

California Polytechnic State University

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FOR IMMEDIATE RELEASE

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**Turning Dairy Business Challenges into Opportunities
Is Topic of Dec. 7 Seminar at Cal Poly**

SAN LUIS OBISPO -- After highly successful seminars across the nation, Siemens Energy & Automation is teaming up with Cal Poly in San Luis Obispo Dec. 7 to present "Making the Grade II: Turning Dairy Business Challenges Into Opportunities."

The seminar will take place at Cal Poly's Dairy Products Technology Center and is open to dairy professionals and dairy business leaders. Featured speakers include Dairy Management Institute Vice President of Product Innovation Bill Haines; Brenda Holman, Pacific Region director of the U.S. Food and Drug Administration; Ron Mong, dairy industry manager of Herbein + Co.; and Joe O'Donnell of the California Dairy Research Foundation.

Haines will outline new trends in the dairy industry; Holman will discuss regulatory trends; Mong will speak on lean manufacturing and industry benchmarks; and O'Donnell will present tips on how industry can better connect to emerging technologies and research.

To highlight the power of available modern real-time technologies, Alberto Sanz of Leche Pascual in Spain will lead seminar participants in a live remote demonstration via the Internet. Sanz will demonstrate how SIMATIC IT links production processes to ERP at his European dairy manufacturing operations thousands of miles away.

For details and to register, visit the Siemens Web site at:

<http://www.sea.siemens.com/mes/promo/mesmtg3.html>

or contact Diane Dunn at (215) 646-7400, Ext 2200, or Cal Poly Dairy Science Department Head Walter Mark at (805) 756-2560. Space is limited.

"We are delighted that Siemens is partnering with us to better serve California's dairy industry," said Cal Poly Dean of Agriculture David Wehner. "Our polytechnic environment has a proven record when it comes to generating skilled graduates who are the front-line human resources for industry. They have a solid background in science and technology, and they are able to produce viable enterprise data for their employers. Now we're looking to offer more executive education programs to assist in turning that data into strategic enterprise knowledge."

About Siemens:

Siemens Energy & Automation Inc. is dedicated to providing complete electrical, engineering and automation solutions, along with the right products, software and services to clients worldwide. Siemens technologies range from circuit protection and energy management systems to process control, industrial software and totally integrated automation solutions. The company also has expertise in systems integration, technical services and turn-key industrial systems.

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