



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



PROGRAM

OCTOBER 26-28, 2015
MARRIOTT WORLD CENTER
ORLANDO, FLORIDA

JOINT ANNUAL MEETING

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





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ACKNOWLEDGEMENTS

ANNUAL MEETING SPONSORS

The National Dairy Board, National Milk Producers Federation and United Dairy Industry Association extend their grateful appreciation to the companies that have contributed to the success of annual meeting:

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DAIRY BAR PRODUCT SPONSORS

We extend our appreciation to the suppliers of dairy products you enjoy in the Dairy Bar:

- **Milk** – Borden, Gustafson Dairy Farms, McArthur Dairy and T. G. Lee Dairy
- **Ice Cream** – Prairie Farms
- **Cheese Snacks** – Cabot Creamery, Kraft Foods, Sargento
- **Yogurt** – Chobani, Upstate Niagara Cooperative, Inc.

Orlando World Center Marriott will donate the surplus dairy food items to Second Harvest Food Bank of Central Florida. Visit www.foodbankcentralflorida.org

NMPF CHEESE COMPETITION

Thank you to the NMPF cooperatives that provided cheese for the receptions, along with this year's cheese judges:

Noreen Ratzlaff

Dairy Division
U.S. Department of Agriculture

Mark Johnson, Ph.D.

Assistant Director, Center for Dairy Research
University of Wisconsin

Marianne Smukowski

Center for Dairy Research
University of Wisconsin

Timothy Meyers CCC, CCE

Assistant Professor, Food Administration
College of DuPage

Allison Reynolds

Dairy Division
U.S. Department of Agriculture

NMPF COMMUNICATIONS COMPETITION

Thank you to the 2015 communications competition judges:

Walt Cooley

Progressive Dairyman Magazine
Publications

Steve Larson

Hoard's Dairyman
Writing

Agi Schafer-Kreiser

ASK-Comm Strategies, LLC
Special Projects

GENERAL INFORMATION

REGISTRATION DESK & MESSAGE CENTER

The annual meeting registration desk, located in the Palms Ballroom Foyer, will be open during the following times:

Sunday, October 25	1:00 p.m. – 6:00 p.m.
Monday, October 26	7:30 a.m. – 5:00 p.m.
Tuesday, October 27	7:30 a.m. – 5:00 p.m.
Wednesday, October 28	7:30 a.m. – 3:00 p.m.

The Message Center is located at the annual meeting registration desk. Outside callers can dial (407) 238-4058 during registration hours.

NAME BADGES

Badges are required for admittance to all sessions, Dairy Bar and Exhibits. Badges are issued to fully paid registrants only. Thank you for recycling your badge at the conclusion of annual meeting.

MEAL TICKETS

Meal tickets are required for the following functions, and are included in each fully-paid registration packet:

- Tuesday, Opening Luncheon
- Wednesday, Closing Luncheon
- Wednesday, Banquet Voucher
(See *Banquet Reserved Seating* below.)

Individual meal tickets are not available for purchase. Tickets cannot be exchanged or resold at the meeting.

BANQUET RESERVED SEATING

Registrants should exchange the banquet voucher at the Reserved Seating table in the meeting registration area **between 12:00 p.m., Monday and 3:00 p.m., Wednesday**, for a reserved seat at a specific table. If you wish to sit with friends, gather everyone's voucher and exchange them as a group. Each table has 10 seats.

2015 JOINT ANNUAL MEETING

DAIRY BAR AND EXHIBITS

The Dairy Bar will house the exhibits of associate members of the National Milk Producers Federation and new marketplace partner products provided by the dairy checkoff program through Dairy Management Inc.

Come by and see us - and while you're there, enjoy cold milk, ice cream, cheese, or yogurt.

A new feature we are offering this year is two charging stations, located in the dairy bar.

The Dairy Bar is located in the Royal Ballroom, and will be open during the following times:

Tuesday, October 27	7:30 a.m. - 5:00 p.m.
Wednesday, October 28	7:30 a.m. - 12:00 p.m.

Name badges are required to enter the Dairy Bar.

Exhibitors include:

Agri-Services Agency, LLC

Dairy.com

Dairy Checkoff Works!

DairyDealer.com

Dairy Good - Consumer Confidence

Domino's Pizza®

FCC Services

Fuel Up To Play 60

IBS

Indian River Transport

INTL FCStone

McDonald's®

National Dairy Council®

NMPF Communications Competition Awards

NMPF Dairy G.R.E.A.T

Pizza Hut®

QMI

The Quaker Oats Company

Taco Bell®

U.S. Dairy Export Council®

MEDIA ROOM

The Media Room is located in the San Francisco room. The direct telephone number to the Media Room is (407) 238-4032.

SPEECHES & PRESENTATIONS

Copies of select speeches and presentations submitted in advance of the meeting will be available each day of the general session.

NMPF remarks will be available to download at www.nmpf.org/nmpf-joint-annual-meeting.

To secure a copy of NDB/UDIA/DMI remarks, please send an email request to speeches@dairy.org.

NMPF SCHOLARSHIP RAFFLE

Purchase raffle tickets to benefit NMPF's Dairy Leadership Scholarship Program and enter a drawing to win great prizes!

Tickets can be purchased from any participating YC for \$5.00 each, three for \$10.00 or seven for \$20.00. The drawings will take place at Wednesday's Closing Luncheon (participants do not need to be present to win). The scholarship program and raffle are coordinated by the NMPF Scholarship Committee. All revenue from the raffle goes directly into the scholarship fund, which is used to award scholarships to qualified graduate-level students who are actively pursuing fields of research that are of immediate interest to the dairy industry.

A full list of this year's prizes is available in the meeting registration area, including:

- \$1,000 Travel Gift Certificate
- iPad Air 2
- iPad Mini
- \$500 American Express Gift Card
- \$500 Exxon Mobil Gift card
- \$250 Amazon Gift Cards (x2)
- \$250 Walmart Gift Cards (x2)
- 12-Month Cheese of the Month Membership from Swiss Valley Farms and Caves of Faribault
- 8-Month Artisanal Cheese of the Month Membership

SPREAD THE WORD

Spread the word and build momentum: Use **#dairyjam15** in all your social media conversations about and during annual meeting to make sure your fellow farmers know more about what dairy policy and promotion groups are doing on their behalf!

2015 JOINT ANNUAL MEETING

ANNUAL MEETING MOBILE APP

All the information you need for the annual meeting can be found on our mobile app. Use it to check out the following information:

- Meeting program and room locations
- Speaker biographies and photos
- Meeting attendee list
- Visitor information about Orlando, including attractions, restaurants, shopping, events, and tours
- Meeting Survey

Attendees also have the opportunity to complete the meeting survey electronically through the app. We appreciate your feedback and will use it to help plan future meetings. To get started, scan the QR code here to be directed to the Apple iTunes Store or the Google Play Store. (Please note that you will need to have a QR scanner on your device to scan the code.) You can also search for "dairy annual meeting" in the app stores, or type <http://bit.ly/dairymeeting> into your mobile device's web browser (i.e. Safari). The app is free to download.



ANNUAL MEETING GOES GREEN

The staffs of Dairy Management Inc. and the National Milk Producers Federation continue to expand environmental stewardship efforts. Here are a few ways we have helped our annual meeting "go green."

- Meeting registrations went 100% online this year!
- Download the Annual Meeting App. Everything you need to know can be found in the palm of your hand. The mobile app is available at the Apple iTunes Store (iPhone), the Google Play Store (Android).
- Reduction of printed materials
- Hand-outs printed double-sided
- Water stations in place of bottled water
- Recycle bins for paper, glass, plastic and aluminum that are conveniently located

Thank you for recycling during annual meeting.

FUTURE ANNUAL MEETING DATES

October 31 - November 2, 2016, Nashville, Tennessee

October 30 - November 1, 2017, Anaheim, California

October 29 - October 31, 2018, Phoenix, Arizona

ANNUAL MEETING SCHEDULE

SUNDAY, OCTOBER 25

- 12:00 p.m. - 5:00 p.m. NMPF Environmental Committee Luncheon Meeting
Miami
- 12:30 p.m. - 2:00 p.m. NMPF Cooperative Communicators Luncheon Meeting
Siro's Private Dining Room
- 1:00 p.m. - 6:00 p.m. Registration Open
Palms Ballroom Foyer
- 2:00 p.m. - 3:00 p.m. NMPF YC 2015 Council & Coordinators Meeting
San Antonio
- 3:00 p.m. - 5:00 p.m. NMPF YC Welcome Event Lawn by the Pool

Free Evening for Dinner

MONDAY, OCTOBER 26

Breakfast on Your Own

- 6:00 a.m. - 8:00 a.m. NMPF Small Cooperative Members Caucus Breakfast
Crystal M-P
(Open to NMPF Member Cooperatives only)
- 7:00 a.m. - 7:30 a.m. NMPF YC Check-In
Canary 1-2 Foyer
- 7:30 a.m. - 5:00 p.m. NMPF YC Leadership and Development Program
Canary 1-2
(Open to NMPF YCs and Coordinators only)
- 8:00 a.m. - 11:30 a.m. NMPF CWT Committee and Board of Directors Meeting
Crystal J1
(Open to CWT & NMPF Member Cooperatives only)
- 11:00 a.m. - 12:00 p.m. UDIA Resolutions Committee Meeting
Washington

2015 JOINT ANNUAL MEETING

- 11:30 a.m. - 12:30 p.m. NMPF Associate Members Luncheon Meeting
St. Louis
- 11:30 a.m. - 12:30 p.m. NMPF Board of Directors Luncheon Meeting
Siro's Private Dining Room
- 11:30 a.m. - 12:30 p.m. NMPF Immigration Reform Luncheon Meeting
Canary 3-4
- 12:00 p.m. - 1:00 p.m. UDIA Nominating Committee Luncheon Meeting
Crystal N-P
- 12:00 p.m. - 5:00 p.m. Portrait Studio for New NDB/NMPF/UDIA Directors
San Antonio
- 12:30 p.m. - 2:30 p.m. NMPF Delegates Meeting
Crystal J1
(Open to NMPF Delegates only. Includes recognition of Retiring Directors and Honorary Directors.)
- 2:30 p.m. - 3:00 p.m. NMPF 2016 Board of Directors Meeting
Canary 3-4
(Open to NMPF Cooperative Members only)
- 3:00 p.m. - 5:30 p.m. UDIA House of Delegates Meeting
Crystal M
(Includes presentation of UDIA Service Awards)
- 7:00 p.m. - 10:00 p.m. NMPF YC Dinner
Margaritaville Restaurant
(Open to NMPF YCs and Coordinators only)

Free Evening for Dinner

TUESDAY, OCTOBER 27

Breakfast on Your Own

- 6:45 a.m. - 8:00 a.m. **UDIA Board of Directors
Breakfast Meeting**
Canary 1-2
(Recognition of Retiring Directors)
- 7:00 a.m. - 8:00 a.m. **NMPF YC Wrap-up Session**
Crystal J1
(Open to NMPF YCs
and Coordinators Only)
- 8:00 a.m. - 12:00 p.m. **Joint NDB/NMPF/UDIA
General Session I**
Sabal/Sago
(Open to all attendees)
- Master of Ceremonies:
Mike Adams, Host of "Agri-Talk"
- Presentation of Colors
- Pledge of Allegiance
- National Anthem
Kevin Moore
Dairy Farmer
Wauchula, Florida
- Invocation
Klaas Reyneveld
President
Premier Milk
McAlpin, FL
- Official Welcome
Tommy Watkins
YC Vice Chair
Wauchula, Florida
- Recognition of Annual
Meeting Sponsors
- 8:45 a.m. **NMPF Town Hall Meeting**
- 10:00 a.m. **Dairy Break**
(Coffee sponsored by McLeod,
Watkinson & Miller)
- 10:30 a.m. **NMPF Town Hall Meeting**
- 12:00 p.m. - 1:15 p.m. **Opening Luncheon**
Crystal H-J
- 12:00 p.m. - 1:15 p.m. **DMI New Directors Luncheon
Orientation**
Marriott Boardroom

2015 JOINT ANNUAL MEETING

12:00 p.m. - 1:15 p.m.

**UDIA State & Regional Chairs
Luncheon Meeting**
Marco Island

1:30 p.m. - 5:00 p.m.

**Joint NDB/NMPF/UDIA General
Session II**
Sabal/Sago

Master of Ceremonies
Mike Adams

1:30 p.m.

Keynote Speaker
Jeff Fromm
Marketing Strategy Consultant
President, FutureCast
(Sponsored by CoBank)

2:45 p.m.

Dairy Break

3:15 p.m.

**Straight from the Source,
What Our Customers Are
Saying about Dairy Animal Care**

Moderator:

Emily Meredith
Vice President, Animal Care
NMPF

Panelists:

Michael Gonda
Senior Communications
Executive
Chobani

Christopher Cochran
Director, Food Sustainability
Walmart

Susan Forsell
Vice President, Sustainability
McDonald's Corporation

Ann Burkhart
Manager, Ethical Sourcing
Starbucks Corporation
(invited)

Suzanne Lindsay-Walker
Vice President, Sustainability
Kroger
(invited)

Patty Stroup
Head of Procurement
Global Milk Products
Nestle
(invited)

4:30 p.m.

NMPF Report
Randy Mooney
Chairman
National Milk Producers
Federation

Jim Mulhern
President and
Chief Executive Officer
National Milk Producers
Federation

5:00 p.m.

Mike Adams Wrap-up
and Adjourn

5:30 p.m. - 6:00 p.m.

NMPF YC 2015 & 2016
Councils Meeting
Crystal K-L

6:00 p.m. - 7:30 p.m.

"Welcome to Florida" Reception
Crystal H-J
(Featuring Winning NMPF Cooperative
Cheeses, Open to All Attendees)

Free Evening for Dinner

WEDNESDAY, OCTOBER 28

Breakfast on Your Own

8:00 a.m. - 11:45 a.m.

Joint NDB/NMPF/UDIA
General Session III
Sabal/Sago

Master of Ceremonies:
Mike Adams

8:00 a.m.

**Newtrient: A Resource
Recovery Opportunity**

Moderator:
Carolyn Gibbs
Executive Vice President
Finance and Administration
Dairy Management Inc.

Panelists:
Greg Wickham
Chairman
Newtrient

Steve Rowe
President and
Chief Executive Officer
Newtrient

Paul Rovey
Chairman
Dairy Management Inc.

2015 JOINT ANNUAL MEETING

- 8:45 a.m. **Tom Vilsack**
Secretary, U.S. Department
of Agriculture
(invited)
- Neil Hoff**
Chairman
United Dairy Industry Association
- 9:45 a.m. **Dairy Break**
*(Coffee sponsored by
Elanco Animal Health)*
- 10:15 a.m. **The Checkoff Transforms Milkfat**
Moderator:
Barbara O'Brien
Senior Executive Vice President
Dairy Management Inc.
- Panelists:
Dr. Greg Miller
Executive Vice President
Global Sector Lead for
Nutritional Security
Dairy Management Inc.
- Rachel Weber**
Dairy Scientist
Dairy Management Inc.
- Zach Myers**
Chairman
National Dairy Board
- 11:00 a.m. **The Checkoff Works
for Dairy Farmers:
DMI/NDB/UDIA CEO Report**
Tom Gallagher
Chief Executive Officer
Dairy Management Inc.

Adjourn General Session

- 12:00 p.m. - 2:00 p.m. **Closing Luncheon**
Crystal H-J
- NDB Richard E. Lyng Award
- NMPF Chairman's Award
- Best Overall Cheese
- NMPF Scholarship
Raffle Drawing
- Guest Speaker**
Lou Holtz
Coach, ESPN Sports Analyst,
Author

2:00 p.m. - 3:00 p.m.	NMPF YC 2016 Advisory Council Elections <i>Crystal K-L</i> (2015 YC Officers & 2016 YC Council Members only)
2:15 p.m. - 3:30 p.m.	NDB Board of Directors Meeting <i>Canary 1-2</i> (Recognition of Retiring Directors)
2:30 p.m. - 5:30 p.m.	Newtrient Board of Managers Meeting <i>Aruba-Bahamas</i>
3:30 p.m. - 5:00 p.m.	DMI Board of Directors Meeting <i>Canary 1-2</i> (Recognition of Retiring NDB/UDIA Directors)
6:00 p.m. - 7:00 p.m.	Reception <i>Palms Ballroom Foyer</i>
7:00 p.m. -	Banquet <i>Sabal/Sago</i> (Doors open at 6:45 p.m.)
	Invocation
	Entertainment Bill Herz, Magician

GUEST SPEAKERS AND SESSION HIGHLIGHTS

TUESDAY, OCTOBER 27

GENERAL SESSION - I

8:00 a.m. - 12:00 p.m.



Master of Ceremonies

Mike Adams

Host of "Agri-Talk"

Mike Adams has hosted Agri-Talk, 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 part 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 past recipient of the National Farm Broadcaster of the Year Award. Adams resides in Jacksonville, Ill., with his wife Patty.

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.

TUESDAY, OCTOBER 27

GENERAL SESSION - II

1:30 p.m. - 5:00 p.m.



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.

Animal Care Panel Discussion

Straight from the Source: What Our Customers Are Saying about Dairy Animal Care

Animal care continues to be a hot topic for the entire dairy industry—from farmer to co-op to consumer. Dairy farmers have an amazing story to tell when it comes to animal care, yet consumers continue to ask questions about how cows are treated on America's farms. In response, retailers, restaurants and food companies are trying to address this growing customer concern. This year alone, we've seen several large food companies release policies detailing their expectations for animal care in the dairy industry. This panel provides the perspective of our largest restaurant, retailer and food service customers on how they want to work with the dairy industry to achieve their animal care goals.

2015 JOINT ANNUAL MEETING

WEDNESDAY, OCTOBER 28

GENERAL SESSION - III

8:00 a.m. - 11:45 a.m.



Tom Vilsack

Secretary

U.S. Department of Agriculture

Tom Vilsack is the nation's 30th Secretary of Agriculture. He oversees a department with a \$140 billion budget and is responsible for developing and carrying out federal policy on farming, agriculture, forestry, and food.

In more than six years at USDA, Secretary Vilsack has led efforts to strengthen the farm economy, improve rural communities and create new markets for American producers. Most recently, he has led efforts to implement the 2014 farm bill, including the most significant rewrite of federal dairy policy in a generation.

Under Secretary Vilsack's leadership, the Agriculture Department has also partnered with First Lady Michelle Obama on the Let's Move initiative. Secretary Vilsack helped pass and implement the 2010 child nutrition bill, which included the most significant changes in school meals in 30 years. Secretary Vilsack has also led efforts to improve the safety of the food supply, implementing changes to food safety standards aimed at preventing food-borne illnesses.

Before joining the Agriculture Department, Secretary Vilsack served two terms as governor of Iowa. He is a native of Pittsburgh and a graduate of Hamilton College and Albany Law School. Secretary Vilsack and his wife, Christie, have two adult sons and two grandchildren.

WEDNESDAY, OCTOBER 28

JOINT LUNCHEON

12:00 p.m. - 2:00 p.m.



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.

2015 JOINT ANNUAL MEETING

WEDNESDAY, OCTOBER 28

BANQUET

7:00 p.m.



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.



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