



On behalf of QCS Purchasing and its Board of Directors, I would like to extend an invitation to all of our owners, guests, and supply partners to join us at the sixth annual QCS Leadership Conference being held April 29 - May 1, 2012 in Little Rock, AR. Last year's event was one of the most successful ever, and we anticipate that this year's conference will be equally so with many new and informative seminars and workshops along with our always popular supplier trade show.

Enclosed is an outline of the meeting agenda and our registration for your consideration. We hope that you will be there to take full advantage of all that is offered. In addition to the conference staples, we will also be celebrating Coleman Dairy's 150<sup>th</sup> year in business — quite an accomplishment!

We look forward to seeing all of you in Little Rock this April.

A handwritten signature in black ink that reads "Peter Horvath". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Peter Horvath  
*President*

# 2012 AGENDA

2012

Date	Time	Event
<b>SUNDAY</b> <b>APRIL 29<sup>th</sup></b>		<b>REGISTRATION PACKETS WILL BE LOCATED AT THE FRONT DESK</b>
	12:30 pm <i>tee time</i>	<b>QCS GOLF TOURNAMENT AT COUNTRY CLUB OF ARKANSAS</b> <i>Pre-registration required, space is limited.</i> <i>If you signed up for transportation, please meet in the lobby at 11:00 am.</i>
	6:30 pm – 9:00 pm	<b>WELCOME RECEPTION (All Welcome)</b>
<b>MONDAY</b> <b>APRIL 30<sup>th</sup></b>	8:30 am – 10:30 am	<b>COLEMAN PLANT TOUR (All Welcome)</b> <i>You're invited to join us on a guided tour of the Coleman Plant in Little Rock.</i> <b>Pre-registration required, space is limited.</b>  <i>Please meet in the lobby at 8:30 am to board the bus.</i>
	11:30 am – 1:00 pm	<b>LUNCHEON (All Welcome)</b> <i>We welcome back Dr. Lynn Michaelis (Weyerhaeuser Co.) who will give us an informed insight of today's ever changing economy.</i>
	<b>1:00 pm – 5:00 pm</b>	<b>EDUCATIONAL WORKSHOPS (All Welcome)</b>
	1:00 pm – 2:00 pm	<b>Continuous Improvement, Moving from Dreamers to Doers</b> Brandie Hinen, purePRM. <i>Learn how to create a new sense of engagement from your team and differentiate yourself to produce better results right now! You will walk away with some of the most practical methods of changing and improving your results and your people. In just one hour, you will learn the three biggest mistakes leaders make in building their sales performance teams.</i>
	1:00 pm – 2:00 pm	<b>Optimizing Blow Molding Costs</b> Bruce Meyer, The Blow Mold Doctor. <i>For all in-house blow molding dairies, now is the time to take control and tighten down on unnecessary costs. If costs can be controlled by and accomplished at Wal-Mart and Dollar General, etc., why not do the same in your blow molding operation?</i>
	1:00 pm – 2:00 pm	<b>Examining U.S. Food and Dairy Industry Trends</b> Dr. Valente B. Alvarez, The Ohio State University. <i>Please join us in examining current trends in the food and dairy industry as a result of the influence from changes in the population, consumer interests, international trade and regulations.</i>

Date	Time	Event
<b>MONDAY APRIL 30<sup>th</sup></b>		<b>EDUCATIONAL WORKSHOPS</b> <i>(continued)</i>
	2:00 pm – 3:00 pm	<b>Creating a Continuous Improvement Environment in Distribution</b> Ron Them, Smith Dairy Products Co. <i>Continuous improvement or lean manufacturing is not a process just for the production departments. It can also be a very valuable process in the distribution department to help engage employees and reduce costs. Hear firsthand how this process positively changed the overall department culture. You will walk away with metrics that can be used at your operation to measure success, tools and action steps to help engage your driver unit.</i>
	2:00 pm – 3:00 pm	<b>A Recipe for Optimizing Production Costs</b> Vernon J. Spaulding, PPS. <i>Your mission: reduce operating costs by 10% with minimum capital resources while improving teamwork with QA, the controller and production staff. Mass loss is at 3%, rework is at 10% and production change-overs are out of control. You are losing money but your staff believes the standard costs are not accurate. Sound familiar?</i> <i>You will be placed in the production supervisor’s shoes as we explore each issue using a variety of process variation evaluation techniques, simple automated data systems, best business practices and ingenious management strategies. This will not be your typical presentation! We will be encouraging lots of audience participation during this fun learning exercise.</i>
	2:00 pm – 3:00 pm	<b>3 Things Every Business Should Know About Digital Marketing</b> Conan Gallaty, Arkansas Democrat – Gazette. <i>Over the past 10 years, digital marketing has grown from an afterthought for business owners to an essential strategy. With that growth comes complexity and an ever-changing field of options. In this session you’ll learn the three simple things you should be doing in digital marketing today to present your business and your brand to your customers.</i>
	3:30 pm – 5:00 pm	<b>Continuous Improvement, The Milliken Safety Way</b> Jeff Rosenlund and Chris Glover, Milliken. <i>Learn the methodology that Milliken has used to become a recognized leader in safety and C. I. The content is based upon a systematic approach to change management, education and implementation of proven processes that engage the hearts and minds of employees to achieve breakthrough and sustained results.</i>
	3:30 pm – 5:00 pm	<b>Milk Sensory Training</b> <i>Two skilled sensory evaluators will provide participants with an overview of the sensory evaluation of milk. The major flavor defects in milk will be described and examples of each defect will be evaluated. Certificates of Completion will be available following the session.</i>  <b>Marketing Achievement Award Finalists Roundtable</b> <i>Please join us in a panel discussion headed up by our finalists, Alqueria Dairy, Dairy Enterprises and Eberhard’s Dairy. They will be sharing their views of their markets and the opportunities and direction they are taking to keep viable in their marketplace. Please let us know what topics you would like to discuss in this open forum.</i>

Date	Time	Event
<b>MONDAY</b> <b>APRIL 30<sup>th</sup></b>	1:00 pm – 5:00 pm	<b>PRODUCT JUDGING</b> <i>(All Welcome)</i>
	6:00 pm – 8:00 pm	<b>COCKTAIL RECEPTION</b> <i>(All Welcome)</i>
<b>TUESDAY</b> <b>MAY 1<sup>st</sup></b>	7:30 am – 9:00 am	<b>PRODUCT JUDGING</b> <i>(All Welcome)</i>
	8:00 am – 9:00 am	<b>EDUCATIONAL WORKSHOPS</b> <i>(All Welcome)</i>
	8:00 am – 9:00 am	<b>Getting the Most from MilkPEP</b> Melissa Malcolm, MilkPEP. <i>Please join us for an overview of the newest trends for the dairy industry and how they will affect your 2012 business and into the future. Get involved and take advantage of an occasion based marketing strategy with FREE materials and research from MilkPEP. The focus for the discussion will be on the Breakfast and Refuel with Chocolate Milk occasions.</i>
	8:00 am – 9:00 am	<b>Continuous Improvement Roundtable</b> <i>Chaired by several members and speakers to discuss the challenges of implementing a Continuous Improvement process. This will give you an opportunity to get a better understanding of this overall process, get some of your questions answered and hear the pitfalls and successes of others in our industry. It will be a great opportunity to share information on this improvement process.</i>
	8:00 am – 9:00 am	<b>The FDA Food Safety Modernization Act: What does it REALLY mean for dairy operators?</b> Eric F. Greenberg, EFG Law <i>This session will include a summary of the new law and its effects on FDA and dairy companies. You'll learn just how different it is from the prior law, if it will really make food safer and other mechanisms to help assure food safety besides regulatory agencies.</i>
	9:30 am – 12:00 pm	<b>QUALITY CHEKD AWARDS PRESENTATION</b> <i>(All Welcome)</i>
	1:00 pm – 4:00 pm	<b>EXAMINING PRODUCTS &amp; INDIVIDUAL SCORECARDS</b> <i>(All Welcome)</i>
	1:00 pm – 4:30 pm	<b>SUPPLIER TRADE SHOW</b> <i>(All Welcome)</i>
6:30 pm – 9:30 pm	<b>DINNER &amp; AWARDS BANQUET</b> <i>(All Welcome) (Sport coat suggested)</i>	

# GUEST REGISTRATION FORM

**April 29 – May 1, 2012**

The Peabody Hotel  
Little Rock, Arkansas



## REGISTRATION:

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**DINNER & AWARDS BANQUET:** # of people attending Tuesday evening banquet: \_\_\_\_\_

*All are welcome and encouraged to attend – a sport coat is recommended for dinner.*

## HOTEL INFORMATION: *(You are responsible for making your own reservations)*

The Peabody Hotel  
Three Statehouse Plaza  
Little Rock, Arkansas 72201

**Reservations: (800) 732-2639**

Rooms must be reserved by **March 21, 2012**

**QCS Leadership Conference Rate:** \$157 plus tax for single and double rooms

## GOLF TOURNAMENT:

The golf tournament begins at 12:30 p.m. on Sunday, April 29, at the Country Club of Arkansas in Maumelle, AR. Lunch will be provided. For transportation meet in the hotel lobby at 11:00 a.m. Transportation is limited; *only advanced reservations will be accepted.\** Driving directions are enclosed.

*Golf Club attire is required; collared shirts, appropriate pants or shorts, no jeans and spikeless golf shoes.*

Name(s) \_\_\_\_\_

**Handicap(s):** \_\_\_\_\_ *(required)* \*Transportation for golf tournament: **YES NO**

**Rental golf clubs:** *Men's Left or Right Women's Left or Right*

**AIRPORT & TRANSPORTATION** Use the Little Rock Airport (LIT) when booking your flights. The Peabody Hotel offers free shuttle service to/from the Little Rock Airport (10 minutes). To request shuttle service upon landing, call the Peabody at 501-906-4000, and ask for valet services. Look for the Peabody black or gray van with the ducks on the side in the roundabout outside the baggage claim area.

## PLEASE RETURN THIS FORM TO:

Quality Chekd Dairies, Inc. \* 901 Warrenville Road, Suite 405 \* Lisle, IL 60532  
Tel: (800) 222-6455 Fax: (630) 717-1126 Email: randrews@qchekd.com

**All REGISTRATION MATERIALS ARE DUE BY MARCH 21, 2012**

Please be advised that a portion of the guest room rate will be rebated back to the group master account by the hotel to offset various expenses incurred by the group during the QCS program.

# SESSION REGISTRATION FORM

**April 29 – May 1, 2012**

The Peabody Hotel  
Little Rock, Arkansas



Name: \_\_\_\_\_

See agenda for full detail on each workshop –  
Due by: March 21, 2012

Company: \_\_\_\_\_

Check the boxes for the sessions you plan to attend.  
Please send a separate form for each attendee.

## MONDAY, APRIL 30<sup>TH</sup>, 2012

- 8:30 a.m. – 10:30 a.m. Coleman Dairy Plant Tour
- 11:30 a.m. – 1:00 p.m. Lunch with Guest Speaker

*Lynn Michaelis, Weyerhaeuser Co.*

### Afternoon Educational Workshops

- 1:00 p.m. – 2:00 p.m. Continuous Improvement, Moving from Dreamers to Doers
- 1:00 p.m. – 2:00 p.m. Optimizing Blow Molding Costs
- 1:00 p.m. – 2:00 p.m. US Food and Dairy Trends in a Global Economy
  
- 2:00 p.m. – 3:00 p.m. Creating a Continuous Improvement Environment in Distribution
- 2:00 p.m. – 3:00 p.m. A Recipe for Optimizing Production Costs
- 2:00 p.m. – 3:00 p.m. 3 Things Every Business Should Know About Digital Marketing
  
- 3:30 p.m. – 5:00 p.m. Continuous Improvement, The Milliken Safety Way
- 3:30 p.m. – 5:00 p.m. Milk Sensory Training
- 3:30 p.m. – 5:00 p.m. Marketing Achievement Award Finalists Roundtable

*Brandie Hinen, purePRM*

*Bruce Meyer, Blow Mold Doctor*

*Dr. Valente B. Alvarez, OSU*

*Ron Them, Smith Dairy Products Co.*

*Vernon Spaulding, PPS*

*Conan Gallaty, Ark. Democrat - Gazette*

*Jeff Rosenlund & Chris Clover, Milliken*

*Dr. Metzger, SDSU and Dr. Gillis, MSU*

## TUESDAY, MAY 1<sup>ST</sup>, 2012

### Morning Educational Workshops

- 8:00 a.m. – 9:00 a.m. Getting the Most from MilkPEP
- 8:00 a.m. – 9:00 a.m. Continuous Improvement Roundtable
- 8:00 a.m. – 9:00 a.m. Food Safety Modernization Act
- 9:30 a.m. – 12:00 p.m. Quality Chekd Awards Presentation
  
- 1:00 p.m. – 4:30 p.m. Supplier Trade Show
- 6:30 p.m. – 9:30 p.m. Awards Banquet and Entertainment

*Melissa Malcolm, MilkPEP*

*Eric F. Greenberg, EFG Law*

**DON'T FORGET TO STOP BY THE PRODUCT JUDGING ROOM DURING THE CONFERENCE!**

*Monday 1:00 p.m. - 5:00 p.m. and Tuesday 7:30 a.m. - 9:00 a.m.*

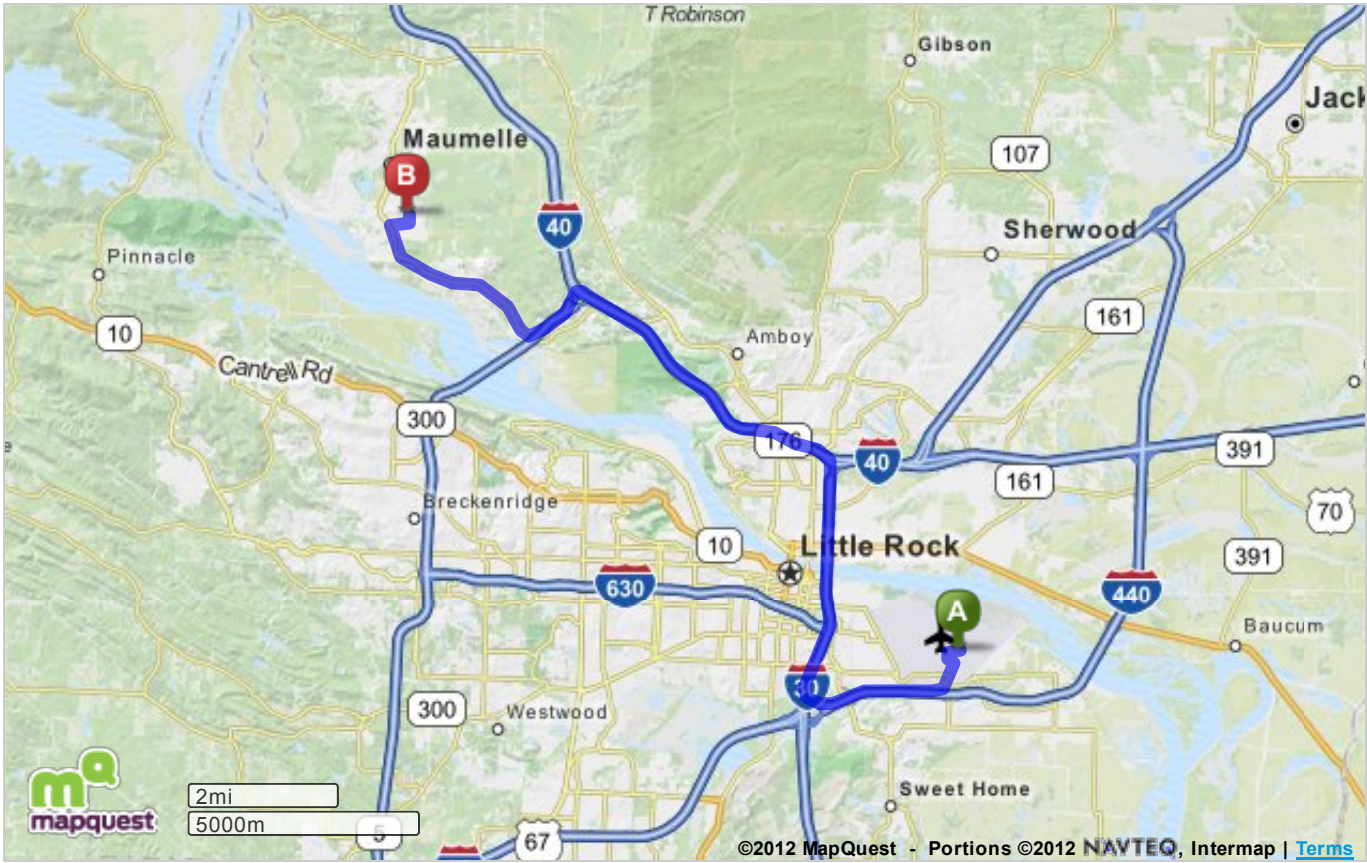
Please return this form with your registration to:

Quality Chekd Dairies, Inc. • 901 Warrenville Road, Suite 405, Lisle, IL 60532 • Fax: (630) 717-1126 • Email: randrews@qchekd.com

**ALL REGISTRATION MATERIALS ARE DUE BY MARCH 21, 2012**



Total Travel Estimate: **19.34 miles - about 27 minutes**



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## Notes

DRIVING FROM THE PEABODY HOTEL TO THE COUNTRY CLUB OF ARKANSAS GOLF COURSE

Trip to:

## Country Club of Arkansas

### 3 Country Club Cir

Maumelle, AR 72113

(501) 851-0095

14.03 miles / 19 minutes





### Peabody

3 Statehouse Plz # 1, Little Rock, AR 72201

(501) 906-4000

 1. Start out going **east** on **E Markham St** toward **Scott St.** [Map](#) **0.1 Mi**  
0.1 Mi Total


  2. Turn **right** onto **Cumberland St / AR-10.** [Map](#) **0.07 Mi**  
0.2 Mi Total

  3. Merge onto **I-30 E / US-65 N / US-167 N** via the ramp on the **left.** [Map](#) **2.4 Mi**  
2.6 Mi Total

  4. Merge onto **I-40 W / US-65 N** via **EXIT 143A** on the **left** toward **Fort Smith.** [Map](#) **5.4 Mi**  
8.0 Mi Total

 5. Take **EXIT 147** toward **I-430 S.** [Map](#) **0.4 Mi**  
8.4 Mi Total

  6. Merge onto **I-430 S** via **EXIT 147.** [Map](#) **1.2 Mi**  
9.6 Mi Total

 7. Take the **AR-100 W** exit, **EXIT 12**, toward **Maumelle Blvd / Maumelle.** [Map](#) **0.3 Mi**  
10.0 Mi Total

  8. Turn **slight right** onto **Maumelle Blvd / AR-100 N.** [Map](#) **3.5 Mi**  
13.5 Mi Total

 9. Turn **right** onto **Country Club Pky.** [Map](#) **0.4 Mi**  
13.9 Mi Total

 10. Turn **left** onto **Country Club Cir.** [Map](#) **0.1 Mi**  
14.0 Mi Total

 11. **3 COUNTRY CLUB CIR** is on the **right.** [Map](#)

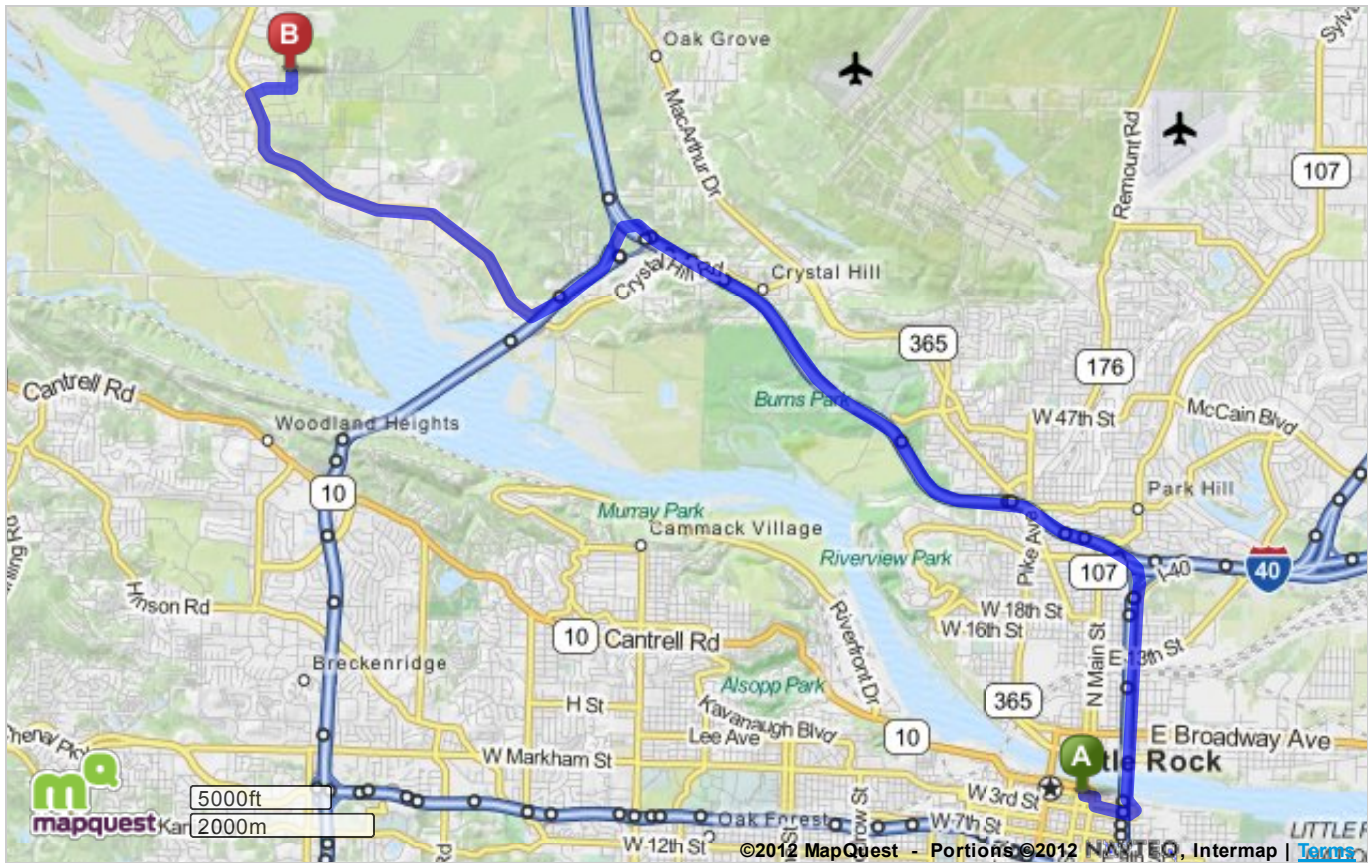


### Country Club of Arkansas

3 Country Club Cir, Maumelle, AR 72113

(501) 851-0095

Total Travel Estimate: **14.03 miles - about 19 minutes**



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