

Registration must be accompanied by \$100 registration fee made payable to:

**UW-Extension**

Mail to:  
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Chilton, WI 53014

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\_\_\_\_\_  
Name

\_\_\_\_\_  
Position

\_\_\_\_\_  
Address

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

For networking purposes, I am willing to share my mailing address and e-mail address with other participants.

Cost of this program is only \$100 for each participant. All other expenses are covered by a USDA/University of Wisconsin Dairy Initiatives Grant.

**Comments  
from past participants:**

From the assessment: "I feel that I am self-aware and have some feelings about what I would want to improve."

\_\_\_\_\_  
"The Management Assessment Center could make or break a farm."

\_\_\_\_\_  
"This report would carry as much weight to me as a loan officer as the farmer's cash flow."

\_\_\_\_\_  
"Continue to develop programs like these. Agriculture is becoming more and more reliant on ability to manage. More attention is needed to detail."

\_\_\_\_\_  
"The assessment brought out some interesting things that I was unaware of."

\_\_\_\_\_  
"Important to see yourself as others see you."

**Designed and Conducted by  
UW-Extension Dairy  
Assessment Center Team**

To learn more about our Assessment Center for Dairy Farm Owners/Managers, visit our website at:  
<http://cdp.wisc.edu/MAC.htm>



For additional information, contact:

Carl Duley  
Buffalo County UW-Extension  
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University of Wisconsin, United States Department of Agriculture and Wisconsin Counties Cooperating. University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.

Explore and enhance your management capabilities!!

**ASSESSMENT CENTER  
FOR DAIRY FARM  
OWNERS/MANAGERS**

**November 14-15, 2006  
Byron Retreat Center  
Fond du Lac, WI**





Having a profitable dairy farm means more than being good with cows and crops.

Successful farm management requires being able to lead and communicate with family members, employees, consultants and community members. It requires being able to manage your resources and information in order to make and implement creative and effective decisions.

Successful farm managers are developed, not born. The key to becoming a better manager is to understand your management strengths and weaknesses. At the Assessment Center for Dairy Farm Owners/Managers dairy producers have their management skills assessed in nine critical farm business management attribute areas. Each producer receives a personalized assessment which is used towards building a plan to make you an even better dairy farm manager.

**This is one of the only Management Assessment Centers in the country, which focuses on Agriculture.**

**The Assessment Center** features individual and group simulations involving challenges that an owner/manager of a dairy farm may encounter.

The assessment center will:

- Assess individual behaviors in the nine critical farm business management skills
- Offer the opportunity to interact with and learn from other dairy farm owners/managers
- Provide personalized feedback designed to improve your management abilities
- Initiate the development of personal action strategies focused on management

Management Attributes explored include:

- Communications
- Leadership
- Decision Making
- Planning/organizing
- Teamwork
- Empathy
- Managing Resources
- Initiative
- Creativity



**An Assessment Center** identifies and evaluates managerial and leadership capabilities using individual and group dairy farm simulations and exercises. Its strength lies in multiple observations by trained assessors.

Because of the individualized focus of this experience, enrollment is limited to 12 participants.

*This program has been valued at \$500.00. Funding made available through a USDA grant allows us to offer this program at a lower cost.*

**The registration fee of \$100 includes:** two days of management capacity building experiences, lodging, several meals and breaks; individual oral and written feedback/coaching to assist in action strategies.

**Assessment Center for Dairy Farm Owners/Managers...**

*Building a solid foundation of skills and knowledge will help you achieve excellence.*

This professional development experience involves:

**Day 1 ~ Assessment Center Activities**

- Group Discussion
- In-Basket Activity
- Performance Discussion
- Background Interview

**Day 2 ~ Assessment Center Activities**

- Group Discussion
- Case Study
- In-Basket Interview
- Personal feedback and coaching with assessor
- Wrap-up group session

**Follow-up**

Each participant will receive a written report and personal presentation summarizing the findings of the assessment center.

**Directions:**

**From the south** take Rt 41 & exit Brownsville/Waupun (Rt 49). Turn left (west) at the top of the ramp and go to the next stop sign, Rt 175. Go right (north) and follow to F. Turn left and follow to Byron Center. (Please note that Hwy F does not exit from Rt 41.)

**From the north** take Rt 41 to Main St. exit (Rt 175). Follow Rt 175 south to County Rd F, turn right (west) and follow County Rd F to Byron Center.