



WISCONSIN
SCHOOL OF BUSINESS



Introducing the

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 announce a new world-class development program for managers and supervisors in dairy and related industries.

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.



MANAGEMENT SKILLS CERTIFICATE PROGRAM MODULES

MODULE A | JULY 28-29, 2009

Leadership / Management Mindedness and Team Building

- Understand the characteristics of an effective work team
- Learn to develop team goals, rules, and procedures
- Practice and observe "Leadership in Action"
- Evaluate your personal leadership profile
- Build your leadership strengths

MODULE B | NOVEMBER 10-11, 2009

Performance Management; 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 26-27, 2010

Interpersonal Communication; Emotional Intelligence and Conflict Resolution

- Understand the rules for effective communication
- Negotiate win-win agreements
- Make conflict a growth opportunity
- Become aware of and improve your emotional intelligence

MODULE D | MARCH 31– APRIL 1, 2010

Dairy Business Acumen; Basic Finance, Sales, and Marketing in Dairy

- Learn the revenue and cost centers of your organization
- Understanding that Sales is the Top Line
- Marketing in the Dairy Industry and how it influences your organization

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.



Coordination of Instruction

The curriculum for the *Management Skills Program for Dairy Professionals* will be built and managed by Robert Shaver, a faculty associate with Executive Education, a continuing education unit of the University of Wisconsin-Madison School of Business.

Prior to his academic appointment in Madison, Bob had more than twenty years of non-academic work experience in automotive repair, construction, naval engineering, nursing homes, consumer and real-estate lending, and state governance. His career included ten years of managerial experience as a first-line supervisor, middle manager and senior manager.

As the Director of the Basic Management Certificate Series at the Wisconsin School of Business, Bob is responsible for the development, marketing, and management of an adult education/outreach program serving about 700 first-line supervisors each year.

PROGRAM Q&A

Who can attend the Management Skills Program for Dairy Professionals?

Many managers and supervisors have risen to strategic positions in the dairy industry without formal management training. As such, this unique, world-class program has been produced exclusively for managers and supervisors at WCMA member companies and cooperatives, rather than owners or 'final-decision-makers.' Dairy producer managers are also invited to participate in the program.

Enrollment in each module is limited to 30 persons. WCMA manufacturer and processor/marketer members will receive first priority for placement, followed by WCMA supplier member companies and dairy producers.

How is each module conducted?

Each module will be conducted in a large, spacious classroom that provides ample room for participants to stretch their minds and their legs. The programs will be led by Wisconsin School of Business faculty and adjunct faculty that practice outside the classroom. Our programs will provide a dynamic environment with a mix of discussion, interaction, experiential learning, team exercises, lecture, and case study.

Will the program accommodate the dairy industry's busy production schedules?

Yes. The *Management Skills Program for Dairy Professionals* has been designed with key input from dairy manufacturers. Each module is brief (two-days, two-nights) and held exclusively within the Fluno Center for Executive Education in Madison, Wisconsin. Your participants may enter the program with any module and complete the modules in any order. Participants have two years (from the date of their first module) to complete the four-module certificate program.

Is there an advantage to completing the modules in order?

Yes. Instructors in the Wisconsin School of Business report advantages to "cohort" education, that is, a group of industry professionals completing a program as a "class." Industry leaders are encouraged to support your key management staff in attending these four modules in a single year. But the program is flexible and offers the same quality training no matter how your managers and supervisors arrange their participation.



ABOUT THE FLUNO CENTER AND WISCONSIN SCHOOL OF BUSINESS

Building on the University of Wisconsin–Madison tradition of excellence in academics and research, the Fluno Center serves as the gateway to the university. The center connects the university's vast resources to the professional community. Every year, thousands of professionals from industry, government and nonprofit organizations participate in continuing education programs taught by the university's diverse, world-class faculty.

The Fluno Center creates a total-immersion learning environment for individuals, professional groups and corporate teams to learn, exchange ideas and explore. Away from everyday distractions, the focus is on learning. Participants have the opportunity to experience top-quality education, network with peers and hold business meetings all in the same facility.

In 2009, the Wisconsin School of Business made the *Financial Times* annual list of the world's top executive education providers for the fifth consecutive year. For custom education the Wisconsin School of Business program was ranked 9th among U.S. schools and 19th in the world by the London-based publication. The custom programs ranked 6th in the world in the "value for money" category, and 1st for food and accommodations.



Welcome to world-class education right here in Wisconsin.

Attending a Module

Participants successfully registered for each module will stay overnight at the Fluno Center the evening before the first day of training. On day 1, instructional time lasts from 8:15 until 4:30 p.m. All modules are held in spacious classrooms, and breakfast, lunch, snack breaks and dinner are provided on the first day.

Participants spend a second night at the Center and training continues until 4:30 p.m. on the second day. Breakfast, lunch and breaks are provided on day two. Parking is available in the ramp under the Fluno Center.

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 and overnight accommodations for two nights. The cost to attend a module is \$1,425 per participant.

Register Today

Register your staff using the form provided with this brochure or visit www.wischeesemakers.org to print a registration form. Lodging and parking information will be sent along with a confirmation letter to your enrolled staff. Enrollment in each module is limited to 30 persons.

Cancellation and Substitutions

If your participant(s) are unable to attend a module, notify the registration office at (phone) 608-441-7302. A cancellation notification 14 days or more before a module will result in a full refund. A notification 13 days or less prior to the module will result in full payment retained by the Fluno Center. Failure to attend a module also results in forfeiture of the registration fee.

Your organization can substitute personnel for a module at any time prior to the module at no additional fee.

WCMA Incentive for Members

Wisconsin Cheese Makers Association wishes to encourage our members to participate in and benefit from this new certificate program. WCMA earns no revenue from this partnership with the Wisconsin School of Business. Our interest is the betterment of the dairy industry.

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.

In addition, WCMA will add value to this exclusive educational opportunity by celebrating member participation. Certified managers will earn their certificates on stage at our annual April events: the Wisconsin Cheese Industry Conference and International Cheese Technology Exposition. WCMA will promote the program and successful participants in our member newsletter, on our website and in industry trade publications.

Industry Incentives for Members

The *Management Skills Program for Dairy Professionals* is an exciting opportunity for dairy leaders to show your key management staff your interest in their professional development and career goals. We encourage members to incorporate this program into corporate strategic development and internal management incentives.

Any Questions?

For more information on the new *Management Skills Program for Dairy Professionals*, contact Casey Funseth in the Center for Advanced Studies in Business at the Wisconsin School of Business; Phone: 608-441-7302 or e-mail cfunseth@exed.wisc.edu.

Thank you for considering this new opportunity to build leaders in your dairy business.



The Fluno Center for Executive Education is located at 601 University Avenue in Madison. Information on the center is on-line at www.exed.wisc.edu/fluno

Module B

NOVEMBER 10-11, 2009

1. Problem Solving and Decision-making (Individual, Group, and Organizational)

- 10 Steps to problem solving and decision making
- Self-assessment: Are you a minimizer or maximizer? How does this influence what you do in the workplace?
- Stress: pre- & post-decision mental conflict and its effect on work group performance
- Stakeholder analysis: who should be included in the decision-making process?
- Five workplace cultures on problem solving, decision making and your role as a leader
- The myth of the perfect decision

2. Performance Management

- Manage and coach for enhanced morale and productivity without being a bully
- Hiring right: strategies for ensuring good “fit” with culture and employees
- Exit strategy: progressive discipline; if necessary, be prepared to terminate

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

Registration deadline is October 30, 2009

Module B Instructors



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.



Lori L. Silverman is the owner of Partners for Progress, a management consulting firm. Lori has a wide range of public-and

private sector management consulting experience in strategic management, enterprise-wide change, and total quality/performance improvement. Lori has worked with organizations in petroleum, continuous process, chemical distribution, airline, communications, and consumer, business and engineering service industries.

REGISTRATION MODULE B—NOVEMBER 10-11, 2009

MANAGEMENT SKILLS PROGRAM FOR DAIRY PROFESSIONALS

Participant Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ ZIP _____ Phone: _____

Fax: _____ Email: _____

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: Kristi Partenheimer

CREDIT CARD: AmEx Mastercard Visa

CC #: _____ Expiration Date: _____

Cardholder's Name: _____

Registration deadline is October 30, 2009. Please e-mail, fax, or mail (with check) this registration form.

Send e-mail to Casey Funseth at cfunseth@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.: Kristi Partenheimer