

EXECUTIVE SUMMARY

Dairy Leaders *for* Tomorrow

Ensuring A Vibrant Future
For The Dairy Industry

HOLSTEIN FOUNDATION

Purpose

The Dairy Leaders for Tomorrow campaign is your opportunity to make a difference in young peoples' lives that have a deep desire to succeed in the dairy industry. Funds raised in the Dairy Leaders for Tomorrow campaign will be used to sustain the Holstein Foundation's Young Dairy Leaders Institute (YDLI) program into the future, ensuring that professional training is available to the young people that are the future of our industry.

Campaign Details

- Gifts received will be held in the Holstein Foundation's Dairy Leadership endowment. Earnings will be used to support the YDLI program.
- All cash gifts received by December 31, 2010 will be doubled, thanks to a dollar-for-dollar match, up to \$1 million, from Holstein Association USA.
- Pledges are accepted over any time span you desire, but only donations received by the end of 2010 will be matched.
- Donations are tax-deductible.

Donor Recognition

- Donors at all levels are appreciated and acknowledged.
- Special recognition will be provided for donors at the levels of:
 - Chairman - \$50,000
 - Special tribute printed in the *Holstein Pulse*
 - Plus recognition listed below
 - Executive - \$25,000
 - Special media release
 - Individual listing on a permanent plaque at Holstein USA headquarters
 - Plus recognition listed below
 - Ambassador - \$10,000
 - Special tribute in commemorative campaign booklet
 - Presented a recognition plaque
 - Plus recognition listed below
 - Leader - \$5,000
 - Name on a permanent plaque at Holstein USA headquarters
- "YDLI Champions Club" recognition will be provided for YDLI alumni that contribute \$1,000 or more.

Ways to Give

- To make your gift online, please visit www.holsteinfoundation.org.
- You may also make your gift via regular mail or over the telephone.
- To make a gift of securities, you or your broker should call 800.952.5200, ext. 4261.

The Young Dairy Leaders Institute (YDLI) is:

- A renowned three-phase leadership and communication skills development program.
- For young adults (ages 22-45) working in the dairy industry, with all breeds of cattle, from throughout the U.S.
- Training tomorrow's dairy leaders through innovative sessions covering cutting-edge topics.
- Proud to claim over 400 alumni graduates, and growing.

YDLI Participants:

- Become effective spokespeople and advocates for the dairy industry.
- Are prepared to take leadership roles in the next generation of dairy organizations.
- Build the network needed to succeed in today's dairy business.
- Are held to a high standard of accountability to practice what they learn, and report results to classmates throughout the year-long program.

What Others Are Saying

"YDLI has allowed me to receive the same level of professional training that people might get while working for larger companies. I feel the greatest benefit I have received from my involvement with YDLI is the empowerment to make change in the industry."

Mark Crave, YDLI Class 1, Wisconsin Dairy Producer

"I cannot say enough about the value of networking at YDLI. My contacts have served me well, even years down the road."

Seth Johnson, YDLI Class 3, Executive Secretary of the American Guernsey Association

"I have received much benefit from YDLI, both personally and professionally. My biggest gain was the ability to network with people from many different aspects of the dairy industry from all over the country. It has given me the knowledge to be able to use my voice and stand up to support the industry on key issues that affect producers. YDLI has also given me the confidence to deal with consumers in a positive manner. The knowledge and resources I have gained have been valuable tools to take home and use in my community."

Michelle Ramaeker, YDLI Class 6, Missouri Dairy Producer

"YDLI is a program that is all encompassing. It is so much more than learning how to be an advocate for the dairy industry. It taught me how to be a better member for the organizations that I belong to, it allowed me to create a national network of colleagues and it gave me valuable tools and resources. All of this combined has allowed me to be a stronger voice for the dairy industry."

Kathryn Walker, YDLI Class 6, Oregon Dairy Farmers Association

For More Information

- For more information on the Dairy Leaders for Tomorrow campaign, visit www.holsteinfoundation.org or call 800.952.5200.