

**2009 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 2, 2009**

Ph: 800.451.9275 ext. 222 • Fax: 608.356.1715 • Email: [kstanek@accelgen.com](mailto:kstanek@accelgen.com)

**Comments From The 2008  
Leadership Conference**

"The Young Producer Leadership Conference is one that no one should miss out on. The speakers are truly amazing! You will walk away from this conference in AWWW. It's sometimes hard to get away from our busy lifestyles, but this trip is so worth every minute. We learned so much and met so many new people that our time away was great!"

**CHELSEA & CORY LEHNERTZ – ROLLINGSTONE, MN**

"The Leadership Conference was a great for my wife and I even though she doesn't have a major role in our farm. It helped us to start thinking about how to plan the future of our farming operation and much more."

**MATT & NATALIE BERNING – E. DUBUQUE, IL**

**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 with a new perspective, Accelerated Genetics invites you to attend the 2009 Young Producer Leadership Conference – where leaders are cultivated!

On March 28-29, 2009 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 of 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](mailto:kstanek@accelgen.com).

**REGISTRATION DEADLINE:**

**MARCH 2, 2009**

The Young Producer Leadership Conference's capacity is 80 producers, SO REGISTER EARLY!

**Accelerated Genetics®**



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

**Breaking  
New Ground**



THE ACCELERATED GENETICS YOUNG PRODUCER LEADERSHIP CONFERENCE

**March 28-29, 2009**

WINTERGREEN RESORT AND CONFERENCE CENTER  
WISCONSIN DELLS, WISCONSIN

## 2009 Leadership Conference Schedule

### SATURDAY, MARCH 28:

9:00 am **Registration**

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

10:00 am - 11:15 am **Session 1**

Let Go of the Rope  
Jolene Brown

If you want to break new ground there are times you must leave the ground and look at what you do from a different perspective. During this fun-filled keynote, we'll learn lessons from the launch of a hot air balloon. We'll discover that if those on the ground don't let go of the rope, there will be ominous consequences for your family and your farm. Agriculture needs you, launched and ready to soar because we're in the midst of challenge and change. With lots of laughter and real world stories, we'll discover that letting go is the first step in soaring higher! Enjoy the journey!

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 to break new ground when you're 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 workshop 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 intergenerational relationships, and increase the bottom line. With 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 - 7:30 pm **Dinner**

7:30 pm - 8:00 pm **Keepers & Questions**

8:00 pm **Networking Time**

### SUNDAY, MARCH 29:

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.



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 every day 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.



### 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.



## Accelerated Genetics Feels Strongly About Cultivating Leaders for Agriculture...

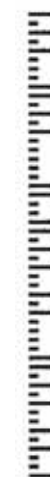
"Accelerated Genetics wants to help producers be more successful in their farm business. Since most farms are family-owned, fostering farm family relationships is key to business prosperity. We want producers to be strong leaders and promoters of agriculture, as they are their own best advocates for the product they produce (milk, beef, etc). 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 - COMMUNICATIONS & PUBLIC RELATIONS COORDINATOR*



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