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YC Leadership Program 21-23

ACKNOWLEDGEMENTS

Sponsors

The National Dairy Board, National Milk Producers Federation and United Dairy Industry Association extend their grateful appreciation to the following sponsors:

Silver Level Sponsors

- Flair Communications Agency, Inc.
- Monsanto Dairy Business

Bronze Level Sponsors

- J. Brown & Associates
- DDB Chicago, Inc.
- Campbell Mithun Foodworks
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- The Fratelli Group
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- McLeod, Watkinson & Miller
- National Rural Electric Cooperative Association
- O-AT-KA Milk Products
- Schreiber Foods
- Silliker Labs
- Slack Barshinger
- Team Services, LLC
- Weber Shandwick

Cheese Competition

We also thank the NMPF cooperatives that provided cheese for the receptions. We thank this year's cheese judges:

Bob Aschebrock

*AA Cheese and Butter Grading Service
Stratford, Wisconsin*

Mark Johnson, Ph.D.

University of Wisconsin

Noreen Ratzlaff

*Dairy Division
U.S. Department of Agriculture*

REGISTRATION DESK

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

Sunday 12:00 pm — 6:00 pm

Monday 8:00 am — 6:00 pm

Tuesday 7:30 am — 5:00 pm

Wednesday 7:30 am — 5:00 pm

MESSAGE CENTER

The Message Center is located in the Grand Salon. Outside callers may dial 775/328-1521 during registration hours.

BADGES AND TICKETS

Badges are required for admittance to all general sessions and focus sessions. Badges are issued to fully paid registrants only.

Meal tickets are required for all food functions. The following tickets are in each meeting packet:

- Monday, Welcome Reception
- Tuesday, YC Showcase Luncheon
- Wednesday, Awards Luncheon
- Wednesday, Banquet *Voucher*
(See *Banquet Reserved Seating* below.)

Individual meal tickets will not be available for purchase. Tickets will not be exchanged or resold at the annual meeting.

BANQUET RESERVED SEATING

Registrants should exchange the banquet *voucher* at the Reserved Seating table in the meeting registration area **between 12:00 pm, Monday and 5:00 pm, 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. There are 10 seats to each table. The banquet *voucher* is in your meeting registration packet.

DAIRY BAR AND EXHIBITS

The Dairy Bar will house the exhibits of associate members of National Milk Producers Federation and the marketing programs provided by the dairy checkoff program through Dairy Management Inc. Also check out the winning cooperative entries from the 2004 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 Pavilion and will be open during the following times:

Monday , October 25	12:00 pm — 5:00 pm
Tuesday , October 26	7:30 am — 5:00 pm
Wednesday , October 27	7:30 am — 4:30 pm

Many thanks to the following suppliers of dairy products you enjoy in the Dairy Bar.

*Milk, Ice Cream and Yogurt — Model Dairy
Cheese — Sargento and Kraft Foods*

“DAIRY CHECKOFF WORKS!”

For more information on how the checkoff helps build dairy product demand, turn to channel 30 on your hotel television.

MEDIA ROOM

The Media Room is located in the Grand Salon. The direct telephone number to the Media Room is 775/328-1523.

COPIES OF SPEECHES, PRESENTATIONS

Copies of speeches and presentations submitted in advance of the meeting will be available each day of general session and will be posted on the DMI and NMPF websites for downloading after the meeting has concluded.

DMI — www.dairyinfo.com

NMPF — www.nmpf.org

SCHOLARSHIP RAFFLE

Purchase raffle tickets to benefit NMPF's Dairy Leadership Scholarship Fund and enter a drawing to win great prizes.

Tickets can be purchased at the Registration Desk or from the YCs for \$5.00 each, three for \$10.00 or seven for \$20.00. The drawings will take place at Wednesday's Awards Luncheon. All revenue from the raffle goes directly into the scholarship fund.

FARM TOUR (optional)

The farm tour will highlight various agricultural systems of Nevada. The tour will include stops at an alfalfa and corn silage operation, an onion operation and a dairy farm. This day promises to be a unique opportunity to learn about the diversity of agriculture in this region of the U.S.

Those who have registered for the farm tour will find an information sheet with farm tour ticket and breakfast coupon in their meeting registration packet.

SCHEDULE AT A GLANCE

Sunday, October 24

Annual Meeting Registration
 NMPF Cooperative Communicators Luncheon Meeting
 YC Advisory Council Meeting
 NMPF Small Cooperative Members Caucus
 Every Conversation Counts — Dairy Producer Communications Training Workshop
 YC Coordinators Meeting
 NMPF Nominating Committee Meeting
 YC Check-In
 YC Leadership Development Program

Monday, October 25

YC Breakfast
 UDIA Nominating Committee Breakfast Meeting
 NMPF Board of Directors Meeting
 YC Leadership Development Program
 New NDB Directors Orientation
 DMI/NMPF Directors Luncheon
 NMPF Associate Members Luncheon
 General Session — Part I
 YC 2004 & 2005 Advisory Councils Meeting
 “Welcome to Nevada” Reception
 YC Social Event
 Free Evening for Dinner

Tuesday, October 26

UDIA Resolutions Committee Breakfast Meeting
 General Session — Part II
 YC Showcase Luncheon
 NMPF Delegates Meeting
 YC Leadership Development Program
 NDB/UDIA Focus Session #1
 NDB/UDIA Focus Session #2
 NDB Board of Directors Meeting
 2005 YC Advisory Council Meeting
 Dairy Relief Committee Meeting
 Free Evening for Dinner

Wednesday, October 27

NMPF Scholarship Committee Breakfast Meeting
 DMI/NMPF Promotion and Policy Forum: Issues and Answers
 UDIA House of Delegates Meeting
 NMPF General Session
 2005 NMPF Board of Directors Meeting
 Awards Luncheon
 NMPF “Town Hall” Session
 UDIA Board of Directors Meeting
 DMI Board of Directors Meeting
 YC Wrap-up Session
 Reception and Banquet

Thursday, October 28

Buffet Breakfast for Farm Tour Participants
 Farm Tour (optional)
 NMPF CWT Committee Meeting

SESSION HIGHLIGHTS

NDB/UDIA Focus Sessions

Selling Dairy with 3-A-Day™ — *Hear how checkoff, the dairy industry and food retailers are tapping into the selling power of the 3-A-Day™ program through national and local marketing efforts.*

Dairy...New Products in New Places — *Dairy products and package innovation have created new points of availability for milk and dairy products. The package and product enhancements are changing the way processors and promotion organizations are doing business.*

“DMI/NMPF PROMOTION AND POLICY FORUM: ISSUES AND ANSWERS.”

Case studies will be presented jointly by staff that explain how, in certain key areas, the policy and promotion organizations collaborate on issues that affect farmers’ bottom lines. The Forum encourages audience interaction.

Readiness and Response — *When potential emergencies arise, your dairy checkoff has systems in place to respond while other areas of work keep moving forward. The dairy industry was ready to act last December when BSE was found in Washington State. The resulting changes in regulations and “enhanced safeguards” have been a focus for our policy work and we will walk through what these changes are and what they mean to you as a producer.*

Opportunities and Implications of New Dairy Drinks — *New dairy drinks, including new flavored drinks and low-carb milk substitutes, are appearing in the marketplace. DMI and NMPF explore the opportunities that these new beverages present to the dairy industry, as well as pricing and demand questions.*

The Shape of Things to Come: The New Dietary Guidelines and School Milk — *Congress has passed the Child Nutrition Act (CNA), which governs school lunch programs. Dairy was pleased with the overall result, but the effort doesn’t end here. USDA is updating the Food Guide Pyramid and Dietary Guidelines. These programs impact every feeding program and have enormous impacts on dairy producers and processors. This section will address the changes made in CNA and review the current status of the revisions to the dietary guidelines and progress made.*

NMPF “TOWN HALL MEETING”

Investing in the Future: Where Should the Dairy Industry Place its Bets to Ensure a Prosperous Future for Producers? — *This session will allow both a diverse panel of six farmers, along with the Town Hall audience, to offer their perspectives.*

Meet the NMPF Staff — *Town Hall audience members get their chance to ask questions of the NMPF staff.*

Dairy GREAT Update — *This session highlights the importance of grassroots communications with elected officials and demonstrates the strengths of the current Dairy GREAT website. Participants will also have the opportunity to sign up for regular online Dairy GREAT updates.*

JOINT NDB/NMPF/UDIA ANNUAL MEETING PROGRAM

Sunday, October 24

- 11:30 am – 1:30 pm **NMPF Cooperative Communicators Luncheon Meeting**
Ruby 1
- 3:00 pm – 4:30 pm **NMPF Small Cooperative Members Caucus**
Teton 2
- 3:00 pm – 5:00 pm **Every Conversation Counts — Dairy Producer Communications Training Workshop**
Sierra 1-2
- 4:30 pm – 5:30 pm **NMPF Nominating Committee Meeting**
Teton 1

Monday, October 25

- 8:00 am – 9:30 am **UDIA Nominating Committee Breakfast Meeting**
Ruby 2
- 8:30 am – 12:00 pm **NMPF Board of Directors Meeting**
Carson 1-2
(Open to NMPF member cooperatives only)
- 9:00 am – 10:00 am **New NDB Directors Orientation**
Ruby 1
- 12:00 pm – 1:00 pm **DMI/NMPF Directors Luncheon**
Crystal 1-2
- 12:00 pm – 1:00 pm **NMPF Associate Members Luncheon Meeting**
McKinley Room
- 1:30 pm – 5:00 pm **Joint NDB/NMPF/UDIA General Session**
Reno/Tahoe Ballroom

Presiding:
Paul Rovey
Chairman,
Dairy Management Inc.
- Presentation of Colors**
- Pledge of Allegiance**
- Invocation**
Paul Toft
President,
Associated Milk Producers, Inc.
- Welcome**
Grant Kohler
Chairman,
Utah Dairy Commission
- Recognition of Annual Meeting Sponsors**

- 2:00 pm **NMPF Chairman's Remarks**
Charles Beckendorf
- 2:15 pm **UDIA Chairman's Remarks**
William B. Siebenborn
- 2:30 pm **Guest Speaker**
Stuart Rothenberg
*Editor and Publisher,
The Rothenberg Political Report
and Columnist, Roll Call*
- "Political Outlook 2004"**
- 3:30 pm **Milk Break**
Sponsored by Silliker Labs
- 4:00 pm *Presiding:*
Charles Beckendorf
*Chairman,
National Milk Producers
Federation*
- Keynote Speaker**
Douglas D. Sims
*Chief Executive Officer,
CoBank*
- 5:00 pm **Recess General Session**
- 6:00 pm – 7:30 pm **"Welcome to Nevada" Reception**
Hilton Pavilion
- Free Evening for Dinner**

Tuesday, October 26

- Breakfast on Your Own**
- 6:30 am – 7:30 am **UDIA Resolutions Committee Breakfast Meeting**
Ruby 2
- 8:00 am **Joint NDB/NMPF/UDIA General Session — Continues**
Reno/Tahoe Ballroom
- Presiding:*
William R. Ahlem, Jr.
*Chairman,
National Dairy Promotion and
Research Board*
- 8:05 am **NDB Chairman's Remarks**
William R. Ahlem, Jr.
- 8:20 am **NDB/UDIA Chief Executive Officer's Remarks**
Thomas P. Gallagher
- 8:40 am **NMPF President and Chief Executive Officer's Remarks**
Jerry Kozak
- 9:00 am **Guest Speaker:**
Ambassador Allen Johnson
*Chief Agriculture Negotiator
U.S. Trade Representative Office*
- An Inside View: The Importance of Being Involved in Trade**
- 9:45 am **Milk Break**
*Sponsored by National Rural
Electric Cooperative Assn.*
- 10:15 am *Presiding:*
William B. Siebenborn
*Chairman,
United Dairy Industry Association*

10:15 am

Dairy Marketing Issues and Perspectives

John Kaneb
*Chairman, President and
 Chief Executive Officer
 HP Hood*

Kevin Toland
*Executive Director,
 Glanbia PLC*

11:30 am

DMI Chairman's Remarks

Paul Rovey

11:45 am

Adjourn General Session

12:00 pm – 2:00 pm

YC Showcase Luncheon

Hilton Pavilion

Presiding:
 Darren and Deanna Turley
*Dairy Farmers of America, Inc.
 Chair Couple,
 NMPF YC Advisory Council*

Invocation:

Dennis Johnson
*Michigan Milk Producers
 Association
 YC Advisory Council*

Guest Speaker:

Jack McCall
Motivational Humorist

2:00 pm – 3:15 pm

NDB/UDIA Focus Session

Crystal 1-5

Selling Dairy with 3-A-Day™**Speakers:**

To be announced, including dairy checkoff marketing staff and 3-A-Day™ marketing partners

2:00 pm – 4:30 pm

NMPF Delegates Meeting

Carson 1-2

(Open to NMPF delegates only)

3:30 pm – 4:45 pm

NDB/UDIA Focus Session

Crystal 1-5

Dairy...New Products in New Places**Speakers:**

Rick Naczi
*Executive Vice President/CEO
 ADADC, Inc.*

Greg Miller
*Senior Vice President,
 Nutrition and Product
 Innovation
 Dairy Management Inc.*

Nancy Sandbach
*Director,
 Nutrition Programs
 New England Dairy
 Promotion Board*

Camellia Patey
*Vice President,
 School Milk Marketing
 Dairy Management Inc.*

Karen Koncar
*General Manager,
 Utah Dairy Commission*

Michele Cooper
*Manager,
 Dairy Farmers, Inc.*

Kevin Stiles
*Vice President,
 Marketing and Corporate
 Communications
 Midwest Dairy Association*

4:45 pm – 6:00 pm **NDB Board of Directors Meeting**
Carson 3-4

5:00 pm – 6:30 pm **Dairy Relief Committee Meeting**
Ruby 1

Free Evening for Dinner

Wednesday, October 27

7:00 am – 8:00 am **Breakfast on Your Own NMPF Scholarship Committee Breakfast Meeting**
Whitney Room

8:00 am – 9:30 am **DMI/NMPF Promotion and Policy Forum: Issues and Answers**
Reno/Tahoe Ballroom

(Open to all producers)

Readiness and Response

Rob Byrne
*Vice President,
 Regulatory Affairs
 National Milk Producers
 Federation*

Mollie Waller
*Vice President,
 Nutrition Affairs and
 Communications
 Dairy Management Inc.*

Opportunities and Implications of New Dairy Drinks

Roger Cryan
*Director,
 Economic Research
 National Milk Producers
 Federation*

Alan Reed
*Vice President,
 Business Development
 Dairy Management Inc.*

The Shape of Things to Come: The New Dietary Guidelines and School Milk

Roger Eldridge
*Vice President,
 Government Relations
 National Milk Producers
 Federation*

Greg Miller
*Senior Vice President,
 Nutrition and Product
 Innovation
 Dairy Management Inc.*

9:30 am – 11:00 am **UDIA House of Delegates Meeting**
Crystal 1-4

9:45 am – 11:00 am **NMPF General Session**
Reno/Tahoe Ballroom

9:45 am **Update from USDA on Animal ID and Health Issues**

W. Ron DeHaven, DVM, MBA
*Administrator,
 Animal and Plant Health
 Inspection Service*

10:15 am **Congressional Education Efforts by the Dairy Producer Sector**

The Honorable Bob Livingston
*Former Appropriations
 Committee Chairman,
 U.S. House of Representatives*

11:00 am – 12:00 pm **2005 NMPF Board of Directors Meeting**

Carson 1-2

(Open to NMPF cooperative members only)

12:00 pm – 2:00 pm **Awards Luncheon**

Hilton Pavilion

Invocation:

John Zonneveld
*Director,
National Dairy Promotion and
Research Board
and
Vice Chair
Land O' Lakes Dairy Committee*

*Recognition of Retiring
NDB Directors*

*Recognition of Retiring
UDIA Directors*

*Recognition of NMPF
Honorary Directors*

*Recognition of Retiring
NMPF Directors*

*NMPF 2004 Cheese
Contest Awards*

*NMPF Outstanding
Achievement in
Communications Award*

*NMPF Scholarship
Raffle Drawing*

2:00 pm – 4:30 pm **NMPF "Town Hall Meeting"**

Crystal 1-4

(Open to all producers)

Investing in the Future: Where Should the Dairy Industry Place its Bets to Ensure a Prosperous Future for Producers?

Moderator:

Chris Galen
*Vice President,
Communications
National Milk Producers
Federation*

Panelists:

Steve Graybeal
*Maryland & Virginia Milk
Producers, Inc.
Peach Bottom, Pennsylvania*

Fritz Hegeman
*Dairy Farmers of America, Inc.
Cosby, Missouri*

Dennis Johnson
*Michigan Milk Producers
Association
Daggett, Michigan*

Kelly Moss
*United Dairymen of Arizona
Litchfield Park, Arizona*

Sherm Polinder
*Northwest Dairy Association
Lynden, Washington*

Bob Swenson
*Ellsworth Cooperative Creamery
River Falls, Wisconsin*

Meet the NMPF Staff

Jerry Kozak
*President and
Chief Executive Officer
National Milk Producers
Federation*

Dairy GREAT Update

Mary Knigge
*Communications and
 YC Assistant,
 National Milk Producers
 Federation*

2:00 pm – 3:30 pm

UDIA Board of Directors Meeting
Carson 3-4

3:30 pm – 5:00 pm

DMI Board of Directors Meeting
Carson 1-2

6:30 pm – 7:30 pm

Reception
Grand Salon

7:30 pm

Banquet
Reno/Tahoe Ballroom

(Doors open at 7:20 pm)

Invocation:

Harold Howrigan
*President,
 St. Alban's Cooperative
 Creamery, Inc.*

BANQUET ENTERTAINMENT

Gary Jenkins and Thundering Hearts are back for a repeat engagement!

Gary and the band combine music and comedy in their unique, high-energy show that appeals to audiences of all ages.

Gary Jenkins and Thundering Hearts is based out of Nashville and have played around the world with their "Tennessee Jukebox Show."

Thursday, October 28

6:00 am – 7:00 am

Breakfast Buffet for Farm Tour Participants
Lodge Buffet

7:00 am – 8:00 pm

Farm Tour (optional)

Buses depart from South Entrance

7:00 am – 11:00 am

NMPF CWT Committee Breakfast Meeting
*Carson 1-2***NMPF YOUNG COOPERATOR LEADERSHIP DEVELOPMENT PROGRAM****Sunday, October 24**

2:00 pm – 3:30 pm

YC Advisory Council Meeting
Shasta

3:30 pm – 4:30 pm

YC Coordinators Meeting
Cascade 2

5:30 pm – 6:00 pm

YC Check-In
Crystal Foyer

6:00 pm – 9:00 pm

YC Leadership Development Program
*Crystal 3-4***Welcome and Advisory Council Introductions**

Darren and Deanna Turley
*Dairy Farmers of America, Inc.
 Chair Couple,
 NMPF YC Advisory Council*

NMPF/DMI 101

Paul Rovey
*Chairman,
 Dairy Management Inc.*

Mary Knigge
*Communications & YC Assistant,
 National Milk Producers
 Federation*

Mandatory Fun Time and Buffet

Monday, October 25

- 7:00 am – 8:15 am **YC Breakfast**
Carson 3-4
- 8:30 am – 12:00 pm **YC Leadership Development Program**
Crystal 3-4
- Media Training — Every Conversation Counts**
Joan Horbiak
Health & Nutrition Network
- 12:00 pm **Lunch on Your Own**
- 1:30 pm – 5:00 pm **General Session — Part I**
- 5:00 pm – 5:30 pm **YC 2004 and 2005 Advisory Councils Meeting**
Crystal 3-4
- 6:00 pm – 7:30 pm **"Welcome to Nevada" Reception**
Hilton Pavilion
- 6:45 pm – 10:30 pm **YC Social Event**
Dinner and Laughs at the Silver Legacy Casino
Buses depart from South Entrance

Tuesday, October 26

Please follow schedule for Annual Meeting Program

- 2:00 pm – 4:30 pm **YC Leadership Development Program**
Nevada 1-3
- The Value of Cooperatives**
- DMI SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis: What Can We Do About Them?**
- 4:30 pm – 4:45 pm **2005 YC Advisory Council Photo**
Nevada 1-3
- 4:45 pm – 5:30 pm **2005 YC Advisory Council Elections**
Sierra 1-2

Wednesday, October 27

Please follow schedule for Annual Meeting Program

- 5:00 pm – 6:00 pm **YC Wrap-up Session**
Sierra 1-2
Gordon Hoover
Land O'Lakes, Inc.
NMPF Board of Directors
YC Program Liaison

Thursday, October 28

Please follow schedule for Annual Meeting Program