



MANAGEMENT SKILLS PROGRAM FOR DAIRY PROFESSIONALS

A certificate program designed to build leadership, management, and business acumen in dairy industry professionals.

Wisconsin Cheese Makers Association (WCMA), in partnership with the Wisconsin School of Business at the University of Wisconsin–Madison, is pleased to continue its world-class development program for dairy managers and supervisors.

The *Management Skills Program for Dairy Professionals* targets key people within your business: the managers and supervisors that lead and motivate your employees.

Participants will spend a total of eight days (four, two-day modules) immersed in thought provoking and pragmatic training, with group discussion, case studies and action learning components built into each module. Each participant will receive an intense, interactive, world-class education culminating in a Management Skills Certificate from the Wisconsin School of Business.

Location—All modules will take place at the award-winning Fluno Center for Executive Education on the University of Wisconsin-Madison campus. Designed exclusively as an executive education learning facility, the Fluno Center provides the ideal location for the *Management Skills Program for Dairy Professionals*.

Flexibility—Each module will repeat annually. Participants are encouraged to complete these four modules in sequence, but the program is flexible. Participants may begin the program with any module, and must complete all four modules within two years to earn a Management Skills Certificate from the Wisconsin School of Business.

Graduation—Participants will be honored and receive their certificate at the annual joint meeting in April of the Wisconsin Cheese Makers Association and Wisconsin Center for Dairy Research.

Program Cost—WCMA and the Wisconsin School of Business have worked together to bundle all participant costs into a single, special rate, including instruction, education materials, meals, parking, and overnight accommodations for two nights. The cost to attend a module is \$1,455 per participant. WCMA manufacturer and processor/marketer members that complete the program and earn a Management Skills Certificate will receive a program reimbursement from WCMA. The Association will provide these members with \$1,000 for each successful participant.

Register Today—Register your staff using the form on the back of this flyer. Visit www.wischeesemakers.org for information on additional modules.



PROGRAM MODULES

MODULE A | SEPTEMBER 8–9, 2010

Leadership / Management Mindedness and Team Building

- Understand the effective work team
- Develop team goals, rules, procedures
- Practice and observe “Leadership in Action”
- Evaluate your leadership profile

MODULE B | NOVEMBER 9–10, 2010

Persuasion and Influence; Problem Solving and Decision Making

- Analyze the positive and negative impacts of change on your employees
- Apply proven Problem Solving Techniques
- Learn to provide meaningful feedback to your best and marginal employees

MODULE C | JANUARY 18–19, 2011

Interpersonal Communication and Emotional Intelligence

- Effective communication
- Negotiate win-win agreements
- Make conflict a growth opportunity
- Improve your emotional intelligence

MODULE D | MARCH 29–30, 2011

Dairy Business Acumen: Basic Finance and Marketing in Dairy

- Learn Basic Finance and the revenue and cost centers of your organization
- Marketing in the Dairy Industry and how it influences your organization

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MODULE C | JANUARY 18–19, 2011

January 18—Interpersonal Communication

- Improve your communication/interpersonal skills
- Understand your behavioral tendencies and how they affect others
- Learn to understand, respect, and value individual differences
- Enhance your use of verbal, vocal, and visual communication
- Increase your effectiveness in completing tasks by improving your relationships with others

January 19—Emotional Intelligence

- Enhance your understanding of emotions for individual and work group success
- Understand the influence of stress and anger on performance
- Learn the diversity and sources of beliefs that fuel our emotions

Start your key managers and supervisors on a path toward excellence with the third in a series of four management training modules. Enrollment is limited to 30 persons.

Registration deadline is January 7, 2011.

Module C Instructors



President of the Center for Advanced Studies in Business in the Wisconsin School of Business, **Tammy Thayer** has more than 25 years experience designing and delivering training programs on leadership and communication skills for all levels of managers. She has worked for Nestle Perugina (Italy) in Human Resources, worked as a Consultant for Hewitt Associates, and was Managing Director of both IBC Gulf Conferences and Institute for International Research (United Arab Emirates). She holds a MBA from Boston University and a bachelors degree in sociology from UW-Madison.



As the Director of the Basic Management Certificate Series program, **Robert Shaver** regularly works with companies throughout the Midwest, designing and delivering and fully-integrated, custom training programs. His clients have included: American Bar Association, American Red Cross, Apogee Wausau Group, Aqua-Chem, Caterpillar, CUNA Mutual Group, Elkay Manufacturing, P.H. Glatfelter Paper, Promega, Swiss Colony, Viking Insurance, and the Wisconsin Farm Service Agency.

REGISTRATION

MODULE C | JANUARY 18–19, 2011

MANAGEMENT SKILLS PROGRAM FOR DAIRY PROFESSIONALS



Participant Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ ZIP _____ Phone: _____

Fax: _____ Email: _____

Please remit \$1,455 for each participant. Copy this form to register additional personnel.

Payment Options: Program payment by check or credit card is required prior to the start of the program.

CHECKS: Payable to: Center for Advanced Studies in Business

Mail to: Center for Advanced Studies in Business, 601 University Avenue, Madison, WI 53715, Attn: Adam Barnes

CREDIT CARD: AmEx Mastercard Visa

CC#: _____ CCID# (code on back of card): _____ Exp. Date: _____

Cardholder's Name: _____

Registration deadline is January 7, 2011. Please e-mail, fax, or mail (with check) this registration form. Send e-mail to Pam Yunker at pyunker@exed.wisc.edu or fax to 608-441-7358. If registering and paying by mail, send to: Center for Advanced Studies in Business, 601 University Avenue, Madison WI 53715 Attn.: Adam Barnes

Questions? For more information contact Pam Yunker, 608-441-7330, or email pyunker@exed.wisc.edu