



NAVIGATING

— A NEW COURSE —

2011 Joint Annual Meeting

PROGRAM

November 14–16, 2011
San Diego, California

National Dairy Promotion and Research Board
National Milk Producers Federation
United Dairy Industry Association





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Annual Meeting Sponsors

The National Dairy Promotion and Research 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:

Platinum Level Sponsors

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- Onit Consulting LLC
- Rempfer Consulting



Dairy Bar Product Sponsors

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

Milk — Shamrock Farms

Ice Cream — Blue Bunny Ice Cream

Cheese Snacks — Kraft, Sargento

Yogurt — Auburn Dairy Products featuring Zoi™ Greek Yogurt and Yami® Yogurt

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.

University of Wisconsin

Timothy Meyers CCC, CCE

Assistant Professor, Food Administration

College of DuPage

NMPF Communications Competition

Thank you to this year's NMPF Communications Competition judges:

Dan Campbell

Editor, *Rural Cooperatives* Magazine

USDA Rural Development

Art Jaeger

Senior Director

Watson/Mulhern

Stephanie Meyers

Public Relations Account Supervisor

Osborn & Barr Communications

REGISTRATION DESK & MESSAGE CENTER

The annual meeting registration desk, located in the Grand Salon, will be open during the following times:

Sunday, November 13	12:00 p.m. – 6:00 p.m.
Monday, November 14	7:30 a.m. – 5:00 p.m.
Tuesday, November 15	7:30 a.m. – 5:00 p.m.
Wednesday, November 16	7:30 a.m. – 3:30 p.m.

The Message Center is located at the annual meeting registration desk. Outside callers can dial 619/908-5069, ext. 3941, 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 the meeting.

MEAL TICKETS

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

- Tuesday, Opening Luncheon
- Tuesday, Welcome Reception
- Wednesday, Awards 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 4:30 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. The banquet voucher is located in your meeting registration packet.



DAIRY BAR AND EXHIBITS

The Dairy Bar will house the exhibits of associate members of the National Milk Producers Federation and the marketing programs provided by the dairy checkoff through Dairy Management Inc. You also can check out the winning cooperative entries from the 2011 Communications Competition.

Come by and see us – and while you're there, enjoy a glass of milk, ice cream bar, cheese, or yogurt.

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

Monday, November 14	1:00 p.m. – 5:00 p.m.
Tuesday, November 15	7:30 a.m. – 5:00 p.m.
Wednesday, November 16	7:30 a.m. – 12:00 p.m.

Name badges are required to enter the Dairy Bar.

Exhibitors include:

- Agri-Services Agency LLC
- Center for Advanced Energy Studies
- Central States Testing
- Dairy.com
- Dairy Management Inc.TM
- Dairy Research InstituteTM
- Domino's Pizza[®]
- Elanco Animal Health
- Fuel Up To Play 60
- IDEXX Laboratories, Inc.
- Innovation Center for U.S. Dairy[®]
- McDonald's[®]
- Neogen Corporation
- NMPF Communications Competition Awards
- U.S. Dairy Export Council[®]
- USDA Rural Development
- Yerecic Label

DAIRY CHECKOFF WORKS! VIDEO

For more information on how the checkoff helps build dairy product demand, turn to **channel 15** on your guest room television.

UNDERSTANDING FOUNDATION FOR THE FUTURE VIDEO

Tune to **channel 21** for a short story about the need for fundamental policy reform in the U.S. dairy industry, and how the elements of Foundation for the Future were created and designed to work together.

MEDIA ROOM

The Media Room is located in Terrace Salon 1. The direct telephone number to the Media Room is 619/908-5073, ext. 3948.

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 to **speeches@rosedmi.com** and you will receive a copy via email.

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 Young Cooperator for \$5 each, three for \$10 or seven for \$20. The drawings will take place at Wednesday's Awards 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.

Prizes include:

- Travel Voucher worth \$1,000
- iPad
- Walt Disney Gift Card
- Two Visa Gift Cards
- Gas Gift Card
- 6 Month Membership in Artisanal Cheese of the Month Club



ANNUAL MEETING GOES GREEN

The staffs of Dairy Management Inc. and the National Milk Producers Federation have expanded our efforts as environmental stewards. Here are a few ways we have helped our annual meeting “go green.”

- Reduction of printed materials
- Handouts printed double-sided
- Recycling name badge holders
- Increased emphasis on online registration and hotel reservations were encouraged
- Water stations in place of bottled water
- Conveniently located recycle bins for paper, glass, plastic and aluminum

The Town and Country Resort also has established systems for environmental programs. Please take a few minutes to read the information provided in your guest room.

Thank you for recycling during annual meeting.

FUTURE ANNUAL MEETING DATES

October 29–31, 2012 Orlando, Florida

November 11–13, 2013 Phoenix, Arizona

October 27–29, 2014 Grapevine, Texas

Annual Meeting Program

SUNDAY, NOVEMBER 13

- 12:30 p.m.—2:00 p.m. **NMPF Cooperative Communicators Luncheon Meeting**
Royal Palm Salon 3
- 4:00 p.m.—5:00 p.m. **NMPF 2011 YC Council and Coordinators Meeting**
Royal Palm Salons 5–6
- 7:00 p.m.—9:00 p.m. **NMPF YC Welcome Dinner**
Meeting House/Sunrise

Free Evening for Dinner

MONDAY, NOVEMBER 14

Breakfast on Your Own

Terrace Cafe opens at 6:00 a.m.

- 6:30 a.m.—8:15 a.m. **NMPF Small Cooperative Members Caucus (breakfast provided)**
Royal Palm Salons 1–2
(Open to NMPF Member Cooperatives only)
- 8:00 a.m.—8:30 a.m. **NMPF YC Check-In**
Golden Ballroom
- 8:30 a.m.—5:00 p.m. **NMPF YC Leadership and Development Program**
Golden Ballroom
- 8:30 a.m.—12:00 p.m. **NMPF and CWT Board of Directors Meeting**
Town & Country
(Open to NMPF Member Cooperatives and CWT Members only)
- 12:00 p.m.—1:00 p.m. **NMPF Board of Directors Lunch Buffet**
Pacific Salon 3
- 12:00 p.m.—1:00 p.m. **NMPF Associate Members Luncheon Meeting**
Meeting House/Sunset
- 12:00 p.m.—1:00 p.m. **NMPF Immigration Reform Luncheon Meeting**
Dover



- 12:00 p.m.–2:00 p.m. **UDIA Resolutions Committee Luncheon Meeting**
Royal Palm Salon 3
- 1:00 p.m.–4:00 p.m. **Portrait Studio for New NDB/ NMPF/UDIA Directors**
Pacific Salon 6
- 1:30 p.m.–4:00 p.m. **NMPF Delegates Meeting**
Town & Country
(Open to NMPF Delegates only)
- 2:00 p.m.–3:00 p.m. **NDB New Directors Orientation**
Royal Palm Salons 5–6
- 2:00 p.m.–5:00 p.m. **UDIA Nominating Committee Meeting**
Royal Palm Salon 4
- 4:00 p.m.–4:30 p.m. **NMPF 2012 Board of Directors Meeting**
Pacific Salons 2–3
(Open to NMPF Cooperative Members only)
- 7:00 p.m.–10:00 p.m. **NMPF YC Off-Site Event**
(Sponsored by U.S. Dairy Export Council®)

Free Evening for Dinner

TUESDAY, NOVEMBER 15

Breakfast on Your Own

Terrace Cafe opens at 6:00 a.m.

- 7:00 a.m.–9:30 a.m. **UDIA House of Delegates Meeting**
Town & Country
(Open to UDIA State & Regional Members, includes presentation of UDIA Service Awards)
- 7:30 a.m.–9:00 a.m. **NMPF YC Leadership and Development Program & Wrap-Up Session**
Golden Ballroom
- 9:30 a.m.–11:45 a.m. **NMPF Town Hall Meeting**
Grand Hall
(Open to all producers)
- 12:00 p.m.–1:45 p.m. **Opening Luncheon**
Golden Pacific Ballroom
(Sponsored by T.C. Jacoby & Co., Inc.)

Annual Meeting Program (cont.)

Introduction and Invocation

Matt and Kristie Dorsey

NMPF YC Chaircouple

Northwest Dairy Association

Caldwell, Idaho

Guest Speaker

John Lynch

Former Tampa Bay Buccaneers

and Denver Broncos Strong Safety

“NFL on FOX” Color Commentator

2:15 p.m.–5:30 p.m. **Joint NDB/NMPF/UDIA
General Session**
Grand Hall

Master of Ceremonies:

Mike Adams

Host, Agri-Talk Radio Network

Presentation of Colors

Pledge of Allegiance

National Anthem

Erick Coolidge

Dairylea Cooperative Inc.

Producer – Wellsboro,

Pennsylvania

Invocation

Doug Nuttelman

Dairy Farmers of America

Producer – Stromsburg, Nebraska

Official Welcome

Jim Ahlem

National Dairy Promotion and

Research Board Member

Vice Chair, Dairy Management Inc.

Hilmar, California

Recognition of Annual Meeting

Sponsors

2:40 p.m.

Guest Speaker

(Sponsored by CoBank)

Marci Rossell

Former CNBC Chief Economist and

“Squawk Box” Co-Host

“A Roadmap to Economic Recovery”



- 3:30 p.m. Dairy Break
(Sponsored by Cargill Animal Health)
- 4:00 p.m. Policy and Promotion: Working Together for Producers
Moderator:
Pete Kappelman
Chair
Land O'Lakes, Inc.
Panelists:
Ryan Anglin
Chair, National Dairy Promotion and Research Board
Paul Rovey
Chair, Dairy Management Inc.
Bill Siebenborn
Chair, United Dairy Industry Association
- 5:00 p.m. NMPF Report
Randy Mooney
Chair
Jerry Kozak
President and Chief Executive Officer

Recess General Session

- 6:00 p.m.–6:30 p.m. **NMPF YC 2011 & 2012 Councils Meeting**
Royal Palm Salons 3–4
- 6:30 p.m.–8:00 p.m. **“Welcome to San Diego” Cheese Reception**
Golden Pacific Ballroom

Free Evening for Dinner

WEDNESDAY, NOVEMBER 16

Breakfast on Your Own

Terrace Cafe opens at 6:00 a.m.

- 6:30 a.m.–7:30 a.m. **UDIA Board of Directors Meeting**
Royal Palm Salons 1–2
- 8:00 a.m.–11:45 a.m. **Joint NDB/NMPF/UDIA General Session**
Grand Hall

Annual Meeting Program (cont.)

	Master of Ceremonies: Mike Adams Host, Agri-Talk Radio Network
8:15 a.m.	Guest Speaker Collin C. Peterson (D - Minnesota) U.S. House of Representatives “Update from Capitol Hill”
8:55 a.m.	Guest Speakers Larry Jensen President Leprino Foods Kevin Burke Senior Vice President of Global Business Development Leprino Foods
9:25 a.m.	Dairy Break <i>(sponsored by McLeod, Watkinson & Miller)</i>
9:55 a.m.	Guest Speaker Chris Policinski President and Chief Executive Officer Land O’Lakes, Inc.
10:35 a.m.	Innovation and Partnerships: Extending Producers’ Influence Panel Moderator: Alexis Glick Chief Executive Officer GENYOUth Foundation Panelists: John Jeter President and Chief Executive Officer Hilmar Cheese Company, Inc. Keith Murfield Chief Executive Officer United Dairymen of Arizona
11:10 a.m.	Dairy Checkoff Works for Dairy Producers Tom Gallagher Chief Executive Officer National Dairy Promotion and Research Board and United Dairy Industry Association



Adjourn General Session

12:00 p.m.–1:45 p.m. Awards Luncheon

Golden Pacific Ballroom

Invocation:

Audrey Donahoe

United Dairy Industry Association

Board Member

Frankfort, New York

- *NDB Richard E. Lyng Award*
- *Recognition of Retiring NDB Directors*
- *Recognition of Retiring UDIA Directors*
- *Recognition of Retiring NMPF Directors*
- *NMPF Leadership Hall of Fame Award*
- *NMPF 2011 Cheese Contest Awards*
- *NMPF Outstanding Achievement in Communications Award*
- *NMPF Scholarship Raffle Drawing*

2:00 p.m.–4:00 p.m. NMPF Focus Session

Town & Country *(Open to all producers)*

2:15 p.m.–3:30 p.m. NDB Board of Directors Meeting

Royal Palm Salons 1-2

3:30 p.m.–5:00 p.m. DMI Board of Directors Meeting

Golden Ballroom

4:30 p.m.–5:30 p.m. NMPF 2012 YC Advisory Council Elections

Royal Palm Salons 3–4

5:30 p.m.–6:30 p.m. Reception

Atlas Foyer

6:30 p.m.–9:30 p.m. Banquet

Grand Hall *(Doors open at 6:15 p.m.)*

Invocation

Perry Tjaarda

Dairy Farmer of America

Producer – Shafter, California

Entertainment:

The Second Amendments

(invited)

Guest Speakers & Session Highlights

TUESDAY, NOVEMBER 15

NMPF TOWN HALL MEETING

9:30 a.m. – 11:45 a.m.

NMPF will review the changes that have been made to the Foundation for the Future program, and discuss how the new Dairy Security Act will improve the nation's dairy policy.

OPENING LUNCHEON

12:00 p.m. – 1:45 p.m.



John Lynch

Former Tampa Bay Buccaneers and
Denver Broncos Strong Safety

"NFL on FOX" Color Commentator

Former Tampa Bay Buccaneers and
Denver Broncos Strong Safety John
Lynch is a Super Bowl Champion and

nine-time Pro Bowler who has made his presence known on the field as an NFL starter for more than 15 years, and off the field parlaying his NFL success as a philanthropic leader.

Through the creation of the John Lynch Foundation, created by John and his wife Linda in 2000, he has worked to develop quality, young leaders through programs that recognize athletic achievements, academic accomplishments and community involvement.

In addition, Lynch also plays a critical role in promoting health and wellness initiatives. This includes partnering with America's dairy producers by speaking to students as part of the in-school Fuel Up to Play 60 program, and motivating national and state and regional dairy checkoff staff by speaking at planning conferences.

For his efforts and charitable work, Lynch has been awarded the Bart Starr Award, the Byron Whizzer White Award, and the Wooden Cup, among other honors. In addition, he was nominated for the NFL Walter Payton Man of the Year Award, and the American Ireland Fund's Man of the Year. He also



received the Leadership Excellence Award from Former NFL Coach Don Shula, and has been named multiple times as one of the “Good Guys” by the *U.S. Sporting News*.

In addition to Lynch’s many charitable contributions, he also serves as a color commentator for “NFL on FOX.” In this role, Lynch provides insights on weekly games from his 15 years playing in the NFL.

John and Linda are the proud parents of four children.

GENERAL SESSION — I

2:15 p.m. – 5:30 p.m.



Master of Ceremonies

Mike Adams

Host, Agri-Talk Radio Network

Mike Adam hosts Agri-Talk, which is billed as “The Voice of Rural America” with nearly 70 radio affiliates across 20 states. The broadcast also is available at www.agritalk.com. As host, Adams facilitates discussions of issues and ideas that are important to agriculture and rural America. He travels across the country more than 100 days each year to help share agriculture’s story.

Raised in a small farming community in central Illinois where he grew up on a grain and livestock farm, Adams has been honored by numerous agriculture and civic organizations, including the Illinois Friend of 4-H Award and the National Future Farmers of America’s Honorary American Farmers Degree. Adams also received the prestigious Farm Broadcaster of the Year award by the National Association of Farm Broadcasters, and has been honored by both the Illinois and Missouri Farm Bureaus.

Mike and his wife Patty have two grown children and currently reside in Jacksonville, Illinois.

Guest Speakers & Session Highlights (cont.)



Marci Rossell

Former CNBC Chief Economist
and "Squawk Box" Co-Host

Marci Rossell is recognized nationally for her ability to speak to current trends and provide a perspective regarding economics, politics, culture, and the media. Honed by her on-air experience in the days and weeks following the September 11 tragedy, Rossell takes complex economic issues and makes them relevant to people's lives, families and careers.

Prior to joining the world of broadcast journalism as chief economist and "Squawk Box" co-host for CNBC, Rossell served as a corporate economist and investment spokesperson for OppenheimerFunds, one of the nation's leading mutual fund companies. She's also served as a court expert witness on economic issues for Deloitte & Touche, an economist with the Federal Reserve Bank of Dallas, and as visiting professor at DePaul University.

Rossell has a Ph.D. in economics from Southern Methodist University, where she was recognized as one of the Young Alumni of the Year.



Pete Kappelman

Chair
Land O'Lakes, Inc.

Pete Kappelman is Chairman of the Board of Land O'Lakes Inc., one of America's premier member-owned cooperatives.

Kappelman also serves on the board of directors for the National Milk Producers Federation, previously served on the National Dairy Promotion and Research Board, and was a founding member and first president of the Professional Dairy Producers of Wisconsin. He was also recently selected to serve on the joint Agricultural Policy Advisory Committee of the U.S. Department of Agriculture and the Office of the U.S. Trade Representative.



Kappelman and his wife Shellie own and operate Meadow Brook Farms in Manitowoc County, Wisconsin - where they milk 450 Holsteins and crop approximately 1,100 acres.

Kappelman has traveled to Malawi, Africa, where he worked on a USAID-funded project that fosters family dairy production and cooperative milk marketing to provide better nutrition for families and stimulate economic development in the community.

Kappelman is a graduate of the University of Wisconsin-Madison, where he earned a bachelor's degree in Dairy Science. He and his wife Shellie have three children.

WEDNESDAY, NOVEMBER 16

GENERAL SESSION — II

8:00 a.m. – 11:45 a.m.



Collin C. Peterson

(D-Minnesota)

U.S. House of Representatives

Collin Peterson was elected to the U.S. House of Representatives in 1990, representing Minnesota's Seventh District. Peterson is Ranking Member of the House

Committee on Agriculture, which has jurisdiction over a wide range of agriculture and rural development issues.

Peterson is a strong advocate for farmers and small business owners and a leader on federal tax policy and conservation issues. He has worked on the last three Farm Bills passed by Congress and is a founding member of the conservative Democrats' "Blue Dog" Coalition, which continues to be a voice for fiscal responsibility and pragmatic government policy.

Peterson grew up on a farm near Glyndon, Minnesota and attended local public schools. He graduated from Minnesota State University-Moorhead in 1966, and served in the North Dakota National Guard. Before coming to Congress, Peterson was a Certified Public Accountant and small business owner in Detroit Lakes, Minnesota. He also served for 10 years in the Minnesota State Senate.

Guest Speakers & Session Highlights (cont.)

Peterson is a singer and guitar player who recruited several colleagues in Congress to establish The Second Amendments, a bipartisan rock band. The band has performed for U.S. troops in Germany, Kuwait, Iraq, Pakistan, and Afghanistan and has appeared at numerous festivals and charity events.

Peterson is a private pilot who flies his own single-engine plane around his large district to visit his constituents. He is an avid outdoorsman who enjoys hunting and fishing.



Larry Jensen

President
Leprino Foods

As president of Leprino Foods, Larry Jensen reports to the Chairman of the Board and is responsible for the overall management of the company.

A visionary in the industry, Jensen ensures all lines of the business run efficiently and are aligned with the strategic goals of the company. A Leprino Foods employee since 1982, he assumed the role of President in 2004.

Prior to his position as President, Jensen was responsible for supply, distribution and business development activities including procurement programs, formulation of the company's positions on dairy and trade policies and regulatory matters, and logistical activities. He was also responsible for overseeing production operations for the company's domestic manufacturing facilities. He has held a variety of leadership positions including Chief Financial Officer.

In addition to his role as President, Jensen is a former chairman of the National Cheese Institute and presently chairman of the Innovation Center for U.S. Dairy.



Kevin Burke

Senior Vice President of Global
Business Development
Leprino Foods

As senior vice president of global business development, Kevin Burke is responsible for marketing, sales, customer service, menu innovation, new business development, and international operations for Leprino Foods. He oversees the strategic go-to-market vision for the company.

Prior to his current role, Burke was the senior vice president of marketing, sales and customer service. A Leprino Foods senior executive since 2008, he has a wealth of sales and market development experience.

Previously, Burke was employed by Proctor & Gamble where he held a variety of leadership positions in sales and marketing. He was responsible for managing several flagship brands including their \$4.8 billion laundry brand business.



Chris Policinski

President and Chief Executive Officer
Land O'Lakes, Inc.

Chris Policinski is president and chief executive officer of Land O'Lakes, Inc., the second largest cooperative in the nation, which has sales of more than \$11 billion in the United States and in more than 50 countries.

Policinski has more than 30 years of experience in the food industry, joining Land O'Lakes in 1997 as its vice president of strategy and business development. He later became the chief operating officer of the Dairy Foods business unit, and was appointed president and CEO in 2005.

Prior to joining Land O'Lakes, Policinski held leadership positions with Kraft General Foods, Bristol-Myers Squibb and The Pillsbury Company. He is a member of the Board of Directors of several industry associations, including National Milk Producers Federation, Grocery Manufacturers Association and National Council of Farmer Cooperatives.

Guest Speakers & Session Highlights (cont.)

He also serves on local community boards such as the Greater Twin Cities United Way and the University of Minnesota Carlson School of Management Board of Overseers. He is a member of the board of the U.S. Global Leadership Campaign and Xcel Energy.



Alexis Glick

Chief Executive Officer
GENYOUth Foundation

Alexis Glick, a veteran media personality and former Wall Street executive, currently serves as the chief executive officer for the GENYOUth

Foundation, which works with schools, communities and business partners to develop and support programs that create lasting changes in child health and wellness.

Previously, Glick helped launch the Fox Business Network, where she served as vice president of business news and anchored “Money for Breakfast” and “The Opening Bell.”

Glick travels across the country speaking about a range of topics that include the fate of the U.S. economy, the political climate in Washington, D.C., and her personal journey from running a business on Wall Street to covering major national events.

Glick is a graduate from Columbia University and serves as a member of the board of directors of the Columbia College Alumni Association. She has been featured in *W*, *Fortune*, *New York Magazine*, *Glamour*, *The Wall Street Journal*, and *The New York Times*, among others. She is the proud mother of three young boys.



John Jeter

President and Chief Executive Officer
Hilmar Cheese Company, Inc.

John Jeter is president and chief executive officer of Hilmar Cheese Company, Inc., a leading producer of national American-style cheeses and whey product, marketing to more than 40 countries. Hilmar currently employs more than 1,000 employees. Jeter, the company's first employee, has played a key role in the company's growth, driving 20 percent annual margins for nearly 25 years. Known for his innovative leadership style, Jeter is a proactive member of the industry and serves on several dairy industry boards, including the International Dairy Foods Association, the National Cheese Institute and the Dairy Institute of California. In 2001, *Dairy Field* magazine named Jeter its "Executive of the Year." In 2002, he received the Award for Meritorious Service from the American Jersey Cattle Association. Jeter also was presented the 2007 Laureate Award from the National Cheese Institute.



Keith Murfield

Chief Executive Officer
United Dairymen of Arizona

Keith Murfield serves as the chief executive officer of the United Dairymen of Arizona (UDA), which is owned and controlled by its 70 members who dairy in Arizona (and one in California). UDA's Tempe plant operates 24 hours a day, seven days a week with the help of approximately 200 employees. The plant processes more than 3.3 billion pounds of milk each year, and generates more than \$612 million in annual sales. UDA also provides technical support for processing plants in Texas and New Mexico.

In addition to the Tempe facility, UDA is a joint venture partner in an on-site cheese company and a dry-ingredient blending operation in nearby Casa Grande.

Murfield joined UDA as CEO in 2000, after serving 25 years with Mid-America Dairymen (now Dairy Farmers of America).

Guest Speakers & Session Highlights (cont.)

Murfield currently serves on the boards of Farm Credit Services Southwest, the American Butter Institute, U.S. Dairy Export Council, Arizona Milk Producers, and Dairy America.

As an active member of the National Milk Producers Federation, Murfield has served on the Economic Policy Committee, the CWT Committee and the Federal Market Order Reform Task Force. He also serves as Chairman of the Board of SECO/QCS, a cooperative for dairy cooperatives that boosts purchasing power for its members.

NMPF FOCUS SESSION

2:00 p.m. – 4:00 p.m.

NMPF's staff will update attendees on several key issues affecting farmer's bottom lines, including immigration reform, the new antibiotic screening program, and international marketplace issues.

BANQUET

The Second Amendments

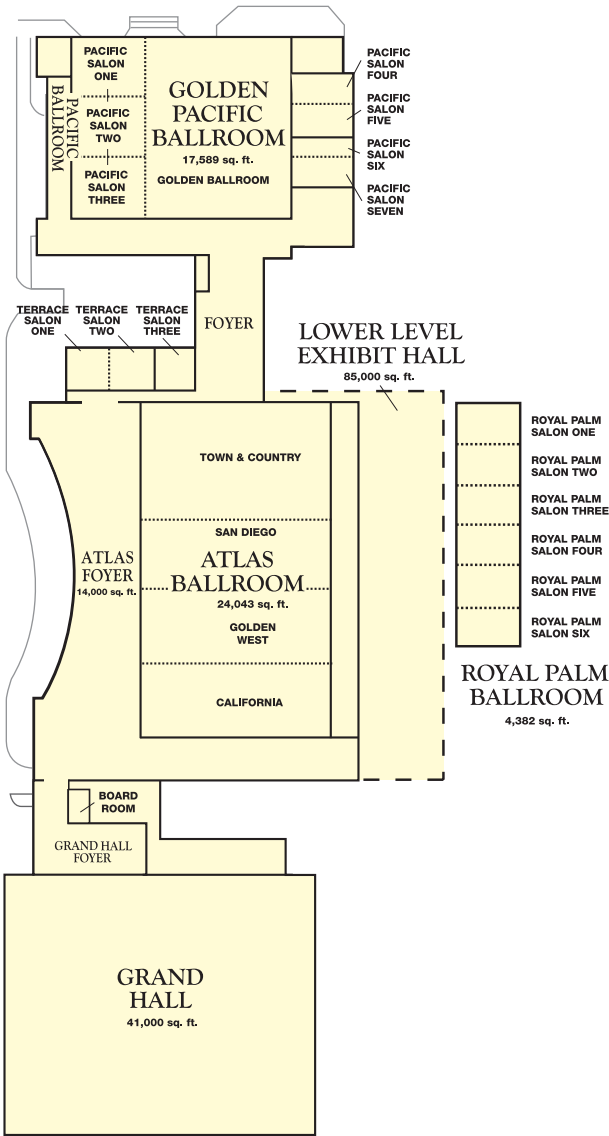
Consisting of current and former members of the U.S. House of Representatives, the Second Amendments is a bipartisan, rock and country band that has been described as the “last mainstay of the U.S. Capitol’s musical establishment.” The Second Amendments cover rock songs from the 1950s through the 1970s, in addition to classic and contemporary country songs.

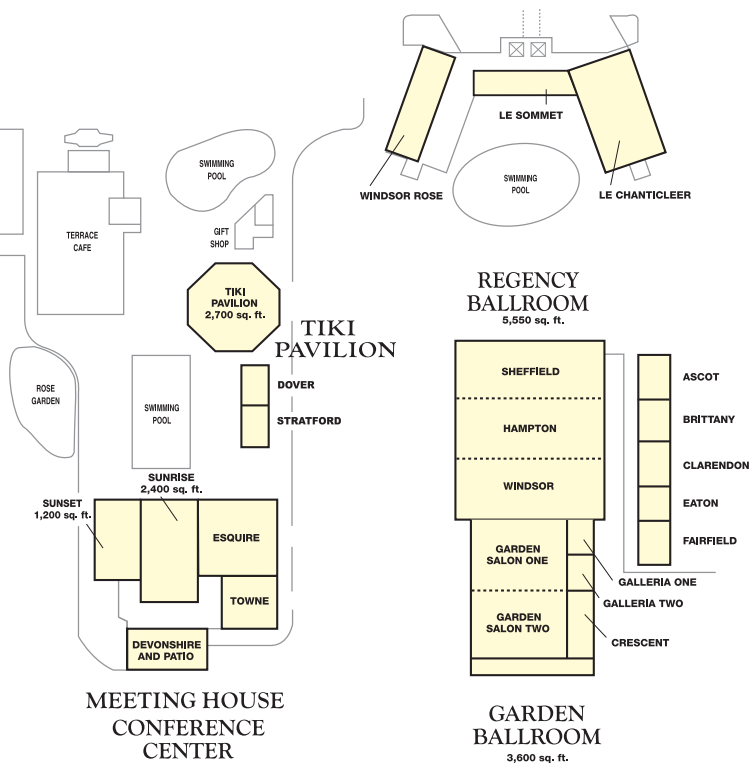


The band features:

- **Representative Collin Peterson** (D–Minnesota), who is in his 11th term and serves as the ranking member of the House Agriculture Committee. Rep. Peterson plays guitar and leads the band’s vocals.
- **Representative Thaddeus McCotter** (R–Michigan), who is in his 5th term and serves on the House Financial Services Committee. Rep. McCotter plays lead guitar.
- **Representative Stephen Fincher** (R–Tennessee), who is in his 1st term and serves on the House Agriculture and Financial Service Committees. Rep. Fincher plays bass guitar.
- **Representative Kenny Hulshof** (R–Missouri), a former congressman who served six terms before running for governor of Missouri in 2008. He plays the drums.

Convention Center Map







NATIONAL DAIRY PROMOTION AND RESEARCH BOARD

10255 West Higgins Road, Suite 900
Rosemont, IL 60018-5616
847/803-2000
www.dairycheckoff.com



NATIONAL MILK PRODUCERS FEDERATION

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



UNITED DAIRY INDUSTRY ASSOCIATION

10255 West Higgins Road, Suite 900
Rosemont, IL 60018-5616
847/803-2000
www.dairycheckoff.com