

2009 National Dairy Leaders Conference



Omni Interlocken
Resort Hotel
Broomfield, CO
April 19-21

www.nmpf.org/NDLC

Conference Agenda

Saturday, April 18

2:00 pm–5:00 pm Meeting Registration (Front Lobby)

Sunday, April 19

Farm and Industry Tours—Registered Participants Only

7:00 am Continental breakfast for tour participants (Private Dining Room)

7:45 am Meet in hotel lobby and board buses

A) Ault, CO The DeHaan Family Great Western Dairy and Anheuser-Busch Brewery tour.

B) Fort Morgan, CO The Leprino Foods facility and Kraft Family Quail Ridge Dairy tour.

1:00 pm–4:00 pm Meeting Registration (Front Lobby)

6:00 pm–7:00 pm Dairy Leadership Reception (Interlocken Foyer A/B)
Sponsored by Elanco Animal Health

7:00 pm–9:00 pm Dairy Leadership Dinner (Interlocken A)
Welcome & Introductions

Randy Mooney, *NMPF Chairman*

Les Hardesty, *Dairy Farmer from Greeley, CO*

Sponsored by Elanco Animal Health

Monday, April 20

7:00 am–5:00 pm Meeting Registration (Interlocken Foyer A/B)

7:00 am–8:00 am Breakfast (Interlocken A)
*Sponsored by Maryland & Virginia Milk Producers Cooperative
and Watson/Mulhern LLC*

8:00 am–8:30 am *Welcome & Introductions*

Tom Camerlo, *Dairy Farmer from Florence, CO*

Rep. John Salazar, *U.S. Congressman, Third District of CO*

Session 1

8:30 am–10:00am *Surviving 2009: An Outlook for the Dairy Economy*
(Interlocken BCD)

Moderator: Chris Galen, *NMPF*

Terry Barr, *National Council of Farmer Cooperatives*

Professor Bruce Babcock, *Iowa State University*

Marv Hoekema, *Dairy Decisions Consulting, LLC*

Dan James, *Mountain Plains Farm Credit Services*

10:00 am–10:30 am Break (Interlocken Foyer A/B)
Sponsored by Western Dairy Association

Session 2

10:30 am–11:45am *Help Wanted: Farm Labor Availability & Immigration Policy*
(Interlocken BCD)

Moderator: Jaime Castaneda, *NMPF*
Tamar Jacoby, *ImmigrationWorks USA*
Leon Sequeira, *Former Assistant Secretary of Labor*

12:00 pm–1:00 pm *Lunch–Driving Demand for U.S. Dairy Products: Update on Dairy Checkoff*
(Interlocken A)

Tom Gallagher, *Dairy Management Inc.*

Session 3

1:15 pm–2:30 pm *As the World Turns: Dairy Exports in a Challenging Global Economy*
(Interlocken BCD)

Moderator: Tom Suber, *U.S. Dairy Export Council*
Mike Brown, *Glanbia Foods, Inc.*
Jerry Dryer, *JDG Consulting*

2:30 pm–3:00 pm Break (Interlocken Foyer A/B)
Sponsored by U.S. Dairy Export Council

Session 4

3:00 pm–4:30 pm *Tracing Dairy Products from Farm to Fork*
(Interlocken BCD)

Moderator: Alan Reed, *Dairy Management Inc.*
Clay Detlefsen, *International Dairy Foods Association*
John Meyer, *Holstein Association USA*

5:00 pm Meet in hotel lobby and board buses for Hotel Boulderado

5:30 pm–7:00 pm *Western Dairy Association Reception*
(Hotel Boulderado, Boulder, CO)

All registered NDLC participants are invited to attend. Heavy hors d'oeuvres and drinks will be served. Buses will also provide transportation back after the reception. Hotel Boulderado is a 10-minute drive from the Omni.

Tuesday, April 21

7:00 am–5:00 pm Meeting Registration
(Interlocken Foyer A/B)

7:00 am–8:30 am *Breakfast–The Future of the Beef Checkoff*
(Interlocken A)

Lucinda Williams, *Chair of the Cattlemen's Beef Board and dairy farmer from Massachusetts*

Session 5

8:30 am–10:00 am *Milk for Manufacturing: How Should it be Priced?*
(Interlocken BCD)

Moderator: Jim Tillison, *NMPF*
Dave Fuhrmann, *Foremost Farms*
Geoffrey Vanden Heuvel, *Milk Producers Council*
Jeff Williams, *Glanbia USA*

10:00 am–10:30 am Break (Interlocken Foyer A/B)
Sponsored by McLeod, Watkinson & Miller

Session 6

10:30 am–11:30 am *Caring About Cows: The Impact of the Increased Spotlight on Animal Care*
(Interlocken BCD)

Moderator: Betsy Flores, *NMPF*
Charlie Arnot, *CMA Consulting*
Brock Herzberg, *Mountain Area Council Political Action Trust/Political Action Committee*
Gatz Riddell, *American Association of Bovine Practitioners*

11:30 am–12:30 pm *Lunch–The Environment of the Environment* (Interlocken A)
David Crass, *Michael Best & Friedrich LLP*

Session 7

12:45 pm–1:45 pm *Climate Change Legislation: Cloud or Silver Lining for Dairy?*
(Interlocken BCD)

Moderator: Jim Mulhern, *Watson/Mulhern LLC*
Sara Hessenflow Harper, *The Clark Group, LLC*
Bill Hohenstein, *U.S. Department of Agriculture*
Jeremy Symons, *National Wildlife Federation*

Session 8

2:00 pm–3:00 pm *Manure Happens: Doing Digesters Right*
(Interlocken BCD)

Moderator: Chris Galen, *NMPF*
Dick Waybright, *Mason Dixon Farms, PA*
Mark Diedrichs, *Lake Breeze Dairy, WI*
John Fiscalini, *Fiscalini Farms, CA*

3:00 pm–3:30 pm Break (Interlocken Foyer A/B)
Sponsored by United Dairymen of Arizona

Session 9

3:30 pm–4:30 pm *Future Innovation for the U.S. Dairy Industry*
(Interlocken BCD)

Jean Ragalie, *Dairy Management Inc.*

4:30 pm Closing Remarks

Speaker Profiles



Rep. John Salazar

Congressman Salazar is dedicated to defending rural values and ensuring that the government keeps its promises to the people. Now in his third term, Salazar came to Congress after serving in the Colorado State Assembly. A potato seed farmer and cattle rancher, he is one of only a handful of active farmers in Congress,

giving him a firsthand perspective on the issues that matter to America's heartland.



Terry Barr

Barr is the Chief Economist for the National Council of Farmer Cooperatives. The NCFC, located in Washington, DC, is a nationwide association of farmer cooperative businesses. Barr will be starting a new job as Senior Director at CoBank on May 1, 2009. Prior to joining NCFC in 1985, he held several positions during his 14 years at USDA.



Bruce Babcock

Babcock is a professor of economics and the director of the Center for Agricultural and Rural Development at Iowa State University. Babcock's research interests include understanding agricultural commodity markets, the impacts of biofuels on U.S. and world agriculture, the development of innovative risk management strategies for farmers, and the analysis of agricultural and trade policies.



Marv Hoekema

Dairy Decisions Consulting of Visalia, CA, was launched by Hoekema in December 2004 to deliver value to the increasingly complex and risky decision process of dairy businesses. Hoekema's focus includes financial investment and performance consulting for dairy production businesses in several states, providing managerial and market economic research

for international industry projects, and leading the Milk Business training development and delivery effort in Australia.



Dan James

James is Vice President, Commercial Lending for Mountain Plains Farm Credit Services in Greeley, CO., a \$1 billion financial institution. He joined Farm Credit in 1982 and has held various positions in California, New Mexico, and Colorado. While James has worked in a wide variety of commodities, his expertise lies in financing dairies and large agri-business accounts.

He has been MPFCS's lead dairy lender for the past 16 years, providing financing to Colorado's growing dairy industry.



Tamar Jacoby

Jacoby is President and CEO of ImmigrationWorks USA, a national federation working to advance better immigration law. She is a leading center-right advocate for immigration reform. Her articles have appeared in *The New York Times*, *The Wall Street Journal*, and *The Washington Post*. She is author of *Someone Else's House: America's Unfinished Struggle for Integration*.

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Leon Sequeira

Sequeira served as an Assistant Secretary of Labor during the George W. Bush Administration. Sequeira was involved in the development of President Bush's plan for comprehensive immigration reform in 2006 and 2007, and has worked with members of both parties in Congress to craft immigration reform legislation. He also led the development of the recent Department of Labor H-2A and H-2B regulatory reforms.

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Tom Gallagher

Gallagher is the CEO of Dairy Management Inc. (DMI), the promotion and marketing organization for the dairy checkoff. Gallagher leads all programs that increase demand and sales of U.S. dairy products on behalf of dairy farmers. With a focus on meeting unmet consumer demand, he works to encourage innovation and find ways to overcome barriers to growth. DMI manages the U.S. Dairy Export Council, National Dairy Council, Innovation Center for U.S. Dairy, and the American Dairy Association.

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Mike Brown

Brown has worked as the Dairy Economist for Glanbia Foods, Inc. in Twin Falls, Idaho, since September 2007. Brown provides both domestic and international dairy market analysis, coordinates work on economic regulatory issues, and manages other US dairy policy initiatives. He also works with Glanbia's price risk management programs.



Jerry Dryer

Dryer has been working as an analyst, writer, editor, lobbyist, and marketing communications consultant in the dairy foods business for nearly 40 years. Dryer started JDG Consulting in 1989, and also owns and edits the Dairy & Food Market Analyst. He is the Chief Market Analyst for RICE DAIRY, a dairy futures and options brokerage house in Chicago.



Clay Detlefsen

Detlefsen is vice president of regulatory affairs and Counsel for the International Dairy Foods Association (IDFA). He leads IDFA's efforts in many diverse and unique areas for the dairy processing industry, including sustainability, bioterrorism, and food defense and supports other staff on food safety issues.



Lucinda Williams

Williams is the 2009 chair of the Cattlemen's Beef Board (CBB). Williams has been a member of the CBB since her nomination by beef organizations in the Northeast Region and her appointment by the U.S. Secretary of Agriculture in 2004. She has been active in the dairy and beef industry in Massachusetts and the Northeast, in organizations including Agri-Mark, Farm Bureau, Genex, and Farm Credit.



Dave Fuhrmann

Fuhrmann became the second president of Foremost Farms USA in 2001 and is a 33-year veteran of the dairy industry. Foremost Farms USA is headquartered in Wisconsin and serves 2,300 dairy farmer-members. Prior to serving as the cooperative's president, Fuhrmann was vice president of Foremost Farm's cheese division where he oversaw the cooperative's plants that manufacture American- and Italian-style cheeses for wholesale and foodservice markets.



Geoffrey Vanden Heuvel

Vanden Heuvel started in the dairy business in Southern California in 1979 and still operates there. He has actively participated in California milk hearings since 1985 and participated as an expert witness at the National Federal Order hearing in Alexandria, Virginia in 2000.



Jeff Williams

Williams has over 19 years of experience working within Glanbia Foods, Inc., and has been President & CEO since 2005. Under William's leadership, the company has grown to over 600 employees in south central Idaho and another 270 in Clovis, New Mexico. Williams manages Glanbia's joint venture Southwest Cheese, LLC in Clovis.



Charlie Arnot

Arnot is the CEO of the Center for Food Integrity and President of CMA, a consulting company with offices in Missouri and Iowa. At CMA, Arnot works with companies and associations in the food system to develop and implement sustainable solutions in issues management, public relations, strategic facilitation, and marketing communications. He also writes a regular column in *Feedstuffs* and *Meat & Poultry* magazine.

**Brock Herzberg**

Raised on a farm in Colorado, Herzberg earned a Bachelors in Communications with a Minor in Political Science and a Masters in Communications with an emphasis in Political Communication at Colorado State University. He worked in Washington, DC, for Senator Wayne Allard, then worked for the Colorado Farm Bureau as their Regulatory and Policy Director.

**Gatz Riddell**

Dr. Riddell received his D.V.M. degree from Kansas State University in 1977. Following a residency at Auburn University, he practiced until returning to Auburn in 1984. He became a Diplomat of the American College of Theriogenologists in 1982 and received his MS from Auburn in 1984. He is a Professor Emeritus at Auburn University. He currently is the Executive Vice

President of the American Association of Bovine Practitioners.

**David Crass**

Crass is chair of Michael Best & Friedrich LLP's Agribusiness, Food Processing, and Distribution Group and a leader in their Renewable Energy practice. He was the Managing Partner of the firm's Madison Office and chair of the firm's Land and Resources Practice Group. Crass focuses primarily on environmental and energy law, climate change counseling, agricultural and food industries, and renewable energy project development.

**Sara Hessenflow Harper**

Harper provides in-depth tutorials and strategic legislative guidance for clients interested in shaping domestic and international climate change policy. A key focus for her is the intersection between climate policy and the agriculture industry - helping clients understand both the impact of coming legislation and the market potential of agricultural offsets.

**Jeremy Symons**

Symons is Senior Vice President for Conservation and Education at the National Wildlife Federation, America's largest conservation organization. Symons is responsible for directing National Wildlife Federation's overall efforts to combat the greatest threats to wildlife by advancing effective solutions to global warming, restoring America's wildlife conservation legacy in the face of new threats, and helping families across America

rediscover the wonders of nature.

**Dick Waybright**

Waybright established Mason Dixon Farms in Gettysburg, PA with his brother and father. In 1980, the farm received the first presidential award given for energy self-sufficiency. IDFA's first Farmer of the Year Award was presented to Mason Dixon Farms in 1999. Waybright has traveled to USSR, Chile, China, India, Brazil, Czech Republic, and Liberia in official capacities.

**Mark Diedrichs**

Five families, including Diedrichs', operate Lake Breeze Dairy, a 3,000-cow dairy in Malone, WI that uses a methane digester. The families include Lynn and Catherine Davis, who are dairy nutritionists; Doug and Janice Roman and Roger Thiel, who raise steers; Brian and Lynn Gerrits, who are consultants in dairy expansions; and Ron, Chris, and Rick Schwenck, who

are dairy farmers.

**John Fiscalini**

Fiscalini currently manages 1,700 registered Holstein, Jersey, and Brown Swiss cows in Modesto, CA and just completed the installation of a manure digester. In 2000, a cheese production facility was built, and artisan farmstead cheese production began under the supervision of cheesemaker Mariano Gonzalez. Since then, the cheesemaking team has produced award-winning cheddars and other specialty cheeses.

**Jean Ragalie**

Ragalie is Executive Vice President, Dairy Health and Wellness for Dairy Management Inc. (DMI) and National Dairy Council (NDC). In this role, she leads the development and implementation of the Child Nutrition Fitness Initiative, which creates new opportunities for brands to deliver more kid-appealing dairy products in schools and maintains and furthers positive nutrition policies and recommendations for children, teens, and schools.

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