



PARTNERS --- IN --- PROGRESS

Creating A World Of Opportunities

JOINT ANNUAL MEETING

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



OCTOBER 27-29, 2014 • GRAPEVINE, TEXAS



PARTNERS IN PROGRESS

Creating A World Of Opportunities

Dear Colleague:

Your dairy farmer policy and promotion organizations have been working hard together on your behalf, continuing our unified front to advance your interests. This fall, let us show you where we are going and hear what you have to say.

Please join fellow dairy farmer leaders from across the country to learn more about how national dairy policy and promotion organizations are partnering for progress and creating a world of opportunities for dairy farm families by participating in the 2014 Joint Annual Meeting.

At the meeting, October 27 – 29 at the Gaylord Texan Resort in Grapevine, Texas, you'll find out 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 farmers.

Please check the "Schedule at a Glance" to make your travel arrangements. Read the information outlined in this packet and complete all registration forms to make your plans as soon as possible to attend annual meeting.

We look forward to seeing you in Texas this fall.

Sincerely,

Kenton Holle

Kenton Holle
Chair
National Dairy
Board



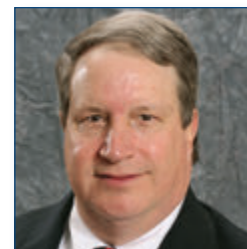
Randy Mooney

Randy Mooney
Chair
National Milk
Producers Federation



Neil Hoff

Neil Hoff
Chair
United Dairy
Industry Association



SCHEDULE AT A GLANCE

Sunday, October 26

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. – 2:00 p.m.	NMPF Scholarship Committee 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 2014 YC Council & Coordinators Meeting
3:00 p.m. – 5:00 p.m.	NMPF YC Welcome Free Evening for Dinner

Monday, October 27

6:30 a.m. – 8:15 a.m.	NMPF Small Cooperative Members Caucus & Breakfast
7:00 a.m. – 7:30 a.m.	NMPF YC Check-in
7:30 a.m. – 5:00 p.m.	Registration Open
7:30 a.m. – 5:00 p.m.	NMPF YC Leadership Development Program
8:30 a.m. – 12:00 p.m.	NMPF CWT Committee Board of Directors Meeting
12:00 p.m. – 1:00 p.m.	NMPF Board of Directors Luncheon
12:00 p.m. – 1:00 p.m.	NMPF Associate Members Luncheon Meeting
12:00 p.m. – 1:00 p.m.	NMPF Immigration Reform Luncheon Meeting
12:00 p.m. – 1:00 p.m.	UDIA Resolutions Committee Meeting
12:30 p.m. – 1:45 p.m.	NMPF YC Luncheon
1:00 p.m. – 2:00 p.m.	UDIA Nominating Committee Luncheon Meeting
1:00 p.m. – 4:00 p.m.	Portrait Studio for New NDB/NMPF/UDIA Directors
2:00 p.m. – 4:00 p.m.	NMPF Delegates Meeting
2:00 p.m. – 4:00 p.m.	UDIA House of Delegates Meeting <i>Includes presentation of UDIA Service Awards</i>
3:00 p.m. – 6:00 p.m.	NMPF NCIMS Committee Meeting
4:00 p.m. – 4:30 p.m.	NMPF 2015 Board of Directors Meeting
6:30 p.m. – 10:00 p.m.	NMPF YC Dinner <i>(YCs & YC Coordinators Invited)</i> Free Evening for Dinner

Tuesday, October 28

6:45 a.m. – 8:00 a.m.	NDB 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. – 11:30 a.m.	General Session I <ul style="list-style-type: none"> • Master of Ceremonies – Mike Adams, Host of <i>Agri-Talk</i> • Invocation • National Anthem Paul Mills, Farmer Prairie Farms Dairy • Welcome Brad Bouma, Farmer Select Milk Producers, Inc. • NMPF Town Hall Meeting
11:30 a.m. – 1:00 p.m.	Partner Luncheon
11:30 a.m. – 1:00 p.m.	DMI New Directors Orientation
1:30 p.m. – 5:00 p.m.	General Session – II <ul style="list-style-type: none"> • Keynote Speaker Stu Rothenberg Editor and Publisher <i>The Rothenberg Political Report</i> • Guest Speaker Patrick Doyle, CEO Domino's® Pizza • NMPF Reports Randy Mooney, Chair Jim Mulhern, President and CEO
5:30 p.m. – 6:00 p.m.	NMPF YC 2014 & 2015 Councils Meeting
6:00 p.m. – 7:30 p.m.	Welcome to Texas Reception <i>Featuring Winning NMPF Member Cheeses</i> Free Evening for Dinner

SCHEDULE AT A GLANCE

Wednesday, October 29

- 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**
- Master of Ceremonies – Mike Adams
 - Ask the CEOs Panel
 - Tom Gallagher, NDB & UDIA
 - Jim Mulhern, NMPF
 - Tom Suber, USDEC
 - DMI Report
 - Tom Gallagher, CEO
- 12:00 p.m. – 2:00 p.m.** Joint NDB/NMPF/UDIA Luncheon
- Guest Speaker
 - Charlotte Jones Anderson
 - Executive Vice President and Chief Brand Officer
 - Dallas Cowboys
 - Presentation of Awards
- 2:00 p.m. – 3:00 p.m.** NMPF 2015 YC Advisory Council Elections
- 2:15 p.m. – 3:30 p.m.** UDIA Board of Directors Meeting
- 2:15 p.m. – 5:00 p.m.** Social Media 101 and One-on-One Q&A (*Open to all attendees*)
- 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
- Dallas Cowboys Cheerleaders
 - Big City Outlaws

GUEST SPEAKERS & SESSION DETAILS

Tuesday, October 28

GENERAL SESSION I

Mike Adams

Host

Agri-Talk Radio

Mike Adams hosts *Agri-Talk*, which is billed as “The Voice of Rural America” with 70 radio affiliates in the Midwest. 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.

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



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.

GENERAL SESSION II

Stu Rothenberg

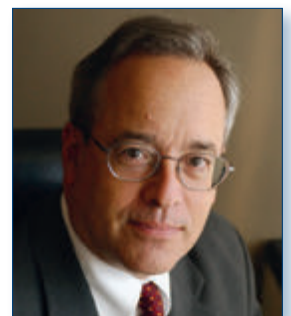
Editor and Publisher

The Rothenberg Political Report

No one does a better job of explaining the stakes and predicting the outcomes of elections than Stu Rothenberg. That’s why he’ll be joining our meeting a week before the November 2014 mid-term elections.

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

In addition to his newsletter, he writes a twice-weekly column for Capitol Hill’s *Roll Call*. He 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 the pivotal 2000, 2008, and 2012 election years.



GUEST SPEAKERS & SESSION DETAILS

Tuesday, October 28

Patrick Doyle

CEO, Domino's® Pizza

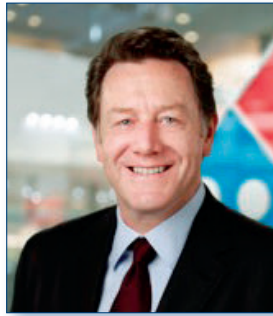
Patrick Doyle is president and CEO of Domino's Pizza. Doyle's appointment to lead Domino's in March 2010 came after nearly 13 years with the company.

In September 2007, he was named president of Domino's USA, heading up all domestic retail operations, franchise and corporate-owned stores, and marketing within the U.S.

Doyle had also been executive vice president of Team USA - and executive vice president of Domino's Pizza International for six years, where he was responsible for increasing the company's global presence by almost 1,000 stores.

Prior to joining Domino's, he was vice president and general manager for Gerber Products Company's U.S. baby food business, strengthening its core business as well as launching its Tender Harvest organic line.

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. He is a member of Business Leaders for Michigan, and has served on the board of G&K Services, Inc. Doyle currently resides in Ann Arbor, Michigan, with his wife, Techy, and their two daughters.



Foundation, and the Gene and Jerry Jones Family Arlington Youth Foundation. Most recently, Anderson was appointed chairman of the NFL Foundation, and also has served as the chairman of The Salvation Army National Advisory Board since 2010. She is the first woman to serve in both of these roles.

Anderson's spirit of involvement in the local community includes leadership positions among organizations supporting sports, education, youth, the arts, politics, and medicine. She recently chaired the North Texas Final Four Host Committee, which was responsible for putting on the record-setting 2014 men's basketball championship at AT&T Stadium. She also is on the board of directors for Hilltop Corporation.

A native of Little Rock, Arkansas, Anderson is a 1988 graduate of Stanford University where she earned a B.S. degree in human biology.

BANQUET

Dallas Cowboys Cheerleaders

Big City Outlaws

Big City Outlaws is the hottest country rock party band in the Texas music scene. Big City Outlaws is a special event party band playing music spanning all the best years of rockin' country western music. From good old Willie Nelson and Johnny Cash classics to the classic rock of Journey, Poison, and Bon Jovi to the newest Top 40 country of Carrie Underwood, Miranda Lambert, Dierks Bentley, Toby Keith, Kenny Chesney; to name a few. The vocalists and screaming fiddle make this band second to none.

Band leader Bryan English hails from the Willie Nelson musical family having played with him a number of times. Bryan's uncle has been Willie's drummer and road manager for 40 years and his dad is Willie's musical arranger, all adding to the country music upbringing of success in Bryan's musical and music business pursuits.

Big City Outlaws' energetic stage show and state of the art production give the national act appeal to make any special event the talk of the town. Line dancing, two stepping and sing-a-longs will leave your guests needing to sleep in the next day!

Wednesday, October 29

LUNCHEON SPEAKER

Charlotte Jones Anderson

Executive Vice President
and Chief Brand Officer
Dallas Cowboys

Charlotte Jones Anderson, Dallas Cowboys executive vice president, and chief brand officer, oversees all strategies and applications surrounding the team's brand as it is presented to fans worldwide. Working in the front office since 1989, Anderson's experience has enabled her to become one of the most innovative and versatile front office executives among women in professional sports.

Her vision and direction guide the Cowboys in stadium design, fan engagement, entertainment, licensed apparel, cause marketing, and community service. Anderson also plays a prominent role in shaping the design, décor, sponsor integration, and overall presentation of AT&T Stadium and the Dallas Cowboys Art Collection at AT&T Stadium.

Anderson is president of the Dallas Cowboys Cheerleaders and also serves as president of the Gene and Jerry Jones Family



ADDITIONAL DETAILS

Annual Meeting Registration

A single registration fee includes your attendance at:

- Dairy Bar
- Tuesday Luncheon
- Welcome Reception
- Wednesday Luncheon
- Reception and Banquet *

**Banquet vouchers must be exchanged for a specific table assignment on-site.*

Individual meal tickets are not available for purchase.

Individual and group meeting registration is encouraged by visiting www.dairyevents.com. Credit card and check payments are accepted. Online registrants will receive an email confirmation. To register by mail or fax, please complete and return the enclosed Meeting Registration form with payment to Dairy Management Inc.

Online, mail and fax registration must be submitted with payment by Friday, October 3, 2014.

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

Registration will not be processed without payment. Make checks payable to Dairy Management Inc. All checks must be payable in U.S. dollars. Make a copy for your files.

Note: Making a hotel reservation does not register you for annual meeting. Meeting registrations must be submitted to DMI; hotel reservations can be made via telephone or at www.dairyevents.com.

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 847/803-2000; fax 847/803-0183.

- Full refund will be given for a cancellation postmarked or faxed no later than Monday, October 13. Refunds will not be made after October 13.
- Meal tickets will not be exchanged or resold at the annual meeting.

Location

The joint NDB/NMPF/UDIA annual meeting will be held at:
Gaylord Texan Hotel
1501 Gaylord Trail
Grapevine, TX 76051
817-778-1000
www.gaylordhotels.com

Hotel Reservations

The guest room rate is \$215.00 for single or double occupancy, plus taxes. To make your hotel reservations, visit <https://resweb.passkey.com/go/a3cdf8cc> or call 800-GAYLORD (429-5673) and mention NDB/NMPF/UDIA to receive the group rate. Online hotel reservations can be made through www.dairyevents.com. The deadline for hotel reservations is **Friday, October 3**. After that date, reservations will be confirmed on a space and rate available basis.

Check-in time is 3:00 p.m. Check-out time is 11:00 a.m.

Airport Transportation and Hotel Parking

The Gaylord Texan is six miles from the Dallas/Fort Worth International Airport. This hotel does not provide airport shuttle service. Alternate transportation is available via SuperShuttle at approximately \$13.00 each way. Taxi cabs are available at the airport, estimated \$25.00 one way. Hotel self-parking rates are \$17.00 daily.

Tourism

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

Attire

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

Sponsorship Opportunities

As the 2014 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 2014 NDB/NMPF/UDIA Annual Meeting.

This program provides an opportunity 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 amminer@nmpf.org.

Exhibitor Information – NMPF Associate Members

- **EXPAND** your marketing dollars by reaching 900 + meeting attendees in one central location;
- **NETWORK** with dairy producers, coop executives, and other top industry contacts across the U.S.;
- **INCREASE** your company's exposure;
- **GENERATE** new business leads before, during and after the show;
- **EDUCATE** the dairy industry about your product,
- **SHOWCASE** new products and services;
- **CELEBRATE** marketing successes; and
- **MAINTAIN and STRENGTHEN** existing customer relationships.

Registration information for exhibitors who would like to display for a nominal fee at the 2014 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 amminer@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@rosedmi.com

Meeting Registration Coordinator

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

Exhibit & Sponsorship Coordinator

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

Exhibit & Dairy Bar Logistical Coordinator

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



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REGISTRATION FORM

Registration Information

Please type or print clearly—Complete one registration form per attendee.

Last Name	First Name	Nickname for Badge
Registrant's Street Address		
City	State	Zip
Home/Mobile Phone ()		Business Phone ()
E-mail address		Spouse/Guest Name (if attending meetings and meals)
Name of Cooperative, State & Regional Promotion Organization or Company (as it will appear on name badge)		

▶ ☐ Please check here if you are a dairy farmer.

▶ ☐ Please check here if you require special meals or accommodations to fully participate. (Describe briefly)

Affiliation Information

Please check your affiliation:

National Dairy Board	<input type="checkbox"/> Board Member
National Milk Producers Federation/ Cooperatives Working Together	<input type="checkbox"/> NMPF/CWT Board Member <input type="checkbox"/> Cooperative Representative <input type="checkbox"/> Young Cooperator <input type="checkbox"/> Associate Member
United Dairy Industry Association	<input type="checkbox"/> UDIA Board Member <input type="checkbox"/> State & Regional Promotion Representative
<input type="checkbox"/> Sponsor	<input type="checkbox"/> Non-Member

Early Registration Discount Fees

(Add \$150 per person to each registration postmarked after October 3 or on-site at the meeting)

	Registration Fee	Number of Registrants	Amount Due
Member of NDB, NMPF/CWT, UDIA (all dairy farmers, associate members, national & local staffs)	\$885.00 ea.		
Member Spouse/Guest (fee required only if attending meeting and meals)	\$500.00 ea.		
Young Cooperator Couple	\$1,250.00 ea		
Young Cooperator Single/Young Cooperator Coordinator	\$820.00 ea.		
Sponsor	\$885.00 ea.		
Government Employees, Academia	\$885.00 ea.		
Non-Member, Non-Member Guest	\$1,345.00 ea.		
Late Fee	\$ 150.00 ea.		
Credit Card Payment <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express		Total Amount	

Cardholder's Name	
Account #	Exp. /
Cardholder's Signature	

DO NOT WRITE IN THIS BOX — FOR OFFICE USE ONLY

Check #	Check Amount \$	Received
Member Code	Affiliation Number	

Register online at
www.dairyevents.com
or complete and mail
this form to:

Dairy Management Inc.
10255 W. Higgins Rd., Suite 900
Rosemont, IL 60018-5616
Phone: 847/803-2000
Fax: 847/803-0183



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2014 JOINT ANNUAL MEETING

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Rosemont, IL 60018-5616

**REGISTRATION
INFORMATION
ENCLOSED**



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