

Tentative Agenda

WEDNESDAY, JANUARY 17TH

TIME	EVENT & LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
9:00 AM	Opening Keynote - Bud Selig, former Commissioner of the National Baseball League, a position he held for a historic 17 years. He is also the former owner of the Milwaukee Brewers Exhibit Hall A
10:00 AM	Concurrent Tracks Madison Ballrooms, Hall of Ideas <ul style="list-style-type: none"> • Track 1: Legislative & Advocacy • Track 2: Consumer Trends • Track 3: Dairy Technology
12:00 PM	Trade show, Buffet lunch Exhibit Hall B
1:00 - 6:30 PM	Trade Show Exhibit Hall B
1:00 - 4:30 PM	Innovation Stage Sessions Exhibit Hall B
1:30 - 3:30 PM	DBA & DBMMC Annual Meetings Madison Ballroom B
3:30 - 6:30 PM	Wine & Beer Tasting
4:30 - 6:30 PM	Wisconsin's Master Cheese Reception
6:30 PM	Plated Dinner Exhibit Hall A
7:30 PM	Advocacy Awards Exhibit Hall A
8:00 PM	Evening Keynote -Lynne Lancaster is one of today's foremost cultural translators and an expert on the generations Exhibit Hall A

THURSDAY, JANUARY 18TH

TIME	EVENT & LOCATION
7:30 - 9:00 AM	Buffet Breakfast & Trade Show Exhibit Hall B
8:30 AM	New Member Breakfast (by invitation) Exhibit Hall B
8:30 AM	Innovation Stage Exhibit Hall B
9:00 AM	Legislative Keynote - Ana Navarro - Republican strategist and political contributor to CNN, ABC News, and Telemundo. Exhibit Hall A
10:00 AM	Dairy Economics Keynote - Tom Vilsack Exhibit Hall A
10:45 AM	Panel: Dairy economics & milk marketing featuring: Tom Vilsack, US Dairy Export Council; Chuck Connors, NCFC; Michael Dykes, IDFA. Exhibit Hall A
11:45 AM	Trade Show Lunch Event concludes following lunch