



WCMA NEWS

AN EXCLUSIVE UPDATE FOR MEMBERS OF THE
WISCONSIN CHEESE MAKERS ASSOCIATION



WCMA SIGNATURE EVENTS



Registration Now Open for CheeseExpo 2020

Register now at [CheeseExpo.org](https://www.CheeseExpo.org) to join us at CheeseExpo 2020!

Set for April 14-16 in Milwaukee, Wisconsin, CheeseExpo 2020 will welcome more than 4,000 attendees, representing cheese, butter, and whey processing companies, along with the industry's leading supplier partners. Co-hosted by WCMA and the Center for Dairy Research, CheeseExpo features impactful seminars, lively events, and our largest-ever exhibition hall.

Dairy manufacturers and processors may register to visit CheeseExpo exhibits completely **free of charge**. All attendees may take advantage of best-value rates now through January 14 for full admission.

REGISTER NOW

WORLD CHAMPIONSHIP CHEESE CONTEST



worldchampioncheese.org



Contest Entry Begins November 12

Cheesemakers, mark your calendars! WCMA will begin accepting entries for the 2020 World Championship Cheese Contest on Tuesday, November 12.

A [complete Contest kit](#) is available now on [WorldChampionCheese.org](#). Questions may be directed to [WCMA Events Manager Kirsten Strohmenger](#).

WCMA COMMITTEES



Register Now for WCMA Workforce Committee Meeting

[Register now to participate](#) in WCMA's next Workforce Committee meeting, set for Tuesday, November 19 from 11 a.m.-3 p.m. at Grande Cheese Company's corporate headquarters in Fond du Lac, Wisconsin. We thank our generous hosts!

This committee meeting will include discussion on the following topics:

- Development of a video promoting industry careers
- Launch of a job listings board on WisCheeseMakers.org
- Current employee training offerings and unmet needs
- WCMA's annual Wage & Workforce Survey
- WCMA's Job Fair at CheeseExpo

Human resources professionals, business owners, and plant management may have interest in this meeting. For the purpose of an accurate lunch order, please [register to attend](#) by close of business on Monday, November 11.

Questions? Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).

ADVOCACY OPPORTUNITIES



Assembly Hearing on Dairy Labeling Bills November 6

The Wisconsin State Assembly will hear testimony on [Assembly Bills 515](#) and [516](#) on Wednesday, November 6 at 10 a.m., and you are invited to join WCMA staff in speaking in favor of these proposals.

These proposals, authored by Senator Howard Marklein (pictured above, at left center) and State Representative Travis Tranel (pictured at right center), would ban the use of the word "milk" and "cheese" on plant-based products sold in Wisconsin.

Last week, WCMA President Dave Buholzer of Klondike Cheese Company (pictured at far right), member Ken Heiman of Nasonville Dairy (pictured at far left), and Executive Director John Umhoefer spoke in favor of these bills.

Please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#) if you have interest in participating this week, and note that WCMA staff can help you prepare remarks.

CDR Launches Business Development Course

The Center for Dairy Research has announced a new business development course, set for February 4-5 and February 25-26 at Babcock Hall on the University of Wisconsin-Madison campus.

Part One of the series focuses on business models and market research, while Part Two details your financial plan and how to raise capital. Designed for small to medium-sized dairy processors, the total cost of this program is \$1200.

To register, visit the [CDR website](#). For more information, contact [CDR's Vic Grassman](#).

Other Industry Training Opportunities

WCMA is proud to promote opportunities for training and enrichment hosted by our partners in industry. Consider these events:

- November 13: [Cheesemakers License Exam Prep Course | Center for Dairy Research](#)
- November 13-14: [BRC Global Standard for Food Safety Training | Dairy Farmers of Wisconsin](#)
- November 15: [Principles of Internal Auditing Workshop | Dairy Farmers of Wisconsin](#)
- December 10-12: [Membrane Filtered Milk for Cheesemaking Short Course | Center for Dairy Research](#)
- January 9-March 19: [Certificate in Dairy Processing Course | Center for Dairy Research](#)

STAY CONNECTED

Thanks for subscribing to WCMA's weekly electronic communications, which focus in alternating weeks on industry news and industry events.

WCMA extends this benefit to all member employees; let us know if we should [add your colleagues](#) to our mailing list.

To share feedback on WCMA's updated newsletter format or content, please contact [WCMA Communications, Education, and Policy Director Rebekah Sweeney](#).