

HIGH PERFORMANCE LEADERSHIP:

Management Skills for Dairy Professionals

Dairy Business Acumen: Basic Finance and Business Planning



CUSTOM
EXECUTIVE EDUCATION
WISCONSIN SCHOOL OF BUSINESS

MODULE C

January 25 -26, 2012



The High Performance Leadership management skills series may be taken as a whole or as individual modules.

Are you looking for the meaning behind the numbers in your dairy plant?

	Volume Forecast			
	2010	2011	2012	2013
Commodity	850,000	875,000	900,000	920,000
Specialty	25,000	50,000	75,000	80,000
	875,000	925,000	975,000	1,000,000
Avg Sales/lb	\$2.84	\$3.03	\$3.19	\$3.22
Avg VC/lb	2.55	2.58	2.61	2.61
Avg CM/lb	\$0.29	\$0.44	\$0.58	\$0.60

	Annual Pounds	Sales/lb	Variable Costs/lb	Contribution Margin/lb	Sales - \$	Variable Costs - \$	Contribution Margin - \$
Commodity	920,000	\$ 2.63	\$ 2.52	\$ 0.11	\$2,415,000	\$ 2,314,144	\$ 100,856
Specialty	80,000	\$ 10.03	\$ 3.75	\$ 6.28	\$ 802,000	\$ 299,840	\$ 502,160
Total/Average	1,000,000	\$ 3.22	\$ 2.61	\$ 0.60	\$3,217,000	\$ 2,613,984	\$ 603,016

How far into the future do I really need to look?

How do I calculate this number?

What does this mean for my future business plans?

Join us for Dairy Business Acumen, Jan. 25-26, 2012, where you'll find the answers to these questions and more, all tailored to the dairy industry. See other side for details.

Questions

For more information on the High Performance Leadership program, contact Mal Jeffris, Wisconsin School of Business Custom Executive Education, at (608) 441-7355 or email mjeffris@exed.wisc.edu.

Register your staff today

using the form provided with this brochure or visit www.wischeesemakersassn.org/high-performance.html to register online. Lodging and parking information will be sent along with a confirmation letter to your enrolled staff.

Finance Basics

Instructor: Chuck Krueger

In this session, your participant will:

- Learn basic finance and understand the revenue and cost centers of your organization
- Analyze balance sheets and cash flow income statements
- Understand principles of management accounting and capital budgeting



Charles Krueger is associate professor and chair for Wisconsin School of Business Executive Education at the University of Wisconsin—Madison. He directs programs in accounting, finance business management,

and related fields. An enthusiastic, effective communicator, Chuck is noted for his ability to present financial concepts in a clear and practical manner. He serves as a guest speaker to numerous professional groups, public organizations, and companies nationwide.

Dairy Business Planning and Forecasting

Instructors: Mark Stephenson and Rich Scheuerman

In this session, your participant will:

- Understand milk pricing and how it influences your organization and the manufacturing process
- Construct a profit and loss statement for an individual product, focusing on both revenue and cost
- Explore the history of dairy regulation, current pricing issues, and federal orders
- Learn to interpret a milk check
- Explore principles of risk management in your business planning and forecasting
- Learn how to handle milk/cheese price changes



Mark Stephenson is the Director of Dairy Policy Analysis, where he has been employed since July 2010. In this position, Dr. Stephenson conducts and coordinates research and

outreach activities related to the dairy industry. He is involved in applied research at the firm-level, including milk assembly costs, processing costs and efficiencies, new processing technologies, and new dairy ingredients. He is also active in sector-level performance including dairy policy and price forecasting. Prior to his present position, Mark was the Associate Director for Educational Outreach with the Cornell Program on Dairy Markets and Policy.



Rich Scheuerman served as President and CEO of Alto Dairy Cooperative until its sale to Saputo in 2008. Prior to joining Alto, he worked as the Chief Financial Officer for

Raskas Foods and began his career in various financial and planning positions with Anheuser-Busch Companies, Inc. He currently teaches finance to MBAs and Statistics to undergraduates at a local college and consults for the Dairy Business Innovation Center.

REGISTRATION

High Performance Leadership: Management Skills Program for Dairy Professionals

**Sign me up for Dairy Business Acumen
(Module C), January 25-26, 2012.**

Sign me up for Module D, Leading & Managing Change,
March 7-8, 2012.

Participant Name: _____ Title: _____

Company: _____ Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____ Email: _____

Please Note: Registration deadline is Wednesday, January 18, 2012. Program payment by check or credit card is required prior to the start of the program. Please remit \$1,475 for each participant. Copy this form to register additional personnel if paying by fax or mail.

Register and Pay Online: www.wischeesemakersassn.org/high-performance.html

Register and Pay by Fax: Please fill out this form completely, including credit card information, and fax to Linda Gilsdorf at (608) 441-7358.

Register and Pay by Mail: If paying by credit card, please use the fields below. If paying by check, please make the check payable to Center for Advanced Studies in Business, Inc.

Mail to: Center for Advanced Studies in Business, Inc., 601 University Avenue,
Madison, WI, 53715, Attn: Linda Gilsdorf

CREDIT CARD: AmEx Mastercard Visa

CC#: _____ Expiration Date: _____

Cardholder's Name: _____

Questions? For more information on registration, contact Pam Yunker at pyunker@exed.wisc.edu or (608) 441-7330.

Please Note: If you are unable to attend a module, please notify the registration office at (608) 441-7330. A cancellation notification 6 days or more before a module will result in a full refund. A notification 5 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 cost.

For descriptions of all modules, please see our pdf at <http://media.exed.wisc.edu/custom-programs/wcma/HighPerformance-Leadership.pdf>



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