

YDLI Class 7 - Phase 3 Agenda



Wednesday, February 29

9:00 AM – 6:00 PM Optional Pre-Conference Tour - Santa Fe

8:00 – 9:00 AM & 4:00 – 6:00 PM Registration

6:30 PM **Tailgate Party** – Sponsored by Cargill
Networking Leaders: Brett Barlass & Kathryn Walker

Thursday, March 1

6:30 – 7:30 AM **Breakfast**

8:00 AM **Spring Media Training** – Sponsored by Dairy Management Inc.
Coaches David Pelzer, Dairy Management Inc. & Joan Horbiak, Health & Nutrition Network

Are... You.... Ready... to Move from the Minors Up to Majors?

Grab a hot dog, sip on an ice cold chocolate milk, and grab your seat for Spring Training. America's favorite pastime is back as YDLs take the field for another season of media training. Spring training is when championship teams are built, and watching a team come together is exciting journey.

The media is a game. And you can't win if you don't play. Our Spring Training levels the playing field by helping you use sure-fire plays to effectively communicate with fans and the media. This Spring Training is specifically designed to address animal care issues likely to raise challenges for the dairy industry. Why play? As the number of people involved in agriculture continues to shrink and anti-animal agriculture activists increase, bench strength is needed (having dairy producers you can call upon with little notice) to ensure our fans hear a balanced message about animal care practices. Dairy producers have a compelling story to tell to our fans – one that centers on the safety and wholesomeness of dairy products, and that the animals receive the highest level of care.

The YDLI invitees for camp are loaded with talent and have their sights set on a World Series run. We need some sluggers to produce to the dairy industry. It's the season when champions need to stand and deliver.

10:00 AM **Time-Out**

10:30 AM **Spring Media Training** continued...

12 noon **Lunch**

1:00 PM **Dairy Foods and Production – from “Down on the Farm” to Headlines**
Discussion About Milk's Image – Sponsored by International Food Information Council
Presented by Marianne Smith Edge, MS, RD, LD, FADA

When did drinking a glass of milk move from being a good health practice to a controversial issue? Today, dairy foods are viewed through a multitude of lens including nutrition, safety and sustainability by consumers and health professionals. This session will provide an overview of consumer attitudes about health and food safety and specifically address the current health benefits of dairy along with exploring the current concerns. Insights on the conversations about the safety, production methods and sustainability of the dairy industry will be discussed as viewed by the consumer and health professional.

- Identify the current health benefits of dairy consumption
- Understand the food safety concerns raised by the consumer
- Communicate the sustainability efforts of the dairy industry

- 2:00 PM Phase II Reports**
Given in alphabetical order by last name, every class member will have an opportunity to give a 5-minute report on their Phase II advocacy projects, actions, and achievements.
- 3:00 PM Time-Out**
- 3:30 PM Phase II Reports**
- 5:00 PM Intermission**
- 6:00 PM Dinner & Keynote** – Sponsored by Farm Credit System Foundation
Presented by Pete Kappelman, YDLI alum and Land O'Lakes President
Purpose, Attitude and Preparedness will not only put you in the game, but give you the opportunity to **Take the Lead!** Your leadership objectives are obtainable.

Friday, March 2

- 6:30 – 7:30 AM Breakfast**
- 8:00 AM All Star Leadership: Hitting the Cycle from Conflict to Championship**
Conflict Management Workshop – Sponsored by Northeast Agricultural Education Foundation
Presented by Wes Jamison
- The Umpire is Blind!**
See yourselves and others in the light of conflict, and come to understand the fundamental principles of conflict.
- Identify the different types of conflicts and conflict strategies
- 10:00 AM Time-out**
- 10:30 AM Arguing the Call Without Getting Ejected**
Bottom of the 9th, tied score, tensions are high, competitive juices are flowing. Now, what do you do when you disagree with the call? This component models conflict management strategies and gives the warring sides the chance to practice the correct ways to argue.
- Identify your conflict strategies, and others' strategies
 - Diffuse and direct conflict communications through proper communication skills
- 12 noon Lunch**
- 1:30 PM Fighting 'Till the Cows Come Home**
Witness a live debate between a prominent leader of a major anti-animal agriculture animal rights group and a noted author in favor of animal agriculture. The debate will address the fundamental questions "Why should people be allowed to use dairy cows?" and "What basis do people have for exploiting animals?"
- Identify the key arguments of both sides
 - Question the panelists regarding their views and the practicality of making policies based on their views
 - Clarify the basis of opposition to, and support for, dairy farming
- 3:15 PM Time-out**



- 3:30 PM What's in a Ballpark Hotdog?! Making Meaty Messages that Taste Good *and* Work!**
 We'll examine how messages are made, and what makes a really effective message work. Then we'll construct our own messages using the principles of the day's learning and the various sessions.
- Understand the principles of effective messages, and apply those principles toward making your own messages
 - Gain a better understanding of what communicating to various audiences requires

5:00 PM Intermission

6:00 PM Dinner

Saturday, March 3

6:30 – 7:30 AM Breakfast

8:00 AM Team Strategies for Winning in the Game of Public Policy
Presented by Bonnie Burr, YDLI alum

This session will address steps needed to build a winning dynasty in the sport of state and local politics. Small breakout sessions will allow team members to assemble data and stats on opposing teams to keep increasing that critical number in the win column.

- Identify crucial games
- Build your winning lineup
- Strategize on taking the series
- Promote the team
- Increase your fan base

10:00 AM Time-Out

10:30 AM Team Strategies for Winning in the Game of Public Policy continued...

12 noon Lunch

1:00 PM Phase II Reports

3:00 PM Time-Out

3:30 PM The Power of Influence – Sponsored by Elanco
Presented by Speaker & Author Ty Bennett

Leadership comes down to influence. The ability to persuade, motivate, inspire, and move people to action is an essential skill that every leader needs to develop. In this interactive session, Ty Bennett will share insights that will make you a stronger leader by increasing your influence and impact with people.

- Learn what lasting influence is based on
- Define the essential qualities and characteristics of leadership
- Understand the mindset that leads to stronger leadership
- Discover ways to invest in those around
- Expand beyond the golden rule to the platinum rule of relationships

5:00 PM Intermission

6:00 PM Dinner & Entertainment – Sponsored by Allflex USA, Inc.
 Get ready to experience authentic Albuquerque during this special closing event at the world famous El Pinto restaurant!

