

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

Molly Pelzer, Chief Experience Officer, Midwest Dairy Association

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

