# PROGRAM

# 2012

# JOINT ANNUAL MEETING

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

**October 29-31**
**Walt Disney World Dolphin Hotel**
**Lake Buena Vista, Florida**

NATIONAL DAIRY BOARD

nmpf
NATIONAL MILK PRODUCERS FEDERATION

# TABLE OF CONTENTS

**Acknowledgements** 4

**General Information** 6

Registration Desk & Message Center . . . . . 6
Name Badges . . . . . 6
Meal Tickets . . . . . 6
Banquet Reserved Seating . . . . . 6
Dairy Bar & Exhibits . . . . . 7
Dairy Checkoff Works! Video . . . . . 8
Media Room . . . . . 8
Speeches & Presentations . . . . . 8
NMPF Scholarship Raffle . . . . . 8
Annual Meeting Goes Green . . . . . 9
Future Annual Meeting Dates . . . . . 9

**Annual Meeting Schedule** 10

Sunday, October 28 . . . . . .10
Monday, October 29 . . . . . 10-11
Tuesday, October 30 . . . . . 12-14
Wednesday, October 31 . . . . . 14-16

**Guest Speakers & Session Highlights** 17-22

**Convention Center Map** 22

# ACKNOWLEDGEMENTS


## Annual Meeting Sponsors

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

## Platinum Level Sponsors

Edelman Public Relations

## Gold Level Sponsors

Bader Rutter

## Silver Level Sponsors

CoBank
MMS Education
NNT Data, Inc.
T.C. Jacoby & Co., Inc.
Team Services
U.S. Dairy Export Council

## Bronze Level Sponsors

Agropur Cooperative
Elanco Animal Health
FoodMinds LLC
McLeod, Watkinson & Miller
Watson/Mulhern LLC
Weber Shandwick
Western Dairy Association

## Supporting Level Sponsors

Culinary Sales Support, Inc.
Dairy.com
DTB Associates, LLP
Rempfer Consulting, Inc.

## Dairy Bar Product Sponsors

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

. Milk - Borden, Gustafson Farm, T.G. Lee Dairy
. Ice Cream - Blue Bunny
. Cheese Snacks - Cabot Creamery Cooperative, Kraft, Sargento
. Yogurt - Chobani

Walt Disney World Dolphin Hotel partners with Second Harvest Food Bank by donating surplus dairy food items to their "Second Helpings" program.

## NMPF Cheese Competition

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

Noreen Ratzlaff, Chief Judge
Dairy Division
U.S. Department of Agriculture

Mark Johnson, Ph.D.
Assistant Director, 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 this year's NMPF Communications Competition judges:

Art Jaeger
Watson/Mulhern

Leta Mach
LMM Communications

Stephanie Meyers
Osborn & Barr Communications

# GENERAL INFORMATION

## REGISTRATION DESK & MESSAGE CENTER

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

| | |
|---|---|
| **Sunday, October 28** | 1:00 p.m.–6:00 p.m. |
| **Monday, October 29** | 7:30 a.m.–5:00 p.m. |
| **Tuesday, October 30** | 7:30 a.m.–5:00 p.m. |
| **Wednesday, October 31** | 7:30 a.m.–3:00 p.m. |

The Message Center is located at the annual meeting registration desk. Outside callers can dial 407/934-4703 during registration hours.

## NAME BADGES

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

## 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.

## DAIRY BAR & 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 program through Dairy Management Inc. You also can check out the winning NMPF member cooperative entries from the 2012 Communications Competition.

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

The Dairy Bar is located in Southern Hemisphere III-V and will be open during the following times:

| | |
|---|---|
| **Tuesday, October 30** | 7:30 a.m.–5:00 p.m. |
| **Wednesday, October 31** | 7:30 a.m.–12:00 p.m. |

Name badges are required to enter the Dairy Bar.

Exhibitors include:

- Agri-Services Agency
- Daily Dairy Report
- Dairy.com
- Dairy Management Inc.™
- Dairy Research Institute®
- Domino's Pizza®
- Fuel Up To Play 60
- IDEXX
- Innovation Center for U.S. Dairy®
- INTL FC Stone
- McDonald's®
- Neogen Corporation
- NMPF Communications Competition Awards
- NMPF - Farm Bill Now
- U.S. Dairy Export Council®

## DAIRY CHECKOFF WORKS! VIDEO

For more information on how the checkoff helps build dairy product demand, turn to **channel 7** on your guest room television.

## MEDIA ROOM

The Media Room is located in Europe 11. The direct telephone number to the Media Room is 407/934-4384.

## SPEECHES & PRESENTATIONS

Copies of select speeches and presentations submitted in advance of the meeting will be available in the Media Room 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

## 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 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
- VISA Gift Card
- Gas Gift Card
- Six-Month "Cheese of the Month" Membership

## 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."

- Reduction of printed materials
- Hand-outs printed double-sided
- Recycling name badge holders
- Increased emphasis on online registration and hotel reservations were encouraged
- Water stations in place of bottled water
- Recycle bins for paper, glass, plastic, and aluminum that are conveniently located

The Walt Disney World Dolphin Hotel 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

November 11-13, 2013, Phoenix, Arizona
October 27-29, 2014, Grapevine, Texas

# ANNUAL MEETING SCHEDULE

## Sunday, October 28

| | |
|---|---|
| 12:30 p.m. - 2:00 p.m. | **NMPF Cooperative Communicators Luncheon Meeting**<br>Oceanic 3 |
| 2:00 p.m. - 4:00 p.m. | **NMPF YC Welcome**<br>Asia 5<br>*(Open to NMPF YCs and Coordinators only)* |
| 4:00 p.m. - 5:00 p.m. | **NMPF 2012 YC Council and Coordinators Meeting**<br>Oceanic 3 |

***Free Evening for Dinner***

## Monday, October 29

***Breakfast on Your Own***

| | |
|---|---|
| 6:30 a.m. - 8:15 a.m. | **NMPF Small Cooperative Members Caucus (breakfast provided)**<br>Asia 5<br>*(Open to NMPF Member Cooperatives only)* |
| 7:00 a.m. - 7:30 a.m. | **NMPF YC Check-In**<br>Northern Hemisphere E Foyer |
| 7:30 a.m. - 5:00 p.m. | **NMPF YC Leadership and Development Program**<br>Northern Hemisphere E 1-2<br>*(Open to NMPF YCs and Coordinators only)* |
| 8:30 a.m. - 12:00 p.m. | **CWT Committee & NMPF Board of Directors Meeting**<br>Northern Hemisphere D<br>*(Open to CWT & NMPF Member Cooperatives only)* |
| 12:00 p.m. - 1:00 p.m. | **NMPF and CWT Board of Directors Lunch Buffet**<br>Northern Hemisphere E 3-4 |
| 12:00 p.m. – 1:00 p.m. | **NMPF Associate Members Luncheon Meeting**<br>Oceanic 1 |

| | |
|---|---|
| 12:00 p.m. - 1:00 p.m. | **NMPF Immigration Reform Luncheon Meeting**<br>Europe 5 |
| 12:00 p.m. - 2:00 p.m. | **UDIA Resolutions Committee Luncheon Meeting**<br>Europe 6 |
| 1:00 p.m. - 4:00 p.m. | **Portrait Studio for New NDB/ NMPF/UDIA Directors**<br>Europe 7 |
| 1:30 p.m. - 4:00 p.m. | **NMPF Delegates Meeting**<br>Northern Hemisphere D<br>*(Open to NMPF Delegates only)* |
| 2:00 p.m. - 3:00 p.m. | **NDB New Directors Orientation**<br>Europe 5 |
| 2:00 p.m. - 4:00 p.m. | **UDIA Nominating Committee Meeting**<br>Europe 6 |
| 4:00 p.m. - 4:30 p.m. | **NMPF 2013 Board of Directors Meeting**<br>Asia 5<br>*(Open to NMPF Cooperative Members only)* |
| 7:00 p.m. - 10:00 p.m. | **NMPF YC On-Site Buffet Dinner & Beach Party**<br>Cabana Deck<br>*(Sponsored by U.S. Dairy Export Council,<br>Open to NMPF YCs and Coordinators only)* |

***Free Evening for Dinner***

# ANNUAL MEETING SCHEDULE (CONT.)

## Tuesday, October 30

***Breakfast on Your Own***

| | |
|---|---|
| 7:00 a.m. - 9:30 a.m. | **UDIA House of Delegates Meeting**<br>Northern Hemisphere D<br>*(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 and Wrap-up Session**<br>Northern Hemisphere E 1-2<br>*(Open to NMPF YCs and Coordinators only)* |
| 9:30 a.m. 11:45 a.m. | **NMPF Town Hall Meeting**<br>Northern Hemisphere ABC<br>*(Open to all producers)* |
| 12:00 p.m. - 1:45 p.m. | **Opening Luncheon**<br>Pacific Hall BC<br>*(Sponsored by T.C. Jacoby & Co., Inc.)*<br><br>Introduction and Invocation<br>Lonny and Michelle Schilter<br>NMPF YC Chaircouple<br>Northwest Dairy Association<br>Chehalis, Washington<br><br>Guest Speaker<br>Dick Vitale<br>College Basketball Analyst,<br>ABC Sports and ESPN<br>*"The Game of Life"* |
| 2:15 p.m. - 5:30 p.m. | **Joint NDB/NMPF/UDIA General Session - I**<br>Northern Hemisphere ABC<br><br>Master of Ceremonies:<br>Mike Adams<br>Host, *Agri-Talk* Radio<br><br>Presentation of Colors<br>Pledge of Allegiance<br><br>National Anthem<br>Josh Neahring, Young Cooperator<br>Tillamook County Creamery Association |

Invocation
Lynda Foster, Director
National Dairy Promotion
and Research Board
Fort Scott, Kansas

Official Welcome
Joseph Wright
Producer
V&M Farms, Inc.
Southeast Milk, Inc.
Avon Park, Florida

Adam Putnam *(via Video Conference)*
Commissioner
Florida Department
of Agriculture and Consumer Services

Recognition of Annual
Meeting Sponsors

2:55 p.m. Guest Speaker
Stu Rothenberg
Editor and Publisher
*Rothenberg Political Report*
*"Decision Night 2012:*
*Forecasting the Elections"*

3:40 p.m. Dairy Break
*(Sponsored by McLeod,*
*Watkinson & Miller)*

4:10 p.m. DMI/NDB/UDIA Chair Panel
"Today's Dairy Checkoff:
Helping Grow Sales in New Ways
and Challenging Times"

Moderator:
Pam Bolin
Chair, Swiss Valley Farms

Panelists:
Bill Siebenborn
Chair, United Dairy Industry
Association

Steve Maddox
Chair, National Dairy Board

Paul Rovey
Chair, Dairy Management Inc.

***General session cont. on next page***

# ANNUAL MEETING SCHEDULE (CONT.)

## Tuesday, October 30 (cont.)

| | |
|---|---|
| 4:55 p.m. | NMPF Report<br>Randy Mooney, Chair<br>Jerry Kozak, President and Chief Executive Officer |
| | ***Recess General Session*** |
| 6:00 p.m. - 6:30 p.m. | **NMPF YC 2012 & 2013 Councils Meeting**<br>Oceanic 1 |
| 6:30 p.m. - 8:00 p.m. | **"Welcome to Florida" Reception**<br>Pacific Hall BC<br>*(Featuring Winning NMPF Member Cooperative Cheeses Open to All Attendees)* |

***Free Evening for Dinner***

## Wednesday, October 31

***Breakfast on Your Own***

| | |
|---|---|
| 6:30 a.m. - 7:30 a.m. | **UDIA Board of Directors Meeting**<br>Asia 5 |
| 8:00 a.m. - 11:45 a.m. | **Joint NDB/NMPF/UDIA General Session - II**<br>Northern Hemisphere ABC |
| | Master of Ceremonies:<br>Mike Adams<br>Host, *Agri-Talk* Radio |
| 8:10 a.m. | Guest Speaker<br>Doug Lipp, President<br>G. Douglas Lipp & Associates<br>*"Leading Employees, Learning from Mistakes, and Embracing Change: The Keys to Success in the 21st Century"* |

*(Sponsored by CoBank)*

8:50 a.m. "Can Fluid Milk Be Saved?"
A Panel Discussion

Panelists:
John Kaneb
Chairman, HP Hood LLC

Mike McCloskey
Chief Executive Officer
Select Milk Producers

Terri Webb
Industry Consultant
Former President
Farmland Dairies LLC

Jim Wegner
President and
Chief Executive Officer
Darigold, Inc.

9:30 a.m. Dairy Break
*(Sponsored by Western Dairy Association)*

10:00 a.m. Guest Speaker
Patrick Doyle, President
and Chief Executive Officer
Domino's Pizza®
*"DMI and Domino's: An Innovative Partnership"*

10:40 a.m. Guest Speaker
Jose Luis Prado, President
Quaker Foods and Snacks
North America, PepsiCo

11:10 a.m. DMI/NDB/UDIA Report
Tom Gallagher
Chief Executive Officer
Dairy Management Inc.

***Adjourn General Session***

# ANNUAL MEETING SCHEDULE (CONT.)

## Wednesday, October 31 (cont.)

| | |
|---|---|
| 12:00 p.m. - 1:45 p.m. | **Awards Luncheon**<br>Pacific Hall BC<br>Invocation:<br>Pete Wright<br>President, Premier Milk Inc.<br>NDB Richard E. Lyng Award<br>Recognition of Retiring NDB Directors<br>Recognition of Retiring UDIA Directors<br>Recognition of Retiring NMPF Directors<br>Recognition of NMPF Honorary Directors<br>NMPF 2012 Cheese Contest Awards<br>NMPF Outstanding Achievement in Communications Award<br>NMPF Scholarship Raffle Drawing |
| 2:00 p.m. - 3:00 p.m. | **NMPF 2013 YC Advisory Council Elections**<br>Oceanic 5 |
| 2:15 p.m. - 3:30 p.m. | **NDB Board of Directors Meeting**<br>Northern Hemisphere D |
| 3:30 p.m. - 5:00 p.m. | **DMI Board of Directors Meeting**<br>Northern Hemisphere D |
| 5:00 p.m. - 6:00 p.m. | **Reception**<br>Northern Hemisphere Foyer |
| 6:00 p.m. | **Banquet**<br>Northern Hemisphere ABC<br>*(Doors open at 5:45 p.m.)*<br>Invocation:<br>Kevin Moore<br>Producer<br>Florida Dairy Farmers<br>Wauchula, Florida<br>Entertainment: Laura Bell Bundy |

# GUEST SPEAKERS AND SESSION HIGHLIGHTS

## Tuesday, October 30

### NMPF TOWN HALL MEETING

9:30 a.m. – 11:45 a.m.

This session will provide an in-depth examination of many of the strategic issues in which NMPF is engaged, including farm policy, animal care, product safety, trade, and the Cooperatives Working Together program, among others. Join members of NMPF's leadership and staff in a discussion about the key challenges facing dairy farmers.

### OPENING LUNCHEON

12:00 p.m. – 1:45 p.m.

**Dick Vitale**
College Basketball Analyst
ABC Sports and ESPN

From a career that started as a sixth grade teacher to a college and professional basketball coach, to today recognized as one of the best known network basketball analysts in history, Dick Vitale shares his secret for tackling life head-on through his lessons learned from sports and how to apply them to business and daily life.

Using humor and inspiration, Vitale exudes optimism and a boundless passion for consistently giving 110 percent. Perhaps best known for calling more than 1,000 basketball games for ESPN, Vitale is a true American icon recognized for his catchy "vitale-isms," along with his tireless work for The V Foundation, an organization named after the late NCAA coach Jim Valvano dedicated to curing cancer.

Vitale joined ESPN in 1979 – just after the network's launch – following a successful college and professional basketball coaching career. In 2008, he received the sport's highest honor when he was inducted in the Naismith Memorial Basketball Hall of Fame.

He has been a collegiate basketball analyst for ABC since 1988, and has covered the NBA Finals and the 1992 Summer Olympics for ABC Radio. Vitale is a regular contributor to *ESPN The Magazine*.

Beyond his broadcast roles, Vitale serves on the Board of Directors of The V Foundation, where he co-chairs the annual V Foundation Golf Classic, among other fundraising efforts to find a cure for cancer. He also supports the Boys and Girls Club.

Born in East Rutherford, N.J., Vitale resides in Florida with his wife, Lorraine. They are the parents of two grown daughters.

## GENERAL SESSION - I

2:15 p.m. – 5:30 p.m.

Master of Ceremonies
**Mike Adams**
Host, *Agri-Talk* Radio

Mike Adams hosts *Agri-Talk*, which is billed as "The Voice of Rural America" with nearly 70 radio affiliates across 13 states. As host, Adams leads conversations about the 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 O'Fallon, Missouri.

**Stu Rothenberg**
Editor and Publisher
*The Rothenberg Political Report*

With the elections just a week after the 2012 annual meeting, the time is right for incisive political analysis. And, no one does a better job of explaining the stakes and predicting the outcomes than Stu Rothenberg.

Rothenberg is editor and publisher of *The Rothenberg Political Report*, a Washington-based biweekly newsletter that provides analysis on the U.S. House, Senate and gubernatorial elections, presidential politics, and current political developments.

In addition to his own newsletter, Stu writes a twice-a-week column in Capitol Hill's *Roll Call*, and is a frequent commentator in other newspapers and TV programs, including a 10-year stint for CNN as its leading political analyst.

Rothenberg has appeared several times as a speaker at the joint NDB/NMPF/UDIA annual meeting, including 2004 and 2008.

**Pam Bolin**
Chair, Swiss Valley Farms

Pam Bolin currently serves as Chair for Swiss Valley Farms, a dairy producer cooperative with 900 members in the Midwestern United States. Bolin brings more than 20 years of experience as a cooperative board member and was the first – and remains the only – woman to chair a leading dairy cooperative.

In addition to her role with Swiss Valley Farms, Bolin also has served on the Midwest Dairy Association's Board of Directors since 1996, and is currently an advisor to the Dairy Management Inc. Board of Directors.

Pam and her husband, Dave, have owned and operated Beaver Creek Farm in Clarksville, Iowa, for more than 30 years. Their son, Dan, and his wife, Lynn, joined the operation in 2011. The Bolins have two other sons, Matt and James, and are the proud grandparents to Amara, Noah, Foster, and Payton.

## Wednesday, October 31

### GENERAL SESSION - II

8:00 a.m. – 11:45 a.m.

**Doug Lipp**
President
G. Douglas Lipp & Associates

Doug Lipp, an internationally acclaimed expert on customer service, leadership and global competitiveness, motivates and challenges audiences around the world as a consultant and speaker. Formerly the head of training at Disney Studio's Walt Disney University, Lipp also worked at Disneyland, where he provided the well-known "Traditions" orientation program and other leadership courses.

Lipp addresses the topics of global and domestic customer service, leadership and cultural diversity with his clients in the United States and abroad. He will explore the strategic necessity of why all businesses must now think globally and act locally.

**John Kaneb**
Chairman
HP Hood LLC

John A. Kaneb is chairman of the board of directors of HP Hood LLC, one of the country's largest branded dairy operators with 15 manufacturing plants throughout the United States.

He also is president of The Catamount Companies and a partner in the Boston Red Sox baseball franchise. He is a trustee emeritus of the University of Notre Dame and Massachusetts General Hospital, and is a trustee emeritus and former chairman of the board of McLean Hospital.

In addition, Kaneb serves on boards, committees and task forces, including the Board of Fellows of the Harvard Medical School, the Harvard Task Force on Finance and Science, and the Finance Council of the Archdiocese of Boston. He also held a presidential appointment as vice chair of the National Prison Rape Elimination Commission during its five-year investigation of sexual abuse in U.S. prisons.

He holds honorary doctor of laws degrees from Saint Anselm College and the University of Notre Dame.

**Mike McCloskey**
Chief Executive Officer
Select Milk Producers

Mike McCloskey is co-founder and CEO of Select Milk Producers, the sixth-largest milk cooperative in the country. He also serves as chairman of the board for Fair Oaks Farms, a highly rated and visited agri-tourism destination in Northwest Indiana, which also brands and processes its own bottled milk, gourmet cheese and ice cream.

In addition, McCloskey was awarded his doctorate of veterinary medicine in 1976 from the University of Mexico, after which he completed a two year post-doctoral study in dairy production medicine at the University of California, School of Veterinary Medicine, in Davis, Calif.

Dr. McCloskey is a board member and officer of the National Milk Producers Federation. He also serves as chairman of the Sustainability Initiative of the Innovation Center for U.S. Dairy, and is the recipient of the Alumni Achievement Award from the University of California School of Veterinary Medicine.

Dr. McCloskey also operates Fair Oaks Dairy Farms in Northwest Indiana, which milks 15,000 cows.

**Terri Webb**
Fluid Milk Industry Consultant
Former President, Farmland Dairies LLC

Terri Webb currently serves as a fluid milk industry consultant to Dairy Management Inc., assisting the organization as it works with processors, co-ops, retailers, and other industry leaders to help spur innovation and drive sales.

Previously, she served as president of Farmland Dairies LLC, which she first joined in 2004. During her tenure with the company, Webb was instrumental in helping Farmland emerge from bankruptcy and guiding the subsequent sale to LALA.

Prior to joining Farmland, Webb worked for Crowley Foods, where she served as vice president and chief financial officer. During her time with Crowley, Webb and her team led the acquisition of 12 companies. In 2001, she was appointed vice president of finance for National Dairy Holdings, the new parent company of Crowley. In this role, Webb had financial responsibility for 33 plants and $2.3 billion in revenues for the second-largest fluid milk processor in the United States.

Webb also has served as chair of the Milk Processor Education Program, and currently serves on the board of directors for the Innovation Center for U.S. Dairy.

Webb is based in Endicott, N.Y.

**Jim Wegner**
President and Chief Executive Officer
Darigold, Inc.

Jim Wegner is president and CEO of Darigold, Inc., one of the nation's largest producer-owned dairy cooperatives, representing more than 500 family farms across the Northwest. Darigold produces milk, butter, sour cream, cottage cheese and other dairy products for institutions, the food industry and family dinner tables around the world.

Prior to joining Darigold in 2004, Wegner served in leadership positions with Safeway, which is North America's second largest supermarket chain.

In addition to his role at Darigold, Wegner sits on the board of directors of the International Dairy Foods Association and on NMPF's Federal Order Task Force Sub-Committee.

**Patrick Doyle**
President and Chief Executive Officer
Domino's Pizza®

As president and CEO of Domino's Pizza®, Patrick Doyle oversees all company operations, strategy and vision.

Before ascending to his current position in 2010, Doyle served more than 13 years with the company where he led all retail operations – including corporate-owned stores, franchised stores, franchisee development, and marketing – within the United States. During his tenure, he also served as executive vice president of Domino's Pizza® International where he was responsible for increasing the company's global store presence by nearly 1,000 stores. Prior to joining Domino's, Doyle was vice president and general manager for Gerber Products Company's U.S. baby food business.

Doyle earned his MBA from the University of Chicago Booth School of Business after completing his undergraduate degree in economics at the University of Michigan. Doyle also is involved in numerous fundraising efforts to support local education, arts and cultural organizations.

He resides in Ann Arbor, Mich., with his wife and two daughters.

**Jose Luis Prado,**
President, Quaker Foods and Snacks
North America, PepsiCo

Jose Luis Prado serves as president, Quaker Foods and Snacks North America of PepsiCo. Prado assumed this role in January 2011, and is responsible for the continued growth of Quaker-branded products around the world. He also leads PepsiCo's global Baking Center of Excellence, which develop and supports the company's baked projects.

Prado joined PepsiCo in 1984 at Sabritas, and has served in a variety of positions both in the United States and in Latin America. As president of Gamesa-Quaker Mexico, Prado oversaw more than $1 billion in sales and 15,000 employees. Before joining PepsiCo, he worked for Grupo Desc in Mexico, a subsidiary of Monsanto.

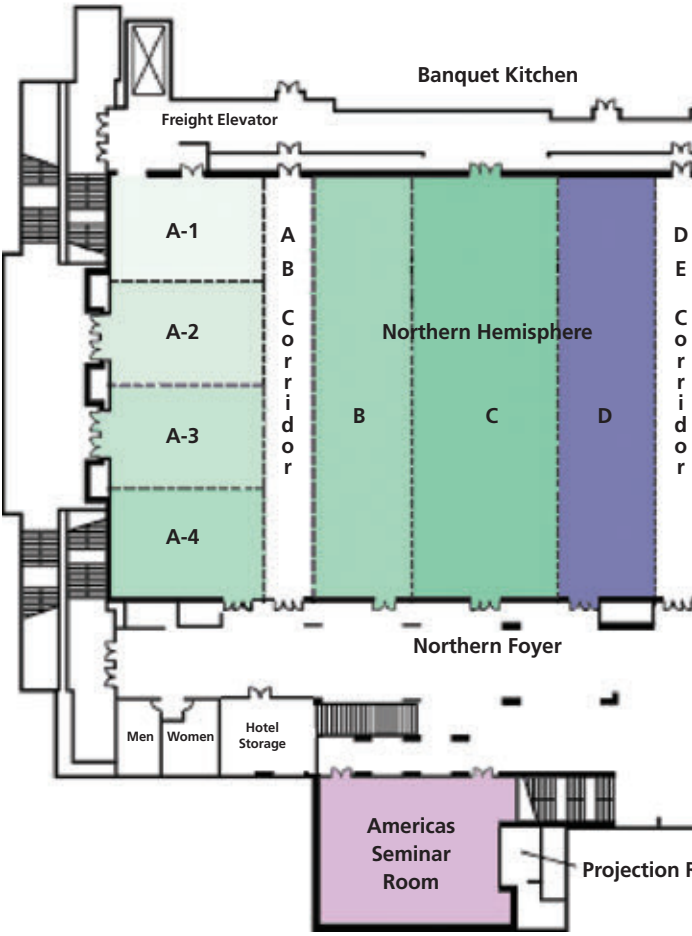
Prado is based in Chicago.

## BANQUET
6:00 p.m.

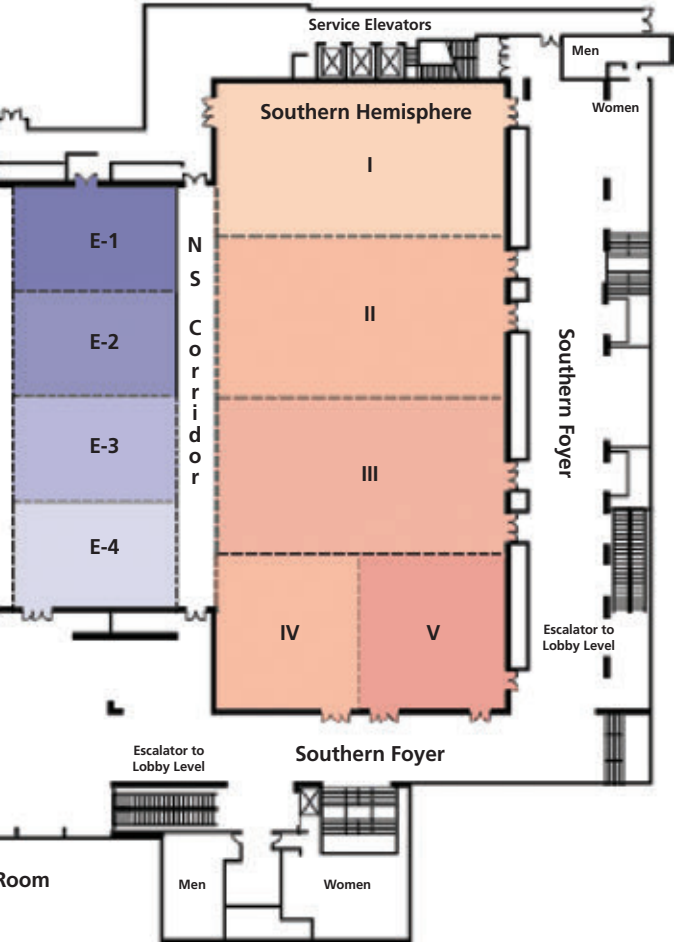
### Laura Bell Bundy

Kentucky native Laura Bell Bundy is a performer who has done it all – from appearing on the Broadway stage as Elle Woods in "Legally Blonde," a role that garnered her a Tony Award nomination, to performing on the nationally televised Academy of Country Music Awards, as well

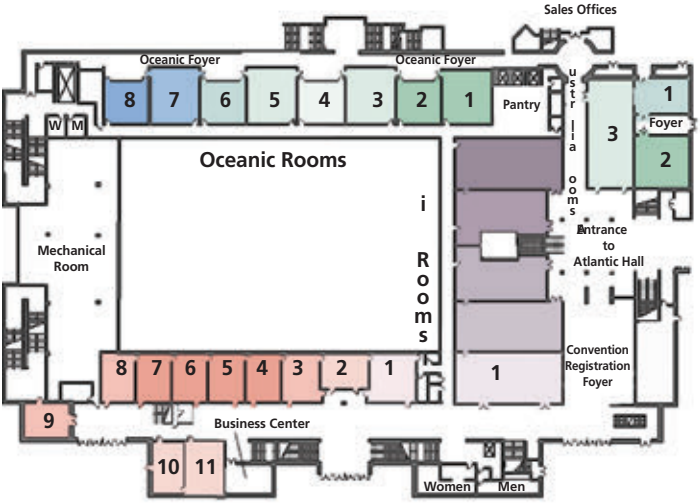
# MAPS
## HEMISPHERES BALLROOM



as acting in various film and TV roles. Bundy released her debut country music album, "Achin' and Shakin',"in 2010, which featured the hit single "Giddy On Up."



# MAPS




WALT DISNEY WORLD
SWAN AND DOLPHIN

**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