

# FOCUS

2020

2020 PDPW  
Business Conference  
**March 18 & 19, 2020**  
Alliant Energy Center | Madison, WI

# WELCOME



*If there was ever a year to cast a laser focus on your business, this is the year. The past few years have come and gone in a blur - now 2020 lies ahead beckoning dairy producers to commit to a clear vision.*

When time, money and labor on the farm become limiting factors, it's imperative to maximize your time away. There's nowhere else in the industry you can go to receive the quality and quantity of education, passion and solution-oriented ideas and connections in a mere two days. With the help of your fellow dairy producers, we've put together an agenda abounding with leading-edge information and the latest in education, innovations and research. We've also got a few new things in store for you.

***Welcome to the 2020 PDPW Business Conference.***

## ***A special thank you . . .***

*to the Business Conference committee members who dedicated their time to developing this world-class program. Driven by the PDPW mission to share ideas, solutions, resources and experiences that help dairy producers succeed, your fellow dairy farmers came together to create an educational event with lasting impact.*

***The 2020 PDPW Business Conference is the result of your drive and focus - thank you!***



# AGENDA



## day one - Wednesday

8:00 am	Registration and Hall of Ideas open
8:45	Hands-On & Specialty Sessions
10:15	Learning Lounges & Preview Stage
11:00	Opening Session: Doug Hall
12:30 pm	Lunch in Hall of Ideas
1:00	Learning Lounges & Preview Stage
1:45	Learning Lounges & Preview Stage
2:30	Hands-On & Breakout Sessions
4:30	Connection Reception in Hall of Ideas
6:30	Dinner
7:30	Evening entertainment: Greg Schwem

## day two - Thursday

8:00 am	Registration and Hall of Ideas open
8:30	Hands-On & Specialty Sessions
10:00	General Session: Dan Basse and Eric Snodgrass
11:00	Lunch in Hall of Ideas
11:30	Learning Lounges & Preview Stage
12:30	Learning Lounges & Preview Stage
1:15 pm	Hands-On & Breakout Sessions
3:30	Closing Keynote: Mark Nutsch

# START HERE



## first things first

**Upon arriving to the Alliant Energy Center**, register in the appropriate area by last name to receive your name badge and a gift tote. The tote bag includes many helpful items, including a map of the rooms in which all sessions and activities take place.

## download the app

**If you want to go paperless, download the conference app.** Available March 1, the app allows you to talk to other attendees, customize your schedule, read speaker bios and more. Get the PDPW app on Google Play and the App Store.

## focusing on specific subjects?

**It's our aim to offer a variety of topics to Business Conference attendees.** Throughout the flier, sessions are color coded as follows:

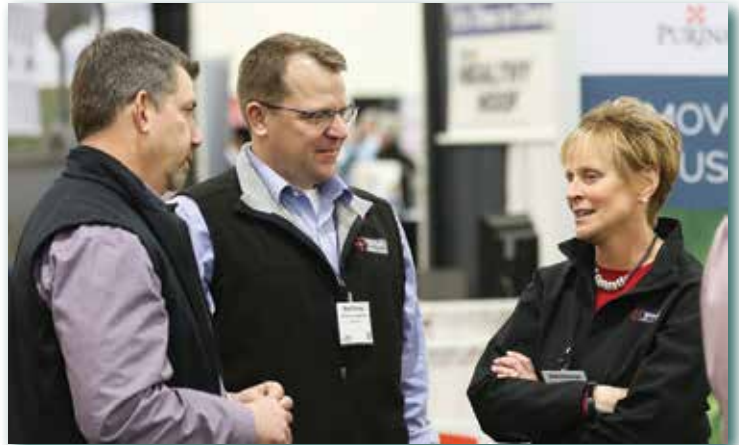
- animal care, food safety
- business, financial
- human resources, management, next generation
- social license (consumer trust, environment, policy)



# THE HALL OF IDEAS AND EQUIPMENT SHOW

*Dairy producers aren't the only ones* who understand the value of education and peer-to-peer networking.

At Business Conference, premier suppliers play a vital role in providing the latest and greatest to dairy farmers. **The Hall of Ideas and Equipment Show** is always buzzing with activity. Visit here often for leading-edge methods and strategies to implement as you focus on higher levels of success in your business.



## BUT WAIT – THERE'S MORE!

*We know you attend* PDPW Business Conference for the quantity, quality, and variety of learning sessions. While you're here, we'd like you to also enjoy the complimentary offerings we've arranged for you. **Yes!** Focus on yourself for a spell.



### **grilled cheese as you please**

**Not too many things please like hot-and-melty grilled cheese sandwiches.** Stationed throughout the Hall of Ideas, a variety of flavors will be served when other meals aren't available. Thanks to generous sponsors, we are thrilled to offer you grilled cheese sandwiches both days of the conference.

### **professional headshots**

**If it's been more than a few years since** you've had a professional headshot taken, we encourage you to update your image. No need to set aside special time or money – once you're here, you'll have earned it by attending. Whether you think you'll ever need one or not, a professional picture is one of those things you'll be glad you have when the time comes. Discreetly set up for your comfort and convenience, the photo booth is in the Hall of Ideas. Say "cheese!"

### **relax and chill ... with a massage**

**In addition to lounging areas** to encourage conversations and connections, the Hall of Ideas will once again feature a massage station. Facilitated by professionals, this area is a hot spot with conference attendees.

# KEYNOTES



*This year's keynote speakers deliver the tools you need for a sharper focus.*



**Bill Baker**

conference  
emcee

**Bill Baker** – our conference emcee and hosting voice of each PDPW Podcast – has spent his entire adult life on the air in radio broadcasting. He's been honored by the Associated Press in both Oregon and Washington for winning the "best newscast" and "news reporting" categories in each state. Bill's broadcasting career began auspiciously on May 18, 1980 in northwestern Washington – the day Mt. Saint Helens erupted. He's worked as news director for several northwestern radio stations as well as with producing the national radio program *DairyLine* for 16 years. He is currently the syndicated host of *Dairy Radio Now*, a daily segment heard on 50 radio stations in 20 states.



**Eric Snodgrass**

**Eric Snodgrass** is the principal atmospheric scientist for Nutrien Ag Solutions, where he develops predictive, analytical software solutions to manage weather risk for global production agriculture. He provides frequent weather updates focused on the influence of high-impact weather events on global agriculture productivity. His research uses machine learning to better understand field-level weather impacts on US yields and increase confidence in long-range weather prediction. He presents his research at over 50 conferences yearly, providing logistical guidance and solutions to weather-sensitive financial institutions, farmers, commodity traders and other stakeholders.



**Doug Hall**

**Doug Hall** is founder and chairman of Eureka! Ranch International. He is a lecturer, best-selling author, TV and radio host, and chemical engineer by education. He was named Master Marketing Inventor at Procter & Gamble, in part for shipping a record nine products in twelve months. In 1986, Doug founded Eureka! Ranch International as a "think-tank for hire." Eureka! Ranch works primarily with Fortune 100 and 500 companies vetting new product ideas. In 2005 The Ranch partnered with the University of Maine to found the field of study called Innovation Engineering. Eureka! Ranch delivers a complete system for innovation from creation to commercialization.



**Dan Basse**

**Dan Basse** is president of AgResource Company, a domestic and international agricultural research firm in Chicago that forecasts domestic and world agricultural price trends. AgResource provides their research to various segments of the industry including farmers, elevators, soy and corn processors, wheat millers, food companies, trading companies, importers, and exporters. Their research is sold around the globe. An economist who's been in the commodity business since 1979, Dan was raised on a dairy/grain farm in Waukesha, Wisconsin. Prior to founding AgResource Company in 1987, he worked with the Professional Farmers of America, Brock Associates and the Ag research division of GNP Commodities in Chicago.



**Greg Schwem**

**Greg Schwem** is a business humorist, corporate emcee, and nationally syndicated humor columnist for Tribune Content Agency. He is also an award-winning greeting-card writer and author of two Amazon.com best-sellers, including "The Road to Success Goes Through the Salad Bar: a Pile of BS (*Business Stories*) from a Corporate Comedian." Greg's client list includes such heavy-hitters as IBM, McDonald's, Microsoft, United Airlines and Verizon Wireless.



**Mark Nutsch**

**Mark Nutsch** is the former commander of the first Green Beret unit that went into Afghanistan after the bombing of 9/11. His harrowing and heroic story is depicted in the major motion picture "12 Strong." Mark's Kansas farm-country upbringing served him well in the Afghani mountains where travel on horseback was vital to the team's strategy. Today Mark serves as a consultant for Army Special Operations and has opened a whiskey distillery business.

# DAY ONE

## morning specialty sessions

Wednesday, March 18 | 8:45 - 10:00 am | Select one of four sessions.

### ● **Putting numbers to the heifers**

Replacement heifers represent a cost of producing milk. Like other costs, every operation needs to identify what is optimal for them. Dr. Mike Overton, DVM, will walk through multiple scenarios to depict how many heifers a dairy should have. He'll make you ponder: "Should I raise my own? Sell the heifers and buy them back? Have them custom-raised, or sell them and buy replacements?" Though the choices may seem endless, this session will help you sort through the best options for your business.

**Dr. Mike Overton, DVM**

1.25 DACE; 1.25 ARPAS; 1.50 UW-SVM non-scientific CE hours

### ● **Pencil-pushing for profits**

What's right for your dairy: a bulk-tank average of 105 pounds at 3.5% butterfat? Or less milk with higher components? The answer isn't always so simple when you account for the value of your home-grown feed, time and other resources. Dr. Luiz Ferrareto will discuss ways to change diets and find the sweet spot for your dairy.

**Dr. Luiz Ferrareto**

1.25 DACE; 1.50 UW-SVM non-scientific CE hours

### ● **Stuff happens...you covered?**

Planes fall out of the sky, barns collapse and devastation sometimes strikes out of nowhere. When tragedy hits the last thing you need is to realize you're under-covered by insurance. Dairy farmers Marty Hallock and Jim Kroepfien will share what they've learned about insurance policies and coach you through important sections to review in your farm policies. Hear what they've learned about finding the silver lining despite tragedy.

**Jim & Rachel Kroepfien, Marty Hallock; facilitated by Dave Becker**

1.25 DACE

### ● **Tech talk: Blockchain, 5G, machine learning**

Technology is an important piece in successful dairying, but its head-spinning rate of change can be daunting. Dave Saunders will aim the spotlight at some of the hottest tech tools and outline how technology companies are exploring ways their existing tools can match up with the agriculture sector's most critical needs. Walt Cooley will ask some tough questions to drill down to what the biggest breakthroughs will be for dairy.

**Dave Saunders and Walt Cooley**

1.25 DACE; 1.50 UW-SVM non-scientific CE hours

**11:00 am Conference Opening in Hall D**

**12:30 - 2:30 pm Lunch in Hall of Ideas**



**Doug Hall**

### **Opening session keynote**

### **Dream. Adapt. Innovate.**

**11:00 am**

*Set your sights on 2020 with a fresh look at business innovation and development. With a swift pace and fresh perspective, Doug Hall will share how he's turned desperate business sectors into winners by building on creativity and innovation. Learn to capitalize on the recent down time and build resilient and ground-breaking cash-producing ventures.*

0.75 DACE; 0.5 PD CCA; 0.90 UW-SVM non-scientific CE hours

**afternoon breakout sessions**

Wednesday, March 18 | Select three sessions; each runs one hour and repeats.  
2:30 - 3:30 pm | 3:45 - 4:45 pm | 5:00 - 6:00 pm

**● What are we going to do with this feed?!**

Yep... 2019 was an ugly year for crops. In this session Dr. Luiz Ferraretto will outline available options to deal with feed shortages and poor quality. With ration bottlenecks in mind, you'll explore feasible alternatives to keep the milk flowing, the cows healthy and your business moving in the right direction.

**Dr. Luiz Ferraretto**

1 DACE; 1 ARPAS; 1 CM CCA; 1.20 UW-SVM scientific CE hours

**● Is it time to restructure?**

When cash is scarce, it's good to know your options. One choice might be restructuring your debt. Hear from a panel of consultants as they talk through that possibility as well as other time-tested alternatives that have proven suitable in a variety of scenarios.

**Jay Joy, Dave Becker; facilitated by Andrew Skwor**

1 DACE; 1.20 UW-SVM non-scientific CE hours

**● Unharnessing your brain's potential**

Spoiler alert: You are the biggest threat to your dairy. In this interactive session, you'll discover the surprising ways in which your own brain works against you. Holly Green will shed light on the complexities of your brain's tendencies so you can overcome your biological hard-wiring. The practical tools she'll share will equip you to make more effective choices and focus your business on success.

**Holly Green**

1 DACE; 1 PD CCA; 1.20 UW-SVM non-scientific CE hours

**● Practical proven systems for more profitable innovation - a how-to**

To win in today's economy requires engagement by everyone on your team. In this follow-up to his opening keynote, Doug will walk you step by step through practical and proven systems for: 1) creating more profitable offerings, 2) accelerating time-to-market for disruptive ideas and, 3) creating a culture of innovation. Doug will also answer any questions you have from his opening session.

**Doug Hall**

1 DACE; 1.20 UW-SVM non-scientific CE hours

**4:30 - 6:15 pm Connection Reception in Hall of Ideas**

Visit with exhibitors and connect with friends while you enjoy a bounty of award-winning cheeses with refreshments.

**6:30 - 8:30 pm Dinner and entertainment: Greg Schwem**

**Until midnight Evening hospitality**



**Greg Schwem**

**Laugh at yourself!**

*Dairying can be serious business. Tonight we'll adopt a slower pace, relax with friends and reflect on some of the silly ways we work, think and act.*



# DAY TWO

## morning specialty sessions

Thursday, March 19 | 8:30 - 9:45 am | Select one of four sessions.

### ● **Ignite performance**

Good news! It's possible to change the culture and mindset within your team. Michael Hoffman will provide practical tips and techniques to help your team approach their work "on purpose." By approaching your farm's mission with tactical purpose, you'll build buy-in, improve team ownership, morale and loyalty.

**Michael Hoffman**

1.25 DACE; 1 PD CCA; 1.50 UW-SVM non-scientific CE hours

### ● **Managing uncertainty**

It doesn't take much for our vision to get murky when our business is going through transition. Liz Griffith addresses systems that will help you regain focus and manage with clarity during an illness, death, new or old partners or expansion.

**Liz Griffith**

1.25 DACE; 1.50 UW-SVM non-scientific CE hours

### ● **Carbon trading**

The world of carbon trading can be confusing. Learn how your dairy could be leagues ahead by partnering and trading with other industries to offset their pollutions and benefit your business. Mike McCloskey will talk about net zero and carbon trading.

**Mike McCloskey**

1.25 DACE; 1 SS CCA

### ● **McSustainability**

Learn first-hand from a family in the Netherlands whose farm was selected as a McDonald's Model Flagship Dairy. Hear about the type of leadership and continuous-improvement efforts that retailers such as McDonald's are looking for in their dairy partners.

**Anton and Arjan Stokman**

1.25 DACE; 1 SS CCA; 1.50 UW-SVM non-scientific CE hours

**Eric Snodgrass**



**Dan Basse**



## **General session keynote: When weather and markets collide**

**10:00 - 11:00 am**

**Packing a punch to Thursday's agenda are two power-house speakers** and each has a finger on the pulse of critical factors outside our control - **weather and markets**.

*If you can't control a thing, you should at least be prepared for it. Atmospheric scientist Eric Snodgrass and economist Dan Basse will team up to corral the*

*complex and interrelated components of agricultural markets and increasingly erratic weather patterns.*

*Eric and Dan will offer a timely look at what we can expect in the short and long term in both weather and markets. Grab a chair and listen in for a timely look at what lies ahead - and how what happens on the other side of the world impacts life at home.*

1 DACE; 1 PD CCA



Thursday, March 19 | Select two sessions; each session runs one hour and repeats.  
1:15 - 2:15 pm | 2:20 - 3:20 pm

● **Impacts of antibiotic resistance**

“Antibiotic resistance” has become a common phrase. Do you understand its true implications? Dr. Mike Apley will break down what this term really means, how it applies to your dairy operation and how you may preserve the ability to protect the health of your animals through antimicrobial stewardship.

**Dr. Mike Apley, DVM**

1 DACE; 1 ARPAS; 1.20 UW-SVM scientific CE hours

● **Let the hoof chips fly**

Hoof-health challenges can bring a dairy to its knees. Bring your questions about common hoof ailments to this session for a conversation with Dr. Gerard Cramer. With years of experience under his belt, he'll talk you through different ways to approach prevention and cures that save cows, time, and ultimately, your dairy business.

**Dr. Gerard Cramer, DVM**

1 DACE; 1 ARPAS; 1.20 UW-SVM scientific CE hours

● **Time to get creative**

Nothing like winter kill, a late spring and unpredictable weather events to limit your feeding options. Hear from producers who have been sourcing alternative feeds and maintaining production and herd health while optimizing palatability.

**Corey & Clint Hodorff; Brian Schaal; facilitated by Eric Snodgrass**

1 DACE; 1 ARPAS; 1 CM CCA

● **The top 3: I wish I knew then what I know now**

Managing a business is a learning process. We learn from both good and bad experiences – sometimes more readily from the bad ones. This producer panel will share the three tips, tricks and techniques that helped them chart their way through an obstacle course of adversity to build strength and enhance sustainability.

**Randy & Jennifer Gross; Ken Feltz; facilitated by Kurt Petik**

1 DACE; 1.20 UW-SVM non-scientific CE hours

**Closing session keynote**

**Freedom isn't free**

3:30 - 4:30 pm

*His acts of heroism and leadership have earned Mark Nutsch the distinction of being portrayed on the big screen. The movie “12 Strong” paints a picture of the lessons learned in the saga of a U.S. Special Operations team that overcame seemingly insurmountable odds to achieve a historic military victory.*

*As Mark shares his account of leading one of modern history's most successful unconventional-warfare campaigns, he'll offer perspective and inspiration you can apply on your dairy and with your team. In the face of what seems impossible, focusing on your mission is the key to success. If the past few years in dairy have taught us anything, it's that the most challenging times reveal our greatest strengths.*

1 DACE

Mark Nutsch



# LEARNING LOUNGES

## three stages in the Hall of Ideas

These 30-minute sessions offer quick, practical information you can apply immediately.

Wednesday, March 18

### GREEN LOUNGE

10:15 - 10:45 am

● **3-2-1 Backup: best practices to protect your cloud data** – *Jeremy Cherny*

There's a common misconception amongst computer users that backup isn't necessary for data that exists in the cloud. Not true! Hear from Jeremy Cherny why this is false and what you should do to protect your data.

0.5 DACE; 0.6 UW-SVM non-scientific CE hours

1:00 - 1:30 pm

● **Practical ways to fill your cup when life gets tough** – *Tom Thibodeau*

In order to help others, you first need to "fill your own cup." Allow Tom Thibodeau to inspire you and revive your passion so you can live a life of service to others and find joy in meaningful work.

0.5 DACE; 0.5 PD CCA;  
0.6 UW-SVM non-scientific CE hours

1:45 - 2:15 pm

● **Dairy Innovation Hub updates** – *Dr. Heather White*

As faculty director of the Dairy Innovation Hub, Dr. Heather White will share some updates on dairy's most critical investment in research and shed light on how it will impact your future.

0.5 DACE; 0.6 UW-SVM non-scientific CE hours

### BLUE LOUNGE

● **Use your brain to win** – *Holly Green*

Your brain is your most powerful competitive weapon – if used properly. Holly Green will discuss the latest in brain science techniques to better focus you and your business.

0.5 DACE; 0.5 PD CCA;  
0.6 UW-SVM non-scientific CE hours

● **Growing forward** – *Damon Smith*

Learn from UW-Madison plant pathologist Damon Smith about how we can plan for and manage a successful silage corn crop during increasingly challenging growing seasons.

0.5 DACE; 0.5 CM CCA;  
0.6 UW-SVM non-scientific CE hours

● **Ending human trafficking one word at a time** – *Michelle Pinzl*

With approximately 50,000 victims of human trafficking in the US each year, Michelle Pinzl explains how providing language access on your farm can keep labor trafficking out of the dairy industry.

0.5 DACE

### RED LOUNGE

● **Today impacts tomorrow's cow**

– *Dr. Mike Overton, DVM*

How should production potential impact springing heifer values? Dr. Mike Overton will illustrate how improved heifer quality translates to higher heifer values and impacts cow-culling decisions.

0.5 DACE; 0.5 ARPAS;  
0.6 UW-SVM non-scientific CE hours

● **What's ahead for dairy beverages** – *John Lucey*

Learn how the Center for Dairy Research uses your dairy check-off dollars to innovate dairy based beverages and other dairy products targeted for export.

0.5 DACE; 0.6 UW-SVM non-scientific CE hours

● **Keep sensitive business data secure** – *Jeremy Cherny*

Do you and your team know how to identify a potential cyber risk or attack? Jeremy Cherny will help you create a clear picture of what cyber security looks like for your farm.

0.5 DACE; 0.6 UW-SVM non-scientific CE hours

Thursday, March 19

### GREEN LOUNGE

11:45 am - 12:15 pm

● **Becoming a culture of ownership** – *Michael Hoffman*

Our farm's culture begins by what we say and do. Ignite your skills to inspire action and loyalty.

0.5 DACE; 0.6 UW-SVM non-scientific CE hours

12:30 - 1:00 pm

● **Executing your why** – *Liz Griffith*

Learn how to manage your team without flustering them. Fine tune your communication skills with concise messages.

0.5 DACE; 0.5 PD CCA;  
0.6 UW-SVM non-scientific CE hours

### BLUE LOUNGE

● **Responsible drug use; everyone's watching**

– *Dr. Mike Apley, DVM*

Requirements related to market access and regulatory compliance won't stay as they are. Where might they head?

0.5 DACE; 0.6 UW-SVM scientific CE hours

● **Solutions for soggy soils**

– *Francisco Arriaga*

Get the scoop on how to manage the saturated and compacted soils that 2019 rutted up in fields far and wide.

0.5 DACE

### RED LOUNGE

● **Get a step ahead of sole ulcers**

– *Dr. Gerard Cramer, DVM*

Listen in for the latest on sole ulcers – common causes, preventions and treatments.

0.5 DACE; 0.5 ARPAS;  
0.6 UW-SVM scientific CE hours

● **Dairying in the Netherlands**

– *Anton and Arjan Stokman*

This father-son duo will share their experiences of dairy farming in the Netherlands.

0.5 DACE

these sessions run simultaneously both days

Wednesday, March 18 | 8:45 - 10:00 am | 2:30 - 3:45 pm

Thursday, March 19 | 8:30 - 9:45 am | 1:15 - 2:30 pm

Attendees consistently rank Hands-On Hub stations among their favorite sessions – talk about engaging all your senses! If you learn best when you can get hands-on (or hands-IN) be sure to check out one or more of these stations.

### ● Exploring genetic strategies

It's important to incorporate an effective genetic strategy into your dairy's reproductive program. This session covers calculating your heifer-inventory needs, determining which genomic traits to emphasize, and the best options for semen type. It will also explore opportunities for conventional embryo transfer and in-vitro-fertilization technologies to expedite your genetic strategy. Participants will manipulate data, collect genomic samples and observe oocytes or embryos under the microscope.

#### **Lodi Veterinary Care**

1.25 DACE; 1.25 ARPAS; 1.50 UW-SVM scientific CE hours



### ● Calf equipment: keep it clean

Clean. When it comes to calf care, “close enough” is not good enough. The day-in, day-out routine must not fall prey to missing steps and sloppy habits. Unfortunately, when real life happens, protocols are often compromised and pathogens quickly spread in the calf's environment and on feeding and maternity-pen equipment. Biofilms present a challenge too great for common soaps or bleach. Using an Adenosine Triphosphate (ATP) meter, we'll explore what “clean” truly means, and test the efficacy of chlorinated alkaline detergent on common equipment. For practical advice and practice sanitizing the calf's environment and equipment, attend this session.

#### **Lodi Veterinary Care**

1.25 DACE; 1.25 ARPAS; 1.50 UW-SVM scientific CE hours



### ● Live animal demonstration: understand how cattle learn

Handling dairy cattle correctly – no matter their age – saves time, prevents injury and promotes optimal animal well-being. Dr. Don Höglund, DVM, will show how dairy animals interpret and respond to their surroundings. He will also explain how knowing your cows and their reactions can maximize your herd's potential.

#### **Dr. Don Höglund, DVM**

1.25 DACE; 1.25 ARPAS; 1.50 UW-SVM scientific CE hours



# PREVIEW STAGE

*Here in the heartland of dairy research, we have access to the most up-to-date laboratory findings and observations.*

*The Business Conference Preview Stage gives UW-Madison researchers and their Master's degree students an opportunity to present updates on their research and shed light on the implications for dairy.*



## talentCONNECT™

Linking talent with opportunity – PDPW style



Looking for a gifted, enthusiastic team member? PDPW Business Conference is expanding to help you accomplish your task with **talentCONNECT™**. This new offering will showcase students from Wisconsin universities, technical colleges and more. Connect with students seeking positions on dairies and in dairy-related occupations.

Stroll through **talentCONNECT** in the Hall of Ideas Trade Show to meet qualified students, view their displays, and learn about their skills and abilities that may fit your hiring needs.



## talentCONNECT™

Let PDPW help you connect the dots

# THANK YOU SPONSORS!

*National sponsors support PDPW's work and mission throughout the year in a variety of valuable ways – without which producer programs would not be possible. Thank you!*

*Event sponsors make contributions toward the PDPW Business Conference that make it possible to present a world-class event with lasting impacts for the dairy industry. Thank you!*

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Event sponsors as of January 22, 2020.



**Dr. Mike Apley, DVM, PhD**, is a professor of veterinary clinical sciences at the Kansas State University College of Veterinary Medicine. He teaches beef-production medicine, large-animal medicine as well as clinical pharmacology courses.



**Dr. Francisco Arriaga** is an Associate Professor and Extension Soil Specialist in the UW-Madison Department of Soil Science. His research supports the development of management systems that promote soil and water conservation, and enhance crop productivity.



**Dave Becker** is a founding partner in Dairy Business Consulting group. Since 1988, Dave has provided individualized consulting to dairy operation owners offering such services as detailed business plans, monitoring and analysis, benchmarking, expansion planning, and transition planning.



**Jeremy Cherny**, an information technology (IT) and cybersecurity expert, has a bachelor's degree in business administration with an emphasis in management information systems. President of Tobin Solutions, Cherny helps provide IT support, services and solutions to businesses.



**Walt Cooley** is the editor-in-chief of Progressive Dairy magazine. With an MBA from Boise State University, Walt writes, consults, speaks, and is passionate about ag business management and technology adoption in agriculture.



**Dr. Gerard Cramer, DVM**, is Associate Professor, Department of Veterinary Population Medicine at the University of Minnesota. He previously ran a dairy farm and earned both a Doctor of Veterinary Medicine and Doctor of Veterinary Science degree from the University of Guelph.



**Dr. Scott Earnest, DVM**, is a livestock veterinarian with Lodi Veterinary Care. After attending Deep Springs College and University of California, Berkeley, Scott graduated from UW-Madison School of Veterinary Medicine.



**Ken Feltz** and his wife Jackie own Feltz Family Farms Inc. and Feltz's Dairy Store Inc. The dairy includes 570 cows milked in a double-12 parlor; an additional 110 cows are milked with 2 robots. The store sells cheese, milk, ice cream, meat, and many other products.



**Dr. Luiz Ferraretto** is Assistant Professor, Livestock Nutrition at the University of Florida. In part, his research program focuses on basic and applied dairy nutrition, specifically improving forage quality, use of feed additives and alternative feed ingredients.



**Holly Green** is a behavioral scientist and business leader who has worked with the United States Navy SEALs, Olympic athletes, the FBI Leadership Academy and two US Presidents. She is an adjunct professor at Webster University, teaching courses in the graduate program.



**Liz Griffith** resides in Wisconsin and has 30-plus years of experience in the dairy industry. Having worked with ag companies and producers throughout the US, her focus is on human resources; developing better teams, creating positive cultures and improving leadership.



**Randy and Jennifer Gross** are managers at Ash Grove Dairy, LLP. The dairy milks about 1,100 Holsteins; calves are housed in groups and fed with auto feeders until about 100 days of age. Randy is operating manager and his wife Jennifer manages the accounting and raises the calves.



**Dr. Melissa Haag, DVM**, graduated from UW-Madison School of Veterinary Medicine in 2012, and began working at Lodi Veterinary Care shortly after. She and her husband own a dairy farm; she manages the breeding and registering of cattle.



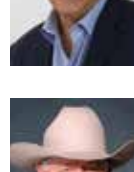
**Marty Hallock** owns and operates Mar-Bec Dairy with his wife Becky and their sons, Jonathon and Josh, where they milk 925 cows and raise 1,000 young-stock. They raise corn and alfalfa on 1,850 acres of owned and rented land.



**Corey and Clint Hodorff** are part of the fourth generation to own and operate the family's century farm with Corey's wife Tammy, and parents Doug and Linda. They milk 1,100 cows and crop 1,350 acres at Second Look Holsteins, LLC, in Eden, Wis. In addition to the dairy entity, the family business structure includes Peniel Acres, Ltd. and Hodorff Seeds and Agronomy.



**Michael Hoffman** is founder and owner of Igniting Performance Inc., a company that specializes in the skills of sales, customer loyalty and leadership. Over the last 25-plus years Michael has customized training and delivered presentations for organizations all across the world.



**Dr. Don Höglund, DVM**, is co-author for 2015 Elsevier Textbook publishers "Efficient Livestock Handling: Practical Application of Animal Behavior and Welfare Science". A lecturer, trainer, and leader of workshops internationally, he teaches Dairy Applied Behavior classes several times a year for the University of Pennsylvania-School of Veterinary Medicine.



**Jay Joy** was a commercial banker for several years before founding Milk Money, LLC, an affiliate of GPS Dairy Consulting, LLC, a team of independent dairy consultants. He's also been a partner on a 700-cow dairy and general manager for an 8,000-cow dairy.



**Jim Kroeplien** and his wife Chris own Fly-By Acres LLC and milk 550 cows on about 800 acres. The Kroepliens also run a custom-planting and combining business. Daughter Rachel works with Lakeshore Technical College's Agriculture Programs and serves as the farm's human resource and public relations manager.

# SPEAKER BIOS



**Mike McCloskey** is CEO of Select Milk Producers, a large milk cooperative he founded in 1989 with other dairy producers. In 1999, he moved to Indiana to start Fair Oaks Farms with a number of other families. A primary goal was to create an agritourism site in the region.



**Dr. John Lucey, PhD**, is director of the Center for Dairy Research and a professor of food science. With over 20 years of research experience and a work history in Ireland, the Netherlands and New Zealand, John provides leadership and helps CDR maintain a focus on applications, outreach and education.



**Dr. Michael Overton, DVM**, is a dairy analytics advisor with Elanco Animal Health. He has worked extensively in reproductive management, transition management, analysis of on-farm records and economic decision-making. He has authored or co-authored over 100 peer-reviewed proceedings or industry publications.



**Dr. Scott Pertzborn, DVM**, is a graduate of the University of Wisconsin Veterinary School and has been with the Lodi Veterinary team since 1987. He's also a graduate of the Dairy Health Management Certificate Program from the UW School of Veterinary Medicine.



**Kurt Petik** was raised on an 800-head beef cattle ranch in South Dakota. He earned bachelors of science degrees in agricultural economics and agricultural business from South Dakota State University. In agricultural banking since 1997, Kurt joined Rabo AgriFinance as a senior relationship manager in 2013.



**Michelle Pinzl** is coordinator of the Community Interpreting Certificate and assistant professor at Viterbo University, where she teaches Spanish, French and Interpreting Studies. She also interprets for social service agencies, schools, businesses, as well as other sectors of the farming industry in Wisconsin.



**Dave Saunders** is CEO of Palo Alto Venture Architects, a Silicon Valley-based professional-services firm that provides e-sourcing, carbon management and supply-chain technology solutions to farms and the ag food-supply chain including restaurant chains, dairy processors, and cold storage operators.



**Brian Schaal** is a third-generation dairy farmer and graduate of UW-Platteville. Owner of one of the 18 remaining dairy farms in Racine County, Wisconsin, Brian is currently milking 350 Holsteins twice a day. The herd is averaging 94 pounds a day with a 102,000 SCC.



**Andrew Skwor, PE**, is agricultural services team leader and licensed Professional Engineer at MSA Professional Services, Inc., an engineering, architectural and planning consulting firm. Andrew has assisted farmers for 20 years in erosion and sediment control, farmstead planning, project/construction management, WPDES/NPDES permitting, manure processing, and funding.



**Damon Smith** is associate professor and extension specialist at UW-Madison. He received his Ph.D. in 2007 from North Carolina State University in plant pathology. His research focuses on the biology, epidemiology, and management of field-crop diseases, and developing and improving disease-forecasting systems.



**Anton and Arjan Stokman** are a father-son duo who farm in the Netherlands. The innovative family farm operates a free-choice system that enables the 280-cow herd to manage their time as they choose. Waterbeds and robotic milking keep the cows happy and healthy. In 2009 the farm was chosen as a flagship farm for McDonald's Europe.



**Dr. Pete Strassburg, DVM**, joined the Lodi Veterinary Care team after completing his undergraduate and Doctor of Veterinary Medicine degrees at the UW-Madison School of Veterinary Medicine. His particular interests are in production medicine and advanced bovine reproductive techniques.



**Tom Thibodeau** has been a faculty member of Viterbo University for 35 years. He earned a Masters of Arts degree in human and religious studies from St. Mary's University, Winona, Minn. He is a popular trainer who epitomizes leadership in his character – honesty, communication, confidence, commitment, positive attitude, and creativity.



**Dr. Heather White, PhD**, joined the University of Wisconsin-Madison Department of Dairy Science in 2013 in the area of Nutritional Physiology. Her research program focuses on understanding nutrient partitioning, feed efficiency, and metabolic disorders, specifically in the transition to lactation period. She is also serving as the Faculty Director for the Dairy Innovation Hub.

“Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus.”

*Alexander Graham Bell*



## Continuing Education Units available



Select sessions of the 2020 PDPW Business Conference have been approved by **American Registry of Professional Animal Scientists (ARPAS)** for CEUs. ARPAS provides certification of animal scientists through examination, continuing education and commitment to a code of ethics. Participants should know that limitations and restrictions apply to the number of CEU credits that can be obtained.



Select sessions of the 2020 PDPW Business Conference have been approved by **Certified Crop Advisor (CCA)** for CEUs. The Certified Crop Advisor Program is one of the professional-certification programs offered by the American Society of Agronomy (ASA). See [www.certifiedcropadvisor.org](http://www.certifiedcropadvisor.org) for more information.



Select sessions of the 2020 PDPW Business Conference have been approved by **Dairy AdvanCE (DACE)** for CEUs. Powered by PDPW, Dairy AdvanCE is a continuing education accreditation provider for dairy farmers and other dairy industry professionals. Visit [www.dairyadvance.org](http://www.dairyadvance.org) for more information.



Continuing veterinary medical education hours will be awarded to veterinary professionals who attend the program in its entirety. Courses run in partnership with the **University of Wisconsin School of Veterinary Medicine (UW-SVM)**. The UW-SVM is an accredited continuing veterinary medical education provider; however, participants should be aware that some boards have limitations on the number of hours accepted in certain categories and/or restrictions on certain methods of delivery.

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\_\_\_\_\_  **Weds.**  **Thur.**  **Both**

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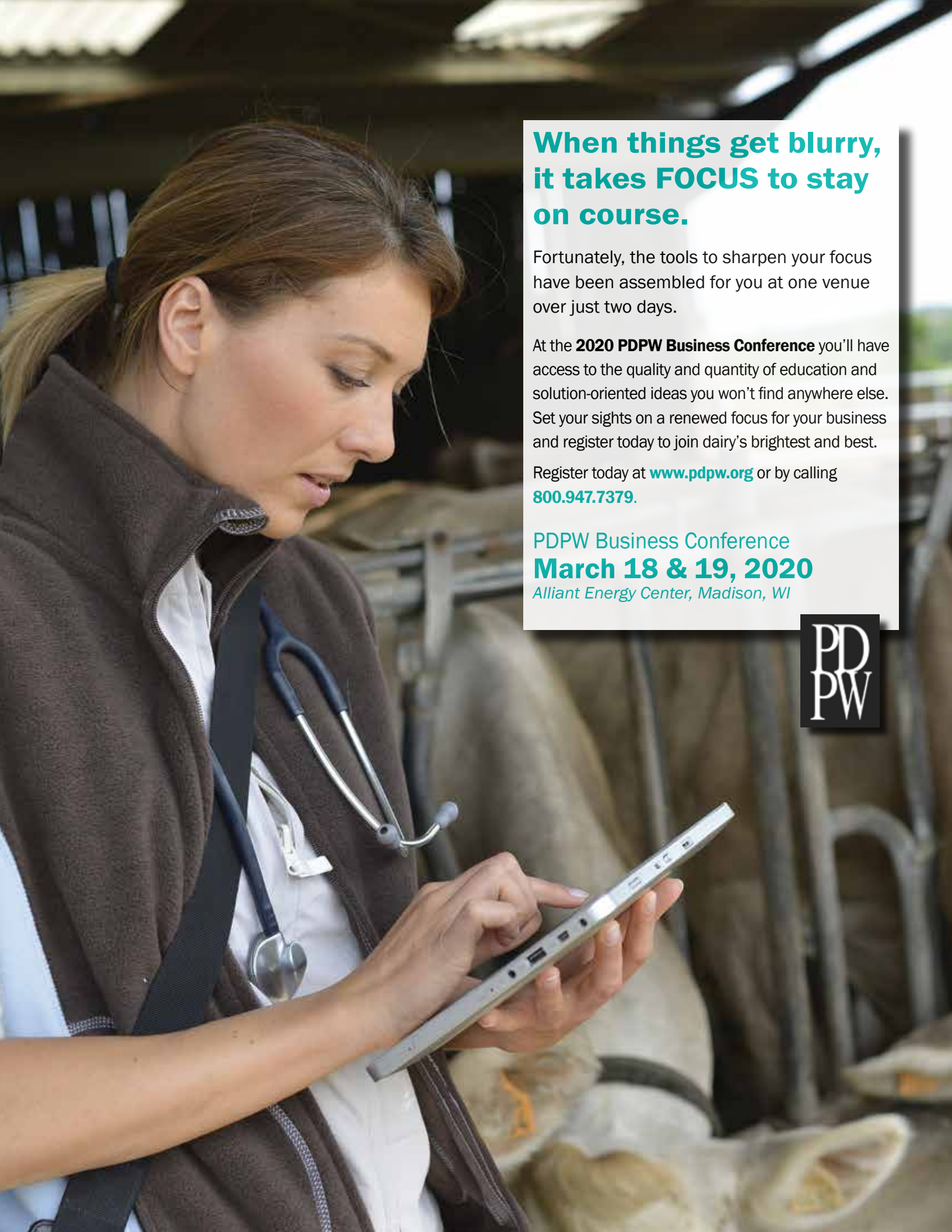
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