

Form **990**  
 Department of the Treasury  
 Internal Revenue Service

**Return of Organization Exempt From Income Tax**  
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)  
 Do not enter social security numbers on this form as it may be made public  
 Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990)

OMB No 1545-0047

**2014**

**Open to Public Inspection**

**A For the 2014 calendar year, or tax year beginning 01-01-2014, and ending 12-31-2014**

- B** Check if applicable:  
 Address change  
 Name change  
 Initial return  
 Final return/terminated  
 Amended return  
 Application pending

**C** Name of organization: DAIRY MANAGEMENT INC  
 % CAROLYN GIBBS CFO  
 Doing business as  
 Number and street (or P O box if mail is not delivered to street address) Room/suite: 10255 W Higgins Road suite 900  
 City or town, state or province, country, and ZIP or foreign postal code: Rosemont, IL 60018

**D** Employer identification number: 36-3992031  
**E** Telephone number: (847) 803-2000  
**G** Gross receipts \$ 145,039,566

**F** Name and address of principal officer:  
 Thomas Gallagher  
 10255 W Higgins Road ste 900  
 Rosemont, IL 60018

**H(a)** Is this a group return for subordinates?  Yes  No  
**H(b)** Are all subordinates included?  Yes  No  
 If "No," attach a list (see instructions)  
**H(c)** Group exemption number ▶

**I** Tax-exempt status:  501(c)(3)  501(c) ( 6 ) (insert no )  4947(a)(1) or  527

**J** Website: ▶ www.dairyinfo.com

**K** Form of organization:  Corporation  Trust  Association  Other ▶ **L** Year of formation: 1995 **M** State of legal domicile: DC

**Part I Summary**

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities To invest dairy producer checkoff funds in strategic, coordinated mark strategic, coordinated marketing programs designed to increase consumption of dairy products both domestically and internationally		
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	81
<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	81	
<b>5</b> Total number of individuals employed in calendar year 2014 (Part V, line 2a)	<b>5</b>	260	
<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b>	51	
<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	0	
<b>b</b> Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>		
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b>	<b>Current Year</b>
	<b>9</b> Program service revenue (Part VIII, line 2g)	0	0
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	141,043,618	145,039,566
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	<b>12</b> Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	0	0
		141,043,618	145,039,566
<b>Expenses</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1–3)	1,000,000	1,000,000
	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	23,681,158	31,753,801
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	<b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶ 0		
	<b>17</b> Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	116,362,460	112,285,765
<b>18</b> Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	141,043,618	145,039,566	
<b>19</b> Revenue less expenses Subtract line 18 from line 12		0	
<b>Net Assets or Fund Balances</b>	<b>20</b> Total assets (Part X, line 16)	<b>Beginning of Current Year</b>	<b>End of Year</b>
	<b>21</b> Total liabilities (Part X, line 26)	23,277,664	16,937,738
	<b>22</b> Net assets or fund balances Subtract line 21 from line 20	23,277,664	16,937,738
	0	0	

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

**Sign Here**  
 Signature of officer: \_\_\_\_\_  
 Carolyn Gibbs CFO  
 Type or print name and title

**Paid Preparer Use Only**  
 Print/Type preparer's name: TAMARA TARAZI  
 Preparer's signature: TAMARA TARAZI  
 Firm's name: ▶ ERNST & YOUNG US LLP  
 Firm's address: ▶ 155 N Wacker Drive  
 Chicago, IL 60606

May the IRS discuss this return with the preparer shown above? (see instructions)  
**For Paperwork Reduction Act Notice, see the separate instructions.**

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III

**1** Briefly describe the organization's mission  
 DAIRY MANAGEMENT INC (DMI) WAS FORMED IN 1995 BY THE NATIONAL DAIRY PROMOTION AND RESEARCH BOARD (NDB) AND THE UNITED DAIRY INDUSTRY ASSOCIATION (UDIA) DMI IS A MANAGEMENT ORGANIZATION THAT INVESTS DAIRY PRODUCER CHECKOFF FUNDS IN STRATEGIC, COORDINATED MARKETING PROGRAMS DESIGNED TO INCREASE CONSUMPTION OF U S DAIRY PRODUCTS BOTH DOMESTICALLY AND INTERNATIONALLY THE FORMATION OF DMI HAS CREATED EFFICIENCIES, GAINED THROUGH THE ELMINATION OF REDUNDANCIES AND THE POWER OF JOINT PLANNING

**2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

**4a** (Code ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
 DMI SUPPORTS A RANGE OF PROGRAMS INCLUDING CONSUMER INSIGHTS, NEW PRODUCT DEVELOPMENT, STORE TESTS, TEST MARKETS, PROMOTIONS AND CONSUMER COMMUNICATIONS DMI WORKS IN PARTNERSHIP WITH INFLUENTIAL AND GLOBALLY RECOGNIZED COMPANIES TO PROVIDE CONSUMERS WITH GREAT-TASTING DAIRY PRODUCTS DMI HAS ONSITE SCIENTISTS, CULINARY SUPPORT, NUTRITION CONSULTANTS AND MARKETING SUPPORT WORKING CLOSELY WITH OUR PARTNERS WHICH HAS LED TO 23 NEW PRODUCTS THAT INCLUDE DAIRY, 22 TELEVISION/PRINT ADS AND 2 NATIONAL RETAIL PROMOTIONS OF WHICH ALL MOVED DAIRY PRODUCTS DURING 2014, MCDONALD'S INTRODUCED A PORTABLE STRAWBERRY YOGURT SNACK (GO-GURT) TO THE NATIONAL MENU AS A SIDE ITEM FOR HAPPY MEALS AND AN A LA CARTE MENU ITEM SIMULTANEOUSLY, THEY REMOVED CARBONATED SOFT DRINKS FROM THE HAPPY MEAL MENU BOARDS AND MADE MILK THE DEFAULT BEVERAGE THE CHAIN RECENTLY ANNOUNCED THAT SINCE THE GO-GURT LAUNCH THROUGH MAY 2015, THEY HAVE SOLD MORE THAN 161 MILLION TUBES OF GO-GURT DOMINO'S ALONE INCREASED TOTAL CHEESE VOLUME BY MORE THAN 4% VERSUS THE PRIOR YEAR, AND GREW ITS SMART SLICE SCHOOL PIZZA BY MORE THAN 50 SCHOOL DISTRICTS REPRESENTING 500 SCHOOLS THROUGH NATIONAL "MAKE IT WITH MILK" PROMOTIONS WITH QUAKER, CONSUMERS WERE ENCOURAGED TO MAKE OR ENJOY THEIR QUAKER PRODUCTS WITH MILK TWO RETAILERS THAT ACCOUNT FOR MORE THAN 20% OF TOTAL WHITE MILK VOLUME SOLD AN ADDITIONAL 184 MILLION POUNDS OF MILK THE PARTNERSHIP WITH TACO BELL CONTINUES TO SUPPORT DAIRY VOLUME GROWTH, ESPECIALLY AS THEIR BREAKFAST SELECTIONS CONTINUE TO GROW BREAKFAST LAUNCHED DURING MARCH 2014 AND HIGHLIGHTS DAIRY IN THE MAJORITY OF THE ITEMS OFFERED, AND REPRESENTS AN ESTIMATED 6% OF SALES PIZZA HUT CONTINUES TO INNOVATE IN THE CATEGORY WITH NEW RECIPES AND INGREDIENTS, INCLUDING ASIAGO, CHEDDAR AND PARMESAN CHEESES, TO HELP DRIVE DAIRY VOLUME














**4b** (Code ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
 EXPORT DMI Implements marketing programs to facilitate the sales of U S produced dairy products in international markets and U S produced dairy ingredients within and outside the United States DMI also provides trade policy and access support for exports into international markets

**4c** (Code ) (Expenses \$ including grants of \$ ) (Revenue \$ )  
 HEALTH AND WELLNESS Fuel Up to Play 60 (FUTP 60) is dairys best success story when it comes to advancing health and wellness among youth At its core, FUTP 60 is an in-school health and wellness program designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves, their schools and beyond Customizable and non-prescriptive program components are grounded in research with youth, including tools and resources, in-school promotional materials, a website and student engagement activities Launched nationally in 2009, FUTP 60 was founded by the National Dairy Council (NDC) and the National Football League (NFL), in collaboration with the U S Department of Agriculture Since that time it has grown into the largest health and wellness program in schools across the country and is currently active in more than 73,000 schools that is three-fourths of all the schools in the United States reaching more than 38 million students The program has helped to increase demand for school environments that support proper nutrition and physical activity The program has not only been well received by schools as it helps them improve the school health and wellness environment, but also has been embraced by those outside of the dairy industry who see the value of engaging in the program including many other health and nutrition organizations Our success with FUTP 60 goes beyond healthy eating and physical activity in schools It is about the total health of the child, from the hungry to healthy, which includes the connection between health and academic achievement - or the "learning connection" - to telling the story of how dairy foods get from the farm to the table








**4d** Other program services (Describe in Schedule O )  
 (Expenses \$ including grants of \$ ) (Revenue \$ )

**4e Total program service expenses**

**Part IV Checklist of Required Schedules**

	Yes	No
<b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i> . . . . .		No
<b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? . . . . .		No
<b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i> . . . . .		No
<b>4 Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i> . . . . .		
<b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i> . . . . .		No
<b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>  . . . . .		No
<b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>  . . . . .		No
<b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>  . . . . .		No
<b>9</b> Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>  . . . . .		No
<b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>  . . . . .		No
<b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
<b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>  . . . . .	Yes	
<b>b</b> Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>  . . . . .		No
<b>c</b> Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>  . . . . .		No
<b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>  . . . . .	Yes	
<b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>  . . . . .	Yes	
<b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>  . . . . .		No
<b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>  . . . . .	Yes	
<b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>  . . . . .		No
<b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i> . . . . .		No
<b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States? . . . . .		No
<b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> . . . . .		No
<b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i> . . . . .		No
<b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i> . . . . .		No
<b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i> (see instructions) . . . . .		No
<b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i> . . . . .		No
<b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i> . . . . .		No
<b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i> . . . . .		No
<b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

**Part IV Checklist of Required Schedules** *(continued)*

<b>21</b> Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> . . . 	<b>21</b>	Yes	
<b>22</b> Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> . . . 	<b>22</b>		No
<b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> . . . 	<b>23</b>	Yes	
<b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i> . . .	<b>24a</b>		No
<b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . .	<b>24b</b>		
<b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . .	<b>24c</b>		
<b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . .	<b>24d</b>		
<b>25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> . . .	<b>25a</b>		
<b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> . . .	<b>25b</b>		
<b>26</b> Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i> . . .	<b>26</b>		No
<b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> . . .	<b>27</b>		No
<b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
<b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> . . .	<b>28a</b>		No
<b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> . . .	<b>28b</b>		No
<b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> . . .	<b>28c</b>		No
<b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> . . .	<b>29</b>		No
<b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> . . .	<b>30</b>		No
<b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> . . .	<b>31</b>		No
<b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> . . .	<b>32</b>		No
<b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> . . . 	<b>33</b>		No
<b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> . . . 	<b>34</b>	Yes	
<b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)?	<b>35a</b>	Yes	
<b>b</b> If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> . . . 	<b>35b</b>	Yes	
<b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> . . .	<b>36</b>		
<b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> 	<b>37</b>		No
<b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O . . .	<b>38</b>	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Table with columns for question number, question text, and Yes/No response boxes. Includes sections for backup withholding, employee reporting, foreign accounts, prohibited tax shelter transactions, deductible contributions, and 501(c)(7), (12), and (29) organizations.

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

**Section A. Governing Body and Management**

		Yes	No
<b>1a</b>	Enter the number of voting members of the governing body at the end of the tax year . . . . .		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O		
<b>1b</b>	Enter the number of voting members included in line 1a, above, who are independent . . . . .		
<b>2</b>	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? . . . . .		No
<b>3</b>	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? . . . . .		No
<b>4</b>	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? . . . . .		No
<b>5</b>	Did the organization become aware during the year of a significant diversion of the organization's assets? . . . . .		No
<b>6</b>	Did the organization have members or stockholders? . . . . .		No
<b>7a</b>	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? . . . . .		No
<b>7b</b>	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? . . . . .		No
<b>8</b>	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
<b>8a</b>	The governing body? . . . . .	Yes	
<b>8b</b>	Each committee with authority to act on behalf of the governing body? . . . . .	Yes	
<b>9</b>	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O . . . . .		No


**Section B. Policies** (This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
<b>10a</b>	Did the organization have local chapters, branches, or affiliates? . . . . .		No
<b>10b</b>	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
<b>11a</b>	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? . . . . .		No
<b>11b</b>	Describe in Schedule O the process, if any, used by the organization to review this Form 990 . . . . .		
<b>12a</b>	Did the organization have a written conflict of interest policy? If "No," go to line 13 . . . . .	Yes	
<b>12b</b>	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? . . . . .	Yes	
<b>12c</b>	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done . . . . .	Yes	
<b>13</b>	Did the organization have a written whistleblower policy? . . . . .	Yes	
<b>14</b>	Did the organization have a written document retention and destruction policy? . . . . .	Yes	
<b>15</b>	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
<b>15a</b>	The organization's CEO, Executive Director, or top management official . . . . .	Yes	
<b>15b</b>	Other officers or key employees of the organization . . . . .	Yes	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)		
<b>16a</b>	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? . . . . .		No
<b>16b</b>	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? . . . . .		

**Section C. Disclosure**

<b>17</b>	List the States with which a copy of this Form 990 is required to be filed <input type="checkbox"/> _____
<b>18</b>	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. <input type="checkbox"/> Own website <input type="checkbox"/> Another's website <input checked="" type="checkbox"/> Upon request <input type="checkbox"/> Other (explain in Schedule O)
<b>19</b>	Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year
<b>20</b>	State the name, address, and telephone number of the person who possesses the organization's books and records CAROLYN GIBBS CFO 10255 WHIGGINS RD SUITE 900 ROSEMONT, IL 60018 (847) 627-3272

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII  

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1a** Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

- List all of the organization's **current** key employees, if any See instructions for definition of "key employee "

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			

<b>1b Sub-Total</b>			
<b>c Total from continuation sheets to Part VII, Section A</b>			
<b>d Total (add lines 1b and 1c)</b>	4,058,512	251,050	1,407,988

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **107**

	Yes	No
<b>3</b> Did the organization list any <b>former</b> officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		No
<b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	Yes	
<b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		No

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
NFL Properties LLC, PO Box 27278 NEW YORK, NY 100877278	Promotion	7,300,625
Daniel J Edelman Inc, 21992 Network Place CHICAGO, IL 60637	Agency Services	13,603,124
MMS Education, 105 Terry Drive Suite 120 NEWTOWN, PA 18940	Agency Services	3,268,295
Team Services LLC, 1700 Rockville Pike Suite 615 ROCKVILLE, MD 20852	Agency Services	1,602,397
McLeod Watkinson Miller, One Massachusetts Ave NW Ste 800 WASHINGTON, DC 20001	Legal services	1,332,130

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **24**



**Part VIII Statement of Revenue**

Check if Schedule O contains a response or note to any line in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b> Federated campaigns . . . . . <b>1a</b> _____					
	<b>b</b> Membership dues . . . . . <b>1b</b> _____					
	<b>c</b> Fundraising events . . . . . <b>1c</b> _____ 0					
	<b>d</b> Related organizations . . . . . <b>1d</b> _____					
	<b>e</b> Government grants (contributions) <b>1e</b> _____					
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above <b>1f</b> _____					
	<b>g</b> Noncash contributions included in lines 1a-1f \$ _____ 0					
	<b>h Total.</b> Add lines 1a-1f . . . . . <b>▶</b>		0			
<b>Program Service Revenue</b>	<b>2a</b> Program Funding Revenue _____					
	Business Code _____					
	900099 102,728,328 102,728,328 0 0					
	<b>b</b> Core Funding Revenue _____					
	900099 38,563,134 38,563,134 0 0					
	<b>c</b> Contract Service Revenue _____					
	900099 3,748,104 3,748,104 0 0					
<b>d</b> _____						
<b>e</b> _____						
<b>f</b> All other program service revenue _____						
<b>g Total.</b> Add lines 2a-2f . . . . . <b>▶</b>		145,039,566				
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts) . . . . . <b>▶</b>		0			
	<b>4</b> Income from investment of tax-exempt bond proceeds . . . . . <b>▶</b>		0			
	<b>5</b> Royalties . . . . . <b>▶</b>		0			
	<b>6a</b> Gross rents	(i) Real				
		(ii) Personal				
		<b>b</b> Less rental expenses				
		<b>c</b> Rental income or (loss) 0 0				
	<b>d</b> Net rental income or (loss) . . . . . <b>▶</b>		0			
	<b>7a</b> Gross amount from sales of assets other than inventory	(i) Securities				
		(ii) Other				
		<b>b</b> Less cost or other basis and sales expenses				
		<b>c</b> Gain or (loss)				
	<b>d</b> Net gain or (loss) . . . . . <b>▶</b>		0			
	<b>8a</b> Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18 . . . . . <b>a</b>					
		<b>b</b> Less direct expenses . . . . . <b>b</b>				
		<b>c</b> Net income or (loss) from fundraising events . . . . . <b>▶</b>		0		
	<b>9a</b> Gross income from gaming activities See Part IV, line 19 . . . . . <b>a</b>					
		<b>b</b> Less direct expenses . . . . . <b>b</b>				
<b>c</b> Net income or (loss) from gaming activities . . . . . <b>▶</b>			0			
<b>10a</b> Gross sales of inventory, less returns and allowances . . . . . <b>a</b>						
	<b>b</b> Less cost of goods sold . . . . . <b>b</b>					
	<b>c</b> Net income or (loss) from sales of inventory . . . . . <b>▶</b>		0			
Miscellaneous Revenue _____	Business Code _____					
<b>11a</b> _____						
<b>b</b> _____						
<b>c</b> _____						
<b>d</b> All other revenue . . . . .						
<b>e Total.</b> Add lines 11a-11d . . . . . <b>▶</b>		0				
<b>12 Total revenue.</b> See Instructions . . . . . <b>▶</b>		145,039,566	145,039,566	0	0	

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A)

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
<b>1</b>	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 . . . . .	1,000,000	0		
<b>2</b>	Grants and other assistance to domestic individuals. See Part IV, line 22 . . . . .	0	0		
<b>3</b>	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 . . . . .	0	0		
<b>4</b>	Benefits paid to or for members . . . . .	0	0		
<b>5</b>	Compensation of current officers, directors, trustees, and key employees . . . . .	1,978,673	0	0	0
<b>6</b>	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0	0	0	0
<b>7</b>	Other salaries and wages . . . . .	22,145,110	0	0	0
<b>8</b>	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) . . . . .	4,084,809	0	0	0
<b>9</b>	Other employee benefits . . . . .	2,054,253	0	0	0
<b>10</b>	Payroll taxes . . . . .	1,490,956	0	0	0
<b>11</b>	Fees for services (non-employees)				
<b>a</b>	Management . . . . .	0	0	0	0
<b>b</b>	Legal . . . . .	677,114	0	0	0
<b>c</b>	Accounting . . . . .	304,967	0	0	0
<b>d</b>	Lobbying . . . . .	0	0	0	0
<b>e</b>	Professional fundraising services. See Part IV, line 17 . . . . .	0			0
<b>f</b>	Investment management fees . . . . .	0	0	0	0
<b>g</b>	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O) . . . . .	345,392			
<b>12</b>	Advertising and promotion . . . . .	0	0	0	0
<b>13</b>	Office expenses . . . . .	1,228,306	0	0	0
<b>14</b>	Information technology . . . . .	1,078,099	0	0	0
<b>15</b>	Royalties . . . . .	0	0	0	0
<b>16</b>	Occupancy . . . . .	2,141,567	0	0	0
<b>17</b>	Travel . . . . .	3,849,384	0	0	0
<b>18</b>	Payments of travel or entertainment expenses for any federal, state, or local public officials . . . . .	0	0	0	0
<b>19</b>	Conferences, conventions, and meetings . . . . .	766,081	0	0	0
<b>20</b>	Interest . . . . .	0	0	0	0
<b>21</b>	Payments to affiliates . . . . .	0	0	0	0
<b>22</b>	Depreciation, depletion, and amortization . . . . .	441,027	0	0	0
<b>23</b>	Insurance . . . . .	134,286		0	0
<b>24</b>	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
<b>a</b>	Domestic Marketing	80,191,570		0	0
<b>b</b>	Export	16,698,755		0	0
<b>c</b>	Research	7,180,762		0	0
<b>d</b>	Shared Staff	-3,072,834		0	0
<b>e</b>	All other expenses	321,289			
<b>25</b>	<b>Total functional expenses.</b> Add lines 1 through 24e	145,039,566	0	0	0
<b>26</b>	<b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)	0			

**Part X Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part X

		(A)		(B)
		Beginning of year		End of year
<b>Assets</b>	<b>1</b> Cash-non-interest-bearing . . . . .	112,131	<b>1</b>	137,247
	<b>2</b> Savings and temporary cash investments . . . . .	0	<b>2</b>	0
	<b>3</b> Pledges and grants receivable, net . . . . .	0	<b>3</b>	0
	<b>4</b> Accounts receivable, net . . . . .	971,485	<b>4</b>	1,403,148
	<b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L . . . . .	0	<b>5</b>	0
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L . . . . .	0	<b>6</b>	0
	<b>7</b> Notes and loans receivable, net . . . . .	0	<b>7</b>	0
	<b>8</b> Inventories for sale or use . . . . .	0	<b>8</b>	0
	<b>9</b> Prepaid expenses and deferred charges . . . . .	278,624	<b>9</b>	8,240,101
	<b>10a</b> Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D . . . . .	<b>10a</b> 5,049,719		
	<b>b</b> Less accumulated depreciation . . . . .	<b>10b</b> 3,378,668	2,071,662	<b>10c</b> 1,671,051
	<b>11</b> Investments—publicly traded securities . . . . .	0	<b>11</b>	0
	<b>12</b> Investments—other securities See Part IV, line 11 . . . . .	0	<b>12</b>	0
	<b>13</b> Investments—program-related See Part IV, line 11 . . . . .	0	<b>13</b>	0
	<b>14</b> Intangible assets . . . . .	0	<b>14</b>	0
	<b>15</b> Other assets See Part IV, line 11 . . . . .	19,843,762	<b>15</b>	5,486,191
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 34) . . . . .	23,277,664	<b>16</b>	16,937,738	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses . . . . .	19,219,415	<b>17</b>	16,153,921
	<b>18</b> Grants payable . . . . .	0	<b>18</b>	0
	<b>19</b> Deferred revenue . . . . .	250,000	<b>19</b>	200,622
	<b>20</b> Tax-exempt bond liabilities . . . . .	0	<b>20</b>	0
	<b>21</b> Escrow or custodial account liability Complete Part IV of Schedule D . . . . .	0	<b>21</b>	0
	<b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L . . . . .	0	<b>22</b>	0
	<b>23</b> Secured mortgages and notes payable to unrelated third parties . . . . .	0	<b>23</b>	0
	<b>24</b> Unsecured notes and loans payable to unrelated third parties . . . . .	0	<b>24</b>	0
	<b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D . . . . .	3,808,249	<b>25</b>	583,195
	<b>26 Total liabilities.</b> Add lines 17 through 25 . . . . .	23,277,664	<b>26</b>	16,937,738
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.</b>			
	<b>27</b> Unrestricted net assets . . . . .		<b>27</b>	
	<b>28</b> Temporarily restricted net assets . . . . .		<b>28</b>	
	<b>29</b> Permanently restricted net assets . . . . .		<b>29</b>	
	<b>Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.</b>			
	<b>30</b> Capital stock or trust principal, or current funds . . . . .		<b>30</b>	
	<b>31</b> Paid-in or capital surplus, or land, building or equipment fund . . . . .		<b>31</b>	
	<b>32</b> Retained earnings, endowment, accumulated income, or other funds . . . . .		<b>32</b>	
<b>33</b> Total net assets or fund balances . . . . .	0	<b>33</b>	0	
<b>34</b> Total liabilities and net assets/fund balances . . . . .	23,277,664	<b>34</b>	16,937,738	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	145,039,566
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	145,039,566
<b>3</b>	Revenue less expenses Subtract line 2 from line 1	<b>3</b>	0
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	<b>4</b>	0
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	
<b>6</b>	Donated services and use of facilities	<b>6</b>	
<b>7</b>	Investment expenses	<b>7</b>	
<b>8</b>	Prior period adjustments	<b>8</b>	
<b>9</b>	Other changes in net assets or fund balances (explain in Schedule O)	<b>9</b>	
<b>10</b>	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	<b>10</b>	0

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
<b>1</b>	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
<b>2a</b>	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		No
<b>2b</b>	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	Yes	
<b>2c</b>	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
<b>3a</b>	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
<b>3b</b>	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

**Additional Data**

**Software ID:**  
**Software Version:**  
**EIN:** 36-3992031  
**Name:** DAIRY MANAGEMENT INC

**Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) MARILYN HERSHEY ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(1) KENTON W HOLLE ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(2) AMBER HORN-LETTERMAN ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(3) JOHN HOWERTON ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(4) HAROLD J HOWRIGAN JR ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(5) EDWARD JASURDA ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(6) DOUGLAS L KRICKENBARGER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(7) SHARON K LAUBSCHER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(8) JULIE LUND ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(9) STEPHEN D MADDOX ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(10) GEORGE E MARSH ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(11) RONALD R MCCORMICK ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(12) URBAN MESCHER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(13) KEN MEYERS ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(14) ZACHARY H MYERS ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(15) RAY S PROCK ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(16) BRAD SCOTT ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(17) RONALD E SHELTON ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(18) LARRY SHOVER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(19) KIMA SIMONSON ..... TREASURER	1 0 ..... 0 0	X						0	0	0
(20) SANFORD STAUFFER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(21) SUSAN TROY ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(22) ARLENE J VANDER EYK ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(23) DAVE VEENHOUWER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(24) VICTOR BISSELL ..... DIRECTOR	1 0 ..... 1 0	X						0	6,300	0

**Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(26) PAUL BROERING ..... DIRECTOR	1 0 ..... 1 0	X						0	7,400	0
(1) BOBBY COMBS ..... DIRECTOR	1 0 ..... 1 0	X						0	3,000	0
(2) BRYAN DAVIS ..... DIRECTOR	1 0 ..... 1 0	X						0	4,000	0
(3) TOM DORSEY ..... DIRECTOR	1 0 ..... 1 0	X						0	6,000	0
(4) STEVE P FRISCHKNECHT ..... DIRECTOR	1 0 ..... 1 0	X						0	3,900	0
(5) STEVE GRAYBEAL ..... DIRECTOR	1 0 ..... 1 0	X						0	2,100	0
(6) DONALD GURTNER ..... DIRECTOR	1 0 ..... 1 0	X						0	3,800	0
(7) DAVID SKIP HARDIE ..... SECRETARY	1 0 ..... 1 0	X						0	10,100	0
(8) JERREL HEATWOLE ..... DIRECTOR	1 0 ..... 1 0	X						0	3,600	0
(9) VERNON HORST ..... DIRECTOR	1 0 ..... 1 0	X						0	5,300	0
(10) ROBERT KRAN ..... DIRECTOR	1 0 ..... 1 0	X						0	4,500	0
(11) ALLEN MERRIL ..... DIRECTOR	1 0 ..... 1 0	X						0	4,800	0
(12) JERRY G MESSER ..... DIRECTOR	1 0 ..... 1 0	X						0	6,600	0
(13) KEN NOBIS ..... DIRECTOR	1 0 ..... 1 0	X						0	600	0
(14) LYNN RAMSEY ..... DIRECTOR	1 0 ..... 1 0	X						0	2,600	0
(15) PAUL E ROVEY ..... BOARD CHAIR	1 0 ..... 1 0	X						0	48,000	0
(16) JOAN D SMITH ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(17) JAY STAUFFACHER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(18) PAUL DOTON ..... DIRECTOR	1 0 ..... 1 0	X						0	6,200	0
(19) LARRY ALEXANDER ..... DIRECTOR	1 0 ..... 1 0	X						0	5,000	0
(20) ELIZABETH ANDERSON ..... DIRECTOR	1 0 ..... 1 0	X						0	3,600	0
(21) RYAN ANGLIN ..... DIRECTOR	1 0 ..... 1 0	X						0	9,400	0
(22) AUDREY DONAHOE ..... DIRECTOR	1 0 ..... 1 0	X						0	4,700	0
(23) GLEN EASTER ..... DIRECTOR	1 0 ..... 1 0	X						0	0	0
(24) BRIAN ESPLIN ..... DIRECTOR	1 0 ..... 1 0	X						0	6,400	0

**Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(51) ARLEY GEORGE ..... DIRECTOR	1 0 ..... 1 0	X						0	1,400	0
(1) DALE JONES ..... DIRECTOR	1 0 ..... 1 0	X						0	0	0
(2) JOHN M LARSON ..... DIRECTOR	1 0 ..... 1 0	X						0	3,700	0
(3) JIM REID ..... DIRECTOR	1 0 ..... 1 0	X						0	6,900	0
(4) ARIE ROELOFFS ..... DIRECTOR	1 0 ..... 1 0	X						0	2,600	0
(5) NORBERT SCHMIDT ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(6) CONNIE SEEFELDT ..... DIRECTOR	1 0 ..... 1 0	X						0	5,900	0
(7) HAROLD SHAULIS ..... DIRECTOR	1 0 ..... 1 0	X						0	4,700	0
(8) KATHLEEN SKIBA ..... DIRECTOR	1 0 ..... 1 0	X						0	0	0
(9) CHRISTINE SUKALSKI ..... DIRECTOR	1 0 ..... 1 0	X						0	4,300	0
(10) BERNIE TEUNISSEN ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(11) DOUG NUTTLEMAN ..... DIRECTOR	1 0 ..... 1 0	X						0	1,200	0
(12) JERRY TRUELOVE ..... DIRECTOR	1 0 ..... 1 0	X						0	4,700	0
(13) RICK VAN RYN ..... DIRECTOR	1 0 ..... 1 0	X						0	1,600	0
(14) TOM A WOODS ..... DIRECTOR	1 0 ..... 1 0	X						0	5,000	0
(15) NEIL A HOFF ..... DIRECTOR	1 0 ..... 1 0	X						0	21,450	0
(16) DAN DEGROOT ..... DIRECTOR	1 0 ..... 1 0	X						0	6,000	0
(17) STEVE NEHRING ..... DIRECTOR	1 0 ..... 1 0	X						0	4,800	0
(18) JAMES L AHLEM ..... VICE CHAIR	1 0 ..... 0 0	X						0	0	0
(19) JOHN B FISCALINI ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(20) CELESTE BLACKBURN ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(21) DAVID P CROWL ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(22) DOUGLAS T DANIELSON ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(23) RENAE A DE JAGER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(24) MARK E ERDMAN ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0

**Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(76) LYNDA FOSTER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(1) PAUL A FRITSCHER ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(2) CAROL AHLEM ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(3) CHRISTOPHER BRAZIL ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(4) CHERI CHAPIN ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(5) JOE KELSAY ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(6) SARAH LLOYD ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(7) BRIAN MEDEIROS ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(8) EDDIE SCHAAP ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(9) LISA VANDER EYK ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(10) PAM BOLIN ..... DIRECTOR	1 0 ..... 1 0	X						0	5,700	0
(11) JOHN BRUBAKER ..... DIRECTOR	1 0 ..... 1 0	X						0	4,200	0
(12) RICHARD BYMA ..... DIRECTOR	1 0 ..... 1 0	X						0	2,200	0
(13) CRAIG CALLABERO ..... DIRECTOR	1 0 ..... 1 0	X						0	700	0
(14) MIKE FERGUSON ..... DIRECTOR	1 0 ..... 1 0	X						0	3,000	0
(15) RICK PODTBURG ..... DIRECTOR	1 0 ..... 1 0	X						0	1,900	0
(16) LARRY HANCOCK ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(17) JEFFREY A HARDY ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(18) LANETTE HARSDORF ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(19) CHACE FULLMER ..... DIRECTOR	1 0 ..... 0 0	X						0	1,200	0
(20) SIETO MELLEMA ..... DIRECTOR	1 0 ..... 1 0	X						0	0	0
(21) JOHN BALLARD ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(22) JAMES WEBB ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(23) WILLIAM HERR ..... DIRECTOR	1 0 ..... 0 0	X						0	0	0
(24) THOMAS GALLAGHER ..... CEO	40 0 ..... 10 0			X				631,410	0	137,233



**Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(101) CAROLYN GIBBS ..... CFO	40 0 ..... 1 0			X				393,599	0	42,570
(1) KEVIN PONTICELLI ..... SENIOR EXECUTIVE VP	40 0 ..... 0 0				X			508,203	0	25,909
(2) BARBARA O'BRIEN ..... SENIOR EXECUTIVE VP	40 0 ..... 0 0				X			467,461	0	59,893
(3) DANIEL CHAVKA ..... EXECUTIVE VICE PRESIDENT	40 0 ..... 0 0					X		330,476	0	146,729
(4) THOMAS SUBER ..... EXECUTIVE VICE PRESIDENT	40 0 ..... 0 0					X		498,234	0	376,969
(5) GREGORY MILLER ..... EXECUTIVE VICE PRESIDENT	40 0 ..... 10 0					X		433,000	0	344,923
(6) MOLLIE WALLER ..... EXECUTIVE VICE PRESIDENT	40 0 ..... 0 0					X		375,539	0	142,511
(7) MARC BECK ..... EXECUTIVE VICE PRESIDENT	40 0 ..... 0 0					X		420,590	0	131,251

SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No 1545-0047

2014

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990.

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Department of the Treasury Internal Revenue Service

Name of the organization DAIRY MANAGEMENT INC

Employer identification number 36-3992031

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors...?, 6 Did the organization inform all grantees...?

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

Table with 2 columns: Description, Held at the End of the Year. Rows include: 1 Purpose(s) of conservation easements, 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution..., 3 Number of conservation easements modified..., 4 Number of states where property subject to conservation easement is located..., 5 Does the organization have a written policy..., 6 Staff and volunteer hours..., 7 Amount of expenses incurred..., 8 Does each conservation easement..., 9 In Part XIII, describe how the organization reports...

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

Table with 2 columns: Description, Amount. Rows include: 1a If the organization elected, as permitted under SFAS 116..., 1b If the organization elected, as permitted under SFAS 116..., 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain...

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a Public exhibition, b Scholarly research, c Preservation for future generations, d Loan or exchange programs, e Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table

Table with 2 columns: Description (1c-1f) and Amount

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

Table with 6 columns: (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back. Rows 1a-1g.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

- a Board designated or quasi-endowment, b Permanent endowment, c Temporarily restricted endowment. The percentages in lines 2a, 2b, and 2c should equal 100%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

Table with 3 columns: Description (3a(i), 3a(ii)), Yes, No

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. Complete if the organization answered 'Yes' to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Table with 5 columns: Description of property, (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value. Rows 1a-1e and Total.

**Part VII Investments—Other Securities.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
Other		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 12 )		

**Part VIII Investments—Program Related.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation Cost or end-of-year market value
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 13 )		

**Part IX Other Assets.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 11d. See Form 990, Part X, line 15

(a) Description	(b) Book value
(1) DUE FROM AFFILIATES	5,486,191
<b>Total.</b> (Column (b) must equal Form 990, Part X, col.(B) line 15.)	5,486,191

**Part X Other Liabilities.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1 (a) Description of liability	(b) Book value
Federal income taxes	0
DUE TO AFFILIATES	583,195
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 25 )	583,195

**2. Liability for uncertain tax positions.** In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return** Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

<b>1</b>	Total revenue, gains, and other support per audited financial statements . . . . .		<b>1</b>	145,039,566
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12			
<b>a</b>	Net unrealized gains (losses) on investments . . . . .	<b>2a</b>		
<b>b</b>	Donated services and use of facilities . . . . .	<b>2b</b>		
<b>c</b>	Recoveries of prior year grants . . . . .	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII ) . . . . .	<b>2d</b>		
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> . . . . .		<b>2e</b>	
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> . . . . .		<b>3</b>	145,039,566
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line <b>1</b> :			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII ) . . . . .	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> . . . . .		<b>4c</b>	
<b>5</b>	Total revenue Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12 ) . . . . .		<b>5</b>	145,039,566

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.** Complete if the organization answered 'Yes' to Form 990, Part IV, line 12a.

<b>1</b>	Total expenses and losses per audited financial statements . . . . .		<b>1</b>	145,039,566
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25			
<b>a</b>	Donated services and use of facilities . . . . .	<b>2a</b>		
<b>b</b>	Prior year adjustments . . . . .	<b>2b</b>		
<b>c</b>	Other losses . . . . .	<b>2c</b>		
<b>d</b>	Other (Describe in Part XIII ) . . . . .	<b>2d</b>		
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> . . . . .		<b>2e</b>	
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> . . . . .		<b>3</b>	145,039,566
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line <b>1</b> :			
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	<b>4a</b>		
<b>b</b>	Other (Describe in Part XIII ) . . . . .	<b>4b</b>		
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> . . . . .		<b>4c</b>	
<b>5</b>	Total expenses Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18 ) . . . . .		<b>5</b>	145,039,566

**Part XIII Supplemental Information**

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b Also complete this part to provide any additional information

Return Reference	Explanation

**Part XIII Supplemental Information (continued)**

Return Reference	Explanation

**Schedule I  
(Form 990)**

OMB No 1545-0047

**Grants and Other Assistance to Organizations,  
Governments and Individuals in the United States**

**2014**

Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

**Open to Public  
Inspection**

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Department of the Treasury  
Internal Revenue Service

Name of the organization

DAIRY MANAGEMENT INC

Employer identification number

36-3992031

**Part I General Information on Grants and Assistance**

- 1** Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? . . . . .  Yes  No
- 2** Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) Youth Improved Inc 10255 WEST HIGGINS RD ROSEMONT, IL 60018	27-0988546	501(C)(3)	1,000,000				Progam service Expenses

**2** Enter total number of section 501(c)(3) and government organizations listed in the line 1 table . . . . . 1

**3** Enter total number of other organizations listed in the line 1 table . . . . . 1

**Part III Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22.

Part III can be duplicated if additional space is needed.

<b>(a)</b> Type of grant or assistance	<b>(b)</b> Number of recipients	<b>(c)</b> Amount of cash grant	<b>(d)</b> Amount of non-cash assistance	<b>(e)</b> Method of valuation (book, FMV, appraisal, other)	<b>(f)</b> Description of non-cash assistance

**Part IV Supplemental Information.** Provide the information required in Part I, line 2, Part III, column (b), and any other additional information.

<b>Return Reference</b>	<b>Explanation</b>
SCHEDULE I, PART I, LINE 2	The organization reported on Schedule I received a contribution from Dairy Management Inc (DMI), but not a grant DMI's accounting department books contributions made to other 501(c)(3) organizations



**Schedule J**  
(Form 990)

**Compensation Information**

OMB No 1545-0047

**2014**

**Open to Public Inspection**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Department of the Treasury  
Internal Revenue Service

Name of the organization  
DAIRY MANAGEMENT INC

Employer identification number

36-3992031

**Part I Questions Regarding Compensation**

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.
- |  |   |
|--|---|
| <input checked="" type="checkbox"/> First-class or charter travel            | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input type="checkbox"/> Travel for companions                               | <input type="checkbox"/> Payments for business use of personal residence          |
| <input checked="" type="checkbox"/> Tax idemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account                      | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef)          |

- b** If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain
- 2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked in line 1a?

- 3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.
- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee              | <input checked="" type="checkbox"/> Written employment contract                     |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input type="checkbox"/> Form 990 of other organizations                | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

- 4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:
- a** Receive a severance payment or change-of-control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

- 5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:
- a** The organization?
- b** Any related organization?
- If "Yes," to line 5a or 5b, describe in Part III.
- 6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:
- a** The organization?
- b** Any related organization?
- If "Yes," to line 6a or 6b, describe in Part III.

- 7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III.
- 8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.
- 9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
<b>1b</b>	Yes	
<b>2</b>	Yes	
<b>4a</b>		No
<b>4b</b>	Yes	
<b>4c</b>		No
<b>5a</b>		
<b>5b</b>		
<b>6a</b>		
<b>6b</b>		
<b>7</b>		
<b>8</b>		
<b>9</b>		

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column(B) reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 THOMAS GALLAGHER, CEO	(i)	500,000	50,000	81,410	125,757	11,476	768,643	0
	(ii)	0	0	0	0	0	0	0
2 DANIEL CHAVKA, EXECUTIVE VICE PRESIDENT	(i)	304,943	0	25,533	122,959	23,770	477,205	0
	(ii)	0	0	0	0	0	0	0
3 KEVIN PONTICELLI, SENIOR EXECUTIVE VP	(i)	359,800	107,900	40,503	27,005	-1,096	534,112	0
	(ii)	0	0	0	0	0	0	0
4 THOMAS SUBER, EXECUTIVE VICE PRESIDENT	(i)	355,000	110,000	33,234	350,567	26,402	875,203	0
	(ii)	0	0	0	0	0	0	0
5 GREGORY MILLER, EXECUTIVE VICE PRESIDENT	(i)	305,000	100,000	28,000	323,653	21,270	777,923	0
	(ii)	0	0	0	0	0	0	0
6 BARBARA O'BRIEN, SENIOR EXECUTIVE VP	(i)	340,000	100,000	27,461	34,469	25,424	527,354	0
	(ii)	0	0	0	0	0	0	0
7 MOLLIE WALLER, EXECUTIVE VICE PRESIDENT	(i)	260,000	90,000	25,539	132,489	10,022	518,050	0
	(ii)	0	0	0	0	0	0	0
8 CAROLYN GIBBS, CFO	(i)	270,000	100,000	23,599	27,000	15,570	436,169	0
	(ii)	0	0	0	0	0	0	0
9 MARC BECK, EXECUTIVE VICE PRESIDENT	(i)	283,787	17,500	119,303	114,991	16,260	551,841	87,114
	(ii)	0	0	0	0	0	0	0

**Part III Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II

Also complete this part for any additional information

Return Reference	Explanation
Schedule J, Part I, Line 1a	FIRST CLASS TRAVEL IS ONLY AVAILABLE TO THE CEO AS AUTHORIZED BY THE BOARD OF DIRECTORS THE TRAVEL IS NOT TAXABLE SINCE IT IS PART OF AN ACCOUNTABLE PLAN TAX INDEMNIFICATION IS AVAILABLE TO THE CEO ONLY AND IS INCLUDED IN TAXABLE WAGES THE OFFICERS, KEY EMPLOYEES, AND HIGHEST COMPENSATED EMPLOYEES HAVE THE OPTION OF RECEIVING HEALTH CLUB BENEFITS UNDER THE EXECUTIVE FLEXIBLE BENEFITS ACCOUNT
Schedule J, Part I, Line 4b	DMI HAS TWO SUPPLEMENTAL NONQUALIFIED PLANS ITS EXECUTIVES MAY PARTICIAPTE IN 1) DMI provides a supplemental defined contribution benefit for executives whose UDIA Thrift & Savings Plan benefits are affected by the IRS annual compensation limits DMI will automatically defer on the behalf of a participant employer contributions "lost" under the Thrift & Savings Plan due to federal tax laws that place limits on the amount of compensation that a qualified plan can use in making benefit calculations The IRS Code section 401(a)(17) annual compensation limit for 2014 is \$260,000 The balance in each nonqualified plan account shall be credited annually with interest based on an average of the Wall Street Journal prime rates published on the first day of each calendar month The balance vests as becomes payable at termination of employment WHILE PARTICIPANTS ACCRUED AMOUNTS REPORTED ON SCHEDULE J, PART II, COLUMN C, NO AMOUNTS WERE PAID TO PARTICIPANTS IN 2014 2) DMI provides a supplemental retirement benefit ("SERP") for executives whose UDIA Retirement Plan benefits are affected by the IRS annual compensation limits This supplemental plan restores the portion of the Retirement Plan benefit that would otherwise be lost by considering the executive's pay as if no IRS compensation restrictions apply and provides a "make up" benefit for the difference The benefit amount determined as the difference of the executive's benefit determined with and without the IRS compensation limits is the executive's "Defined Benefit Plan Restoration Benefit" In general, the Restoration Benefit becomes vested when the executive reaches age 62 and completes 7 years of service while still employed by DMI The benefit automatically becomes vested if the executive is involuntarily terminated by DMI without "cause", becomes disabled or dies while still employed by DMI THE FOLLOWING INDIVIDUAL PARTICIPATED IN THIS PLAN AND IN 2014 WAS PAID THE FOLLOWING AMOUNT WHICH IS INCLUDED ON SCHEDULE J, PART II, COLUMN B(III) MARC BECK 94,258

# Additional Data

**Software ID:**  
**Software Version:**  
**EIN:** 36-3992031  
**Name:** DAIRY MANAGEMENT INC

## Form 990, Schedule J, Part II - Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred in prior Form 990
		(i) Base Compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
<b>1</b> THOMAS GALLAGHER, CEO	(i)	500,000	50,000	81,410	125,757	11,476	768,643	0
	(ii)	0	0	0	0	0	0	0
<b>1</b> DANIEL CHAVKA, EXECUTIVE VICE PRESIDENT	(i)	304,943	0	25,533	122,959	23,770	477,205	0
	(ii)	0	0	0	0	0	0	0
<b>2</b> KEVIN PONTICELLI, SENIOR EXECUTIVE VP	(i)	359,800	107,900	40,503	27,005	-1,096	534,112	0
	(ii)	0	0	0	0	0	0	0
<b>3</b> THOMAS SUBER, EXECUTIVE VICE PRESIDENT	(i)	355,000	110,000	33,234	350,567	26,402	875,203	0
	(ii)	0	0	0	0	0	0	0
<b>4</b> GREGORY MILLER, EXECUTIVE VICE PRESIDENT	(i)	305,000	100,000	28,000	323,653	21,270	777,923	0
	(ii)	0	0	0	0	0	0	0
<b>5</b> BARBARA O'BRIEN, SENIOR EXECUTIVE VP	(i)	340,000	100,000	27,461	34,469	25,424	527,354	0
	(ii)	0	0	0	0	0	0	0
<b>6</b> MOLLIE WALLER, EXECUTIVE VICE PRESIDENT	(i)	260,000	90,000	25,539	132,489	10,022	518,050	0
	(ii)	0	0	0	0	0	0	0
<b>7</b> CAROLYN GIBBS, CFO	(i)	270,000	100,000	23,599	27,000	15,570	436,169	0
	(ii)	0	0	0	0	0	0	0
<b>8</b> MARC BECK, EXECUTIVE VICE PRESIDENT	(i)	283,787	17,500	119,303	114,991	16,260	551,841	87,114
	(ii)	0	0	0	0	0	0	0

**SCHEDULE O**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No 1545-0047

**2014**

**Open to Public Inspection**

Name of the organization  
DAIRY MANAGEMENT INC

Employer identification number

36-3992031

**990 Schedule O, Supplemental Information**

Return Reference	Explanation
DESCRIBE THE PROCESS USED BY MANAGEMENT &/OR GOVERNING BODY TO REVIEW 990	
DESCRIPTION OF PROCESS TO MONITOR TRANSACTIONS FOR CONFLICTS OF INTEREST	FORM 990, PART VI, LINE 12C MANAGEMENT AND CORPORATE COUNSEL REVIEW THE POLICIES RELATED TO GOVERNANCE, MANAGEMENT AND DISCLOSURE TO ENSURE AND MONITOR COMPLIANCE WITHIN THE ORGANIZATION. THE CONFLICT OF INTEREST POLICY IS REVIEWED IN DETAIL WITH THE BOARD OF DIRECTORS, MANAGEMENT AND ANNUALLY BY THE ORGANIZATION'S CORPORATE ATTORNEYS, AND THERE ARE PERIODIC COMPLIANCE DISCUSSIONS BETWEEN THE OFFICERS OF THE BOARD OF DIRECTORS AND MANAGEMENT DURING THE YEAR. BOARD MEMBERS ARE ASKED TO RECUSE THEMSELVES FROM VOTING IF THEY ARE PERSONALLY INVOLVED IN A MATTER.
OFFICES & POSITIONS FOR WHICH PROCESS WAS USED, & YEAR PROCESS WAS BEGUN	FORM 990, PART VI, LINE 15A AND 15B COMPENSATION OF THE CEO IS DETERMINED BY INVOLVEMENT OF THE PERSONNEL COMMITTEE OF THE BOARD OF DIRECTORS AND FOR OTHER EMPLOYEES OF THE ORGANIZATION, THROUGH THE USE OF INDUSTRY SURVEYS, MARKET SALARY GUIDES AND OTHER COMPETITIVE COMPENSATION INFORMATION.
AVAIL OF GOV DOCS, CONFLICT OF INTEREST POLICY, & FIN STATEMENTS TO GEN PUBLIC	FORM 990, PART VI, LINE 19 GOVERNING DOCUMENTS, CONFLICT OF INTEREST POLICY, WHISTLE BLOWER POLICY, DOCUMENT RETENTION POLICY AND FINANCIAL STATEMENTS ARE AVAILABLE UPON REQUEST.

**SCHEDULE R  
(Form 990)**

**Related Organizations and Unrelated Partnerships**

OMB No 1545-0047

**2014**

**Open to Public  
Inspection**

- ▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**
- ▶ **Attach to Form 990.**
- ▶ **Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

Department of the Treasury  
Internal Revenue Service

Name of the organization  
DAIRY MANAGEMENT INC

**Employer identification number**

36-3992031

**Part I Identification of Disregarded Entities** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity

**Part II Identification of Related Tax-Exempt Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
<b>(1)</b> United Dairy Industry Association 10255 W Higgins Road Ste 900  Rosemont, IL 60018 36-2702849	PROMOTION	IL	501(c)(6)	N/A	DMI	Yes	
<b>(2)</b> National Dairy Council 10255 W Higgins Road Ste 900  Rosemont, IL 60018 36-1522265	EDUCATION	IL	501(c)(3)	9	UDIA	Yes	
<b>(3)</b> Innovation Center for US Dairy 10255 W Higgins Road Ste 900  Rosemont, IL 60018 26-3918900	PROMOTION	IL	501(c)(6)	N/A	DMI	Yes	
<b>(4)</b> Youth Improved Inc 10255 W HIGGINS RD STE 900  Rosemont, IL 600185638 27-0988546	GRANTS	IL	501(c)(3)	PF	DMI	Yes	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end- of-year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No

**Part V Transactions With Related Organizations** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?**a** Receipt of **(i)** interest, **(ii)** annuities, **(iii)** royalties, or **(iv)** rent from a controlled entity**b** Gift, grant, or capital contribution to related organization(s)**c** Gift, grant, or capital contribution from related organization(s)**d** Loans or loan guarantees to or for related organization(s)**e** Loans or loan guarantees by related organization(s)**f** Dividends from related organization(s)**g** Sale of assets to related organization(s)**h** Purchase of assets from related organization(s)**i** Exchange of assets with related organization(s)**j** Lease of facilities, equipment, or other assets to related organization(s)**k** Lease of facilities, equipment, or other assets from related organization(s)**l** Performance of services or membership or fundraising solicitations for related organization(s)**m** Performance of services or membership or fundraising solicitations by related organization(s)**n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)**o** Sharing of paid employees with related organization(s)**p** Reimbursement paid to related organization(s) for expenses**q** Reimbursement paid by related organization(s) for expenses**r** Other transfer of cash or property to related organization(s)**s** Other transfer of cash or property from related organization(s)

	Yes	No
<b>1a</b>		No
<b>1b</b>	Yes	
<b>1c</b>		No
<b>1d</b>		No
<b>1e</b>		No
<b>1f</b>		
<b>1g</b>		No
<b>1h</b>		No
<b>1i</b>		No
<b>1j</b>		No
<b>1k</b>		No
<b>1l</b>		No
<b>1m</b>		No
<b>1n</b>	Yes	
<b>1o</b>		No
<b>1p</b>	Yes	
<b>1q</b>		No
<b>1r</b>		No
<b>1s</b>		No

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
<b>(1)</b> UNITED DAIRY INDUSTRY ASSOCIATION	n	1,621,026	CASH
<b>(2)</b> UNITED DAIRY INDUSTRY ASSOCIATION	p	33,266,747	CASH
<b>(3)</b> Youth Improved Inc	b	1,000,000	CASH



**Part VI Unrelated Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(e) Are all partners section 501(c)(3) organizations?		(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	

**Part VII Supplemental Information**

Provide additional information for responses to questions on Schedule R (see instructions)

**Return Reference****Explanation**