

2015 LEADERSHIP CONFERENCE REGISTRATION

Please fill out and return this postcard if you are interested in attending the conference.

____ **YES, Register me for the 2015 Leadership Conference! My Hotel Room Needs: (Please circle)**
____ **Saturday night** **Friday & Saturday nights**

____ I am interested in the conference, but not this year.

Name(s): _____

Farm Name: _____ Number of Cows & Breed: _____

Address: _____ County: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Do You Use Social Media? YES NO

Please Circle Channels: Facebook Twitter LinkedIn YouTube Pinterest

REGISTER BY: MARCH 12, 2015 800.451.9275 • ProducerProgram@accelgen.com

Accelerated Genetics®



E10890 Penny Lane
Baraboo, WI 53913

Address Service Requested

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YOU WILL BENEFIT!

WHO SHOULD ATTEND?

This Leadership Conference is designed for emerging agricultural leaders who are positioned to lead the farm business and agricultural industry in the future. The conference is open to any dairy or beef farm owners, herdspeople and employees. And, the Leadership Conference is designed for persons who have not previously attended.

HOW TO REGISTER:

Accelerated Genetics covers the entire cost of the Leadership Conference for attendees. To register, please fill out and send in the attached registration postcard or call 800.451.9275 or email ProducerProgram@accelgen.com.

REGISTRATION DEADLINE: MARCH 12, 2015

The Leadership Conference has a limited capacity! Only the first 80 producers will have the opportunity to participate—SO REGISTER EARLY!

Accelerated Genetics®

LEADERSHIP CONFERENCE

March 20-22, 2015

80199

SCHEDULE OF EVENTS

FRIDAY, MARCH 20: *(Optional)*

7:30 pm – 10:00 pm Welcome Reception

SATURDAY, MARCH 21:

8:00 am – 9:00 am Breakfast

9:00 am – 9:45 am Registration

9:45 am – 11:00 am Opening Session

Welcome
KARI STANEK

It's a Jungle Out There! Blazing New Trails for Agriculture™ JOLENE BROWN, CSP

They're lurking in the jungle... regulations, traceability, labor concerns, animal welfare, food safety, competitive markets and more! It's time we blaze a new trail because the pace, the people, the process and the products for agriculture have all changed. Have we? During this fun-filled, eye-opening presentation, we'll discover today's top influencers on our customers. We'll learn the value of what we do in the eye of the purchaser, not the producer. With lots of humor and real life stories, we'll laugh while we learn some of the top characteristics of successful trailblazers.

11:00 am – 11:30 am Networking

11:30 am – 12:30 pm Lunch

12:30 pm – 4:30 pm Afternoon Session

Lions and Tigers and Family, Oh My! Pitfalls and Snares that Break Up a Family and Business™ JOLENE BROWN, CSP

Sometimes agriculture is like the Land of Oz... tornado like times, uncertainty, pitfalls and snares. Although we have no magic shoes or wizard to solve our challenges, we can learn lessons from the supporting Oz cast. They sought a brain, a heart and courage. In this upbeat, interactive workshop, we will explore the challenges of working with family in business. With lots of fun and real-life stories, we will discuss in-laws and "out-laws," important communication and tools to transition a business. Together we will learn there is work to be done as we travel the "yellow brick road" to a successful business and a happy family.

4:30 pm – 6:00 pm Evening Break

6:00 pm – 7:30 pm Social / Dinner

7:30 pm – 8:00 pm Evening Session

Keepers & Questions

8:00 pm – 11:00 pm Networking

SUNDAY, MARCH 22:

7:00 am – 8:00 am Breakfast

8:00 am – 12:30 pm Power Session

Meet the Demands of Others with Servant Leadership TOM THIBODEAU, Viterbo University

There is perhaps no better leadership model for the agricultural industry than "Servant Leadership," because we are called to serve our consumers and the natural resources in our care. Consumer expectations are increasing, standards are being raised, regulations becoming more stringent, and liability growing – all this is happening while our resources seem to be more scarce. Come and discover the courage to lead our families and businesses through high-demand change.

Telling Agriculture's Story Effectively STAN ERWINE, Dairy Management, Inc.

This workshop will feature information and exercises designed to help you understand and relate your positive agriculture story to confused or concerned consumers who are lost in today's jungle of information. This session will feature messages, tools and techniques you can use successfully with neighbors, friends, family and consumers you encounter through conversations that make a difference in person or via Social Media. You will develop value statements and "talking points" you can use immediately.

Grassroots Advocacy

Farmers and agriculturists wear so many hats. Running your business requires knowledge and practical skills in so many areas. But in order to continue to operate, we must also speak up on behalf of agriculture. The smallest effort made by individuals to raise their voices can be amplified when united together behind the common goal of ensuring a bright future for agriculture.

12:30 pm Lunch / Adjourn

WHY ATTEND?

COMMENTS FROM PAST ATTENDEES:

The speakers are very engaging. They share some hard-hitting messages that affect how we do communicate and this affects our business.

Being a farmers wife, I was concerned I wouldn't relate to the topics, but this was really interesting and I learned a lot!

I am so glad I chose to come, I would recommend this to all farmers!

Focused on the things that matter!

"Accelerated Genetics wants to help producers to be more successful in their farm business. Since most farms are family-owned, fostering farm family and employee relationships is key to business prosperity.

We want producers to be strong leaders and promoters of agriculture, as they are their own best advocates for the product they produce (milk and beef.) And producers need to inform the consumer how they care for their animals and the environment.

Furthermore, Accelerated Genetics is a cooperative and we need strong, progressive leaders to help guide this cooperative in the future!"

KARI STANEK – Industry Relations Coordinator



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POSTAGE WILL BE PAID BY ADDRESSEE

KARI STANEK

ACCELERATED GENETICS

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