



## NEWS RELEASE

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### **Dairy Forum for Women Releases Agenda**

**Madison, Wis. (August 12, 2008)** — The 3<sup>rd</sup> International Forum for Women in Dairying (IFWD) is excited to announce its agenda for the two-day event. To be held September 28-29, 2008, in conjunction with World Dairy Expo in Madison, Wisconsin, Forum participants can develop themselves through a series of interactive workshops, network with others who share mutual experiences, take exciting tours, learn from educational panel discussions and be inspired by renowned speakers, such as Trent Loos and Jane Jenkins Herlong.

“It’s our goal to enrich the life of every dairy woman who participates in the Forum,” said Kathy LaScala, IFWD Chair. “We are extremely excited about our agenda and the promise it holds to encourage participants from around the world to share challenges and contributions to the dairy industry.”

After a full first day of networking opportunities and tours, including stops at Sunshine Genetics, Renew Energy and Botham Vineyard, participants will enjoy the Forum's Welcome Reception later in the evening. On Day 2, the Forum features "Where the rubber meets the pavement" breakout sessions where participants can arm themselves with leadership skills and tools. These sessions are followed by international panel discussions, featuring global perspectives on addressing consumer issues and confidence, plus ways to speak up for agriculture.

"From around the world, IFWD has put together some of the most amazing voices geared to educate, inspire and motivate," added LaScala. "This Forum is the only event of its kind, allowing women to showcase success stories and a place to work together to improve the future of the dairy industry."

At the IFWD finale banquet, keynote speaker Herlong will present "Hamburger Helper or Prime Rib." As a humorist, singer, published author, former Miss South Carolina, daughter, wife, mother and business woman, Herlong will share her recipe for setting priorities and "finding your personal best...your prime rib!"

Originally started in Australia in 2000, IFWD is planned every four years with World Dairy Expo now serving as the official hub. For more information, a registration form and a detailed copy of the agenda, please visit

[www.dairywomen.com](http://www.dairywomen.com).

QUOTE CALL-OUT

"The amazing amount of new networks and contacts that I made during the 2004 International Forum for Women in Dairying was absolutely awesome. I really enjoyed being able to attend a well-organized conference with women in the same industry and with the same willingness to learn. The wealth of knowledge gained will be a huge benefit toward the future of women in the dairy industry, and I would highly recommend it to any woman interested in attending."

*Virginia Ewing*

*Gum Ridges & Edenburg Holsteins*

*Swonbank Farm, Kalangadoo South Australia, Australia*

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