



CENTER FOR Dairy EXCELLENCE

2301 North Cameron Street  
Harrisburg, PA 17110

**2019 Dairy Financial  
and Risk Management  
Conference Registration**

Registration due: September 4, 2019

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*With the ever-changing U.S. dairy industry, the tenth annual Dairy Financial and Risk Management Conference will provide an opportunity for dairy industry professionals to come together and learn how they can better serve their clients. Attend the conference on Wednesday, September 11, at the Central Penn Conference Center in Summerdale, PA.*

Return form by **September 4, 2019** to:  
Center for Dairy Excellence, 2301 North Cameron St., Harrisburg, PA 17110  
By Fax: **717-705-2342** By Email: **hzimmerman1@centerfordairyexcellence.org**

Please complete this form to participate in the 2019 Dairy Financial and Risk Management Conference. The cost to attend the event is \$200 per person, discounted to \$150 for representatives of organizations listed as Center Allies for Advancement (at a Bronze level of support at \$1,000 or higher.)

Participant Name \_\_\_\_\_ Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Please indicate which area of the dairy industry you work in:  Ag Lending  Financial Planning  Business Consulting

Others, please describe: \_\_\_\_\_

Please indicate method of payment: (Checks should be made payable to the Center for Dairy Excellence)

I have enclosed a check for \$200 (\$150 for Allies for Advancement representatives) for my registration

Please invoice me for \$200 (\$150 for Allies for Advancement representatives) for my registration

I plan to pay the registration cost at the event.

Please list the name of the Ally for Advancement Organization you represent: \_\_\_\_\_

Please return by **September 4, 2019** to: Center for Dairy Excellence, 2301 North Cameron Street, Harrisburg, PA 17110

A CENTER FOR DAIRY EXCELLENCE PROFESSIONAL DEVELOPMENT LEARNING PROGRAM

# 2019 Dairy Financial and Risk Management Conference

**SEPTEMBER 11, 2019**

**8:30 a.m. to 3:30 p.m.**

CENTRAL PENN CONFERENCE CENTER • 600 VALLEY ROAD, SUMMERDALE, PA 17093



CENTER FOR Dairy EXCELLENCE

**Dairy Excellence  
FOUNDATION**

*The Center for Dairy Excellence Foundation Education Programs  
Are Approved for the Educational Improvement Tax Credit Program.*

PROVIDING DAIRY LENDERS AND FINANCIAL PROFESSIONALS WITH FINANCIAL BENCHMARKING AND RISK MANAGEMENT FUNDAMENTALS

## 2019 CONFERENCE AGENDA

- 8:30 a.m. Registration with breakfast
- 9:00 a.m. **Welcome from the Center for Dairy Excellence**
- 9:15 a.m. **Benchmarking to Avoid Financial Risk** with Gary Sipiorski
- 10:30 a.m. Break
- 10:45 a.m. **Helping Your Clients Develop a Full Risk Management Plan** with Christine Brodeur
- 12:00 p.m. Networking lunch
- 1:00 p.m. **Mergers, Acquisitions and Liquidations** with Michael Peachey and George Cook
- 2:10 p.m. Break
- 2:25 p.m. **Innovation and Opportunities – Global and Domestic** with Kara McDonald, Jacqi Coleman and Judy Whisler
- 3:20 p.m. Closing comments and wrap-up
- 3:30 p.m. Adjourn

### DURING THE TENTH ANNUAL CONFERENCE, YOU'LL LEARN ABOUT:

- Current market dynamics
- Whole farm risk management plans
- Business planning and decision-making resources
- Innovation opportunities
- Best management practices on the farm



**CHRISTINE BRODEUR**  
*Director, Dairy Farmers of America Risk Management*

Christine Brodeur serves as director for DFA Risk Management, a division of Dairy Farmers of America, Inc. She began her career with the Cooperative in 2008 as a communications specialist. In 2011, she transitioned to DFA Risk Management to assist in providing members with information to better understand forward contracting opportunities. Christine is now responsible for leading the membership team within DFA Risk Management to work with members across the country and support profitability by eliminating price uncertainty. In 2018, Christine received her insurance broker's license and has been tasked with driving the expansion of the Cooperative's offerings into Dairy Revenue Protection insurance. Christine received her Master of Business Administration from Le Moyne College in 2015. She lives in Warners, New York with her family.



**JACQI COLEMAN**  
*Vice President of Global Innovation Partnerships, Dairy Management Inc.*

Jacqi Coleman joined Dairy Management Inc. in 2016 as Vice President, Global Innovation Partnerships. Jacqi brings over 15 years of consumer package goods experience from businesses owned by PepsiCo. Her experience includes brand management and leading innovation for well-known brands such as Dole Juices, Tropicana and Quaker. In her current role at DMI, Jacqi leads the partnership teams at McDonald's, Kroger and Shamrock Farms and helps to identify opportunities to increase dairy sales and build trust and support for our dairy farmers. She graduated from the University of Illinois at Urbana-Champaign with a bachelor's degree in general engineering. In 2008, Jacqi earned a Master of Business Administration in marketing and strategy from Northwestern School Kellogg School of Management. Jacqi currently lives in Palatine, IL with her husband Jay and two daughters Claire and Kylie.



**GEORGE COOK**  
*Attorney, Blakinger Thomas, P.C.*

George Cook is a shareholder of Blakinger Thomas and Chair of the Agricultural group. George's primary practice areas are real estate, agricultural, zoning and subdivision and litigation relating to real estate and land use. He also is a member of the firm's Wills, Estates, Trusts, Elder Law, and Planned Giving practice group. His specific concentrations are in real estate transactions and financing, real estate settlement services, agricultural preservation, advising farmers and other landowners, Agricultural Security Areas, ACRE disputes, Clean and Green, 1031 exchanges, estate planning and similar matters. George also has significant experience in municipal law, having represented many landowners before zoning hearing boards, municipalities, and various Pennsylvania courts of common pleas and appellate courts. George appreciates Lancaster's wonderful land and is proud that part of his practice helps preserve the land for future generations.



**KARA MCDONALD**  
*Vice President of Global Marketing Communications, U.S. Dairy Export Council*

Kara McDonald serves as vice president of global marketing communications at the U.S. Dairy Export Council. She is responsible for overseeing and implementing business-to-business initiatives that will increase the demand for U.S. dairy ingredients and cheeses. She also provides strategic direction in activating the U.S. Dairy positioning platform. Kara has represented farmers for more than 17 years in various marketing and communications roles as part of dairy checkoff in local, regional, national and international activities. Her strong dairy roots and passion for agriculture trace back to her family's fifth-generation Pennsylvania dairy farm. Kara holds a bachelor's degree in dairy and animal science from Penn State University, a master's degree in agricultural economics from Purdue University and a Master of Business Administration from the Indiana University Kelley School of Business.



**MICHAEL PEACHEY**  
*CPA and Partner, Acuity Advisors and CPAs, LLP*

Michael Peachey is a CPA and partner with Acuity Advisors and CPAs, LLP, where he leads the firm's agri-business services practice. Michael advises clients on a variety of business growth, financing, succession and exit planning events in the life cycle of their business. Michael has played active leadership roles in many agricultural industry organizations and is currently a member of PennAg Industries, Professional Dairy Managers of Pennsylvania, U.S. Farm Financial Standards Council and the Lancaster County Agriculture Council (Chair 2014-15). He currently serves on the Team Pennsylvania Agriculture Advisory Board and was honored to serve on the Blue Ribbon Commission for Lancaster County Agriculture. Michael graduated from Goshen College with a degree in accounting. He resides in Lititz, Pennsylvania with his wife Jana' and four children.



**GARY SIPIORSKI**  
*Dairy Development Manager, Vita Plus Corporation*

Gary Sipiorski serves as the Dairy Development Manager with Vita Plus Corporation. In 1973, he graduated from the University of Wisconsin at River Falls with a degree in animal science and went on to work for Ralston Purina for 18 years. He then spent 17 years with the Citizens State Bank of Loyal as an agricultural loan officer and worked his way up to President and CEO where he serves on the Board of Directors. Actively involved in the state of Wisconsin, Gary has served on the Board of Directors of the Wisconsin Rural Leadership Program, served as state and national director of the Independent Community Bankers of America, and served as chair on the national agricultural committee. Gary writes for Hoard's Dairyman and many other agricultural publications, and is the author of the book "Dairy Money Matters" published by Hoard's Dairyman. Gary has been married to his wife Linda for 46 years. They have three adult children and four grandchildren.



**JUDY WHISLER**  
*Vice President of Knowledge and Insights, Dairy Management Inc.*

Judy Whisler is a Vice President of Knowledge and Insights for Dairy Management Inc. In this role, Judy provides consumer insights support for DMI's strategic partners on both the retail and food service side including DFA Domestic and International, McDonald's, and Domino's. Judy joined DMI in 2016 with more than 25 years of insights experience, having worked with the innovation teams at Kraft, Sara Lee, and ConAgra Brands. Judy received her bachelor's degree from The University of Pennsylvania and a Master of Business Administration from the J.L. Kellogg Graduate School of Management at Northwestern University.