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# 2013 PROGRAM

## JOINT ANNUAL MEETING

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



November 11-13 • Arizona Biltmore Hotel • Phoenix, Arizona

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## ACKNOWLEDGEMENTS

### Annual Meeting Sponsors

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

### Platinum Level Sponsors

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### Dairy Bar Product Sponsors

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

- **Milk**—Shamrock Farms and United Dairymen of Arizona
- **Ice Cream**—Prairie Farms
- **Cheese Snacks**—Cabot Creamery, Kraft Foods, Sargento
- **Yogurt**—Upstate Niagara Cooperative, Inc.

The Arizona Biltmore Hotel will donate surplus dairy food items to First Food Bank.

### NMPF Cheese Competition

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

Noreen Ratzlaff  
Dairy Division  
U.S. Department of Agriculture

Mark Johnson, Ph.D.  
Assistant Director, Center for Dairy Research  
University of Wisconsin

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:

Walt Cooley  
Progressive Dairyman Magazine

Art Jaeger  
Watson Green, LLC

Lisa Moorhouse  
CHS Inc.

## GENERAL INFORMATION

### Registration Desk & Message Center

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

<b>Sunday, November 10</b>	1:00 p.m.–6:00 p.m.
<b>Monday, November 11</b>	12:00 p.m.–5:00 p.m.
<b>Tuesday, November 12</b>	7:30 a.m.–5:00 p.m.
<b>Wednesday, November 13</b>	7:30 a.m.–3:00 p.m.

The Message Center is located at the annual meeting registration desk. Outside callers can dial 602/912-7852 during registration hours.

### Name Badges

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

### Meal Tickets

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

- Tuesday, Opening Luncheon
- Wednesday, 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 seats 10.

### Dairy Bar & Exhibits

The Dairy Bar will house the exhibits of associate members of the National Milk Producers Federation, and the marketing programs and partnerships provided by the dairy checkoff program through Dairy Management Inc. You also can check out the winning cooperative entries from the 2013 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 the Frank Lloyd Wright Ballroom A-D and will be open during the following times:

<b>Tuesday, November 12</b>	7:30 a.m.–5:00 p.m.
<b>Wednesday, Wednesday 13</b>	7:30 a.m.–12:00 p.m.

Name badges are required to enter the Dairy Bar.

Exhibitors include:

- Agri-Services Agency LLC
- Dairy Council of California
- Dairy.com
- Dairy Checkoff Works!
- Dairy Research Institute®
- Domino's Pizza®
- Fuel Up To Play 60
- IDEXX
- Innovation Center for U.S. Dairy®
- McDonald's®
- NMPF Communications Competition Award Winners
- NMPF Dairy G.R.E.A.T.
- The Quaker Oats Company
- Taco Bell®
- U.S. Dairy Export Council®
- U.S. Dairy Sustainability Awards

## Dairy Checkoff Works! & National Milk Producers Federation Video

For more information on how the checkoff helps build dairy product demand, turn to **channel 35** on your guest room television.

For more information on what's new with the 2013 **National Dairy FARM Program Animal Care Manual**, as well as with the new **REAL® Seal campaign**, turn to **channel 35** on your guest room television.

## Media Room

The Media Room is located in Prescott. The direct telephone number to the Media Room is 602/912-7815.

## 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](http://www.nmpf.org/nmpf-joint-annual-meeting).

To secure a copy of NDB/UDIA/DMI remarks, please send an email to [speeches@rosedmi.com](mailto: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.

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

- \$1,000 Travel Gift Certificate
- iPad
- VISA Gift Card
- Gas Gift Card
- Eight-Month "Artisanal Cheese of the Month" Membership
- Twelve-Month "Cheese of the Month" Membership from Swiss Valley Farms & The Caves of Faribault

## Annual Meeting Goes Green

The staffs of Dairy Management Inc. and 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 Arizona Biltmore 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

October 27-29, 2014 Grapevine, Texas

October 26-28, 2015 Orlando, Florida

October 31 - November 2, 2016 Nashville, Tennessee

ANNUAL MEETING SCHEDULE

SUNDAY, NOVEMBER 10

12:30 p.m. – 2:00 p.m.	<b>NMPF Cooperative Communicators Luncheon Meeting</b> Cameron
2:00 p.m. – 3:00 p.m.	<b>NMPF 2013 YC Council and Coordinators Meeting</b> Grand/Canyon
3:00 p.m. – 5:00 p.m.	<b>NMPF YC Welcome</b> Grand Ballroom/ Squaw Peak Lawn (Open to NMPF YCs and Coordinators only)

Free Evening for Dinner

MONDAY, NOVEMBER 11

Breakfast on Your Own

Frank and Albert's opens at 6:30 a.m.  
The Café opens at 5:00 a.m.

6:30 a.m. – 8:15 a.m.	<b>NMPF Small Cooperative Members Caucus (breakfast provided)</b> McArthur Ballroom 7 (Open to NMPF Member Cooperatives only)
7:00 a.m. – 7:30 a.m.	<b>NMPF YC Check-In</b> Grand Ballroom Foyer
7:30 a.m. – 5:00 p.m.	<b>NMPF YC Leadership and Development Program</b> Grand Ballroom (Open to NMPF YCs and Coordinators only)
8:30 a.m. – 12:00 p.m.	<b>NMPF CWT and Board of Directors Meeting</b> Casa Grande/Flagstaff (Open to CWT & NMPF Member Cooperatives only)
12:00 p.m. – 1:00 p.m.	<b>NMPF CWT and Board of Directors Lunch Buffet</b> Mesa

12:00 p.m. – 1:00 p.m.	<b>NMPF Associate Members Luncheon Meeting</b> Canyon
12:00 p.m. – 1:00 p.m.	<b>NMPF Immigration Reform Luncheon Meeting</b> Grand
12:00 p.m. – 1:00 p.m.	<b>UDIA Resolutions Committee Luncheon Meeting</b> Cameron
1:00 p.m. – 2:00 p.m.	<b>UDIA Nominating Committee Meeting</b> Rimrock
1:00 p.m. – 4:00 p.m.	<b>Portrait Studio for New NDB/ NMPF/UDIA Directors</b> Hotel Lobby
1:00 p.m. – 3:00 p.m.	<b>NMPF Delegates Meeting</b> Casa Grande/Flagstaff (Open to NMPF Delegates only)
2:00 p.m. – 3:00 p.m.	<b>NDB New Directors Orientation</b> McArthur Ballroom 1
3:15 p.m. – 4:00 p.m.	<b>NMPF 2014 Board of Directors Meeting</b> Grand/Canyon (Open to NMPF Cooperative Members only)
3:15 p.m. – 5:15 p.m.	<b>UDIA House of Delegates Meeting</b> McArthur Ballroom 1– 4 (Open to UDIA State & Regional Members only, includes presentation of UDIA Service Awards)
7:00 p.m. – 10:00 p.m.	<b>NMPF YC Off-site Dinner</b> Rustler's Rooste

Free Evening for Dinner



ANNUAL MEETING SCHEDULE (CONT.)

TUESDAY, NOVEMBER 12

Breakfast on Your Own

Frank and Albert's opens at 6:30 a.m.

The Café opens at 5:00 a.m.

7:00 a.m. – 8:00 a.m.	<b>NMPF YC Leadership and Development Program and Wrap-up Session</b> Grand Ballroom <i>(Open to NMPF YCs and Coordinators Only)</i>
7:00 a.m. – 8:00 a.m.	<b>UDIA Board of Directors Meeting</b> Aztec Ballroom
8:00 a.m. – 11:45 a.m.	<b>NMPF Town Hall Meeting</b> Frank Lloyd Wright Ballroom E – J <i>(Open to all attendees)</i>
12:00 p.m. – 1:45 p.m.	<b>Opening Luncheon</b> McArthur Ballroom
	Introduction and Invocation Kris and Carla Wardin NMPF YC Chaircouple Michigan Milk Producers Association St. Johns, Michigan
	Guest Speaker Herman Edwards Former NFL Head Coach and Current ESPN Analyst
2:15 p.m. – 5:30 p.m.	<b>Joint NDB/NMPF/UDIA General Session – I</b> Frank Lloyd Wright Ballroom E – J
	Master of Ceremonies: Mike Adams Host of “Agri-Talk”
	Presentation of Colors
	Pledge of Allegiance
	National Anthem Joni Van Der Toorn United Dairymen of Arizona

Invocation Bill Kerr Director United Dairymen of Arizona
Official Welcome Craig Caballero Vice President United Dairymen of Arizona
2:30 p.m. Guest Speakers Brian Niccol President Taco Bell®
Liz Matthews Chief Food Innovation Officer Taco Bell®
3:15 p.m. Guest Speaker Peter Sheahan Chief Executive Officer ChangeLabs™ <i>(Sponsored by CoBank)</i>
4:00 p.m. Dairy Break <i>(Sponsored by Western Dairy Association)</i>
4:30 p.m. Partnering for Dairy Farmers: How Major Consumer Brands Are Helping Move More Milk
Steve Maddox Chair National Dairy Board Riverdale, California
Christian Bryzinski Strategy Senior Manager Quaker Foods & Snacks
Darci Forrest Senior Director of Marketing Menu Innovation Team McDonald’s USA, LLC
Mike Konkle Chief Executive Officer Dairy MAX, Inc.

Recess General Session

ANNUAL MEETING SCHEDULE (CONT.)

TUESDAY, NOVEMBER 12 (CONT.)

- 6:00 p.m. – 6:30 p.m.

**NMPF YC 2013 & 2014 Councils Meeting**  
Grand
- 6:30 p.m. – 8:00 p.m.

**“Welcome to Arizona” Reception**  
**McArthur Ballroom**  
*(Featuring Winning NMPF Cooperative Cheeses, Open to All Attendees)*

**Free Evening for Dinner**

WEDNESDAY, NOVEMBER 13

**Breakfast on Your Own**  
*Frank and Albert’s opens at 6:30 a.m.*  
*The Café opens at 5:00 a.m.*

- 8:00 a.m. – 11:45 a.m.

**Joint NDB/NMPF/UDIA General Session – II**  
Frank Lloyd Wright Ballroom E–J
- Master of Ceremonies:  
Mike Adams  
Host of “Agri-Talk”
- Recognition of Annual Meeting Sponsors
- 8:10 a.m.

Guest Speaker  
Tom Vilsack  
Secretary  
U.S. Department of Agriculture  
*(invited)*
- 8:40 a.m.

DMI/NDB/UDIA Report  
Tom Gallagher  
Chief Executive Officer
- 9:15 a.m.

Making Milk Matter: Reinventing Fluid Milk for Today’s Consumer  
  
Neil Hoff  
Chair  
United Dairy Industry Association  
Windthorst, Texas  
  
Alan J. Bernon  
Senior Advisor and President, Affiliate Division  
Dairy Farmers of America

Timothy K. Kelly  
Senior Vice President and General Manager, Dairy Division  
Shamrock Foods Company

Barbara O’Brien  
Senior Executive Vice President  
Dairy Management Inc. and President, Innovation Center for U.S. Dairy

10:00 a.m. Dairy Break  
*(Sponsored by McLeod, Watkinson & Miller)*

10:20 a.m. U.S. Dairy Exports: Past Experiences, Future Expectations

Paul Rovey  
Chair  
U.S. Dairy Export Council and Dairy Management Inc.  
Glendale, Arizona

Dermot Carey  
Senior Vice President, Ingredients  
Darigold

Dr. Richard Stammer  
President and Chief Executive Officer  
Agri-Mark Family Dairy Farms

Tom Suber  
Senior Executive Vice President, International and Ingredient Marketing, Dairy Management Inc. and President U.S. Dairy Export Council

11:00 a.m. NMPF Reports  
Randy Mooney  
Chairman

Jim Mulhern  
Chief Operating Officer

Jerry Kozak  
President and Chief Executive Officer

**Adjourn General Session**



**WEDNESDAY, NOVEMBER 13 (CONT.)**

12:00 p.m. – 1:45 p.m.

**Awards Luncheon**  
McArthur Ballroom

Invocation

Robert Kran  
Vice President  
Michigan Milk  
Producers Association  
Freesoil, Michigan

NDB Richard E. Lyng Award

Recognition of Retiring  
NDB Directors

Recognition of Retiring  
UDIA Directors

Recognition of Retiring  
NMPF Directors

Recognition of NMPF  
Honorary Director

NMPF 2013 Cheese  
Contest Awards

NMPF Outstanding Achievement  
in Communications Award

NMPF Scholarship Raffle Drawing

2:00 p.m. – 3:00 p.m.

**NMPF 2014 YC Advisory  
Council Elections**  
Grand/Canyon

2:00 p.m. – 3:15 p.m.

**NDB Board of Directors Meeting**  
Mesa

3:15 p.m. – 4:30 p.m.

**DMI Board of Directors Meeting**  
Mesa

5:00 p.m. – 6:00 p.m.

**Reception**  
Frank Lloyd Wright Ballroom Foyer

6:00 p.m.

**Banquet**  
Frank Lloyd Wright Ballroom E-J  
(Doors open at 5:45 p.m.)

Invocation

Harold J. Howrigan, Jr.  
Director  
National Dairy Board  
Sheldon, Vermont

Entertainment  
James Wesley

**GUEST SPEAKERS AND  
SESSION HIGHLIGHTS**

**TUESDAY, NOVEMBER 12**

**NMPF Town Hall Meeting**

8:00 a.m. – 11:45 a.m.

The NMPF Town Hall Meeting is being expanded this year to provide an extensive opportunity for attendees to discuss the activities of National Milk Producers Federation, and engage in a question and answer session with NMPF staff about the dairy industry.

**Opening Luncheon**

12:00 p.m. – 1:45 p.m.



**Herman Edwards**

Former NFL Head Coach  
and Current ESPN Analyst

Whether it's his faith, his family or his football team, Herman Edwards exudes passion in all areas of his life. This energetic and enthusiastic attitude best defines the way Edwards approaches his role as an NFL in-studio analyst for ESPN.

Edwards enjoyed a 10-year professional playing career from 1977 to 1986, nine of those seasons with the Philadelphia Eagles.

Beginning his coaching career as defensive backs coach at San Jose State in 1987, Edwards then went to the Kansas City Chiefs as defensive backs coach in 1992 and joined Tony Dungy with the Tampa Bay Buccaneers in 1996.

In 2001, Edwards became head coach of the New York Jets, leading the team to the postseason in his first year. Edwards rejoined the Chiefs in 2006, becoming the first head coach in franchise history to take the team to the playoffs in his first season with the club.

Throughout his career, Edwards has served as a positive role model. He and his wife, Lia, are involved in numerous charitable and philanthropic endeavors, and in 2001 he was named the "Big Brother of the Year" by the Catholic Big Brothers for Boys and Girls in New York. Since returning to Kansas City and establishing a home base, Edwards has been an active participant in the All Pro Dad initiative. The Edwardses also are active supporters of the Juvenile Diabetes Research Foundation in Kansas City.

## General Session – I

2:15 p.m. – 5:30 p.m.



Master of Ceremonies

**Mike Adams**

Host of “Agri-Talk”

“Agri-Talk” host Mike Adams was raised in a small farming community in central Illinois and grew up working on a grain and livestock farm. He served west-central Illinois on WLDS radio in Jacksonville for 27 years. Adams has covered state and national agricultural events in 11 countries, met Pope John Paul II and five U.S. presidents. He took over as host of the nationally syndicated talk show, “Agri-Talk”, in July of 2001. In this role, Adams facilitates a discussion about issues and ideas important to rural America, traveling over 100 days a year for remote broadcasts across the country. Adams is a voting member and past-president of the National Association of Farm Broadcasting.

Adams has received numerous awards from agriculture and civic organizations, including the Illinois Friend of 4-H awards, the National FFA Honorary American Farmer Degree, and the Illinois Commodities Groups Friend of Agriculture award. His peers also have honored him as a past recipient of the prestigious Farm Broadcaster of the Year award.

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



**Brian Niccol**

President

Taco Bell®

As president, Brian Niccol is responsible for seamless execution and driving continued same store sales growth for Taco Bell across all the consumer touch points, including operations, marketing, food innovation, restaurant excellence, technology, and public affairs.

Brian was promoted to president in 2013 after repositioning the brand from food as fuel to food as experience in his role as chief marketing and innovation officer (CMIO). As CMIO, Brian introduced the Live Más brand campaign, the breakthrough Doritos Locos Tacos, and fresh new products including the game-changing Cantina Bell menu. Brian was promoted to CMIO in 2011 and was responsible for integrating all marketing, food innovation, consumer insights, media, brand reputation, and public relations efforts.

Prior to his position at Taco Bell, he served as general manager for Pizza Hut, Inc., where he was responsible for managing the brand and leading an organization of nearly 16,000 people in more than 6,000 restaurants. Earlier, he was chief marketing officer, where for four years he led the development of the Pizza Hut mega-brand strategy and positioning that achieved record transactions and market share. Additionally, he opened a new digital/mobile access mode that generated over a half billion dollars in sales. His Pizza Hut career began in late 2005 in the role of vice president of strategy.

Before joining Pizza Hut, Brian spent 10 years in various brand management positions at Procter & Gamble.

He holds an undergraduate degree from Miami University (Ohio) and an MBA from The University of Chicago Booth School of Business.

Brian and his wife, Jennifer, have three children, and reside in Orange County, Calif.



**Liz Matthews**

Chief Food Innovation Officer  
Taco Bell®

As chief food innovation officer (CFIO), Liz Matthews oversees the product development and quality assurance divisions at Taco Bell. With more

than 20 years of experience in foodservice, restaurants, manufacturing, and product development, she leads the efforts around food safety, quality and the robust product pipeline to ensure customers are safe and satisfied with their Taco Bell meals.

Liz began her Taco Bell career in 1999 as senior project leader in the product development department and was promoted in 2011 to director of food and beverage development. She led her team in the launch of more than 50 items with new proteins and product forms, including the Quesadilla, Grilled Stuft Burrito, Shrimp Taco, Firstmeal, Beverages, and numerous Limited Time Offers. Her team also drove improvements on the core menu. In 2012, she was promoted to vice president of food and beverage innovation, and then in 2013 was promoted to CFIO, as she continues to help the brand evolve with new product offerings, including the ground-breaking launch of Doritos Locos Tacos and the Cantina Bell Menu.

Prior to joining Taco Bell, Liz worked in manufacturing for six years at The Schwan Food Company in product development, where she led product launches domestically and overseas, including Malaysia, Singapore and Indonesia.

Liz also worked for Garden Fresh Corporation in their Souplantation chain within the restaurant operations division. For nearly eight years she worked her way up from hostess, to restaurant manager trainer, to eventually opening new restaurant locations.

Liz is passionate about food and loves cooking. She is inspired to improve the food supply chain, not only at Taco Bell, but within the QSR industry. She received her B.S. in Food Science and Dietetics at Cal State Long Beach. She and her husband, Scott, have two young children, and reside in South Bay, Calif.



## **Peter Sheahan**

Chief Executive Officer  
ChangeLabs™

Peter Sheahan is known internationally for inspiring innovative business thinking and creating lasting behavior change.

He has established himself as a highly successful entrepreneur with his international thought leadership practice and as the CEO of ChangeLabs™, a global consultancy that builds and delivers large-scale behavioral change projects for clients such as Apple and IBM. Peter has worked with some of the world's leading brands, including Google, News Corporation, Harley Davidson, and GlaxoSmithKline.

He is author of six books, including international bestsellers *Flip* and *Generation Y*, which analyses the cultural implications of current generational norms and how they correspond with business dynamics.



## **Christian Bryzinski**

Strategy Senior Manager  
Quaker Foods & Snacks

Christian Bryzinski is a senior manager on the Strategy team at Quaker Foods & Snacks where he supports the development of the strategic vision

for the Quaker division, and identifies and evaluates new growth initiatives.

Bryzinski also manages strategic projects that drive problem solving, opportunity evaluation, financial analysis, and the creation of business plans for high potential opportunities. In addition, he is one of the primary Quaker/Dairy Management Inc.™ partnership leads, working to inspire, educate, and motivate families to live healthier at home, in school, and within the community.

Prior to joining Quaker, Bryzinski served as a strategic planner for the hearing aid division of Siemens. He also spent time at McKinsey & Company (consulting), Willis Stein & Partners (private equity), and Citigroup Global Markets, Inc. (investment banking), where he worked on numerous projects in the food & beverage industry.

Bryzinski holds a Bachelor of Arts degree in Economics from Princeton University and an MBA from Kellogg School of Management. He grew up in the Chicago suburbs, has a passion for sports and traveling, and is an aspiring gourmand.



## **Darci Forrest**

Senior Director of Marketing  
Menu Innovation Team  
McDonald's USA, LLC

Darci Forrest joined McDonald's in 2006, and currently serves as Senior Director of Marketing on the Menu Innovation Team

for McDonald's USA. She leads strategic direction and new product development for Breakfast, Beverages, Desserts and Happy Meals for McDonald's 14,000 U.S. restaurants.

In this position, Forrest oversees a team who works across disciplines pursuing menu enhancement and innovation, leading efforts to create more choices and balance across the menu.

Before joining the Menu Innovation Team, Darci worked in the U.S. Marketing Department at McDonald's developing strategies and national promotional events including Monopoly and the launch of McCafé.

Darci spent much of her career in the advertising industry. Just before joining McDonald's, she worked for DDB Chicago on the McDonald's business for nearly 8 years. She led a team supporting McDonald's Sports Alliances and non-traditional restaurant sites, new product launches and programs uniquely targeting Women and Young Adults.

Forrest holds a Bachelor of Arts in Journalism from the University of Wisconsin in Madison, Wisconsin. She lives with her husband and two young sons in Western Springs, Ill.

## WEDNESDAY, NOVEMBER 13

### General Session – II

8:00 a.m. – 11:45 a.m.



#### Tom Vilsack

Secretary  
U.S. Department of Agriculture  
(invited)

Agriculture Secretary Tom Vilsack has served in the public sector at nearly every level of government through his career,

beginning as mayor of Mount Pleasant, Iowa in 1987, then as state senator, and later, as Governor of Iowa for two terms. He has been the U.S. Secretary of Agriculture since 2009, where he has been a strong advocate for the U.S. dairy sector.

A native of Pittsburgh, Penn., Vilsack received his Bachelor's degree from Hamilton College, and his J.D. from Albany Law School.



#### Alan J. Bernon

Senior Advisor and President,  
Affiliate Division  
Dairy Farmers of America

As senior advisor and president of the affiliate division since 2008, Alan provides oversight to DFA's varied investments

and joint ventures. In addition, he helps guide and support mergers, acquisitions and joint venture opportunities. He comes to DFA with more than 30 years of experience in the dairy business, most of it spent in senior level management positions. Prior to joining DFA, he was president of Dean Dairy Group. He was president of Garelick Farms in Franklin, Mass., for 12 years and sold the business to Dean Foods in 1997. Following the sale, he was chief operating officer of the Northeast Region of Dean Foods for nine years before assuming the position of president.



#### Timothy K. Kelly

Senior Vice President and  
General Manager, Dairy Division  
Shamrock Foods Company

Tim Kelly joined Shamrock Foods Company in 1992 and currently serves as senior vice president and general manager for the

Dairy Division. Tim earned his BS and MS in Agribusiness from Arizona State University. Under Tim's leadership, Shamrock's growth as a national player in the dairy category

continues to accelerate with expansion in retail, convenience stores and foodservice channels. Tim and his wife Robyn have three boys that keep the family extremely active with extracurricular activities.



#### Dermot Carey

Senior Vice President, Ingredients  
Darigold

Dermot Carey serves as senior vice president for the ingredients division at Darigold, Inc. With full P&L responsibility for the ingredients business, including sales

and marketing, business development, operations, and risk management, he brings more than 32 years of experience in the global dairy industry. Prior to joining, Carey held positions in Ireland and England with the Grand Metropolitan PLC/Express Dairies, as well as in the United States with Express Dairies, Michigan Milk Producers Association and United Dairyman of Arizona. He is a graduate of dairy and food science, and engineering at University College Cork in Cork, Ireland.



#### Dr. Richard Stammer

President and Chief Executive Officer  
Agri-Mark Family Dairy Farms

Rich Stammer received a Ph.D. in agricultural economics from the University of Connecticut in 1971. From 1971 to 1982, Stammer was a professor at Rutgers

University where he taught and conducted research in the areas of quantitative economic analysis and marketing, directed the graduate studies program, as well as consulted with several companies in the food retail and manufacturing sectors.

In 1982, Stammer accepted a position as senior vice president of economics, government relations and communications at Agri-Mark. Seven years later, he became senior vice president of marketing and operations, followed by a promotion in 1992 to executive vice president and chief operating officer.

In 1994, Stammer took on the additional responsibilities of president and chief executive officer of Cabot Creamery. Following an extensive search by Agri-Mark's Board of Directors, Stammer was named CEO of Agri-Mark, Inc. in 2011, a position in which he continues his efforts to expand the sales and profitability of the cooperative's brands for its farmer-members.







Notes





**NATIONAL DAIRY PROMOTION  
AND RESEARCH BOARD**

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