



Monday, October 31, 2011

## **DBA - Annual Business Conference**

### **Dairy Business Association Annual Business Conference to be held**

**November 29 - 30 in Madison, WI**

#### **FOR IMMEDIATE RELEASE**

The Wisconsin Dairy Business Association (DBA) 12<sup>th</sup> Annual Business Conference is scheduled for November 29 - 30 at the Concourse Hotel in Madison, Wis. This year's event provides a key opportunity for dairy producers, processors and other industry professionals to join and collectively review market trends, legislative news and other developments that impact the state's \$26 billion dairy industry.

"As attendees discuss issues facing the dairy industry today, our goal is to help all stakeholder groups realize their full potential," says Laurie Fischer, Executive Director of DBA. "By developing strategies that put new ideas and business initiatives into motion, together we all can reach new heights."

As an organization that represents all sizes of dairy farms and allied businesses, the conference focuses on embracing opportunity and managing changes throughout all facets of the dairy industry.

Speakers to be featured at this year's conference bring a range of experience to the session lineup. Sue Taylor, Vice-President of Leprino Foods Co., will share her unique perspective on market shifts from a U.S. focus to global opportunities for dairy products.

Anna Ocana, from the Innovation Center for U.S. Dairy, will provide tools and a proactive local plan to keep flavored milk in schools and educate consumers about the value of dairy in school lunch programs. An open forum panel discussion is also scheduled as a means for attendees to raise questions about any issues or ideas pertaining to the current state of the industry.

In addition, motivational speaker Chad Hymas will share his unique story about his challenges as a quadriplegic and becoming the president of his own communications and marketing business. His insight on customer service, leadership and mastering change is sure to inspire attendees.

Legendary Washington and presidential journalist, Tom DeFrank, will describe his experiences on Capitol Hill, share the latest on the job market and economy, and provide current political insight.

Scheduled to speak at the conference, as well are, Congressman Reid Ribble, DNR Secretary Cathy Stepp and DATCP Secretary Ben Brancel and Paul Jadin, CEO of the Wisconsin Economic Development Corporation. Attendees will also have the chance to network with state and federal legislators during a cheese reception held Tuesday.

"We want to empower dairy farmers by providing them with the tools and knowledge to be prepared for these opportunities-sometimes disguised as challenges-the industry faces," said Fischer. "This conference is designed to do just that, while sharing ideas and networking with professionals across the industry."

For more information and to register online, visit DBA's website at [www.widba.com](http://www.widba.com).

#### **About DBA**

The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at [www.widba.com](http://www.widba.com).

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