



PARTNERS **IN** **PROGRESS**

Creating A World Of Opportunities

PROGRAM

October 27-29, 2014

Gaylord Texan Hotel • Grapevine, Texas

JOINT ANNUAL MEETING
NATIONAL DAIRY PROMOTION AND RESEARCH BOARD
NATIONAL MILK PRODUCERS FEDERATION
UNITED DAIRY INDUSTRY ASSOCIATION

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ACKNOWLEDGEMENTS

Annual Meeting Sponsors

The National Dairy Board, National Milk Producers Federation and United Dairy Industry Association extend their grateful appreciation to the companies that have contributed to the success of annual meeting:

Platinum Level Sponsors

- Edelman Worldwide

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- Weber Shandwick

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- Farm Credit
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- McLeod, Watkinson & Miller
- Menu Guru
- TNS Custom Research
- Western Dairy Association

Dairy Bar Product Sponsors

We extend our appreciation to the suppliers of dairy products you enjoy in the Dairy Bar:

- **Milk** — Oak Farms Dairy
- **Ice Cream** — Prairie Farms
- **Cheese Snacks** — Cabot Creamery, Kraft Foods, Sargento
- **Yogurt** — Upstate Niagara Cooperative, Inc.

The Gaylord Hotel will donate surplus dairy food items to the Tarrant Area Food Bank. Visit <http://www.tafb.org/>

NMPF Cheese Competition

Thank you to the NMPF cooperatives that provided cheese for the receptions, along with this year's cheese judges:

Noreen Ratzlaff
Dairy Division
U.S. Department of Agriculture

Mark Johnson, Ph.D.
Assistant Director, Center for Dairy Research
University of Wisconsin

Timothy Meyers CCC, CCE
Assistant Professor, Food Administration
College of DuPage

Allison Reynolds
Dairy Division
U.S. Department of Agriculture

NMPF Communications Competition

Thank you to this year's NMPF Communications Competition judges:

Walt Cooley
Progressive Dairyman Magazine

Art Jaeger
Art Jaeger Editorial Services

Agi Schafer-Kreiser
ASK-Comm Strategies, LLC

GENERAL INFORMATION

Registration Desk & Message Center

The annual meeting registration desk, located in the Texas Ballroom Foyer, will be open during the following times:

Sunday, October 26	1:00 p.m.–6:00 p.m.
Monday, October 27	7:30 a.m.–5:00 p.m.
Tuesday, October 28	7:30 a.m.–5:00 p.m.
Wednesday, October 29	7:30 a.m.–3:00 p.m.

The Message Center is located at the annual meeting registration desk. Outside callers can dial (817) 778-3392 during registration hours.

Name Badges

Badges are required for admittance to all sessions, Dairy Bar and Exhibits. Badges are issued to fully paid registrants only. Thank you for recycling your badge at the conclusion of annual meeting.

Meal Tickets

Meal tickets are required for the following functions, and are included in each fully-paid registration packet:

- Tuesday, Partner Luncheon
- Wednesday, Joint Luncheon
- Wednesday, Banquet Voucher
(See Banquet Reserved Seating below)

*Individual meal tickets are not available for purchase.
Tickets cannot be exchanged or resold at the meeting.*

Banquet Reserved Seating

Registrants should exchange the banquet voucher at the Reserved Seating table in the meeting registration area **between 12:00 p.m., Monday and 3:00 p.m., Wednesday**, for a reserved seat at a specific table. If you wish to sit with friends, gather everyone's voucher and exchange them as a group. Each table has 10 seats.

Dairy Bar & Exhibits

The Dairy Bar will house the exhibits of associate members of the National Milk Producers Federation and the marketplace partner programs provided by the dairy checkoff program through Dairy Management Inc.

Come by and see us – and while you're there, enjoy cold milk, ice cream, cheese, or yogurt.

The Dairy Bar is located in Longhorn Exhibit Hall E, and will be open during the following times:

Tuesday, October 28	7:30 a.m. – 5:00 p.m.
Wednesday, October 29	7:30 a.m. – 12:00 p.m.

Name badges are required to enter the Dairy Bar.

Exhibitors include:

- Agri-Services Agency, LLC
- Dairy Checkoff Works!
- Dairy.com
- Domino's Pizza®
- Elanco Animal Health
- Fuel Up To Play 60
- IDEXX
- McDonald's®
- National All-Jersey
- NMPF Communications Competition Awards
- NMPF Dairy G.R.E.A.T.
- Pizza Hut®
- The Quaker Oats Company
- Taco Bell®
- U.S. Dairy Export Council®

Media Room

The Media Room is located in Dallas 2. The direct telephone number to the Media Room is (817) 778-3390.

Speeches & Presentations

Copies of select speeches and presentations submitted in advance of the meeting will be available each day of the general session.

NMPF remarks will be available to download at www.nmpf.org/nmpf-joint-annual-meeting.

To secure a copy of NDB/UDIA/DMI remarks, please send an email request to speeches@rosedmi.com.

NMPF Scholarship Raffle

Purchase raffle tickets to benefit NMPF's Dairy Leadership Scholarship Program and enter a drawing to win great prizes!

Tickets can be purchased from any participating YC for \$5.00 each, three for \$10.00 or seven for \$20.00. The drawings will take place at Wednesday's Joint NDB/NMPF/UDIA Luncheon (participants do not need to be present to win). The scholarship program and raffle are coordinated by the NMPF Scholarship Committee. All revenue from the raffle goes directly into the scholarship fund, which is used to award scholarships to qualified graduate-level students who are actively pursuing fields of research that are of immediate interest to the dairy industry.

This year's prizes:

- \$1,000 Travel Gift Certificate
- iPad
- iPad Mini
- \$500 VISA Gift Card
- \$500 Exxon Mobile Gift Card
- \$250 Amazon Gift Card
- \$250 Walmart Gift Card
- 12-Month Cheese of the Month Membership from Swiss Valley Farms and Caves of Faribault
- 8-Month Artisanal Cheese of the Month Membership

Introducing the Annual Meeting Mobile App

Are you tired of carrying around papers in your registration folder? Find all the information you need for the annual meeting on our mobile meeting app. Use it to check out the following information:

- Meeting program and room locations
- Speaker biographies and photos
- Sponsors and exhibitors
- Meeting attendee list
- Visitor information about Grapevine, including attractions, restaurants, shopping, events, and tours

Attendees also have the opportunity to complete the meeting survey electronically through the app. We appreciate your feedback and will use it to help plan future meetings.

To get started, scan the QR code here to be directed to the Apple iTunes Store or the Google Play Store. (Please note that you will need to have a QR scanner on your device to scan the code.) You can also search for "dairy annual meeting" in the app stores, or type bit.ly/dairymeeting into your mobile device's web browser (i.e. Safari). The app is free to download.



Annual Meeting Goes Green

The staffs of Dairy Management Inc. and the National Milk Producers Federation continue to expand environmental stewardship efforts. Here are a few ways we have helped our annual meeting "go green."

- Download the Annual Meeting App!
- Reduction of printed materials
- Hand-outs printed double-sided
- Recycling name badge holders
- Increased emphasis on online registration and hotel reservations were encouraged
- Water stations in place of bottled water
- Recycle bins for paper, glass, plastic and aluminum that are conveniently located

Thank you for recycling during our annual meeting!

Spread the Word

Spread the word and build the momentum: Use **#DairyChat** in all of your social media conversations about and during annual meeting to make sure your fellow farmers know more about what dairy policy and promotion groups are up to on their behalf!

Future Annual Meeting Dates

October 26–28, 2015 Orlando, Florida

October 31 –November 2, 2016 Nashville, Tennessee

ANNUAL MEETING SCHEDULE

SUNDAY, OCTOBER 26

12:30 p.m.–2:00 p.m.	NMPF Cooperative Communicators Luncheon Meeting Texas Ballroom 4
1:00 p.m.–2:00 p.m.	NMPF Scholarship Committee Meeting Dallas 7
2:00 p.m.–3:00 p.m.	NMPF 2014 YC Council and Coordinators Meeting Dallas 6 <i>(Open to NMPF YC Council and Coordinators only)</i>
3:00 p.m.–5:00 p.m.	NMPF YC Welcome Texas Ballroom 1-3 <i>(Open to NMPF YCs and Coordinators only)</i>

Free Evening for Dinner

MONDAY, OCTOBER 27

Breakfast on Your Own

6:30 a.m.–8:15 a.m.	NMPF Small Cooperative Members Caucus & Breakfast San Antonio 1-2 <i>(Open to NMPF Member Cooperatives only)</i>
7:00 a.m.–7:30 a.m.	NMPF YC Check-In Texas Ballroom 1-3 Foyer
7:30 a.m.–5:00 p.m.	NMPF YC Leadership Development Program Texas Ballroom 1-3 <i>(Open to NMPF YCs and Coordinators only)</i>
8:30 a.m.–12:00 p.m.	NMPF Board of Directors Meeting & CWT Committee Meeting Texas Ballroom D <i>(Open to CWT & NMPF Member Cooperatives only)</i>
12:00 p.m.–1:00 p.m.	UDIA Resolutions Committee Luncheon Meeting San Antonio 5

12:00 p.m.–1:00 p.m.	NMPF Board of Directors Luncheon Texas Ballroom 5-6
12:00 p.m.–1:00 p.m.	NMPF Associate Members Luncheon Meeting San Antonio 1-2
12:00 p.m.–1:00 p.m.	NMPF Immigration Reform Luncheon Meeting San Antonio 6
12:00 p.m.–1:00 p.m.	NMPF YC Luncheon Texas Ballroom 1-3
12:00 p.m.–5:00 p.m.	Portrait Studio for New NDB/NMPF/UDIA Directors Dallas 7
1:00 p.m.–2:00 p.m.	UDIA Nominating Committee Meeting Dallas 5
2:00 p.m.–4:00 p.m.	NMPF Delegates Meeting Texas Ballroom D <i>(Open to NMPF Delegates only)</i>
2:00 p.m.–4:00 p.m.	UDIA House of Delegates Meeting Texas Ballroom C <i>(Open to UDIA State & Regional Members, includes presentation of UDIA Service Awards)</i>
3:00 p.m.–5:30 p.m.	NMPF NCIMS Committee Meeting Texas Ballroom 5
4:00 p.m.–4:30 p.m.	NMPF 2015 Board of Directors Meeting San Antonio 1-3 <i>(Open to NMPF Cooperative Members only)</i>
6:00 p.m.–10:00 p.m.	NMPF YC Dinner Offsite – Austin Ranch <i>(Open to NMPF YCs and Coordinators only)</i>

Free Evening for Dinner

TUESDAY, OCTOBER 28

Breakfast on Your Own

6:45 a.m. – 8:00 a.m.	<p>NDB Board of Directors Breakfast Meeting Texas Ballroom 4-6 <i>(Presentation to Retiring Directors)</i></p>
7:00 a.m. – 8:00 a.m.	<p>NMPF YC Wrap-up Session Texas Ballroom C <i>(Open to NMPF YCs and Coordinators Only)</i></p>
8:00 a.m. – 11:30 a.m.	<p>Joint NDB/NMPF/UDIA General Session I Texas Ballroom AB <i>(Open to all attendees)</i></p> <p>Master of Ceremonies: Mike Adams Host of "Agri-Talk"</p> <p>Presentation of Colors</p> <p>Pledge of Allegiance</p> <p>National Anthem Paul Mills President Prairie Farms</p> <p>Invocation Tom Woods Dairy Farmer and Director Dairy MAX Inc.</p> <p>Official Welcome Keith Broumley Dairy Farmer Dairy Farmers of America, Inc.</p> <p>Recognition of Annual Meeting Sponsors</p>
8:45 a.m.	<p>NMPF Town Hall Meeting</p> <p>Welcome</p> <p>Economic Outlook, Margin Protection Program, Trade Policy, Immigration</p>
10:00 a.m.	<p>Dairy Break <i>(Sponsored by Vela Environmental and Western Dairy Association)</i></p>
10:30 a.m.	<p>NMPF Town Hall Meeting Continued</p> <p>Environment, GMO's, Animal Care</p>

11:45 a.m. – 1:15 p.m.

Partner Luncheon
Longhorn Exhibit Hall D & E
(Ticket Required – see Session Highlights for more information)

11:45 a.m. – 1:15 p.m.

DMI New Directors Orientation Luncheon
Texas Ballroom 1

11:45 a.m. – 1:15 p.m.

UDIA State/Regional Board Chairs Luncheon Meeting
Fort Worth 1-2

1:30 p.m. – 5:00 p.m.

Joint NDB/NMPF/UDIA General Session II
Texas Ballroom AB

Master of Ceremonies
Mike Adams
Host of "Agri-Talk"

1:30 p.m.

Guest Speaker
Stu Rothenberg
Editor and Publisher
The Rothenberg Political Report

2:30 p.m.

NMPF Report
Randy Mooney
Chairman
National Milk Producers Federation

Jim Mulhern
President and Chief Executive Officer
National Milk Producers Federation

3:15 p.m.

Dairy Break
(Sponsored by Elanco Animal Health)

3:45 p.m.

Consumer Confidence
Kenton Holle
Chairman
National Dairy Board

Guest Speakers
Patrick Doyle
Chief Executive Officer
Domino's Pizza®

Dan Hosseini
Franchisee
Domino's Pizza®

5:00 p.m.

Wrap-up and Adjourn

5:30 p.m. – 6:00 p.m.

NMPF YC 2014 & 2015 Councils Meeting
Dallas 6-7

6:00 p.m.–7:30 p.m. **“Welcome to Texas” Reception**
 Texas Ballroom C
*(Featuring Winning NMPF Cooperative
 Cheeses, Open to All Attendees)*

Free Evening for Dinner

WEDNESDAY, OCTOBER 29

Breakfast on Your Own

8:00 a.m.–11:45 a.m. **Joint NDB/NMPF/UDIA
 General Session III**
 Texas Ballroom AB
 Master of Ceremonies:
 Mike Adams
 Host of “Agri-Talk”

8:00 a.m. Leadership
 Paul Rovey
 Chairman
 Dairy Management Inc.

8:10 a.m. Guest Speaker
 Daniel Burrus
 “Accelerating Growth: Leading with
 Strategic Foresight and Certainty”
(Sponsored by CoBank)

9:10 a.m. Fluid Milk
 Neil Hoff
 Chairman
 United Dairy Industry Association

 Guest Speakers
 Mike Saint John
 President of Coca-Cola
 North America’s Minute Maid
 Business Unit

 Sandy Douglas
 President of Coca-Cola North America,
 and Global Chief Customer Officer
 of The Coca-Cola Company

10:05 a.m. Dairy Break
(Sponsored by U.S. Dairy Export Council)

10:35 a.m. DMI/NDB/UDIA Report
 Tom Gallagher
 Chief Executive Officer

11:05 a.m. Guest Speaker
 Tom Vilsack
 Secretary, U.S. Department of Agriculture
(Invited)

Adjourn General Session

12:00 p.m.–2:00 p.m. **Joint Luncheon**
 Longhorn Exhibit Hall D
*NDB Richard E. Lyng Award
 NMPF Chairman’s Award -
 Best Overall Cheese
 NMPF Scholarship Raffle Drawing*

Invocation
 Stuart and Jessica Ziehm
 Agri-Mark, Inc.

Guest Speaker
 Charlotte Jones Anderson
 Executive Vice President and Chief
 Brand Officer
 Dallas Cowboys

2:00 p.m.–3:00 p.m. **NMPF 2015 YC Advisory
 Council Elections**
 Dallas 5-6
*(2014 YC Officers & 2015
 YC Council Members only)*

2:15 p.m.–3:30 p.m. **UDIA Board of Directors Meeting**
 Texas Ballroom C
(Presentation to Retiring Directors)

2:15 p.m.–5:00 p.m. **Social Media 101**
 Texas Ballrooms 1 & 2
*Two concurrent sessions, each open
 to the first 25 participants*

3:30 p.m.–5:00 p.m. **DMI Board of Directors Meeting**
 Texas Ballroom C
*(Recognition of Retiring
 NDB/UDIA Directors)*

6:00 p.m.–7:00 p.m. **Reception**
 Texas Ballroom Foyer

7:00 p.m.–10:00 p.m. **Banquet**
 Texas Ballroom AB
(Doors open at 6:45 p.m.)

Invocation
 Larry Hancock
 Dairy Farmer and Director
 National Dairy Promotion and
 Research Board

Entertainment
 Dallas Cowboys Cheerleaders
 Big City Outlaws

GUEST SPEAKERS AND SESSION HIGHLIGHTS

TUESDAY, OCTOBER 28

General Session—I

8:00 a.m. – 11:30 a.m.



Master of Ceremonies

Mike Adams

Host of "Agri-Talk"

Mike Adams hosts *Agri-Talk*, which is billed as "The Voice of Rural America" with 70 radio affiliates in the Midwest. As host, Adams leads conversations about the issues and ideas that are important to agriculture and rural America. He travels across the country more than 100 days each year to help share agriculture's story.

Raised in a small farming community in central Illinois where he grew up on a grain and livestock farm, Adams has been honored by numerous agriculture and civic organizations, including the Illinois Friend of 4-H Award and the national Future Farmers of America's Honorary American Farmers Degree. Adams also received the prestigious Farm broadcaster of the year Award by the National Association of Farm Broadcasters, and has been honored by both the Illinois and Missouri Farm Bureaus.

Adams and his wife Patty have two grown children and currently reside in Jacksonville, Illinois.

NMPF Town Hall Meeting

The NMPF Town Hall Meeting will again provide attendees the opportunity to learn about the activities of National Milk Producers Federation, and engage in a question and answer session with NMPF staff about the future of the dairy industry. This year's session will start off with an economic outlook for the year ahead; review the enrollment choices that farmers must make with the new Margin Protection Program; and bring attendees up to date on a range of policy issues, including immigration, trade, the environment, GMOs, and animal care.

Partner Luncheon

11:45 a.m. – 1:15 p.m.

"Herd it Here!"

We're moo-ving in a different direction this year! In the spirit of this year's meeting theme, we're creating worlds of opportunities for collaboration and networking by hosting a luncheon buffet in conjunction with the delicious food that our marketplace partners are providing in the Dairy Bar. This is a fun, fresh, new concept that allows the time and place to sit, enjoy the company of fellow dairy farmers, and view the exhibits while enjoying the savory temptations of Domino's Pizza®, McDonald's®, Taco Bell®, Quaker, Pizza Hut® and much, much moo-re!

GENERAL SESSION - II

1:30 p.m. – 5:00 p.m.



Stu Rothenberg

Editor and Publisher

The Rothenberg Political Report

For years, Stuart Rothenberg has embodied the rare ability to report on all the political happenings in the nation with unbiased clarity and non-partisan precision. His publication, *The Rothenberg Political Report*, is a semi-monthly

newsletter that provides honest reporting and clear-eyed analysis of American elections and their potential ramifications. A frequent network TV news guest, Rothenberg captivates audiences with insightful, often humorous discussions about election results, the issues facing decision makers on Capitol Hill, and the nature of politics itself.

He has spoken at the Joint Annual Meeting several times in the past few election cycles, and with a crucial mid-term election only a week away, we are fortunate to be joined once again by Stu to understand the implications for the dairy industry of the 2014 political season.

Rothenberg holds a BA from Colby College in Waterville, Maine and a PhD from the University of Connecticut.



Patrick Doyle

Chief Executive Officer

Domino's Pizza®

Patrick Doyle is president and CEO of Domino's Pizza. Doyle's appointment to lead Domino's in March 2010 came after nearly 13 years with the company.

In September 2007, he was named president of Domino's USA, heading up all domestic retail operations, franchise and corporate-owned stores, and marketing within the U.S.

Doyle had also been executive vice president of Team USA – and executive vice president of Domino's Pizza International for six years, where he was responsible for increasing the company's global presence by almost 1,000 stores.

Prior to joining Domino's, he was vice president and general manager for Gerber Products Company's U.S. baby food business, strengthening its core business as well as launching its Tender Harvest organic line.

Doyle earned his MBA from the University of Chicago Booth School of Business after completing his undergraduate degree in economics at the University of Michigan. He is a member of Business Leaders for Michigan, and has served on the board of G&K Services, Inc. Doyle currently resides in Ann Arbor, Michigan, with his wife, Techy, and their two daughters.



Dan Hosseini

Domino's Franchisee, California

Dan started at Domino's Pizza while looking for his career in engineering, learned the business and improved his team and store to earn General Manager of the Year from Hermosa Beach. He grew his company in the coming years always

focusing on building an amazing TEAM! People is the cornerstone to Dan's leadership along with a very strong sense of culture towards growing the business in sales and profits.

Dan's company is now the fastest growing in the Domestic Domino's Pizza system growing from 51 to 91 restaurants inside of the last 27 months. In 2014 Dan was inducted into the Domino's Pizza Chairman's Circle Hall of Fame for his accomplishments throughout his 30+ year career.

Dan is well known for giving back to his community, church and the Domino's Pizza system as a whole. He also supports many local and national charity efforts with a true sense of giving back to the world around him. This includes each Friday preparing a full meal for his church for those not fortunate enough to have somewhere to eat a meal.

GUEST SPEAKERS AND SESSION HIGHLIGHTS

WEDNESDAY, OCTOBER 29

GENERAL SESSION - III

8:00 a.m. – 11:45 a.m.



Daniel Burrus

With an unparalleled reputation for helping businesses peer into the future, Daniel Burrus is one of the world's most recognized experts at helping people understand how technological trends will shape the world of tomorrow.

He is the CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology-driven trends to help clients profit from technological, social and business forces that are converging to create enormous, untapped opportunities. The *New York Times* has referred to him as one of the top three business gurus in the highest demand as a speaker.

A strategic advisor to executives from many Fortune 500 companies, Burrus has helped many blue-chip companies develop game-changing strategies. He is the author of six books, including the best-seller *Flash Foresight: How To See The Invisible and Do The Impossible*, as well as the international best-seller *Technotrends*.

His accurate predictions date back to the early 1980s where he became the first and only futurist to accurately identify the twenty technologies that would become the driving force of business and economic change for decades to come. Since then, Dan Burrus has continued to establish a worldwide reputation for his exceptional record of predicting the future of technology-driven change and its direct impact on the business world.



Mike Saint John

President of Coca-Cola North America's Minute Maid Business Unit

Mike Saint John is President of Coca-Cola North America's Minute Maid Business Unit comprising a number of brands, including Minute Maid, Simply, Hi-C and Odwalla.

In a career that spans over 30 years with Minute Maid, Mike has held a number of leadership positions from Territory Sales Manager to Senior Vice-President of Sales. Mike assumed his current role as President of the Minute Maid Business Unit in 2004.

Mike is very active in the grocery industry and has served on numerous boards and councils. He currently serves on The Coca-Cola Retailing Research Council, and has served on the company's Global Customer Council, Global Supply Chain Council, and President's Advisory Council. He is a past member of the Grocery Manufacturers of America President's Advisory Council and the Grocery Manufacturers of America Sales Advisory Council. Mike served as a Regional Coordinator for the National Frozen Food Association, was appointed to the Association of Sales & Marketing Companies Principal Advisory Board, and was appointed to the A.C. Nielsen Sales Advisory Board. He also actively participates in several industry share groups.

Mike resides in Katy, Texas, with his wife and three children. He holds a Bachelor of Arts degree in history from the University of California, Santa Barbara, and is a graduate of the Executive Development program at Northwestern University's Kellogg Graduate School of Management.



Sandy Douglas

President of Coca-Cola North America and Global Chief Customer Officer of The Coca-Cola Company

J. Alexander M. Douglas, Jr. ("Sandy") is President Coca-Cola North America and Global Chief Customer Officer of The Coca-Cola Company.

Prior to this appointment he was Senior Vice President and Global Chief Customer Officer.

Sandy joined The Coca-Cola Company in January 1988 as a District Sales Manager for the Foodservice Division of Coca-Cola USA. He

also held a variety of positions with increasing responsibility in Coca-Cola USA. He was named Vice President of Coca-Cola USA in 1994, assuming leadership of the CCE Sales & Marketing Group. In 1998, his responsibilities were increased to include the entire North American Field Sales and Marketing Groups. He was appointed President of the North America Retail Division in 2000. In 2003, he was appointed Senior Vice President and Chief Customer Officer of The Coca-Cola Company where he led the company's customer and commercial leadership organization. In 2006, he was appointed President of the Coca-Cola North America Group and in 2013 he was appointed Senior Vice President and Global Chief Customer Officer.

Sandy graduated from the University of Virginia in 1984 and began his career at the Procter & Gamble Company working in a variety of sales and sales management positions prior to joining the company.



Tom Vilsack

Secretary, U.S. Department of Agriculture

Tom Vilsack is the nation's 30th Secretary of Agriculture and one of two remaining original members of President Obama's cabinet. He oversees a department with a \$140 billion budget and is responsible for developing and carrying out federal policy on farming, agriculture, forestry and food.

In more than five years at USDA, Secretary Vilsack has led efforts to strengthen the farm economy, improve rural communities and create new markets for American producers. Most recently, he has led efforts to implement the 2014 farm bill, which included the most significant rewrite of federal dairy policy in more than a generation.

Under Secretary Vilsack's leadership, the Agriculture Department has also partnered with First Lady Michelle Obama on the Let's Move initiative. Secretary Vilsack helped pass and implement the 2010 child nutrition bill, which included the most significant changes in school meals in 30 years. Secretary Vilsack has also led efforts to improve the safety of the food supply, implementing changes to food safety standards aimed at preventing food-borne illnesses.

Before joining the Agriculture Department, Secretary Vilsack served two terms as governor of Iowa. He is a native of Pittsburgh and a graduate of Hamilton College and Albany Law School. Secretary Vilsack and his wife, Christie, have two adult sons and two grandchildren.

JOINT LUNCHEON

12:00 p.m. – 2:00 p.m.



Charlotte Jones Anderson

Executive Vice President and Chief Brand Officer
Dallas Cowboys

Charlotte Jones Anderson, Dallas Cowboys Chief Brand Officer oversees all strategies and applications surrounding the team's brand as it is presented to fans world-wide. Working in the front office since 1989, Anderson's experience

has enabled her to become one of the most innovative and versatile front office executives among women in professional sports.

Her vision and direction guide the Cowboys in stadium design, fan engagement, entertainment, licensed apparel, cause marketing, and community service. Anderson also plays a prominent role in shaping the design, décor, sponsor integration and overall presentation of AT&T Stadium and the Dallas Cowboys Art Collection at AT&T Stadium.

Anderson is President of the Dallas Cowboys Cheerleaders and also serves as President of the Gene and Jerry Jones Family Foundation and the Gene and Jerry Jones Family Arlington Youth Foundation. Most recently, Anderson was appointed Chairman of the NFL Foundation and has also served as the chairman of The Salvation Army National Advisory Board since 2010. She is the first woman to serve in both of these roles.

A native of Little Rock, Arkansas, Charlotte Jones Anderson is a 1988 graduate of Stanford University where she earned a B.S. degree in human biology.

BANQUET

7:00 p.m.

Meet a Dallas Cowboys Cheerleader at the Dairy Bar and enjoy a live performance at the Banquet!

The Dallas Cowboys Cheerleaders, the name itself brings to each of us images of an American icon – beautiful ladies decked out in blue and white uniforms cheering America's Team on to victory; precision dance routines that require a combination of stamina, flexibility and timing that would leave most of us gasping – yet they smile and dance on; or for some, it's the time that we met one of them and she signed an autograph and we spent a few minutes talking...the images differ, but each holds a special place. And today's phenomenon of the Dallas Cowboys Cheerleaders is equally special. Everywhere across the country or around the world that any of these young ladies appear thousands of fans congregate looking for the opportunity for a photograph, an autograph, or a few moments to say hello. America's Sweethearts have truly become the darlings of the National Football League.

Be sure to stop by the Dairy Bar Tuesday and Wednesday mornings to meet members of the team, and don't miss their performance at the Banquet Wednesday evening.

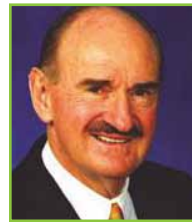
Big City Outlaws
Band Entertainment

Big City Outlaws is the hottest country rock party band in the Texas music scene. Big City Outlaws is a special event party band playing music spanning all the best years of rockin' country western music. From good old Willie Nelson and Johnny Cash classics to the classic rock of Journey, Poison, and Bon Jovi to the newest Top 40 country of Carrie Underwood, Miranda Lambert, Dierks Bentley, Toby Keith, Kenny Chesney; to name a few. The vocalists and screaming fiddle make this band second to none.



Band leader Bryan English hails from the Willie Nelson musical family having played with him a number of times. Bryan's uncle has been Willie's drummer and road manager for 40 years and his dad is Willie's musical arranger, all adding to the county music upbringing of success in Bryan's musical and music business pursuits.

Big City Outlaws' energetic stage show and state of the art production give the national act appeal to make any special event the talk of the town. Line dancing, two stepping and sing-a-longs will leave your guests needing to sleep in the next day!

In Memoriam**E. Linwood 'Tip' Tipton**

E. Linwood "Tip" Tipton, the first president and CEO of the International Dairy Foods Association, passed away October 12, 2013, at the age of 78 after a year-long illness. Tip served as President & CEO of IDFA for 38 years.

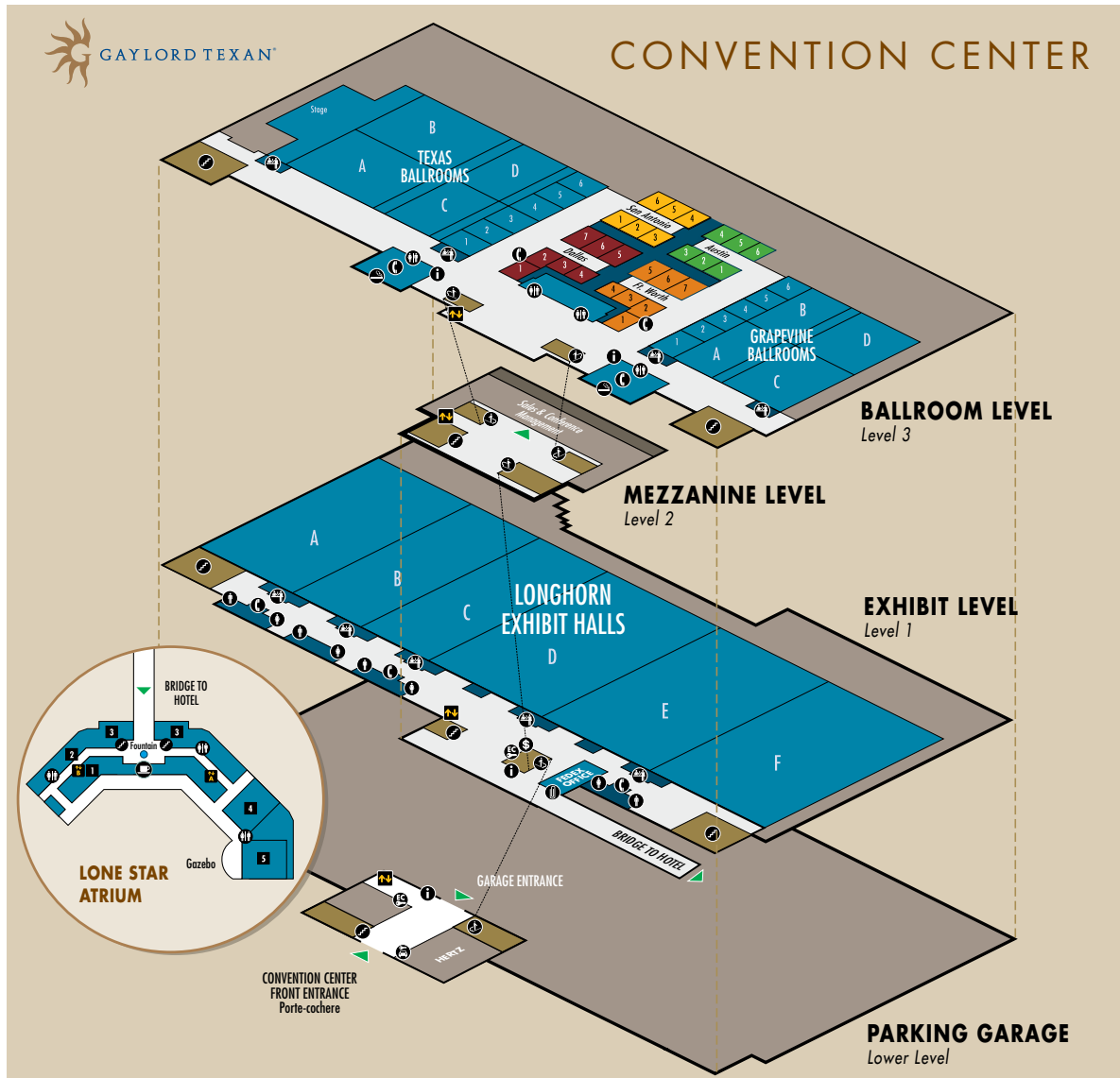
He started his dairy career early in the 1960s as an economist with the Eastern Milk Producers Cooperative. Not long after, he was recruited to join the staff of the Milk Industry Foundation and the International Ice Cream Association and began to build a foundation for bringing new cohesion and growth to the industry. Tip never strayed far from the dairy industry and in 1980, he founded the annual International Sweetener Colloquium, bringing together food and beverage companies that use sugar to discuss common issues.

In October 1983, Tipton married Connie Eaton Broadstone who also worked for the industry associations, and together they made many contributions to the industry. That same year, Tipton founded the Annual Capitol Hill Ice Cream Party, and in 1984 he and Connie led efforts to have then President Ronald Reagan proclaim July as National Ice Cream Month and the third Sunday of July as National Ice Cream Day. This action required two-thirds approval by Congress before a presidential proclamation could be considered by President Reagan. The proclamation, approved by Congress and issued by Reagan in 1984, is still celebrated today. This past July, the White House released a photo of President Barack Obama celebrating National Ice Cream Day with a sundae.

Tipton founded the Dairy Forum in 1985 as an event for encouraging policy dialogue among processor and producer leaders. In 1988, he created the International Dairy Show, an industry trade show that today features the newest innovations in technology, packaging, ingredients and services for the dairy foods industry. Perhaps two of his greatest career accomplishments occurred in 1990. Tipton rallied the dairy food manufacturers to create the International Dairy Foods Association, which brought together the Milk Industry Foundation, the International Ice Cream Association and the National Cheese Institute in an effort to magnify the voice of the dairy processing industry in Washington, D.C. At the same time, Tip and Connie advocated for an act of Congress to authorize a dairy industry commodity check-off program. Milk companies passed a funding referendum in 1993 that established the Milk Processor Education Program (MilkPEP)

Tip is survived by his wife of 30 years, Connie Tipton and their four children and five grandchildren.

Map



DIRECTIONS – Additional Meeting Rooms in Hotel Level 1, 3 & 4

- 1** BLUEBONNET & PRIMROSE BOARD ROOMS:
Level 4 via Lone Star B Elevators
- 2** DEL RIO 1-3 MEETING ROOMS:
Follow Bridge to Hotel, Turn Right at Fountain
- 3** APPALOOSA, MUSTANG & PALOMINO:
Level 3 via Lone Star A or B Elevators or Stairs
- 4** PECOS 1-4 MEETING ROOMS:
Follow Bridge to Hotel, Turn Left at Fountain
- 5** YELLOW ROSE BALLROOM:
at the Gazebo



LEGEND

- | | | | | | |
|-----------|-------------|--------------|-------------------------|--------|-------------------|
| Elevator | Restrooms | ATM | Conference Registration | Stairs | Hertz Rental Cars |
| Escalator | Information | Smoking Area | Express Checkout | Phones | FedEx Office |



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10255 West Higgins Road, Suite 900
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847/803-2000
www.dairy.org



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2101 Wilson Boulevard, Suite 400
Arlington, VA 22201
703/243-6111
www.nmpf.org



UNITED DAIRY INDUSTRY ASSOCIATION

10255 West Higgins Road, Suite 900
Rosemont, IL 60018-5616
847/803-2000
www.dairy.org