

# IMHA LEADERSHIP SUMMIT

## SEPTEMBER 17-18

Location: Marriott, Middleton, WI  
 \$144 room rate, available 9/15 - 9/19

*Dairy Bar Cheese Sponsored by: Wisconsin Cheesemakers Association*

*Dairy Bar Milk Sponsored by: Kwik Trip*

*Beverage Breaks Sponsored by: Stuart Tank Sales*

### Tentative Schedule:

#### DAY 1 Tuesday, Sept. 17

7:30 Registration

8:00 am Welcome by IMHA President

8 - 9 am Breakfast

9:00 am Welcome by WI DATCP, Laura Traas

10:00 am Session 1 - **“Application of Behavioral Psychology”**,  
 Doug Marcello, Saxton & Stump  
*How to promote safety by use of behavioral economics and psychology.*

11:00 Dairy and Beverage Break

11:15 Break into small groups  
*Peer to peer learning is essential. Take this opportunity to connect with fellow professionals to discuss the session you just listened to. Bring questions, a new idea you are thinking about, or even something you tried and failed, but want to tweak for the future.*

12:00 Lunch



1:00 Session 2 - **“Organic Growth and Leadership Development”**  
 Shawna Nelson, EVP of Membership, Organic Valley

2:00 Dairy Break

2:30 - 3:30 Session 3 - **Panel on Best Practices Creating a Safety Program**

3:30 - 4:30 Breakout in Small groups

5:00 - 6:00 Networking Reception



Dinner on your own

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**DAY 2**      **Wednesday, Sept. 18**

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7:30      Registration

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8:00 – 9:00  
am      Breakfast



9:00 am      **Session 1 – “Health & Well-Being: What are you Doing to Train Your Mind to be Focused, Balanced & Resilient?”**

*Chad McGehee, Inner Edge Meditation*

*Given the complexity of being a leader in the Milk Hauling industry, it is essential that leaders have the knowledge and skills to train their minds for greater performance and well-being. While IMHA leaders are best in class when it comes to navigating regulations, problem solving for growth and captaining a family business, there is a foundational component in performance and well-being that is often overlooked. When leaders are expected to provide support for everyone else, we focus on you. And we go straight to the root; we help leaders train their minds so they can reliably and authentically show up at their best.*

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10:00 am      Dairy and Beverage Break

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10:15      **Session 2 – “Preparing the Next Generation to Lead the Family Business”, Sherry Herwig, UW Family Business Center**

*Explore key strategies to nurture and develop your next generation of leaders, with a special focus on the unique challenges and critical conversations pertinent to family-owned businesses.*

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11:15      Break into Small groups

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12:00      Lunch

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1:00 – 2:00      **Session 3 – “Don’t Keep Score”, Ben Leibl, Kwik Trip**  
*Having Purpose and Compassion in the workplace while focusing on doing things for others without expecting anything in return.*

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2:00      Dairy Break

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4:30 - 6:30      Outside activity: *Tour of UW Babcock Dairy Facility*

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6:50 – 8:30      Reception and Dinner at Kavanaugh’s Esquire Club

**Guest Speaker** State Senator Joan Ballweg, *Majority Caucus Vice-Chair, Agriculture & Tourism Committee Chair*



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Summit Concludes ~ See you next year!

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