

*For Immediate Release
November 12, 2012*

Dairy Businesses to Meet at DBA's 13th Annual Business Conference in Madison

Green Bay, Wisconsin --- Dairy farmers from across the state will converge in Madison for the Dairy Business Association's 13th Annual Business Conference on November 27 and 28, 2012. Dairy producers, processors and allied industry supporters will hear from a variety of speakers, conduct an election for the DBA Board of Directors and honor members of the state legislature for their outstanding contributions to the dairy industry.

This year's conference is packed with excellent speakers and panel discussions. Jim Dickrell, the editor of *Dairy Today*, will be the Master of Ceremonies presiding over the event and introducing the cast of presenters.

Governor Scott Walker will be the first speaker to address the 350 participants at the conference. As a strong proponent of the dairy industry, Governor Walker will speak about the contributions dairy has made to Wisconsin and his plans to continue to grow the state's milk production.

Other speakers include Secretaries Ben Brancel, DATCP and Cathy Stepp, DNR; Charles Franklin, Marquette Law School Poll; Troy and Stacy Hadrick, Advocates for Agriculture; and Frank Mitloehner, University of California-Davis.

The first day of the conference will come to a crescendo by recognizing legislators for their contributions to the dairy industry with DBA's Legislative Excellence award before a reception to honor our hardworking dairy producers. The reception will, of course, feature some of the state's finest cheeses.

The DBA 13th Annual Business Conference will take place on November 27 and 28, 2012 at the Madison Concourse Hotel in Madison, Wisconsin. The reception to honor Wisconsin's dairy industry will be on November 27th at 6 p.m. also taking place at the Madison Concourse Hotel.

About DBA

The Dairy Business Association is an industry organization comprised of dairy producers, corporate as well as allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at www.widba.com.