Semex’s exclusive, patented Immunity+ sires have been tested and confirmed to have high levels of immune response. Studies show that Immunity+ sires pass on their natural defense to their daughters and future generations.

Ask about Immunity+ Holstein and Jersey sires and take advantage of this new technology to manage your herd health.

Recipient of the 2013 Innovative Product Award by Dairy Herd Management
GREETINGS AND WELCOME TO DAIRY STRONG!

On behalf of the Dairy Strong Sponsors and Exhibitors, we welcome you to our inaugural event. This program is designed to engage our dairy producers and industry leaders on topics that will help strengthen and grow our dairy industry. This collaboration is vital to provide practical, yet sustainable and effective solutions facing our industry. Perhaps the most important goal of Dairy Strong is to build stronger relationships throughout our industry.

Our combined knowledge, passion and excitement will add great value and results.

We encourage you to take full advantage of this event, by attending the informative sessions and visiting and getting to know our sponsors and exhibitors throughout the conference. Your full participation will ensure a successful event! Enjoy!

To our success,

President
Dairy Business Association

CONFEREE AGENDA

TUESDAY, JANUARY 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event &amp; Location</th>
<th>Sponsored By:</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM-5:00 PM</td>
<td>Vendors Move-In (Exhibit Hall B)</td>
<td></td>
</tr>
<tr>
<td>11:30 AM-3:30 PM</td>
<td>One-on-One Access Meetings (Meeting Rooms K-R)</td>
<td></td>
</tr>
<tr>
<td>12:00-4:00 PM</td>
<td>Wisconsin Cheese Makers Association Annual Meeting (Hall of Ideas F &amp; G)</td>
<td></td>
</tr>
<tr>
<td>3:30-4:30 PM</td>
<td>Dairy Business Milk Marketing Cooperative Annual Meeting (Meeting Rooms N &amp; R)</td>
<td></td>
</tr>
<tr>
<td>4:00 PM</td>
<td>Registration (Lakeside Commons)</td>
<td></td>
</tr>
<tr>
<td>4:30-6:00 PM</td>
<td>Wisconsin’s Own Master’s Cheese Reception with Renowned Chef John Esser (Grand Terrace)</td>
<td></td>
</tr>
<tr>
<td>5:00-6:00 PM</td>
<td>Mike Rowe Private VIP Receptions (By Invitation Only) (Hall of Ideas H)</td>
<td></td>
</tr>
<tr>
<td>6:00-7:00 PM</td>
<td>Dinner (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>7:00-8:00 PM</td>
<td><strong>Keynote Presentation</strong> “Somebody’s Gotta Do It” Mike Rowe, host of hit TV show “Dirty Jobs with Mike Rowe” and host of the new series on CNN called “Somebody’s Gotta Do It” (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>8:00-10:00PM</td>
<td>Trade Show Opens With Desserts (Exhibit Hall B)</td>
<td></td>
</tr>
</tbody>
</table>

PLEASE NOTE: No cameras or videography during keynote presentations. Thank you for your consideration.
### CONFERENCE AGENDA

#### WEDNESDAY, JANUARY 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event &amp; Location</th>
<th>Sponsored By</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 AM</td>
<td>Trade Show Open, Continental Breakfast (Exhibit Hall B)</td>
<td></td>
</tr>
<tr>
<td>9:00-9:45 AM</td>
<td><strong>Opening Address</strong> “Economic Outlook For Dairy Producers in 2015 and Beyond”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bruce Scherr, Former Chairman of the Board and CEO, Informa Economics, Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Break Out Session #1 - Choice of 4 (Madison Ballroom: Sections A, B, C or D)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• “Milk/Feed Price Outlook” – Mike North, President, Commodity Risk Management Group, Platteville, WI</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• “When Cows Meet Robots” – Pete Maslyn, Dairy Manager, Hemdale Farms, Seneca Castle, NY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• “Examining Key U.S. Immigration Issues in Finding and Retaining Employees” –</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kelly Fortier, Michael Best &amp; Friedrich, Milwaukee, WI</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• “Wearable Technology on the Farm of the Future: Google Glass and Beyond” –</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bruce Rasa, CEO and Founder, TekWear, LLC, Buford, GA</td>
<td></td>
</tr>
<tr>
<td>10:00-10:45 AM</td>
<td>Break Out Session #2 (Sessions Repeated) Choice of 4 (Madison Ballroom)</td>
<td></td>
</tr>
<tr>
<td>11:00-11:45 AM</td>
<td>Keynote Speaker Randy Krotz, Chief Executive Officer at U.S. Farmers and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ranchers Alliance (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>12:00-1:30 PM</td>
<td>Keynote Speaker Randy Krotz, Chief Executive Officer at U.S. Farmers and</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ranchers Alliance (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>1:30-2:30 PM</td>
<td>Panel Presentation (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Liars and Tweeters and Bloggers, Oh My! Dairy’s Online Image”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderator: Pam Jahnke, Farm Director at Midwest Family Broadcasting</td>
<td></td>
</tr>
<tr>
<td>2:30-4:00 PM</td>
<td>Panelists include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Linda Eatherton – Partner and Director, Global Food and Nutrition Practice,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ketchum Public Relations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Carrie Mess (Dairy Carrie) – Dairy farmer and blogger at dairycarrie.com</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Don Schindler – Senior Vice President, Digital Initiatives, Dairy Management, Inc.</td>
<td></td>
</tr>
<tr>
<td>4:00-5:00 PM</td>
<td>Keynote Speaker “Never Quit: The Story of a Life Built on Successful Missions”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Robert O’Neill, Highly Trained Navy SEAL (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>5:00-5:30 PM</td>
<td>Legislative and Advocacy Awards (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>5:30-7:00 PM</td>
<td>Trade Show With Beer/Wine Tasting and Appetizers (Exhibit Hall B)</td>
<td></td>
</tr>
<tr>
<td>7:00-8:00 PM</td>
<td>Plated Dinner (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>8:00-8:30 PM</td>
<td>Keynote Speaker Governor Scott Walker (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>8:30-10:00 PM</td>
<td>Live Entertainment from the band Madison County (Madison Ballroom)</td>
<td></td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** No cameras or videography during keynote presentations. Thank you for your consideration.
## Conference Agenda

### Thursday, January 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event &amp; Location</th>
<th>Sponsored By</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 AM</td>
<td>Trade Show Open, Continental Breakfast (Exhibit Hall B)</td>
<td></td>
</tr>
<tr>
<td>8:00-9:00 AM</td>
<td>DBA Annual Business Meeting, Continental Breakfast (DBA Members Only) (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>9:00-10:00 AM</td>
<td><strong>Panel Presentation</strong> (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“The Future of U.S. Dairy Growth”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderator: John Umhoefer, Executive Director, Wisconsin Cheese Makers Association</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Panelists include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mark Stephenson, Ph.D. – Director of Dairy Policy Analysis, University of Wisconsin, Madison</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Jay Waldvogel – VP Strategy &amp; Global Development, Dairy Farmers of America</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Mike Brown – Director, Dairy Economics and Policy, Glanbia Foods, Inc</td>
<td></td>
</tr>
<tr>
<td>10:00-11:00 AM</td>
<td><strong>Keynote Speaker</strong> Ken Schmidt, Former Director of Communications Strategy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>for Harley-Davidson Motor Company (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>11:00-11:30 AM</td>
<td>Trade Show Open With Refreshments (Exhibit Hall B)</td>
<td></td>
</tr>
<tr>
<td>11:30-12:30 PM</td>
<td><strong>Panel Presentation</strong> (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“I Can’t Believe It Happened to My Dairy: Aftermath of an Activist Attack”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderator: David Pelzer, Dairy Management Inc.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Panelists include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Dr. Mike Holland – North Valley Veterinary Clinic</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Gary Conklin – Conklin Dairy Cattle Sales, LLC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Jon Rulfs – Adirondack Farms, Peru, New York</td>
<td></td>
</tr>
<tr>
<td>12:30 PM</td>
<td>Working Lunch (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td>12:30-3:45 PM</td>
<td><strong>Animal Care Workshop</strong> (Exhibit Hall A)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Merck Animal Health Dairy C.A.R.E. Workshop:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Proactive &amp; Prepared = Protection for Your Dairy:</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Participants will focus on achieving success by maintaining solid animal handling policies, hiring the right people and making sure they are properly trained, as detailed in the Dairy C.A.R.E. initiative from Merck Animal Health. Workshop topics will include developing an animal care commitment statement, outlining expectations in your standard operating procedures (SOPs), Dairy Care365™ employee training, and monitoring and measuring progress to foster a culture of zero tolerance on your dairy. The second half of the workshop will help participants outline a preparedness plan and discuss its implementation. Sponsored by Merck Animal Health and Dairy Business Milk Marketing Cooperative.</td>
<td></td>
</tr>
<tr>
<td>3:45 PM</td>
<td>Adjourned</td>
<td></td>
</tr>
</tbody>
</table>

**PLEASE NOTE:** No cameras or videography during keynote presentations. Thank you for your consideration.
MIKE ROWE

“IT’S A DIRTY JOB BUT SOMEBODY’S GOTTA DO IT”

Mike Rowe is a TV host, creator, writer, narrator, author, producer, actor and well-known as the voice for several popular shows like Discovery Channel’s “Deadliest Catch.” Perhaps best known for the Emmy-nominated TV show “Dirty Jobs with Mike Rowe,” he began his performing career in 1984 when he faked his way into the Baltimore Opera to get his union card and meet girls. His transition to television occurred in 1990 when, to “settle a bet,” he auditioned for the QVC Shopping Channel and was promptly hired after talking about a pencil for almost eight minutes. Years later, he pitched a 3-hour special to the Discovery Channel that resulted in the hit show “Dirty Jobs with Mike Rowe” which took him to all 50 states, completing more than 300 different jobs and lasting 8 seasons. Currently Mike is in production for his new show “Somebody’s Gotta Do It” which airs on CNN Wednesdays at 9:00 PM. He is also the CEO of the mikeroweWORKS Foundation, which provides scholarships and other assistance to those looking to pursue a career in the skilled trades.

BRUCE A. SCHERR

Chairman of the Board and Chief Executive Officer Emeritus, Informa Economics Inc.

Dr. Scherr has been with Informa Economics, Inc. (formerly Sparks Companies, Inc.) from 1987 to July 2014 in several executive capacities including President and CEO and he is currently emeritus. Formerly he was president of Sparks, Jacobs, Scherr, Inc. (SJS), a sister company to Sparks, and president of Agri-Commodities, Inc., an agriculture consulting firm based in Andover, Massachusetts, which was acquired by SJS. Prior to forming Agri-Commodities, Dr. Scherr was a divisional vice president at Data Resources Inc., where he developed and utilized for the public and private sectors the first commercially available econometric model for US agriculture.
MICHAEL NORTH

President, Commodity Risk Management Group

Mike North began his work in the futures industry in 1995 as an intern researching the dynamics of commodity market history and current price trends. For nearly two decades, Mike has worked with production and processing clients to construct marketing plans and margin management programs. In 2014 he launched Commodity Risk Management Group, a firm which assists its clients in identifying and managing the risks and opportunities in today’s markets. He has also served on the Dairy Business Association Board of Directors since 2008.

PETE MASLYN

Dairy Manager, Hemdale Farms

Pete Maslyn is the Dairy Manager and a Junior Partner at Hemdale Farms and Greenhouses. He has been at Hemdale for 7 years, during which time the farm has transitioned to a completely robotic dairy, currently using 17 Lely robots, with 1,000 cows. Pete graduated from Cornell University in 1993, and returned to complete the Cornell Dairy Executive Program in 2012. He has over 20 years of experience as a herdsman on commercial parlor dairies ranging from 300 to 1,000 cows and is also owner/operator of his own 180-cow dairy.

KELLY FORTIER

Partner, Employment Relations Practice Group

Kelly Fortier is a partner in the Employment Relations Practice Group at Michael Best & Friedrich LLP. Her practice includes representation of management in all aspects of employment law, with primary focus on employment-based immigration, including non-immigrant petitions, permanent residence cases, naturalization applications, and employment verification issues. Ms. Fortier provides Form I-9 compliance advice and training as well as social security number “mismatch” guidance. She also has experience handling discrimination complaints, employee non-compete agreements, employee benefits matters, and issues related to the unauthorized release of personal information.

BRUCE RASA

CEO and Founder, TekWear, LLC

Bruce Rasa is CEO and Founder of TekWear, LLC, based in Buford, Georgia. TekWear is an agricultural technology company focused on developing wearable technology solutions that provide value to farmers and their trusted partners around the world. TekWear has recently been awarded a USDA Grant for testing modern productivity tools in Speciality Crops, and has been selected by Village Capital to participate in their Agriculture Technology business accelerator.

Session Topic: Wearable Technology on the Farm of the Future: Google Glass and Beyond

Get a glimpse of the future of wearable technology, an emerging wave of smart glasses and smart watches that amplify what your smartphone or tablet can do. Still in the early phase of development, this presentation gives you a brief overview of the Google Glass ‘Explorer’ edition. We will also discuss some of the potential hands-free applications for mobile agriculture. In addition, the short overview of the smart glasses and smartwatch landscape will be covered.
WEDNESDAY, JANUARY 14 | 1:30 - 2:30 PM
Keynote Speaker | Exhibit Hall A

RANDY KROTZ
Chief Executive Officer at U.S. Farmers and Ranchers Alliance
Randy Krotz is the CEO of U.S. Farmers and Ranchers Alliance. Krotz, who is actively engaged in his Kansas family farm, joined USFRA as vice president of development in 2013 and served as executive director prior to being named CEO in March 2014. Krotz has more than 25 years of experience within the food and agricultural industries in agribusiness leadership, public relations, product management, branding, online marketing, advocacy management and communications. He previously worked for and has represented many well-known food and agribusiness companies and associations across the industry.

WEDNESDAY, JANUARY 14 | 2:30 - 4:00 PM
Panel Presentation “Liars and Tweeters and Bloggers, Oh My! Dairy’s Online Image” | Exhibit Hall A
Panel Moderator Pam Jahnke, Farm Director at Midwest Family Broadcasting

LINDA W. EATHERTON
Partner and Director, Global Food and Nutrition Practice, Ketchum Public Relations
Linda Eatherton joined Ketchum in 2001 to lead the firm’s worldwide Food & Nutrition Practice, which represents clients including U.S. Farmers & Ranchers Alliance, Frito-Lay, Horizon Organic, U.S. Potato Board, ConAgra Foods, and National Cattlemen’s Beef Association. She has extensive branded and commodity food experience, leading marketing communications and reputation management programs. Linda’s 25-plus years of branded and commodity food experience brings a unique breadth and depth of senior leadership to Ketchum and its Food & Nutrition clientele.

CARRIE MESS
Advocate for Agriculture
Carrie Mess is a dairy farmer, blogger, speaker and advocate for agriculture from Lake Mills, Wisconsin. Farming in partnership with her husband, Patrick, and his parents on their 100-cow dairy, Carrie shares her story and connects with those unfamiliar with agriculture via social media and her blog, The Adventures of Dairy Carrie. Her efforts to be a part of the conversation on food and farming has led her to be selected as the 2014 Social Media Farmer of the Year.

DON SCHINDLER
Senior Vice President, Digital Initiatives, Dairy Management Inc.
As Senior Vice President of Digital Initiatives, Don Schindler is responsible for the digital architecture as integration of all digital properties at Dairy Management Inc. He is also training farmers, DMI staff and dairy industry professionals in digital communications and social media. Before coming to DMI, Don managed the creative services of University Communications at the University of Notre Dame.
WEDNESDAY, JANUARY 14 | 4:00 - 5:00 PM

**Keynote Speaker**  “Never Quit: The Story of a Life Built on Successful Missions” | Exhibit Hall A

Sponsored By Badgerland Financial and McLanahan

---

ROBERT J. O’NEILL

**Highly Trained Navy SEAL**

Rob O’Neill is one of the most highly-decorated combat veterans of our time. He has deployed more than a dozen times, and he held combat leadership roles in more than 400 combat missions in four different theaters of war. A highly-trained Navy SEAL, he led the military’s most elite and was involved in our nation’s most important campaigns. His mantra is “never quit,” and O’Neill believes this is the single most important factor in determining success.

---

WEDNESDAY, JANUARY 14 | 8:00 - 8:30 PM

**Keynote Speaker**  | Exhibit Hall A

---

SCOTT WALKER

**Governor of Wisconsin**

On November 2, 2010, Scott Walker was elected as Wisconsin’s 45th governor. Walker, a Republican, was elected to a second term in office on November 4, 2014, and was inaugurated on January 5, 2015. Prior to becoming governor, Walker was the Milwaukee County Executive (2002-2010) and a State Assembly Representative (1993-2002). He is married to Tonette, and they have two sons in college.
THE FUTURE OF U.S. DAIRY GROWTH
Leading national dairy processors will gather with moderator John Umhoefer, executive director of the Wisconsin Cheese Makers Association, to discuss the growth potential for U.S. dairy products, trending global markets, the need for fresh farm milk and the decoupling of dairy from government ties in a lively panel discussion.

MARK STEPHENSON
Director, Dairy Policy Analysis, University of Wisconsin, Madison
Mark Stephenson is the Director of Dairy Policy Analysis at the University of Wisconsin, Madison. In this position, Dr. Stephenson conducts and coordinates research and outreach activities related to the dairy industry. He is involved in applied research at the firm-level, including milk assembly costs, processing costs and efficiencies, new processing technologies and new dairy ingredients. He is also active in sector-level performance including dairy policy and milk price forecasting.

JAY WALDVOGEL
Senior Vice President, Dairy Farmers of America
Jay is responsible for leading DFA’s strategic planning process and supporting DFA’s business leaders in implementing the strategies as well as guiding DFA’s expanding global activities. Jay has more than 25 years of experience in the global dairy industry and spent more than a decade working overseas with leading dairy companies. Jay currently serves on a number of industry leadership groups and company boards, including as deputy chairman of the Global Dairy Platform.

MIKE BROWN
Director, Dairy Economics and Policy, Glanbia Foods, Inc
Mike Brown is the Director for Dairy Economics and Policy at Glanbia Foods, Inc, where his work includes both domestic and international dairy market analysis, market forecasting, milk pricing, and both farm and plant economics, including risk management. Mike also Glanbia’s efforts on economic and trade regulatory issues and other US dairy policy initiatives.

KEN SCHMIDT
Former Executive, Harley-Davidson Motor Company
One of the most in-demand speakers and communications consultants in America, Ken Schmidt has lived a life that most can only dream about. He has toured the world on two wheels, met with presidents and royalty, partied with movie and music legends, and appeared numerous times on network news. As the former director of communications for Harley-Davidson Motor Company, he played an active role in one of the most celebrated turnarounds in corporate history.
THURSDAY, JANUARY 15  |  11:30 AM - 12:30 PM
Panel Presentation  “I Can’t Believe It Happened to My Dairy: Aftermath of an Activist Attack”  | Exhibit Hall A

DR. MIKE HOLLAND
Senior Partner, North Valley Veterinary Clinic
Mike was raised in Golden, Colorado, on a purebred Charolais cattle ranch. He attended Colorado State University for a B.S. degree in animal science. He continued his education by completing M.S. and Ph.D. degrees in animal reproduction. Mike became the coordinator of the Integrated Resource Management program within the Department of Animal Sciences at CSU and taught undergraduate and graduate courses in reproduction. Mike then completed a D.V.M degree and is now employed by North Valley Veterinary Clinic in Gooding, Idaho, where he is a senior partner.

GARY CONKLIN
President, Conklin Dairy Cattles Sales, LLC
Gary Conklin is President of Conklin Dairy Cattle Sales, LLC located in Plain City, Ohio, a 3rd generation dairy brokerage. As a graduate of Fairbanks High School, Gary was actively involved in 4-H and FFA as a local chapter officer and delegate to State and National Convention, earning recognition for his outstanding dairy judging capabilities. Gary graduated from Ohio State University, earning a Bachelor of Science degree in Agricultural Economics. He returned to the family farm where he works to continue the long standing reputation of excellence in the dairy business established by generations of his family before him.

JON RULFS
Adirondack Farms
Jon Rulfs co-owns and operates Adirondack Farms LLC, which was formed in 1996 and is located in Peru, New York. Prior to formation of the LLC, Adirondack Farms milked 200 cows. It now milks 2,500 cows and crops 5,000 acres. Jon also co-owns Rulfs Orchard LLC, a family-owned and operated business founded in 1952. Rulfs Orchard consists of 200 acres used to grow fruits, vegetables and plants for wholesale distribution and retail sale at its roadside stand in Peru. Jon is a member of the Northeast Dairy Producers Association (NEDPA) and has served on its Board of Directors since 2010.

THURSDAY, JANUARY 15  |  12:30 PM - 3:45 PM
Merck Animal Health Dairy C.A.R.E. Workshop:  Proactive & Prepared = Protection for Your Dairy  | Exhibit Hall A
Multiple Presenters - Sponsored by Merck Animal Health and Dairy Business Milk Marketing Cooperative

THURSDAY, JANUARY 15  |  12:30 PM - 3:45 PM
Anticipate. Prepare. Protect Workshop Introduction  | Exhibit Hall A

DAVID PELZER
Senior Vice President, Dairy Management Inc.
David A. Pelzer is senior vice president at Dairy Management Inc. , the organization that manages the national dairy checkoff program on behalf of the nation’s dairy producers. David leads DMI’s issues management and crisis preparedness efforts, along with dairy producer communications and industry partner leader programs. Before joining DMI in 1993, David was director of industry communications for the National Live Stock and Meat Board in Chicago. Prior to his work with commodity checkoffs, David was editor of Agri Finance magazine and managing editor of Farm Futures.
EXHIBITORS & MAP

We invite you to visit all of the exhibit booths in the Dairy Strong Trade Show and learn more about their products and/or services.

EXHIBIT HALL B

We invite you to visit all of the exhibit booths in the Dairy Strong Trade Show and learn more about their products and/or services.
Navigate your way through the Monona Terrace at Dairy Strong 2015 using these maps. Don’t forget to ask if you need help finding anything from your favorite vendor to the nearest restroom.

**LEVEL 1 · LAKESIDE**

![Level 1 map]

**LEVEL 4 · MEETING ROOMS / GRAND TERRACE**

![Level 4 map]
A SPECIAL THANKS TO OUR SPONSORS

GOLD LEVEL SPONSORS

AgStar
BMO Harris Bank
GreenStone
Mycogen

SILVER LEVEL SPONSORS

Cargill

BRONZE LEVEL SPONSORS

Alta
ANIMART
ACa
Boehringer Ingelheim

OTHER SPONSORS

HampeL Animal Care
OctaForm®
Anaerobic Digesters
Lallemand
Merial
Feed Components
Semex

DAIRY STRONG | Gain the Edge
A SPECIAL THANKS TO OUR KEYNOTE SPEAKER SPONSORS

MIKE ROWE
“IT’S A DIRTY JOB BUT SOMEBODY’S GOTTA DO IT”

ROBERT O’NEILL
Highly Trained Navy SEAL

KEN SCHMIDT
Former Executive, Harley-Davidson Motor Company

BRUCE SCHERR
Chairman of the Board and Chief Executive Officer Emeritus, Informa Economics Inc.
THANK YOU!

DAIRY STRONG 2015 SPONSORS

ABS Global
Aerotech Ventilation Systems, Munters Corp
Agri-King
Agri-Nutrition Consulting
Agropur Inc
AgStar Financial
Alta Genetics
Animal Health International
ANIMART
Auth Consulting & Associates
Badgerland Financial
Bayland Buildings, Inc.
BMO Harris
Boehringer Ingelheim Vetmedica, Inc
BouMatic
Calf-Tel by Hampel
Cargill Animal Nutrition
Conestoga Rovers & Associates
Cornette Farm Supply
Dairy Business Association
Dairy Herd Management
DBMMC
Diamond V
Digested Organics
DuPont Pioneer
DVO, Inc
Elanco Animal Health
Family Insurance Center
Freudenthal Manufacturing Supply
Grande Cheese
GreenStone Farm Credit
Keller Inc
Lallemand Animal Nutrition
LDS Inc
Leedstone
McLanahan Corporation
Merck Animal Health
Merial Ltd
Michael Best & Friedrich
Monsanto
Mycogen Seeds
Nutrition Physiology Co. LLC
Octaform Systems, Inc
Packerland Whey Products
Quality Liquid Feeds
RP Feed Components
Semex
Standard Dairy Consultants
Valley Agricultural Software
Vita Plus Corporation
Whyte Hirschboeck Dudek SC
Wisconsin Beef Council
Wisconsin Milk Marketing Board
Zoetis

DAIRY STRONG
GAIN THE EDGE

Thank You for Attending Dairy Strong 2015

Presented by:

Dairy Business Association
P.O. Box 13505
Green Bay, WI 54307
(920) 883-0020

www.dairystrong.org