

**WISCONSIN SPECIALTY CHEESE INSTITUTE**

**February 17, 2012**

Chula Vista Resort  
Wisconsin Dells, WI

**A G E N D A**

**9:30 a.m.      Membership Meeting**

**Approval of September 9, 2011 Minutes**

**Approval of Financial Report**

**Old Business**

**New Business**

- **Wisconsin Specialty Cheese Institute (WSCI)**  
    ~ Update
- **Wisconsin Cheese Makers Association (WCMA)**  
    ~ Update
- **Department of Agriculture, Trade & Consumer Protection (DATCP)**  
    ~ Update
- **Dairy Business Innovation Center (DBIC)**  
    ~ Update
- **Wisconsin Milk Marketing Board (WMMB)**  
    ~ Update

**Speakers**

- **“Using ShopperSights™ to Target Your Best Customers”**  
    *Margaret Welke, Director of MRD, WMMB*  
    *Skip Selle, Vice President of Consumer & Shopper Marketing, Symphony IRI*
- **“Building and Transferring Business Value”**  
    *Cathy Durham, Capital Valuation Group*  
    *Michael Schwantes, Creative Business Services*  
    *Bob Wolter, Creative Business Services*

**12:30 p.m.      Adjourn/ Lunch/ Networking**