

General Information

Help grow Wisconsin's dairy industry. It's a simple goal, a goal that benefits us all ... and DBA is leading the charge!

The Dairy Business Association of Wisconsin is excited to present the 4th Annual Expansion Symposium, a one-stop shop for producers serious about growing their dairies. DBA, the foremost organization experienced in dairy expansions, is eager to present this two-day event focused on the future of our state's dairy industry.

More than 600 attendees will leave this event fully informed with an arsenal of information on how to ensure that their dairies are progressive and profitable.

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

Media

Representatives involved in editorial, on-air broadcasting or other reporting functions may contact Michelle Philibeck at 920.788.7588.

Lodging

Cambria Suites
1011 Tony Canadeo Road
Green Bay, WI 54304
\$99/room
Phone: 920.569.8500
www.cambriasuites.com

Please contact hotel directly for room reservations and mention "DBA Expansion Symposium."



Dairy Business Association
4039 Ponce De Leon Blvd.
Oneida, WI 54155



4th Annual DBA Expansion Symposium
Registration Materials

4th Annual Dairy Business Association

EXPANSION SYMPOSIUM

EXPAND TO COMPETE



Grow the state's dairy industry.

LAMBEAU FIELD

Green Bay, Wisconsin

January 28 & 29, 2009



DBA Expansion Symposium

WEDNESDAY, JANUARY 28

9-10:30 a.m. **Registration, Exhibits Open & Welcome**

10:30-11:30 a.m. **Saving the Environment Through Capitalism** The eco-benefits of rbST are substantial, allowing more milk to be produced with less land, less waste and fewer green house gas (GHG) emissions. Hear how conventional production systems can provide a more affordable, economically sustainable food supply than natural or organic methods.

Presenter: Alex Avery - Center for Global Food Issues

11:30 a.m.-12:30 p.m. **Lunch and Exhibits**

12:30-2 p.m. **What Is Going On In the West?** *Executive Director Panel* - Hear from our West Coast cohorts about their challenges and top concerns. Are they experiencing permitting bureaucracy? Do their processing plants have the capacity to handle dairy growth?

Paul Martin - Western United Dairymen

Bob Naerebout - Idaho Dairymen's Association, Inc.

Bill Van Dam - Alliance of Western Milk Producers

2-3 p.m. **If I Knew Then What I Know Now ...** Planning an expansion? Learn the correct way to permit your dairy operation prior to expanding and how to avoid unnecessary delays and costs.

Panelists: Jen Keuning - Conestoga-Rovers & Associates

Bryan Ellefson - Wisconsin Department of Natural Resources

John Roach - Roach and Associates, LLC

3-4 p.m. **Break and Exhibits**

4-5 p.m. **The Truth About Ethanol**

An economist shares his perspective on ethanol's effects on Americans - from food costs to farm prices and from foreign trade to the trade-off's of seeking a safe, reliable and available fuel supply.

Presenter: Dr. Matthew C. Roberts - The Ohio State University

5-6 p.m. **Cheese Reception & Exhibits**

6 p.m. **Dinner**

7-9 p.m. **Exhibits & Networking**

Schedule of Events

THURSDAY, JANUARY 29

7-8:15 a.m. **Continental Breakfast & Exhibits**

8:15-9 a.m. **Growing Through the Ups and Downs** Navigating through unstable markets is an even greater challenge when you are expanding your dairy. This presentation will help producers understand cash flow numbers, construction sequencing and expanding through planning and facility startup coordination.

Presenter: Greg Squires - Dairy Enterprise Services

9-9:15 a.m. **What is an Environmental Impact Statement?**

What is an EIS, how much will it cost and how much time will it add to the already cumbersome permitting process? Hear from the first producer in Wisconsin who must go beyond an Environmental Assessment (EA) in order to permit a 4,000-cow dairy.

Presenter: Jim Ostrom - Milk Source, LLC

9:15-10 a.m. **Confused Neighbors - Public Relations Planning for Expansions**

Building or expanding your dairy may turn you into a target for uneducated neighbors. Whether it's an environmental mishap, a labor issue, or local opposition to your dairy, effective crisis and issue management can help save reputations, time and money.

Presenters: Jenny Sereno - Wood Communications

Kennan Wood - Wood Communications

10-11 a.m. **Break and Exhibits**

11-Noon **They Made a Home For Their Milk**

Three Idaho producers are making a home for their milk by building their own \$100 million processing plant. Could Wisconsin's capacity shortages also lead to producer-owned and operated processing plants?

Presenter: Rick Onaindia - CFO, Bettencourt Dairy

Noon-12:30 p.m. **Learning As We Grow**

Many changes have occurred in Wisconsin's dairy industry. Hear from DBA producer-members as they share their thoughts and insights on the following topics:

Jay Richardson - Dairy Finance, Inflation & Cost of Production

Dr. Don Niles - Expansion Planning for Cattle Needs

Larry Dufek - Pitfalls and Potholes of Dairy Farm Expansion

12:30 p.m. **Big Screen TV Give-A-Way** (producers only)

Registration

Added Bonus!

The first 200 registered attendees will receive a free DBA windshirt. Limit one shirt per attendee. Shirts are available in the following sizes:

S M L XL 2XL 3XL 4XL 5XL

Dairy/Company Name: _____ Shirt Size: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Additional registrants from same dairy/company

Name: _____ Shirt Size: _____

Conference Attendance Fee: \$180/person*
Special Producer Fee: \$100/person* for each additional attendee from the same dairy

\$180 x _____ number of registrations = \$ _____

\$100 x _____ attendees from same dairy = \$ _____

Total = \$ _____

Circle: MasterCard/Visa/Discover/American Express

Number: _____

Expiration date: _____ 3-digit code: _____

Check made payable to Dairy Business Association.

Mail or fax by Friday, January 23 to:

Jane Aubry E-mail: jaubry@widba.com

798 East River Drive Phone: 920.347.0499

De Pere, WI 54115 Fax: 920.347.4947

**Registration fee is non-refundable.*

Register on-line at www.widba.com

**EXPAND TO
COMPETE**