



PRESS RELEASE
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FOR IMMEDIATE RELEASE

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Wisconsin Dairy Processors Invited to Attend Business Seminar at ZingTrain

ANN ARBOR, Mich. – What is the secret to operating a successful, profitable business? A February workshop organized specifically for Wisconsin dairy processors will unveil the “12 Natural Laws of Business,” a ZingTrain seminar in Ann Arbor, Michigan, presented by Zingerman’s co-founder Ari Weinzeig.

On Feb. 14-16, the Dairy Business Innovation Center will partner with Zingerman’s to offer Wisconsin dairies an opportunity to travel to Ann Arbor, Michigan for a business seminar and tour of Zingerman’s businesses. Cost is \$300 per person, which includes the seminar and tours, training materials, round-trip transportation via charter bus, two nights lodging, and most meals.

“This is an exciting and unique opportunity for Wisconsin dairy processors to make a connection with a highly successful retailer of specialty and artisan cheeses, as well as to learn valuable business principles to help make meaningful improvements to their business,” said Dan Carter, DBIC Founder and Chairman. “We’re confident that attendees will come away energized, inspired, and full of practical ideas to improve and grow their businesses.”

The seminar portion of the three-day venture will outline the underlying values and guiding principles that led Zingerman’s to achieve such great success. The course will go into depth on each of the laws, offering anecdotal evidence, perspective, and humor to help attendees gain the tools to achieve similar success in their own businesses. Attendees will also tour Zingerman’s deli, creamery, and mail order business as part of the DBIC-sponsored experience.

Deadline for registration is Feb. 1, and space is limited, so early registration is recommended. Contact Kathy Brown at kathy@planningoptionsinc.com or call 1-888-623-2269 for registration materials.

*The **Dairy Business Innovation Center** offers technical assistance to dairy producers and processors in developing value-added dairy products, business planning and market development. For more information, visit www.dbicusa.org.*

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Committed to the future of rural communities.