

**MINNESOTA-WISCONSIN**

# **Dairy Policy Conference**

**April 6, 2010**

# **Dairy Directors' Leadership Conference**

**April 7, 2010**



**PLAZA HOTEL AND SUITES  
1202 WEST CLAIREMONT AVENUE  
EAU CLAIRE, WISCONSIN  
(715) 834-3181**

# Dairy Policy Conference

## Tuesday, April 6, 2010

**8:00–9:00 a.m. Registration**

**9:00 a.m. U.S. Economic Outlook & Implications for the U.S. Dairy Industry**

*Gary Siporski, Dairy Development Manager, Vita Plus, Madison, Wis.*

Facilitator: **Bob Cropp**, Professor Emeritus, University of Wisconsin, Madison, Wis.

**10:00 a.m. Break**

**10:15 a.m. The Impact of Globalization on the U.S. Dairy Industry (Innovation Center for U.S. Dairy Report)**

*Jay Waldvogel, Senior Vice President, Strategy International Development, Dairy Farmers of America, Kansas City, Mo.*

*Bill Dobson, Professor Emeritus, University of Wisconsin, Madison, Wis.*

*Tom Wegner, Director of Economics, Land O'Lakes, Inc., St. Paul, Minn.*

Moderator: **Ed Jesse**, Professor Emeritus, University of Wisconsin, Madison, Wis.

**12:00 p.m. Lunch**

**1:00 p.m. Policy Options for 2012: National Milk Producers Federation Perspective**

*Jerry Kozak, President and CEO, National Milk Producers Federation, Arlington, Va.*

*Ed Welch, General Manager, Associated Milk Producers Inc., New Ulm, Minn.*

*Doug Caruso, President, Wisconsin Farmers Union, Chippewa Falls, Wis.*

*Bill Bruins, President, Wisconsin Farm Bureau Federation, Madison, Wis.*

*John Umhoefer, Executive Director, Wisconsin Cheese Makers Association, Madison, Wis.*

*Richard Levins, Professor Emeritus, University of Minnesota, Minneapolis, Minn.*

*Joe Weis, Vice President Member Services & Milk Marketing, Foremost Farms USA, Baraboo, Wis.*

Moderator: **Steve Etka**, Lobbyist, Midwest Dairy Coalition, Alexandria, Va.

**3:15 p.m. Break**

**3:30 p.m. Dairy Firm Strategies for Growth**

*John Fridirici, Vice President, Milk Marketing and Procurement, Grande Cheese, Brownsville, Wis.*

*Michael McCulty, Director, Dairy Procurement, Kraft Foods, Glenview, Ill.*

*Benoit Gagnon, Executive Vice President Global Development, Agropur, Longueuil, Quebec, Canada*

*Dave Fuhrmann, President and CEO, Foremost Farms USA, Baraboo, Wis.*

Moderator: **Brian Gould**, Professor, University of Wisconsin, Madison, Wis.

**5:00–6:00 p.m. Social**

*Dinner on your own*

# Dairy Directors' Leadership Conference

## Wednesday, April 7, 2010

- 7:30 a.m. Breakfast with Wisconsin Legislators**  
*Senator Pat Kreitlow (D), Chippewa Falls, Wis.*  
*Representative Jeff Smith (D), Eau Claire, Wis.*
- 8:30 a.m. Welcome**  
*Bob Topel, Co-Chair, Cooperative Network Dairy Committee, Waterloo, Wis.*
- 8:45 a.m. The Opportunities in Risk Management & Utilizing Available Tools**  
“With Volatility Comes Opportunity” — Getting more producers to use available risk management tools.
- 9:45 a.m. Animal Well-Being & Why Producers Should Be Concerned**  
*Kim Brown Pokorny, Executive Director, Wisconsin Veterinary Medical Association, Madison, Wis.*  
*Shelly Mayer, Executive Director, Professional Dairy Producers of Wisconsin, Slinger, Wis.*
- 10:45 a.m. Break**
- 11:15 a.m. Telling Your Story**  
How to communicate with non-farm neighbors about your farm.  
*Matt Joyce, Vice President Communications and Programs, Wisconsin Milk Marketing Board, Madison, Wis.*  
*Stan Erwine, Vice President Producer Relations, Dairy Management Inc., Rosemont, Ill.*
- 12:15 p.m. Lunch**  
A look at the 2010 races for Governor in Minnesota and Wisconsin.  
*Bruce Kleven, Government Relations, Cooperative Network, St. Paul, Minn.*  
*Steve Walters, Senior Producer, WisconsinEye, Madison, Wis.*
- 1:45 p.m. Opportunities for Agriculture in Climate Change Legislation**  
*Bill Oemichen, President and CEO, Cooperative Network, Madison, Wis.*  
*Staci Bohlen, National Issues Specialist, Minnesota Farm Bureau, St. Paul, Minn.*
- 2:45 p.m. Challenges to Cooperatives & the Capper Volstead Law**  
*Peter Janzen, Senior Vice President and Chief Legal Counsel, Land O'Lakes, St. Paul, Minn.*
- 3:45 p.m. Discuss next meeting dates and adjourn**

## Conference Registration Deadline: March 22, 2010

Registration fee is \$250 for both conferences or \$175 for one day. The two-day registration fee includes all meals and the Tuesday evening social.

Overnight lodging is not included in the registration fee. There is a room block reserved at:

**Plaza Inn and Suites, Eau Claire, Wis.**  
**(715) 834-3181**  
**\$89.00 + tax**

Hotel room reservations should be made directly with the hotels. Please mention “Group Block #6800” to receive the special rates listed above.

The hotel room blocks expire on Wednesday, March 22, 2010.

Questions regarding the conference should be directed to David Ward, Director of Government Relations and Dairy, Cooperative Network at (608) 258-4414.



131 West Wilson Street, Suite 400, Madison, WI 53703-3269  
608.258.4400 fax 608.258.4407

400 Selby Avenue, Suite Y, St. Paul, MN 55102-4520  
651.228.0213 fax 651.228.1184

[www.cooperativenetwork.coop](http://www.cooperativenetwork.coop)

# REGISTRATION FORM

*Dairy Policy Conference and Dairy  
Directors' Leadership Conference  
April 6-7, 2010  
Plaza Hotel & Suites, Eau Claire*

Organization Name \_\_\_\_\_  
 Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**Registrations are due by March 22, 2010**  
 ~~Please fax your registration form to (608) 258-4407~~

		April 6 Dairy Policy Conference <u>Only</u> \$175	April 7 Dairy Directors Conference <u>Only</u> \$175	April 6-7 Both Conference \$250
Name	Email			
1. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL PARTICIPANTS</b>		<input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>	<input style="width: 50px; height: 20px;" type="text"/>

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**Please specify any special accommodations needed.**

Indicate number of registrants needing one or more of the following to participate in this conference:

\_\_\_\_\_ Dietary restrictions/vegetarian; please specify \_\_\_\_\_  
 \_\_\_\_\_ Brailled materials      \_\_\_\_\_ Taped or large print materials  
 \_\_\_\_\_ Interpreter (e.g. ASL, Signed English), please specify \_\_\_\_\_  
 \_\_\_\_\_ Accessible parking space      \_\_\_\_\_ Wheelchair or Scooter User      \_\_\_\_\_ Barrier-free room  
 \_\_\_\_\_ Other (specify): \_\_\_\_\_

**Requests must be made before the final registration deadline.  
 After the deadline, no guarantee can be made for diet or other accommodations.**

**ALL REGISTRATION FEES** include meals, breaks, and conference materials.

Please send your payment to:

**Cooperative Network, 131 West Wilson Street, Suite 400, Madison, WI 53703-3269**

<i>Dairy Policy Conference Only</i> _____ x \$175	<i>Amount Enclosed</i>	<i>\$</i> _____
<i>Dairy Directors' Leadership Conference Only</i> _____ x \$175	<i>Amount Enclosed</i>	<i>\$</i> _____
<i>Both Conference Registration</i> _____ x \$250	<i>Amount Enclosed</i>	<i>\$</i> _____
<i>Total Enclosed</i>		<i>\$</i> _____

**Cancellation Information: No refunds will be given after Monday, March 22, 2010.**