

## Agenda for Friday, February 22

**12:00 p.m. – 6:00 p.m. Registration**

*Galley, near the Front Desk*

**12:00 p.m. – 6:00 p.m. Tradeshow Booths Open**

*Located just outside of the Thomas G. Rowe Room*

**4:00 p.m. – 10:00 p.m. Silent Auction Open**

*Salon C of Northwoods Conference Center*

### Producer Discovery Workshops

*Thomas G. Rowe Room*

**1:15 p.m. Sustainable Practices that Improve the Soil, Protect Watersheds and Increase Your Profits**

Joe Bragger, Dairy Farmer & First UW-Discovery Farm Participant

Protecting our natural resources is a top priority for dairy farmers, in addition to improving soil quality and management practices. Joe Bragger, a dairy farmer from Buffalo County, Wis., will share his personal lessons learned after participating in the UW Discovery Farms program and research studies, and how those lessons have improved his farm and management practices as he focuses on the future.

**2:15 p.m. Dairy Break**

**2:45 p.m. Milk Moo-ves: How Dairy Checkoff is Making the Most With Your Checkoff Dollars**

Chad Vincent, CEO, Dairy Farmers of Wisconsin

Trudy Wastweet, COO, Midwest Dairy Association (Invited)

Milk checkoff organizations have been around for decades, helping promote and protect dairy's image among consumers. Gone are the days of focusing on print and television advertisements. Learn what creative strategies are being implemented by checkoff organizations today as they focus in on building markets and promoting the love of dairy products to social media influenced consumers, while showing the world your passion as dairy farmers.

**3:45 – 5:15 p.m. District Delegate Caucuses**

*Districts 1 - 4 meet in Eagles Lookout*

*Districts 5 - 9 meet in Badgers Den*

### Awards & Recognition Banquet

**5:30 p.m. Reception** *Watering Hole Area*

**6:30 p.m. Welcome** *Northwoods Conference Center*

Invocation

Banquet

Introduction of Guests

Awards Presentations

Live Auction

Door Prize Social

## Agenda for Saturday, February 23

**7:00 a.m. – 9:00 a.m. Registration**

*Watering Hole, just outside the Northwoods Conference Center*

**7:00 a.m. – 8:15 a.m. Breakfast**

*The Galley & Watering Hole Area*

**7:00 a.m. – 8:15 a.m. Silent Auction Open**

*Salon C of Northwoods Conference Center*

*Exact close time to be announced, Checkout of items available at noon*

### Business Meeting

*Northwoods Conference Center*

**8:30 a.m. Call to Order**

**Pledge of Allegiance**

**Credentials Committee Report**

**Secretary's Report**

**Treasurer's Report**

**2019 Board of Director Seating**

**President's Address**

**9:30 a.m. Resolutions**

**10:30 a.m. Recognition of Scholarship Recipients**

**10:45 a.m. A View from the Capitol**

*Steve Etka, Midwest Dairy Coalition Lobbyist*

**11:15 a.m. Battle over Food Labels: What's Next?**

*Beth Briczinski, FDA Advisor for Milk Safety (Invited)*

**12:00 p.m. General Manager Address**

**12:30 p.m. Luncheon**

