one of the world's great storytellers. Whether hosting his daily talk show, cracking up a young crowd at a comedy club or singing the songs of Sinatra while headlining with *Mitch's Big Show*, Mitch has memorable, funny stories to tell about his life, his kids' life and your life!

February 22, 2012

8:00 – 8:30 Streamlining the Permitting Process Through DNR's General Permit

Anna Wildeman, MB&F and Thomas Bauman, WDNR

Learn how to utilize the new general permit for expediting the building process on your expansion and green site projects. Hear how this new permit works and who will be eligible to use it.

8:30 – 9:00 Be Prepared for OSHA's Upcoming Audits Throughout the State

Tom Drendel, National Farm Medicine Center

Random OSHA inspections of dairy operations throughout the state will be starting soon. The inspections will focus on common hazardous dairy farm activities. Tom Drendel, Agricultural Safety Specialist from the National Farm Medicine Center in Marshfield, Wisconsin, will help you understand how you can prepare your dairy operation for an OSHA audit.

9:00 – 10:30 Break, Trade Show and Exhibits

10:30 – 11:30 Incremental Revenue During Expansion ... and Beyond

Michael Mazzocco, Ph.D, Verdant AgriBusiness Consultants

Mike is the Director of Verdant AgriBusiness Consultants, a growing business consulting arm of Verdant Partners, LLC, a transaction advisory firm focusing on mergers and acquisitions in the agribusiness sector. For most agricultural production businesses, expansion means scaling up. But that doesn't mean incremental revenue has to come from doing more of the same. Growth strategies involve a search for potential revenues from a variety of activities. Thinking through possible sources of incremental revenue will help you grow and expand your dairy businesses.

11:30 – 12:30 Making the End of World Hunger a Reality

Jeff Simmons, Elanco Animal Health

A growing wave of food insecurity threatens more than 1 billion people around the world. Global food costs are rising to dangerous levels and in the next two years, tight supplies and rising food prices may reach a breaking point. The number of malnourished could grow staggeringly as the population reaches 9 billion by mid-century. Jeff Simmons, President of Elanco Animal Health, will discuss how to address world hunger and the unique window of opportunity that is open for agriculture. He will explain how to make safe, affordable and abundant food a reality and how to make the end of global hunger obtainable.

12:30 \$1000 Cash Giveaway



Register for the 2012 DBA Expansion Symposium at www.widba.com

GENERAL INFORMATION

The Dairy Business Association of Wisconsin is excited to present the 7th Annual Expansion Symposium, a one-stop shop for producers serious about growing their dairies. DBA, the foremost organization experienced in dairy expansion, is eager to present this two-day event focused on the future of our state's dairy industry.

Be one of the 600 attendees who leave this event fully informed with an arsenal of information on how to ensure that their dairy is progressive and profitable.

Fee includes registration, conference materials, breaks and meals. Hotel accommodations are not included in the fee.

MEDIA

Representatives involved in editorial, on-air broadcasting or other reporting functions may contact Michelle Philbeck at 920-425-3079.

LODGING

*Hyatt on Main, Green Bay
 (attached to the KI Convention Center)
 333 Main Street
 Green Bay, WI 54301
 Phone: 920-432-4555
www.greenbay.hyatt.com*

ROOM RATES:

Double Queen: \$99/night
 King Suite: \$109/night
 Executive Suite: \$159/night
 (Hotel block held until January 27.)

Please contact the hotel directly for room reservations and mention the "DBA Expansion Symposium" for your reduced room rate.

To register, please fill out and send in the below form or register online at www.widba.com.

Dairy/Company Name _____
 Name _____
 Address _____
 City _____
 State _____ ZIP _____
 Phone (____) _____
 Email _____

Additional registrants from same dairy/company:

Registration Fees*
 Early registration: Must be registered by February 10:
 Dairy Producers: \$110 _____ Corporate Sponsors: \$175 _____ Nonmember Attendees: \$220 _____
 Registered after February 10:
 Dairy Producers: \$125 _____ Corporate Sponsors: \$200 _____ Nonmember Attendees: \$225 _____
 Total = \$ _____
 * Registration fee is nonrefundable
 MasterCard VISA Discover
 Number: _____
 Expiration _____ 3-digit security code _____
 Name on Card: _____