

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



Dairy Business Association 10th Annual Business Conference  
**LOOKING AHEAD  
LEADING THE WAY**



December 1 & 2, 2009  
The Madison Concourse Hotel  
Madison, WI

Tuesday • December 1, 2009

10:00a.m.  
[Welcome](#)

Jerry Meissner  
President - Dairy Business Association

10:30a.m.  
[Will My Dairy Operation Be Raided By ICE and When Will We Ever Have Immigration Reform?](#)

Moderator: Laurie Fischer  
Executive Director - Dairy Business Association  
Tamar Jacoby (Invited)  
President and CEO - ImmigrationWorks USA  
Jaime Castaneda  
Sr. Vice President of Government Relations & Trade  
National Milk Producers Federation  
Randy Johnson  
Labor, Immigration & Employee Benefits Senior Vice President  
U.S. Chamber of Commerce

11:45a.m.  
[DBA Leadership Award](#)

Bill McCoshen  
Senior Vice President - Capitol Consultants, Inc.  
Laurie Fischer  
Executive Director - Dairy Business Association

12:00p.m.  
[Lunch](#)

1:00p.m.  
[Why Antibiotics In Agriculture Is The Solution](#)

Trent Loos  
Loos Tales

2:00p.m.  
[What Will We Do To Thrive After 2009?](#)

Moderator: Tim Griswold  
Dir. Business Development - Dairy Business Association  
Brian Larson  
Owner - Cottonwood Dairy  
Sam Miller  
Senior Vice President of Agribusiness & Food Banking  
M&I Bank  
Ben Peterson  
Owner - Four Cubs Farm  
Gordon Speirs  
Owner - Shiloh Dairy

3:30p.m.  
[Break](#)

4:15p.m.  
[More Regulations? Will I Be Able To Meet The Proposed New Requirements?](#)

Moderator: Dennis Frame  
Co-Director - Discovery Farms  
Andrew Sharpley  
Professor Soils and Water Quality - Univ. of Arkansas  
Buzz Sorge  
Lakes Management Planner - Wisconsin Department of Natural Resources

5:30p.m.  
[DBA Communicator Of The Year Award](#)

5:45p.m.  
[Cheese and Wine Reception](#)

6:30p.m.  
[Dinner](#)  
[Social and Networking To Follow](#)

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7:30a.m.  
Breakfast

8:00a.m.  
**Streamlining The WPDES Permit Process Agreements Between DBA / DNR / DATCP**  
Russ Rasmussen  
Bureau Director of Watershed Management  
Wisconsin Department of Natural Resources

8:30a.m.  
**Uncle Sam Is Broke - Part II**  
*(Back by popular demand for a second year!)*  
Stephen Moore  
Senior Economics Writer & Editorial Board Member – Wall Street Journal; Economic Commentator – CNBC TV; and Guest Commentator on Economic & Fiscal Policy Issues - CNN and FOX Networks

9:30a.m.  
**Public Attacks on Modern Dairy Farming Are Increasing And The Loss Of Public Trust Results In More Regulations...How Do We Build Consumer Confidence?**  
Charlie Arnot  
CEO - The Center for Food Integrity and President - CMA

10:30a.m.  
Break and Networking

11:15a.m.  
**Wisconsin Flunks Its Economics Test. We Need To Build A More Competitive Economy Or Reconcile Ourselves To Becoming The Alabama Of The North**  
Thomas Hefty  
Retired CEO - Cobalt Corporation (Holding Company of Blue Cross Blue Shield of Wisconsin)

John Torinus  
Chairman - Serigraph Inc.

12:00p.m.  
**When It Hits The Fan...Sources & Risks of Fecal-Borne Pathogens in the Environment**  
Mark Borchardt, PhD  
Research Scientist - Marshfield Clinic Research Foundation

12:30p.m.  
**Lunch and Annual Business Meeting**  
*(Members Only)*

2:00p.m.  
Adjourn



## General Information

The DBA Annual Business Conference offers a unique opportunity for developing a wide range of professional relationships. Expert panels, presentations, key note speeches and social events all provide an opportunity to interact with the **leaders and innovators to transform Wisconsin's** dairy industry.

Network with your peers and enhance the profitability of your dairy operation by receiving inspiration, insight and ideas.

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

### Media

Persons involved in editorial, on-air broadcasting or any other reporting functions should contact Michelle Philibeck at 920-788-7588.

### Lodging & Location

The business conference will be held at:

The Madison Concourse Hotel  
One West Dayton Street  
Madison, Wisconsin 53703  
Phone: (608) 257-9670

Please contact the hotel directly for room reservations. A block of rooms will be held until November 16th at a group rate of \$99 for single **or double occupancy or \$149 for Governor's Club** Level rooms.

## Registration

• Registrations are Non-Refundable •

Dairy or Company Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (        ) \_\_\_\_\_

Email \_\_\_\_\_

### Conference Registration:

*Please copy this form for multiple registrations*

Registration Fee            \$175            \_\_\_\_\_

**Special Discount**  
Dairy Producers            \$99            \_\_\_\_\_

*Please Circle One:*    MasterCard    VISA    Discover

\_\_\_\_\_  
*Credit Card Number*

Expiration \_\_\_\_\_ / \_\_\_\_\_

3-digit Security Code (on back of card) \_\_\_\_\_

Signature \_\_\_\_\_

Make checks payable to: Dairy Business Association

Mail or fax to:  
Jane Aubry  
798 E. River Drive  
De Pere, WI 54115  
Phone: 920.347.0499  
Fax: 920.347.4947

Register Online at [www.widba.com](http://www.widba.com)