

*For Immediate Release
Friday, October 17, 2008*

DBA Announces Ninth Annual Business Conference: Looking Ahead, Leading the Way

Looking Ahead, Leading the Way is the theme for the Dairy Business Association's Ninth Annual Business Conference. Join more than 300 dairy industry friends and partners on December 3 and 4, 2008, at the Madison Concourse Hotel in Madison, Wis.

This two-day event brings together dairy leaders to tackle the tough issues facing the industry. From immigration to renewable energy and from the environment to the economy, expert speakers and panelists are ready to reveal what the future holds for these topics and more.

The morning of Wednesday, December 3, will kick off with a legislative panel that features people who delve directly into policy issues, particularly immigration. Panelists will include Mary Knigge with the National Milk Producers Federation, Ruth Saunders with the International Dairy Foods Association, Dave Anderson from Congressman Petri's office and Phil Karsting from U.S. Senator Kohl's office (invited).

Following the panel, attendees will hear Chris Amey from StormFisher Biogas speak about renewable energy proposals that can benefit Wisconsin dairy producers. Another panel will then take the stage to discuss the future of Wisconsin's milk supply capacity, how much it could grow and where it will go. Next, Validus's Keri Retallick will update the group on the DBA –Green Tier Advancement Project Charter that was signed by the Wisconsin Department of Natural Resources at last year's conference. Rounding out the speaker line-up for the afternoon is Trent Loos, proclaimed American farmer and perennial favorite at the Annual Business Conference. A cheese and wine reception, dinner and networking will follow.

On the morning of Thursday, December 4, Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Rod Nilsestuen will greet the Annual Business Conference guests. The first session will feature a panel on the Northeast Wisconsin Karst Task Force Report with special guests Dennis Frame with UW Discovery Farms, Hugh Mulliken with the Lake Michigan Land and Water Conservation Association and Bill Hafs with the Brown County Land Conservation Department. To conclude the conference, Wall Street's own Stephen Moore will provide an insider's look at the nation's economic situation.

With an excellent, informative agenda and plenty of networking opportunities, DBA's Annual Business Conference will be the event of the year. All are welcome to attend. The registration fee for DBA members is \$165 or \$190 for non-members. A special rate is offered for dairy producer members if more than one person for a dairy attends. The first registration is the full price of \$165, and each other guest from the dairy can register at the reduced rate of \$100 each. To view a conference brochure or to

register on-line, visit www.widba.com. For more information on the conference or DBA, contact Jane Aubry at (920) 347-0499 or jaubry@widba.com.