

2015



**JOINT
ANNUAL
MEETING**

**OCTOBER 26-28, 2015
ORLANDO, FLORIDA**

a **LEGACY**
of **LEADERSHIP**

**NATIONAL DAIRY PROMOTION AND RESEARCH BOARD
NATIONAL MILK PRODUCERS FEDERATION
UNITED DAIRY INDUSTRY ASSOCIATION**



a LEGACY of LEADERSHIP

Dear Colleague:

Your dairy farmer policy and promotion organizations have been hard at work together on your behalf, continuing our unified front to move your interests forward. This fall, let us show you how, talk with you about where we are going and hear what you have to say.

Please join fellow dairy producer leaders from across the country for "A Legacy of Leadership," the joint annual meeting of the National Dairy Promotion and Research Board (NDB), the National Milk Producers Federation (NMPF) and the United Dairy Industry Association (UDIA).

At the meeting, October 26-28 at the Orlando World Center Marriott in Orlando, Florida, you'll learn more about how the strategies and programs managed by your dairy promotion and policy organizations collaboratively help the U.S. dairy industry create and seize on opportunities for growth and prosperity for all dairy farmers.

By attending this year's meeting, you will not only learn more about the major activities and issues that impact today's dairy industry, you also can play a critical role in shaping dairy's future. Your participation helps provide input on ways to change, innovate and grow promotion and policy activities that will further strengthen the U.S. dairy industry.

Please check the Schedule at a Glance to register and make your travel arrangements. Read the information outlined in this packet and register online to attend annual meeting by using our new registration system Eventbrite. We look forward to seeing you in Florida this fall.

Sincerely,



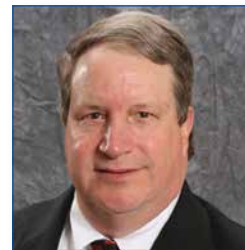
Zach Myers
Chair
National Dairy
Board



Randy Mooney
Chair
National Milk
Producers Federation



Neil Hoff
Chair
United Dairy
Industry Association



SCHEDULE AT A GLANCE

Sunday, October 25

11:30 a.m. - 1:00 p.m.	NMPF Officers Luncheon Meeting
12:30 p.m. - 2:00 p.m.	NMPF Cooperative Communicators Luncheon Meeting
1:00 p.m. - 6:00 p.m.	Registration Open
2:00 p.m. - 3:00 p.m.	NMPF Nominating Committee Meeting
2:00 p.m. - 3:00 p.m.	NMPF 2015 YC Council & Coordinators Meeting
3:00 p.m. - 5:00 p.m.	NMPF YC Welcome
3:00 p.m. - 5:00 p.m.	NMPF Environmental Committee Meeting
	Free Evening for Dinner

Monday, October 26

6:00 a.m. - 8:00 a.m.	NMPF Small Cooperative Members Caucus & Breakfast
7:00 a.m. - 7:30 a.m.	YC Check-in
7:30 a.m. - 5:00 p.m.	Registration Open
7:30 a.m. - 5:00 p.m.	NMPF YC Leadership and Development Program
8:00 a.m. - 11:30 a.m.	NMPF CWT Committee and Board of Directors Meeting
11:00 a.m. - 12:00 p.m.	UDIA Resolutions Committee Meeting
11:30 a.m. - 12:30 p.m.	NMPF Board of Directors Luncheon
11:30 a.m. - 12:30 p.m.	NMPF Associate Members Luncheon Meeting
11:30 a.m. - 12:30 p.m.	NMPF Immigration Reform Luncheon Meeting
12:00 p.m. - 1:00 p.m.	NMPF YC Luncheon
12:00 p.m. - 1:00 p.m.	UDIA Nominating Committee Luncheon Meeting
12:00 p.m. - 5:00 p.m.	Portrait Studio for New NDB/NMPF/UDIA Directors
12:30 p.m. - 2:30 p.m.	NMPF Delegates Meeting <i>(includes presentation of NMPF Awards)</i>
2:30 p.m. - 3:00 p.m.	NMPF 2016 Board of Directors Meeting
3:00 p.m. - 5:00 p.m.	UDIA House of Delegates Meeting <i>(includes presentation of UDIA Service Awards)</i>
6:00 p.m. - 10:00 p.m.	NMPF YC Dinner
	Free Evening for Dinner

Tuesday, October 27

6:45 a.m. - 8:00 a.m.	UDIA Board of Directors Meeting
7:00 a.m. - 8:00 a.m.	NMPF YC Wrap-Up Session
7:30 a.m. - 5:00 p.m.	Registration Open
7:30 a.m. - 5:00 p.m.	Dairy Bar Open
8:00 a.m. - 11:45 a.m.	General Session I <ul style="list-style-type: none">• Master of Ceremonies Mike Adams, Agri-Talk• Presentation of Colors• National Anthem Kevin Moore Dairy Farmer Wauchula, Florida• Invocation• Official Welcome Tommy Watkins YC Vice Chair Wauchula, Florida• Recognition of Sponsors• NMPF Town Hall Meeting
11:45 a.m. - 1:00 p.m.	Opening Lunch
11:45 a.m. - 1:00 p.m.	DMI New Directors Orientation
1:30 p.m. - 5:30 p.m.	General Session - II <ul style="list-style-type: none">• Keynote Speaker Jeff Fromm Marketing Strategy Consultant President, FutureCast• NMPF Reports Randy Mooney, Chair Jim Mulhern, President & CEO
5:30 p.m. - 6:00 p.m.	NMPF YC 2015 & 2016 Councils Meeting
6:00 p.m. - 7:30 p.m.	Welcome to Florida Reception Featuring Award-Winning NMPF Cooperative Cheeses
	Free Evening for Dinner

SCHEDULE AT A GLANCE

Wednesday, October 28

7:30 a.m. - 12:00 p.m.	Dairy Bar Open
7:30 a.m. - 3:00 p.m.	Registration Open
8:00 a.m. - 11:45 a.m.	General Session - III <ul style="list-style-type: none">• DMI Report Tom Gallagher, CEO• Guest Speaker Lou Holtz Former Coach, Notre Dame Football
12:00 p.m. - 2:00 p.m.	Closing Luncheon <ul style="list-style-type: none">• Presentation of Awards
2:00 p.m. - 3:00 p.m.	NMPF 2016 YC Advisory Council Elections
2:15 p.m. - 3:30 p.m.	NDB Board of Directors Meeting
3:30 p.m. - 5:00 p.m.	DMI Board of Directors Meeting
6:00 p.m. - 7:00 p.m.	Reception
7:00 p.m. - 10:00 p.m.	Banquet Entertainment Bill Herz Magician

GUEST SPEAKERS & SESSION DETAILS

Master of Ceremonies

GENERAL SESSION

Mike Adams

Host
Agri-Talk Radio

Mike Adams has hosted AgriTalk, a nationally syndicated agriculture radio talk show, since 2001. AgriTalk currently is heard on 90 radio stations across the country, as well as Sirius XM Channel 80 and the @MyFarmRadio phone app.



A 40-year broadcast veteran, Adams covers both national and international topics and events that impact agriculture by facilitating a daily conversation on a wide range of issues important to rural America, including conversations with government leaders and decision makers. A member of Farm Journal Media, the show also features many of the top ag journalists in the country to share insights and analysis on a wide range of topics.

Adams is a past president of the National Association of Farm Broadcasters, and is a past recipient of the National Farm Broadcaster of the Year Award. Adams resides in Jacksonville, Ill., with his wife Patty.

Tuesday, October 27

NMPF Town Hall Meeting

The NMPF Town Hall Meeting will again provide attendees the opportunity to learn about the activities of National Milk Producers Federation, and engage in a question and answer session with NMPF staff about the future of the dairy industry.

GUEST SPEAKERS & SESSION DETAILS

Tuesday, October 27

Jeff Fromm

Marketing Strategy Consultant
President of FutureCast

Although not a millennial as defined by his age, Jeff Fromm is the Millennial Marketing Guy™.

Jeff is President of FutureCast, a marketing consultancy that specializes in millennial trends, and is a contributing writer at Forbes.com. Jeff is a frequent speaker on marketing, consumer trends, and innovation. Jeff has published numerous research reports on the millennial consumer and is the co-author of "Marketing to Millennials" (2013) and "Millennials with Kids" (2015).

Jeff has over 25 years of marketing consulting experience across dozens of brands ranging from Build-a-Bear Workshop to Whole Foods. He is a shareholder and Board Member at Three Dog Bakery, Service Management Group, Tickets For Less, and FutureCast. Jeff is a graduate of The Wharton School of the University of Pennsylvania and was an exchange student at The London School of Economics.



Wednesday, October 28

Lou Holtz

Coach, ESPN Sports Analyst, Author

Lou Holtz has established himself as one of the most successful college football coaches of all time.

Holtz is the only coach in the history of college football to: 1) Take 6 different teams to a bowl game. 2) Win 5 bowl games with different teams. 3) To have 4 different college teams ranked in the final Top 20 poll.

Despite never inheriting a winning team, he compiled a 243-127-7 career record that ranked him third in victories among active coaches and eighth in winning percentage. His 12 career postseason bowl victories ranked him fifth on the all-time list. Holtz was selected for the College Football Hall of Fame, class of 2008, which places him in an elite group of individuals in the history of football who have earned this distinction. Approximately 1 in 5,000 people who played college football or coached it make it into the Hall of Fame. In April of 2012, Coach Holtz was inducted into the Cotton Bowl Hall of Fame.

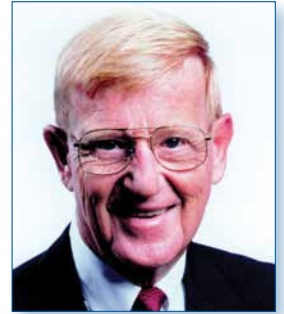
Holtz served as a college football studio analyst on ESPN from 2004-2015. He appeared on ESPNNEWS' ESPN *College GameDay* programs, *SportsCenter* as well as an on-site analyst for college football games.

Bill Herz

Magician

For the last 20 years, Bill Herz has been wowing audiences of all kinds and all sizes around the world. He has decades of experience transforming typical meetings and gatherings into events that will stay memorable forever.

At an age when most kids were reading comic books, Herz was learning to shuffle a deck of cards with one hand. Today he is regarded as one of the most entertaining corporate magicians in the world. He is a two-time winner of the International Magical Performers Award. Whether performing during a meeting, entertaining clients after dinner, or astonishing guests at a cocktail party with his sleight of hand, Bill Herz always integrates audience participation, humor, and his unforgettable wizardry to ensure an event is truly special.



ADDITIONAL DETAILS

Annual Meeting Online Registration

We're pleased to introduce our new online meeting registration site, Eventbrite, which is compatible with iPhones, iPads, and other current technology. Please go to <https://jointannualmeeting.eventbrite.com> to register. Forms will not be mailed this year.

A single registration fee includes your attendance at:

- Dairy Bar
- Opening Luncheon
- Welcome Cheese Reception
- Closing Luncheon
- Reception and Banquet*

**Banquet vouchers must be exchanged for a specific table assignment on-site. Individual meal tickets are not available for purchase.*

Credit card and check payments are accepted. However, registrations will not be processed without payment. If paying by check, please make it payable to Dairy Management Inc. All checks must be payable in U.S. dollars. Make a copy for your files.

Online registration must be submitted with payment by Wednesday, October 7, 2015 to avoid the \$150 late fee.

If your cooperative or state and regional promotion organization pays your expenses, please work directly with that office to register.

Registration Cancellation Policy

Refund requests must be made in writing and sent to Dairy Management Inc., 10255 W. Higgins Rd., Suite 900, Rosemont, IL 60018-5616; phone 847/627-3361; fax 847/803-0183.

- Full refund will be given for a cancellation postmarked or faxed no later than Wednesday, October 14. Refunds will not be made after October 14.
- Meal tickets will not be exchanged or resold at the annual meeting.

Meeting Location

The Joint NDB/NMPF/UDIA Annual Meeting will be held at:
Orlando World Center Marriott
8701 World Center Drive
Orlando, Florida 32821
407-239-4200
www.marriott.com/hotels/travel/mcowc

Hotel Reservations

The guest room rate is \$199.00 for single or double occupancy, plus taxes. Please visit <https://resweb.passkey.com/go/2015JDC> OR call 1-888-789-3090 (toll free) to make your hotel reservation, and mention 2015 NDB/NMPF/UDIA to receive the group rate. The deadline for hotel reservations is Wednesday, October 7. After that date, reservations will be confirmed on a space and rate available basis.

Check-in time is 4:00 p.m. Check-out time is 11:00 a.m.

Note: Making a hotel reservation does not register you for annual meeting. Please review the Annual Meeting Registration information above on how to register for the meeting.

Airport Transportation and Hotel Parking

The Orlando World Center Marriott is 17 miles from the Orlando International Airport. The hotel **does not** provide airport shuttle service. Alternate transportation:

- **Mears Motor Shuttle**
NDB/NMPF/UDIA has partnered with Mears Transportation to extend a \$4.00 discount off of ROUND TRIP shuttle service to/from the Orlando World Center Marriott. Click on the link for the coupon for additional information. Upon your arrival at the Orlando International Airport, please proceed to one of the Mears Motor Shuttle ticket counters and present your coupon or your reservation number to the Mears Counter Attendant.
- Estimated taxi fare: approx. \$55 (one way)
- There is a Hertz counter located in the hotel
- Hotel self-parking rates are \$18.00 daily.

Tourism

Visit www.visitorlando.com for information on local tourism, shopping, dining and entertainment.

Ticket Information for Theme Parks:

For information on discounted tickets to the theme parks; please visit <https://www.hello-usa.com/tickets/nmpf15/index.asp>

Attire

Business attire is appropriate for all meetings, receptions and banquet.

Sponsorship Opportunities

As the 2015 NDB/NMPF/UDIA Annual Meeting continues to grow and event-related expenses increase, we make every effort to keep rates affordable. Our sponsor support plays a key role in keeping down registration costs while maximizing opportunities and exposure. We are offering a variety of conference sponsorship opportunities for the 2015 NDB/NMPF/UDIA Annual Meeting.

This program is a great way to present your company, product or service to the dairy community. Conference sponsorship creates long-lasting exposure because it supports the organizations and its members. If you would like to sponsor a portion of the Annual Meeting, please download the Sponsorship brochure at <http://www.nmpf.org/nmpf-joint-annual-meeting> or contact Anuja Miner at NMPF at 703/243-6111 or at aminer@nmpf.org.

NMPF Associate Members - Exhibitor Information

- Increase your exposure to the dairy industry by networking with more than 900 attendees that include dairy producers, co-op executives, and other industry influencers across the United States
- Extend your marketing dollars
- Learn the latest information about the forecast in the dairy industry
- Showcase new products and marketing successes and gain exposure before, during and after the show

Registration information for exhibitors who would like to display for a nominal fee at the 2015 NDB/NMPF/UDIA Annual Meeting will be available online to download at <http://www.nmpf.org/nmpf-joint-annual-meeting> or call Anuja Miner at 703/243-6111 or at aminer@nmpf.org to obtain an exhibitor registration kit. The exhibit booths will be located in the Dairy Bar. The Dairy Bar provides complimentary dairy products throughout the day for all attendees.

For additional information:

Conference Coordinators

Louise Kamali, National Milk Producers Federation
703/294-4349; email lkamali@nmpf.org

Maribeth O'Leary, Dairy Management Inc.
847/627-3239; email maribeth.oleary@dairy.org

Meeting Registration Coordinator

Louise Habura, Dairy Management Inc.
847/627-3361; email louise.habura@dairy.org

Exhibit & Sponsorship Coordinator

Anuja Miner, National Milk Producers Federation
703/243-6111; email aminer@nmpf.org

Exhibit & Dairy Bar Logistical Coordinator

Gloria Kargenian, Dairy Management Inc.
847/627-3305; email gloria.kargenian@dairy.org

UNITED DAIRY
INDUSTRY
ASSOCIATION
10255 West Higgins Road
Suite 900
Rosemont, IL 60018-5616
847/803-2000
www.dairy.org



NATIONAL MILK
PRODUCERS
FEDERATION
2101 Wilson Boulevard
Suite 400
Arlington, VA 22201
703/243-6111
www.nmpf.org



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PROMOTION AND
RESEARCH BOARD
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REGISTRATION INFORMATION ENCLOSED