



ISDA Annual Meeting

Wednesday, December 4, 2019– Thursday, December 5, 2019

Quality Inn & Suites

2601 E. 13th St.

Ames, IA 50010

AGENDA

Wednesday, December 4, 2019		Ames, IA
4:00 PM	Education	Ballroom AB
	<ul style="list-style-type: none">• Don Schindler, Dairy Management Inc. <i>How to market dairy successfully to the conflict health seeker audience in a digital age with experiential marketing techniques.</i>	
6:00 PM	Policy Meeting	Ballroom AB
	<ul style="list-style-type: none">• Dinner will be provided	
7:00 PM	Meeting adjourn for the day	
Thursday, December 5, 2019		Ames, IA
8:00-9:00 AM	Tour of ISU Food Science Lab	
	<ul style="list-style-type: none">• Meet in the Lobby of the Quality Inn & Suites at 7:30AM	
10:00 -10:30 AM	Iowa State University Update	Ballroom AB
	<ul style="list-style-type: none">• Stephanie Clark, Professor in the Food Science department	
10:30- 10:45 AM	Midwest Dairy Update	
	<ul style="list-style-type: none">• Jenna Finch, Farmer Relation Manager	
10:45 – 11:45 PM	Commodity Risk Management Group	Ballroom AB
	<ul style="list-style-type: none">• Matt Tranel, <i>Risk Management Advisor</i>	
11:45-12:30 PM	Lunch – Hickory Park	Ballroom CD
12:30 – 1:30 PM	Keynote Speaker	
	<ul style="list-style-type: none">• Corey Geiger, Hoard’s Dairymen Managing Editor	

1:30 PM	Annual Business Meeting (delegates required)	Ballroom AB
<ul style="list-style-type: none">• Call to Order• Roll Call• Minutes• Financial Statement• President's Report• Executive Director report• By-laws update• Elections• 2020 Policy Statements• Other Business		
	Meeting Adjourn	Ballroom AB

Brief 2019 ISDA Board Meeting to elect officers and set upcoming meetings held directly after annual meeting.