

# PDMP

*Professional Dairy Managers of Pennsylvania*

*... Seeking to Advance the Dairy Industry in Pennsylvania Through Improved Productivity and Profitability*



Register  
by  
May 28

## *Register for PDMP's June 3 Dairy Industry Issue Forum*

# Milk Pricing and Your Milk Check

### Featured Speakers



**Dr. Mark W. Stephenson**  
Cornell University



**Carl D. Herbein, CPA**  
Herbein + Company, Inc.

**Thursday - June 3, 2010 in Perry County**

**Afternoon Tour of Moo Echo Farms, Loysville, PA**

*Sponsored in Part by the PDMP Premier Partners*





# Professional Dairy Managers of Pennsylvania **2010 DAIRY INDUSTRY ISSUE FORUM**

## About Our Program

You work hard every day. You do it because you love your lifestyle and because you know what you are doing is important. But lately when you look at your milk check, you question how something you love so much could have gotten to this state of affairs.

This program is not a moan and groan session, although you'll be among friends with stories to share. This program is to give you a better understanding of the facts . . . and empower you to make personal decisions and take action.

Dr. Mark Stephenson will approach his discussion on milk pricing as someone who has walked among the decision makers. He is a respected authority and his background as a professor in applied economics and management at Cornell has put him in a unique position to explain the ins and outs of milk pricing.

His presentation will be followed by a briefing on what your industry is doing to bring about changes in pricing to benefit the producer. Both Alan Novak and Dennis Wolff carry your message in their daily contact with legislators and regulators.

Dairymen tell us one of the most confusing issues is how milk pricing translates to your milk check. Carl Herbein's firm handles accounts with cooperatives, milk processors, and dairy farms. He has seen how the milk check is developed from the inside out. As a boy on the farm, he remembers his own father grouching about milk check's. If you've been getting your check and can't make heads or tails of the numbers, he can help. He realizes your objective is to get more, but first he'll help you understand where you are now.

And finally, Brad Hilty will give you a major take-home. He will explain the spreadsheet he has developed that helps you look at the components of your check and see in clear terms how changes in your operations can also change your profitability.

**Thursday, June 3 – Perry County**

**Morning Program at Perry Reception Center  
Afternoon Tour of Moo Echo Farms**

## Milk Pricing and Your Milk Check

8:00 am	<b>Registration Desk Opens at Perry Reception Center</b> <i>(350 Green Park Road, Ellittsburg, PA 17024)</i>
8:40 am	<b>Welcome and Special Announcements</b> <i>Glenn Gorrell, PDMP President, and Alan Novak, PDMP Executive Director</i>
8:55 am	<b>Program Introduction by Our Meeting Moderator</b> <i>Charles E. Gardner, DVM, MBA Cargill Animal Nutrition Consulting Services</i>
9:00 am	<b>Milk Pricing: How it Works and How It Got That Way</b> <i>Featured Speaker -- Dr. Mark W. Stephenson, Cornell University</i>
10:00 am	<b>Milk Pricing Changes in the Making</b> <i>An Update on Activity in Washington and Harrisburg Alan Novak, PDMP Executive Director Dennis Wolff, Versant Strategies</i>
10:15 am	<b>Break</b>
10:30 am	<b>Understanding Your Milk Check</b> <i>An Interactive Session: Bring Your Check and Your Questions Featured Speaker: Carl D. Herbein, CPA, Herbein + Company, Inc.</i>
11:30 am	<b>Milk Check Check-Up</b> <i>Applying Changes to Increase Your Income Brad Hilty, Business Informatics &amp; Decision Systems Specialist, Penn State Dairy Alliance</i>
11:45 am	<b>An Overview of Moo Echo Farm</b> <i>Duane and June Hertzler</i>
Noon	<b>Lunch Served at the Reception Center</b>
1:00 pm	<b>Travel to Moo Echo Farms</b> <i>(In Your Own Vehicle - directions provided)</i>
1:15 pm	<b>Farm Tour and Q&amp;A Session</b> <i>Hosted by the Hertzler Family</i>
3:30 pm	<b>Adjournment</b>

Online Registration at: [www.pdmp.org](http://www.pdmp.org)

Toll Free: 877-326-5993 ♦ Email: [info@pdmp.org](mailto:info@pdmp.org)



# Registration Form

## Milk Pricing and Your Milk Check - Thursday, June 3, 2010

**Please Note: Registration Due by May 28, 2010**  
**For Registration Information Call 877-326-5993**

### **Registration for Members Producers & Associates**

\_\_\_\_\_  
Farm or Business/Organization Name

\_\_\_\_\_  
Registrant's Name (give name as it should appear on name badge)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Daytime Phone Daytime Fax

\_\_\_\_\_  
Email (Confirmations are only sent by email)

\_\_\_\_\_  
Web Address

\_\_\_\_\_  
Additional Registrant (give name as it should appear on name badge)

\_\_\_\_\_  
Additional Registrant (give name as it should appear on name badge)

Photocopy this form if necessary to register  
additional people from the same farm, business or organization.

\_\_\_\_\_  
People from a PDMP Member Farm at \$25 each = \$ \_\_\_\_\_

\_\_\_\_\_  
People from a PDMP Member Business or Organization  
at \$25 each = \$ \_\_\_\_\_

**Total Amount Paid:** \$ \_\_\_\_\_

### **Registration for Non-Members**

\_\_\_\_\_  
Farm or Business/Organization Name

\_\_\_\_\_  
Registrant's Name (give name as it should appear on name badge)

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Daytime Phone Daytime Fax

\_\_\_\_\_  
Email (Confirmations are only sent by email.)

\_\_\_\_\_  
Web Address

\_\_\_\_\_  
Additional Registrant (give name as it should appear on name badge)

\_\_\_\_\_  
Additional Registrant (give name as it should appear on name badge)

Photocopy this form if necessary to register  
additional people from the same farm, business or organization.

\_\_\_\_\_  
People from a Non-Member Farm at \$75 each = \$ \_\_\_\_\_

\_\_\_\_\_  
People from a Non-Member Business or Organization  
at \$75 each = \$ \_\_\_\_\_

**Total Amount Paid:** \$ \_\_\_\_\_

**Refunds will only be made if cancellation is received by May 28, 2010.**

5/10/10 - sgt

## Method of Payment

***Pay by Credit Card and Fax Your Registration!***

\_\_\_\_\_  
Please Email Me A Receipt for my Records

**MAIL** payment by sending the completed registration form with  
check payable to PDMP (Our Federal ID #: 23-3066186):

**PDMP Registration Office**  
**174 Crestview Drive, Bellefonte, PA 16823**  
**Toll Free: 877-326-5993 ♦ Email: info@pdmp.org**

**FAX** registration form with credit card payment information to:

**PDMP Registration Office Fax: 814-355-2452**

Credit Card Information:  Visa  MasterCard

\_\_\_\_\_  
Name on card (print)

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Exp. Date Signature

### **Our Thanks to The Companies Who Sponsor PDMP Meetings!**

Sponsor support makes it possible for PDMP to consistently offer high quality, timely, and topical meetings with such low registration fees. The list of sponsors for each meeting is updated regularly on the PDMP website and our members recognize these sponsors are committed to the future of the dairy industry. Be certain to thank our sponsors when you attend the meeting or when they stop by your farm to talk with you about their products or services. To learn how your company can become a sponsor and support education for dairy producers, go to the PDMP website at [www.pdmp.org](http://www.pdmp.org) or email: [info@pdmp.org](mailto:info@pdmp.org).



Professional Dairy Managers  
of Pennsylvania  
174 Crestview Drive  
Bellefonte, PA 16823-8516

**Register for the June 3<sup>rd</sup> Issue Forum**

*Milk Pricing and Your Milk Check*

## Put These Upcoming PDMP Events On Your Calendar

**AUGUST 5, 2010 in Blair County**

**“How to Make Money  
At Dairy Farming”**

**Afternoon Tour: Kulp Family Farm**  
*Hosted by Phil Kulp*

**NOVEMBER 4, 2010 in Lancaster County**

**“Dairying in the  
Chesapeake Bay Watershed”**

**Afternoon Tour: Spring Lawn Farm**  
*Hosted by Joe and Dave Garber*

## 2011 PA Dairy Summit

**Wednesday, February 2 & Thursday, February 3**  
**Lancaster Host Resort**  
**Lancaster, PA**

**Hosted by PDMP & PA Dairy Stakeholders**  
**Supporting Partners: Penn State Dairy Alliance**  
**Center for Dairy Excellence**  
**PA Department of Agriculture**

**[www.padairysummit.org](http://www.padairysummit.org)**