

2008 IFWD AGENDA

Sunday, September 28, 2008

8:00 AM	Registration
10:00 AM	Tour Stop
12:00 AM	Lunch at Botham Vineyard
1:00 PM	Tour Stop
3:00-4:00 PM	Free Time
5:00 – 7:30 PM	Welcome Reception Judy Ziewacz, <i>Executive Director of the State Office of Energy Dependence</i> Lisa Behnke, <i>Marketing Manager for World Dairy Expo</i> Kathy LaScala, <i>Chair, 2008 International Forum for Women in Dairying</i>

Monday, September 29, 2008

7:00 – 8:00 AM	Registration
7:00 – 8:00 AM	Continental Breakfast <i>Sponsored By Fort Dodge Animal Health</i>
8:00 - 8:30 AM	Kick off – Speaker and Welcome Address Molly Jahn, <i>Dean of University of Wisconsin - Madison Ag & Life Sciences.</i>

Morning Breakout Sessions: “Where the Rubber Meets the Pavement... Women in Leadership.”

8:30 AM – 9:45 AM

- Managing Employees – team building; Liz Doornick
- Leadership for Sustainability
- Planning for the Unexpected; Julie Maschhoff, *Director of Communications, The Maschhoffs, Inc.*
- “Every Voice Needs to be Heard; Working Together for Women’s Wellness:
Bobbie Kolehouse, Rhonda Strelbel, and Nadine Grusnick

9:45 – 10:15 AM Refreshment break

Second Set of Morning Breakout Sessions:

10:15 AM – 11:30 AM

- World climate issues and affects on agriculture: *Ethanol as the new world fuel and its impact on agriculture*
- Animal well-being and the impact on consumer choices; Temple Grandin.
- The Value of a Unified Voice in Preventing Unwarranted and Unnecessary Regulations; Bruce Vincent
- Dr. Dalip K. Gosain, PH.D.
Dairy Management Strategies when it comes to breeding, feeding and herd productivity.

11:30 AM– 12:45 PM Lunch

1:00 – 2:15 PM *First Panel*

- Global Perspectives on animal welfare and consumer issues
What can we do in production agriculture to address consumer issues and confidence?
A science and industry based perspective.
- Panel discussion;
Denise Skidmore, *Moderator*
Dr. Temple Grandin, *Associate Professor, Livestock Handling and Behavior*
Candace Croney, *Assistant Professor of animal behavior and bioethics at Oregon State University.*
Julie Maschhoff, *Director of Communications, The Maschhoffs, Inc.*
Deb Rienhardt, *Goldstar Farms – 2007 World Dairy Expo Woman of the Year*
and member of the Wisconsin Livestock Identification Consortium

2:15 – 3:30 PM *Second Panel*

- What are people within the dairy food system doing to speak up for agriculture and address key consumer issues and concerns?
A producer based perspective.
- Panel discussion;
Trent Loos, *Moderator*
Trent will identify and describe his perspective about the importance and need for all of us to commit to communicating our industry to consumers.
- Denise Skidmore, *Hilmar Cheese*
- John Fiscalini, *Fiscalini Farmstead Cheese, Modesto, CA*
- Monica Coleman, *Dairy Farmers of America*
- Mary Kraft, *Badger Creek Dairy*
- Monte Hemenover, *Avenues for Change, St. Louis, MO*
Trent will finish by providing key things that smaller producers can do to make a big difference in their communities and the industry.

3:30 – 3:45 PM Snack Break

4:00 – 5:00 PM *International Speaker Panel*

- Trent Loos, *Moderator*
Potential Dairy guest speakers to include:
 - *India*
 - *Brazil*
 - *Canada*
 - *Italy*
 - *Wales, United Kingdom*

5:00 – 6:00 PM Break

6:00 - 7:00 PM International Forum for Women in Dairying Social Hour

7:00 – 9:00 PM Finale Banquet

Trent Loos, *Master of Ceremony*

Jane Herlong, *“Hamburger Helper or Prime Rib”*

Jane is a humorist, singer, published author and former Miss South Carolina. How cooked are you... overdone or undercooked? As a daughter, wife, mother and business woman, Jane shares her recipe for setting priorities. Through wit, wisdom and song, find your personal best ... your prime rib! Jane hails from Johnston, South Carolina. Jane's message is simple:

- If you are unhappy it's your fault
- Nobody cares about your problems
- Laugh when you should not
- Change your circumstances by changing you
- Study and learn from difficult people
- Love when it does not make sense
- Make great mistakes