

CCOA

118th ANNUAL MEETING

“Charting a New Course for California Dairy Industry - Where is it Headed?”

The next quarter of the century will offer new challenges and opportunities for California's dairy industry. Will there be sufficient conditions in California for it to remain the country's #1 milk producing State? What do key industry leaders think when they are asked about what they see on the horizon for the California dairy industry? What will be the key economic drivers of milk supply and milk demand? What could be the potential impact of a Federal Milk Marketing Order for California? Gain the latest insights on these and other questions you have about California's dairy industry future by registering now to attend the 118th Annual CCOA Annual Meeting. Join in on the tremendous enjoyable and valuable networking opportunities to renew and develop new relationships with other professionals that will help chart a new course for the California dairy industry.

**June 26-27, 2017
SOUTH LAKE TAHOE**

KEYNOTES



Ross Bernstein.

The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the Sports World to the Business World". The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning peak performance business speaker who's keynoted conferences on four continents and has been featured

on CNN, ESPN, Fox News, and "CBS This Morning," as well as in the Wall Street Journal, New York Times and USA Today. In an engaging, provocative, and visually entertaining style, Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to chart your new course in the California Dairy Industry.



Kellen Erskine

Kellen Erskine was featured on season 7 of NBC's America's Got Talent. His jokes have appeared in many publications including the Reader's Digest. Kellen has been a finalist of both the San Francisco International Comedy Competition and the Great American Comedy Festival.

This year he performed at the prestigious Bridgetown Comedy Festival in Portland, Oregon. Kellen opens regularly for Frank Caliendo of FOX's NFL Sunday.

NEW FOR 2017!

Be sure to stop by and see what our Exhibitors are featuring. Companies will be showing off the latest products and services available to support California's dairy industry.

If you're interested in featuring your products or services, contact Sarah Kline at skline@ccoadaairy.org

PROGRAM (subject to change)

Sunday, June 25, 2017

- 3:00 p.m. Hotel Guest Check-In
- 4:00-6:00 p.m. Exhibitor's set up

Monday, June 26th, 2017

- 7:00 a.m. Registration, Exhibits and Continental Breakfast
- 8:00 a.m. Welcome
- 8:15 a.m. Opening Address: The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the Sports World to the Business World"
Ross Bernstein
- 9:15 a.m. Dairy Industry Outlook – Macro-economic Trends and their Impact on Global Supply and Demand of Milk and Dairy Foods
Phil Plourd, Blimling, Assoc.
- 10:00 a.m. Exhibits and Refreshment Break
- 10:30 a.m. Groundwater and the Dairy Industry
Tess Dunham, Somach Simmons & Dunn
- 11:15a.m. Facts and Fictions about Dairy and Climate Change
Frank Mitloehner, U.C. Davis
- 12:00 p.m. Lunch Keynote
Kellen Erskine
- 1:30 p.m. Adjourn
- 5:30 p.m. President's Reception
- 7:00 p.m. Dinner on your own

Tuesday, June 27th, 2017

- 7:00 a.m. Exhibits and Continental Breakfast
- 8:00 a.m. CCOA Member Meeting
Steve DeBrum, President
- 8:15 a.m. Federal Milk Marketing Order for California – Potential Impact
Mark Stephensen, Univ. of Wisc.
- 9:00 a.m. Dairy Processing Plant of the Future
RJ Twiford, T. Hutchinson, Tetra-Pak, Inc.
- 9:30 a.m. Dairy Leaders Roundtable – What do you see on Horizon for CA Dairy Industry?
John Talbot, Chief Executive Officer, California Milk Advisory Board
David Ahlem, Chief Executive Officer, Hilmar Cheese Company, Inc.
- 10:30 a.m. Adjourn
- 11:00 a.m. 39th Annual Matchak/Fear CCOA Golf Invitational Registration
- 12:30 p.m. Shotgun Start
- 1:00 p.m. Lake Tahoe Cruise
- 7:00 p.m. No host cocktail hour
- 8:00 p.m. Awards Dinner



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ASSOCIATION EVENTS

Tuesday, June 27th, 2017

Lake Tahoe Cruise

- Schedule:
- 1:00 p.m. Depart from Hotel
 - 1:30 p.m. Cruise Departs from Dock

Details:

Transportation to and from Harrah's is provided.

Hors d'oeuvres, three complimentary drinks and assorted cheeses provided by Hillmar Cheese. Children Welcome.

39th Annual Matchak/Fear Golf Tournament

- Schedule:
- 11:30 a.m. Registration & Hole Assignment
 - 12:30 p.m. Shotgun Start

Details:

Lake Tahoe Golf Course

Open only to Meeting Registrants

Each Player tees off at each hole. Best Shot is selected. All players play 2nd shot from that spot and so on until ball is holed. Gentlemen play from the white tees, ladies from the red.

Dinner

- Schedule:
- 7:00 p.m. No-Host Cocktail Hour at Harrah's
 - 8:00 p.m. Dinner - Dress is informal; Golfers come as you are
- Details:
- All dinner guests are eligible for raffle prizes (must be present to win)
- Children Welcome



**REGISTER NOW TO ATTEND
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www.ccoadairy.org