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DBA Expansion Symposium is “*Rising to the Challenge*”

GREEN BAY, WISCONSIN -- The Dairy Business Association’s (DBA) popular Expansion Symposium will be back for a fifth year on January 26-27 at Lambeau Field in Green Bay, Wis. Appropriately themed “Rising to the Challenge,” this two-day conference is aimed at helping dairy producers excel in today’s business climate. As expected, 2009 proved to be a challenging year for the Wisconsin dairy industry as margins tightened, milk prices dropped and regulations heightened. This year’s Expansion Symposium will help producers gain and maintain the competitive edge necessary to succeed.

On Tuesday, sessions kick off with advice on the problems and opportunities of the current agriculture credit situation from Danny Klinefelter of Texas A&M University. Then Bruce Jones from UW-Madison discusses our state’s growth. Later, Dr. William R. Carden will share tips on the inside game of leadership with an in-depth analysis of the federal cap-and-trade policies from Patrick J. Michaels of the CATO Institute. We wrap up the first day’s sessions with an expert panel discussion aimed to sharpen risk management skills followed by David White of the Ohio Farm Bureau on animal rights issues and legislation. Attendees will then enjoy a fabulous cheese reception followed by dinner and networking into the evening.

Wednesday opens with a producer’s firsthand account on dealing with challenging farm regulations. Jerry Kozak talks about the National Milk Producer’s Dairy Income Program and later that morning Charlie Arnot discusses public relations. Beyond the sessions, the DBA Expansion Symposium offers a trade show packed with endless opportunities for interaction among the 600 people expected to attend. Also, one lucky dairy producer will walk away from the trade show with a \$1,000 Cash Give-A-Way.

Dairy owners, operators, employees and all others affiliated with the dairy industry are invited to attend this event. The cost is \$175 for DBA Corporate members, \$200 for non-members and a **special producer rate of \$99 per person**. To register for the Expansion Symposium, visit www.widba.com or call (920) 347-0499.

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The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at www.widba.com.