

COMMENTS FROM THE 2007 LEADERSHIP CONFERENCE

For us, the 2007 Young Producer Leadership Conference was the highlight of the year as far as agriculture related meetings went. We were able to take back so much information and apply that to our operation. It's always good to meet and get to know other producers who are having the same experiences and going through the same situations whether they be financial, farm, personal or family related. To hear how they handled and/or solved those issues was a profound benefit to help us to move our operation forward.

Wayne & Christine Peterson – Osceola, Wis.

2008 YOUNG PRODUCER LEADERSHIP CONFERENCE REGISTRATION

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

Please mark the section that applies to you:

YES, I am interested in attending this year's conference, please sign me up!
 YES, I am interested in the conference, but not this year.

Please fill in the following information:

Name(s): _____ Farm Name: _____
Address: _____ County: _____
City: _____ State: _____ Zip: _____
Telephone Number: _____ Email Address: _____

PLEASE REGISTER BY: **MARCH 3, 2008**

Ph: 800.451.9275 ext. 222 • Fax: 608.356.1715 • Email: kstanek@accelgen.com

Get Away From the Farm and Join US for an Energizing Weekend!

WHO CAN ATTEND?

The Accelerated Genetics Young Producer Program is open to any dairy or beef producer – farm owners and herdspeople. Anyone interested in being involved is encouraged to attend this conference or any other Young Producer event throughout the year.

WHY ATTEND?

If you would like to set yourself apart, acquire some leadership skills, and learn how to look at life in a new perspective, Accelerated Genetics invites you to attend the 2008 Young Producer Leadership Conference – where leaders are cultivated!

On March 29-30, 2008 we think you deserve an opportunity to sit back, spend time with others and enjoy time away from your home and farm business. You, the young producer, hold the key to the future and will be the agricultural leaders tomorrow.

WHO SHOULD ATTEND?

This conference is designed for emerging agricultural leaders who are between the ages of 18 and 45. And it is designed for persons who have not attended before.

HOW TO REGISTER:

Accelerated Genetics covers the entire cost of the Young Producer Leadership Conference for attendees. To register, please fill out and send in the attached registration postcard or call 1.800.451.9275 ext. 222 or email kstanek@accelgen.com.

REGISTRATION DEADLINE:

MARCH 3, 2008

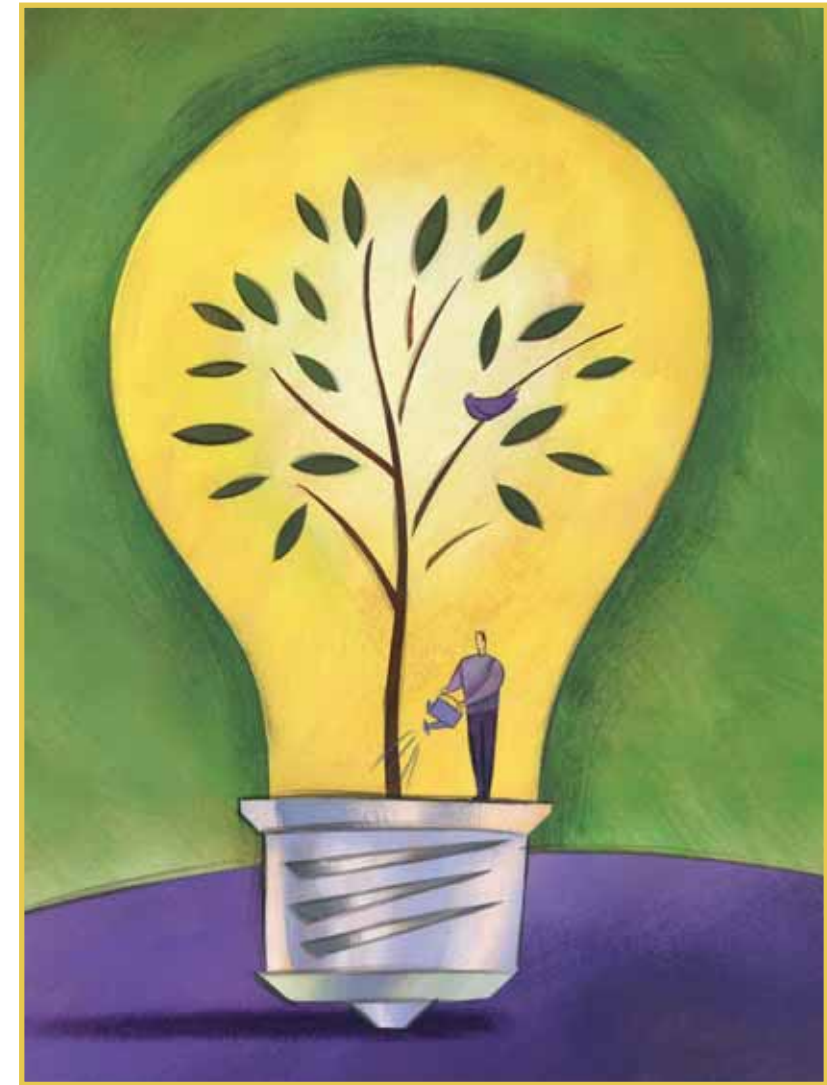
The Young Producer Leadership Conference's capacity is 80 producers, so register early!

Accelerated Genetics®



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Cultivating Leaders



THE ACCELERATED GENETICS YOUNG PRODUCER LEADERSHIP CONFERENCE

March 29-30, 2008

WINTERGREEN RESORT AND CONFERENCE CENTER
WISCONSIN DELLS, WISCONSIN

2008 Leadership Conference Schedule

SATURDAY, MARCH 29:

9:00 am **Registration**

9:30 am - 10:00 am **Welcome**

10:00 am - 11:15 am **Session 1**
Who's Hiding the Humor?™
Jolene Brown

All folks have a sense of humor, it's just some folks have a bad one! They haven't learned that the benefits of a positive sense of humor extend to better health, understanding of rural issues, and positive farm family relationships. How long has it been since you've really laughed and celebrated who you are and what you do? We'll do both as we answer the question 'Who's Hiding the Humor?™'

11:15 am - 11:45 am **Meet Your Neighbors**

11:45 am - 12:45 pm **Lunch**

12:45 pm - 4:30 pm **Session 2**
How To Lead When No One Wants To Follow
Jolene Brown

It's not easy being the 'young one' on the farm. You add value and you want to be valued. You're hard working, with ideas, energy and talents. AND...you have roadblocks. This fun-filled, educational conference is specifically designed to identify and overcome those roadblocks while building your personal leadership skills. Together we'll receive information and tools to improve communication, foster farm-family and inter-generational relationships, and increase the bottom line. With a time to learn from each other and ask questions, we'll laugh, celebrate, and understand the value of leadership.

4:30 pm - 6:00 pm **Free Time**

6:00 pm - 7:00 pm **Dinner**

7:00 pm - 7:45 pm **Keepers & Questions**
Your opportunity to ask questions that you have always wanted to, but never had the chance.

7:45 pm **Networking Time**
Mingle and relax with the other producers.

SUNDAY, MARCH 30:

7:00 am - 8:00 am **Breakfast**

8:00 am - 10:30 am **Session 3**
Make Every Conversation Count
Donna Moenning

Consumers want to know more about how their food is produced and that lack of information is having an impact on the way you farm today. Gain a deeper understanding of the issues and opportunities in the consumer marketplace relating to milk, dairy products and beef in this session. Midwest Dairy Association's Donna Moenning will arm participants with consumer research trends, key messages, and communication tools and techniques to use in your community, with the media and other influencers. Learn why communication outreach is a necessary aspect of the business plan for many dairy and beef operations these days.

10:30 am - 11:00 am **Break**

11:00 am - 12:30 pm **Session 4**
Only The Strong Survive
Tom Jadin

Why do some people and some farm operations look enthused, dedicated, and vigorous as they take on new changes, challenges, and choices while others look frazzled and worn out? Let's face it, some hassles, we can avoid, some we cannot. The answer is not that some of us have been through more hassles, but that some of us are just 'hardier.' Those who survive and thrive show 'hardiness,' i.e. a commitment to who I am and what I am doing, a feeling of control versus being controlled, and a sense of challenge or vigorousness. 'Hardiness' is not something you got, it's something you can get.

12:30 pm - 1:00 pm **Lunch**

1:00 pm **Conference Finale**

About Our Featured Speakers

JOLENE BROWN



Jolene Brown will have you laughing while you learn! She's fun and funny, long-legged but not long-winded, and so insightful audiences accuse her of sleeping under their beds. The positive impact of her work is well documented by the accolades of those who have had her speak for their events. Coming from West Branch, Iowa, this real 'Farmer Brown' uniquely understands the hearts, homes and the business of agriculture. Through humor, hope, and helpful ideas her messages are guaranteed to bring us ideas to put into action and something good to talk about in the days to come. As a professional speaker, Jolene is an honored recipient of the Certified Speaking Professional award. (CSP) This is the highest earned designation of speaking achievement from the National Speakers Association. She's made numerous guest appearances for television and radio broadcasts and her work has been featured in several major publications. Along with her professional speaking, Jolene blends many different roles: farm partner with husband Keith, Mom of two daughters, and an avid supporter of community and church activities. Her real life stories have been gathered from every day life and shared with people throughout the United States, Canada, and Australia.

TOM JADIN



For thirty years, Tom Jadin was on staff at Wisconsin's Winnebago Mental Health Institute where he held a variety of clinical, supervisory and administrative positions. Currently, Tom operates a private counseling service for individuals and families and is a part-time instructor for the University of Wisconsin. He is also an internationally recognized speaker, trainer, and consultant in a wide array of topics to private corporations and public agencies

throughout the United States and Canada. He has published and presented over 30 papers and has 10 films to his credit. Tom has participated in numerous Young Producer Conferences over the years.

DONNA MOENNING



Donna Moenning is Midwest Dairy Association's Vice President of Industry Relations. In this role, Donna oversees the Industry Relations' team whose responsibilities include communicating with dairy producers and related industry groups about dairy checkoff promotion research and education programs. She also manages the Industry Image programs aimed at enhancing consumer understanding of on-farm production practices. In 2006, she created and launched the 'People Behind the Product' initiative to address this mission. Donna grew up on a Minnesota dairy farm, and has always been passionate about promoting the benefits of dairy products. She believes the best ingredient in these wholesome products is the dairy farmers themselves who pour their passion and dedication into milking cows everyday of the year. Her career background includes radio broadcasting in Sioux Falls, SD; St. Cloud, MN; and most recently, Rochester, MN; where she spent nine years at KROC and Y105. Donna is no stranger to commodity checkoff marketing having worked for the former National Live Stock and Meat Board in Chicago for seven years. She was responsible for consumer media relations, issues management and producer communications. Donna is a graduate of South Dakota State University in Agricultural Journalism, where she was named an outstanding alumnus in Journalism in 1995. She lives on a crop and livestock farm with her husband and three children in Dodge County, Minnesota. The Midwest Dairy Association is a non-profit organization that works on behalf of more than 13,000 dairy farmers in the Midwest in the areas of nutrition research, education, product development and promotion.

WHAT THE YOUNG PRODUCER LEADERSHIP CONFERENCE MEANS TO US...

"The Accelerated Genetics Young Producer Program is the foundation of our future. Our priority is to develop future leadership by listening to the needs of the next generation, enlisting input and encouraging involvement.

The annual conference is designed to be only a stepping-stone. Our hope is that life-long friendships will be created that will help participants be more successful in their own farming operations as well as in their contributions to the agricultural sector.

I always benefit from the sharing of ideas of the next generation. It brings new vision to what the future can bring. Please join us for a fun weekend get-away you'll remember for years to come."

Roger Ripley, President and CEO



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