

Looking For Tomorrow's Dairy Leaders Today

Are you prepared to deal with your nonfarm neighbors who see your dairy as a nuisance? Could you calmly answer attacks from an anti-dairy activist? Would you like to work more effectively with employees, your family, or your management team? Would you like to develop your leadership skills to shape the direction of the dairy industry? If so, there is a conference you must attend.

Young Dairy Leaders Institute (YDLI) is seeking the best and the brightest young dairy professionals from throughout the nation for its fourth class to be held February 2002 and 2003 in Tampa, Fla. Dairy producers and allied dairy industry members, ages 22 to 45, are encouraged to apply.

The YDLI experience includes a focused three-phase leadership and communications skills development program sponsored by the Holstein Foundation.

YDLI's unique hands-on approach to leadership development distinguishes it from other national dairy leadership conferences. By weaving timely and cutting edge issues information into its leadership skills workshops, YDLI allows participants to learn by actively engaging in exciting and dynamic exercises, practicing newly acquired skills in mock senate hearings, community and board meetings, and media interviews.

This intensive training promotes strong and long-lasting relationships among participants and helps to foster YDLI's mission of building unity in the dairy industry. YDLI's diverse participants include men and women who are dairy enthusiasts ages 22 to 45. Alumni from the Institute work with all breeds of cattle and include both producers and allied industry professionals who hail from states ranging from California to New England and Florida to Washington. Through YDLI, they learn the importance of both appreciating differences and reaching consensus on issues facing the industry.

Phase I of YDLI is a four-day conference focusing on developing the participants' individual leadership skills, enhancing communication and media relation skills, understanding personality styles, developing effective meeting skills and beginning board member training, all against a backdrop of urgent issues facing the industry.

Phase II provides participants the opportunity to put into practice their newly acquired skills by undertaking outreach activities in their communities. This phase also allows participants to network with other class members.

Phase III brings participants together for a second four-day conference focusing on team development and group leadership skills, affecting the public policy process, advanced board member training, and advanced media relation skills with timely issues woven into the program. Participants learn from and are inspired by top industry leaders and nationally recognized speakers who convey a spirit of optimism for the future.

By integrating all of these skills, graduates of YDLI are positioned to strengthen the institutions and organization to which they belong; the communities in which they live; and the dairy industry from which they derive their livelihood. To date, YDLI alumni include nearly 300 dairy producers and professionals making leadership contributions at the local, state, and national level.

Pete Kappleman, dairy producer and former president of Professional Dairy Producers of Wisconsin, says, "I've been a part of numerous young farmer and cooperator programs, but YDLI has by far had the biggest impact on me." Karla Spencer, extension specialist in Missouri, states: "YDLI is an experience I can draw upon every day. If I can practice half of what I learned I'll be twice as effective."

Duane Nelson, dairy producer from Minnesota, feels

"YDLI has helped me to better understand, communicate, and get along on the home front. It should also help me to be a better board member."

Utah dairy producers John and Maria Nye summed up their YDLI experience as follows: "This has been a tremendous learning and growth experience for us personally and for our dairy. We want to encourage others to share the experience."

If you want to be included among this group of enthusiastic young agricultural professionals who approach issues with optimism and achieve results, then YDLI is for you. For more information and applications, contact Ellen Merrill at the Holstein Foundation by phone, 1-800-952-5200 x4231; email, emerrill@holstein.com; or look up the foundation's website at www.holsteinfoundation.org.

Applications are due August 15.

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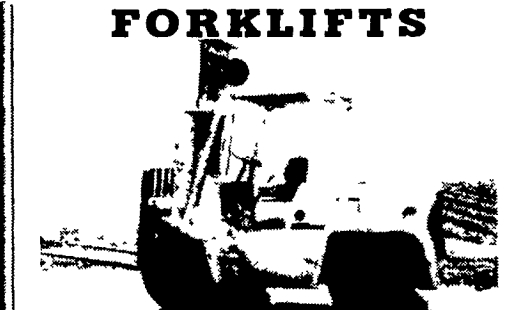


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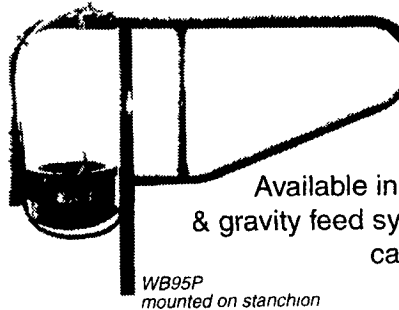
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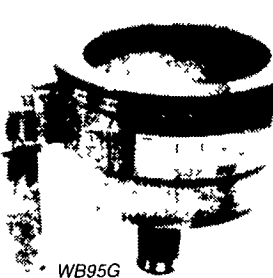
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