



empowering **SUCCESS**



2023 PDPW BUSINESS CONFERENCE

MARCH 15-16, 2023 | KALAHARI RESORTS, WISCONSIN DELLS

Wednesday, March 15

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On and Specialty Sessions
- 8:30 Youth Session, one of two
- 10:15 Learning Lounges and Preview Stage
- 11:00 Opening Session: *Dan Basse, Jacob Shapiro*
- 12:30 pm Lunch
- 1:00 Learning Lounges and Preview Stage
- 1:45 Learning Lounges and Preview Stage
- 2:30 Hands-On and Breakout Sessions
- 2:30 Youth Session, two of two
- 6:30 Dinner and Entertainment

Thursday, March 16

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On and Specialty Sessions
- 10:15 Learning Lounges and Preview Stage
- 11:00 General Session: *Dr. Ed Seifried, PhD*
- 12:30 pm Lunch
- 12:40 Learning Lounges and Preview Stage
- 1:30 Hands-On and Breakout Sessions
- 3:45 Closing Session: *Dr. Rick Riggsby*

Session descriptions include color codes to indicate these subjects:

- Animal Care/Food Safety
- Business/Financial
- HR/Management/Next Generation
- Social License (consumer trust, environment, policy)

EMCEE

MICHAEL HOFFMAN is known for his highly interactive style and unique delivery that keeps attendees on the edge of their seats — and he also understands the culture and heartbeat of PDPW. An authority on helping others build energetic and engaged teams whose members look forward to showing up for work, Michael is founder and owner of Dallas-based Igniting Performance Inc., and co-author of *Positively Outrageous Service: How to Delight and Astound Your Customers and Win Them for Life*. With a knack for making you feel like you're the most important one in the room, Michael has delivered memorable presentations for organizations across the globe.



Dairy's premier educational event will deliver a wealth of ideas in a variety of ways at the 2023 PDPW Business Conference. If you want to be successful in this business, plan to attend with your team members. Where else can you spend just two days off the farm with the brightest minds in dairy while investing in yourself, your team and your dairy?

Plan to join us.

NEXUS

Successful dairy producers understand their businesses depend on novel ideas and sustainable innovations. Engage with presenters from the top five companies selected to showcase their cutting-edge technologies and solutions on the Nexus® stage. Ask questions of them in a forum that's professionally moderated and visit their on-site booths for more details.



¡Hablamos español!

It is our goal to continue expanding our program reach so every member of your team has access to education and motivation that makes a meaningful difference to them and your business.

All business conference sessions will be simultaneously translated for attendees who prefer to learn in Spanish.*

We value every member of your team and want each to have an opportunity to learn in a comfortable manner.

Scan the QR code for the PDPW Business Conference flier in Spanish.

*not including Nexus presentations and youth sessions



MORNING SPECIALTY SESSIONS

Wednesday 8:30-9:45 am ● *select one of four*

Wednesday 11:00 am

Strategies for success

Today's farms are complex business entities increasingly reliant on excellent management practices — and maximizing all the farm's resources requires sound business strategies and skillful asset management. Many financial factors impact how producers arrive at their strategic-planning decisions. This session will explore the broad financial themes that come into play and highlight powerful insights as to how to adjust an operation's strategic-planning models to prepare for what's ahead.

Dr. Brady Brewer, PhD

● 1.25 DACE, 1 PD CCA

Dig into cover crops

Dairy farmers well-seasoned with cover crop experience will share their original goals when they first incorporated ground cover into their nutrient management objectives. In addition to outlining their initial goals, such as soil retention, water quality, spring forages and better nitrogen utilization, they'll share their real-world results. Hailing from different regions of the state, the producers will discuss their individual goals and approaches to working with cover crops and how they monitor and measure for success. Learn what worked, what didn't and more.

John Koepke, Adam Baumann, Derek and Duane Ducat, facilitated by Amber Radatz

● 1.25 DACE, 1 CM CCA

Nutrition for the non-ruminant

Often focused more on their dairy cattle's health than their own, dairy farmers commonly fall short of effectively taking care of their own nutrition and wellness. In a session designed to turn the tables on the humans caring for cows and calves, we'll cover practical nutrition tips even the busiest people can incorporate. Learn

how to plan your nutrition without having to reschedule your day so you can continue to eat on the run, snack from the cab of your tractor and increase your energy levels.

Morgan Ekovich

● 1.25 DACE

Up the transition-cow game

The changes occurring at three weeks pre- and post-fresh mark major turning points in a cow's productive cycle. The complex physiological, metabolic and nutritional transformations cows undergo are further impacted by the way those changes occur and how they are managed. All these changes are closely linked to production, clinical and subclinical postpartum diseases, and reproductive performance. Connect the dots between day-to-day on-farm practices and recent research findings to dial in your cow-management decisions.

Dr. Laura Hernandez, PhD,

Dr. Thiago Cunha, DMV

● 1.25 DACE, 1.25 ARPAS



What in the world? Global politics and evolving markets

Our world is in the initial phases of deglobalization. Gone are the days when a single power dominates — as has been the case with the US over the last three decades. A multipolar world is emerging, accompanied by a volatile, competitive landscape of rising and falling powers. Meanwhile, our energy sources and capacity to use data in smarter, more automated ways are changing the nature of productivity and work. How did we get here? And where are we headed?

Jacob Shapiro and Dan Basse will identify key geopolitical forces expected to shape the next five years with an emphasis on trade protectionism, conflicts between great powers and the coming worldwide macro developments that will affect dairy producers and other major agricultural commodities.

1.25 DACE, 1 PD CCA



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 around the globe to various segments of the industry including farmers, elevators, soy and corn processors, wheat millers, food companies, trading companies, importers and exporters.



Jacob Shapiro is a partner and director of geopolitical analysis for Cognitive Investments (CI) in New Orleans where he oversees geopolitical analysis and works with the CI research team to integrate geopolitics into their investment strategies. He also authors the "Global Situation Report," a weekly intelligence brief on the world's most important developments. In addition, Jacob hosts CI's podcast series, "Cognitive Dissidents," which features interviews with an array of foreign policy, technology and global business experts.

12:30 pm

lunch in the Hall of Ideas

AFTERNOON BREAKOUT SESSIONS

Wednesday 2:30-3:30 pm // 3:45-4:45 // 5:00-6:00 ● *select any three*

Managing finances amidst change

Wrap your mind around financial management and better understand the forces at play. How might your farm respond through rapid change, rising interest rates, evolving technology and supply-chain pressures? This session will help you think on your feet and equip you to pivot business models so you're poised for the next opportunity.

Dr. Brady Brewer, PhD

- 1 DACE, 1 SUS CCA

Dollars and sense in udder health

Take proper drug use and cow health a step forward. Gather new insights as we break down the interrelated topics of mastitis, cow health, culturing and your dairy's bottom line. We'll go beyond the basics and cover the best ways to use dry-cow therapy and pathogen-based treatment options. Learn how sound cow management can lead to positive financial outcomes.

Dr. Daryl Nydam, DVM, PhD

- 1 DACE, 1 ARPAS

Feeding out cost of production

Learn how these U.S. dairy producers calculate their cost of production with a heavy emphasis on forage. What types of feed ingredients and quality affect their herd's production? What are their values on forage when calculating cost of production? How do they measure, manage and control shrink? All these questions and more will be answered in this panel discussion.

David Trimner, Shawn Kemp, Scott Brenner; facilitated by Dr. Andrew Bohnhoff, DVM

- 1 DACE, 1 ARPAS, 1 CM CCA

Plan now for retirement later

Planning for retirement is often seen as something to consider later in life, but the sooner you start, the better. If you haven't started yet, it's not too late — no matter your age. The unexpected can happen, and having a plan in place will guide you. In this session we'll explore options for setting aside dollars for retirement without banking entirely on the farm. Discover steps you can take to be positioned to retire while the farm continues to prosper.

Sarah Wiersma

- 1 DACE

WEDNESDAY EVENING

dinner and entertainment

6:30 pm

FOR TEENS 15 TO 18 YEARS OLD

Wednesday 8:30-9:45 am // 2:30-3:45 pm

Future of Success

Today's youth are bombarded with options to spend their time and talents. It's in our best interest to ensure teens receive the direction that will lead them to success.

In two segments, 15- to 18-year olds will build on their communication skills and levels of self awareness. Coming of age in a world entrenched in social media and an inclination toward digital engagement rather than personal interaction with peers, sessions like these are critical.

With coach **Michael Hoffman** as their pilot, teens will have an unforgettable time while laying the foundation for meaningful habits that will set the stage for lifelong success.

A future of success starts now.

[Right here.](#)



Communication & Self-Awareness

1

Handshake School Wednesday 8:30-9:45 am

The handshake is only the beginning. And, since first impressions count, Michael will illustrate how one's presence, conversations and ability to ask intelligent questions — in conjunction with a confident handshake — are positively influential.

2

Understand how to connect with other human beings

Wednesday 2:30-3:45 pm

People-to-people interactions are at the heart of human relationships. There are simply no substitutes for unsolicited acts of kindness, words well spoken and time deliberately spent with one another. Recognizing how we impact other human beings and *choosing* to do so with purpose sets apart the difference-makers from all the rest.

Laughter unites, heals, strengthens and encourages people of every class, race and generation. It's a gift as old as time itself — and we'll enjoy it together.

K-von Moezzi is billed as the most famous half-Persian comedian in the world. Millions have seen his appearances on NETFLIX, NBC's *Last Comic Standing* and his popular TED Talk. He has filmed two Dry Bar Comedy Specials and recently starred in the 2021 rom-com movie *Funny Thing About Love* with Jon Heder of *Napoleon Dynamite* fame.

K-von is also author of *Once You Go Persian...: A Survival Guide from A Half*, a comedic memoir detailing his upbringing and his entrance into comedy.



MORNING SPECIALTY SESSIONS

Thursday 8:30-9:45 am ● *select one of four*

Thursday 11:00 am

Goodbye, 'help wanted'... hello, new team member!

So, you've been looking to fill a position on your dairy without luck. Have you ever considered that the right people are out there and you're just not asking for them the right way? By rethinking your approach to job postings and descriptions and evaluating the qualities of the people you want as team members, you'll discover foolproof strategies to attract and retain them.

Michael Hoffman

● 1.25 DACE, 1 PD CCA

Stretching for health and mobility

Dairy farming can be hard on the body! Stretching for good health and reaching beyond your toes isn't just a new-age fad – it's a smart way to optimize your body's potential at every age. Learn simple methods to protect your body while building endurance, strength and flexibility. When you're at your best, you can be what you need to be for your cows, family and team members.

Morgan Ekvovich

● 1.25 DACE

What's that in your water?

How do you know if you're delivering high quality water to your cows? How do you test your water and what should you do if it doesn't meet the standards your cows need? Learn to identify the subtle factors and solve the culprits that may be limiting your dairy's productivity and performance.

Dr. Adam Geiger, PhD, Jeff Lee

● 1.25 DACE, 1.25 ARPAS, 1 SUS CCA

Navigating carbon options with the experts

A panel of experienced leaders will discuss different types of credits and incentives dairy owners can create based on various farm activities. The panelists will showcase examples such as lowering enteric methane from dairy cows, reducing nitrogen from fertilizer-management practices, generating value from soil carbon sequestration and crediting for other regenerative-ag practices.

Isaac Smith, Ryan Stockwell, Nate Schuster; facilitated by Andy Skwor

● 1.25 DACE, 1 SUS CCA

Making sense out of an economic whirlwind

The world of economics has rarely been dicier and we're more connected as a globe today than ever before. This session breaks down the macro-economic indicators you need to be watching since they'll have the utmost impact on your business and the decisions you make.

Dr. Ed Seifried takes a complex topic that some might consider dry, spices it up and

breaks it down in a meaningful way so you can create strategies to capitalize on the downward and upward trends.

1.25 DACE, 1 PD CCA



Dr. Ed Seifried, PhD, is a professor emeritus of Economics and Business at Lafayette College. He serves as the executive consultant for the Sheshunoff CEO Affiliation Programs, chief economist for SB Value Partners, and chief economist and faculty member of the Southwestern Graduate School of Banking Foundation. In addition, Dr. Ed is dean of the Virginia and West Virginia Banking Schools and is on the faculty of the Southwestern Graduate School of Banking. Over the years he has served on the faculties of numerous banking schools, including the Stonier Graduate School of Banking and the Graduate School of Banking of the South.

He frequently appears as a guest speaker at regional and national conferences and has delivered over 2,500 economic presentations to various groups in the United States and abroad. Dr. Ed is the author of the book *The Art of Strategic Planning for Community Banks*. In addition to his academic and consulting experience, Dr. Seifried serves as a director of a community bank.



12:30 pm

lunch in the Hall of Ideas

AFTERNOON BREAKOUT SESSIONS

Thursday 1:30-2:30 pm // 2:40-3:40 ● *select any two*

Golden girls are cash cows

Just like fashion, some trends in herd management recycle. What once was fashionable – such as culling older cows to make room for the new girls – is no longer in vogue. With longevity back in style, this session will explore the economics of developing the right cow and maintaining her in the herd for a longer duration. After all, making sound business decisions is always in style.

Dr. Gavin Staley, DVM

- 1 DACE, 1 ARPAS

Design feed centers for success

Efficient and well managed feed centers are key to managing inputs, reducing shrink and maximizing investments. Gain insight from a seasoned expert on designing and managing feed centers, which includes the feed pad, mixing center and commodity-feed area. Critical to controlling costs, farmers must also factor in herd size, future growth plans and geographic variations.

Dr. Joe Harner, PhD

- 1 DACE

More than a side-hustle

Adding extra value to your dairy by diversifying on-farm sales may sound appealing. But how does one start? What plans need to be set forth? Learn from dairy producers who have created new revenue streams and hear the truth about what it takes to launch, grow and maintain a successful business.

Ken Smith, John Rosenow; facilitated by Katy Schultz

- 1 DACE

Transition cows: can choline help?

Does supplementing rumen-protected choline have a place in your transition cow program? Learn about new choline research at the University of Wisconsin-Madison examining impacts on high producing dairy cows and their offspring.

*Dr. Heather White, PhD,
Dr. Henry Holdorf, PhD*

- 1 DACE, 1 ARPAS

Practical information in 30-minute sessions

GREEN LOUNGE

Time with Tom

Weds.
10:15-
10:45 am

So much of our response to situations in life is mind over matter. Allow Tom to fine-tune your thinking – and prepare to be inspired.

Tom Thibodeau

- .5 DACE, .5 PD CCA

Making relationships real

1:00-
1:30 pm

Learn techniques to make conversations flow naturally to develop meaningful relationships. It's not all about talking – its also about being a great listener.

Michael Hoffman

- .5 DACE, .5 PD CCA

Ins and outs of bunker safety

1:45-
2:15 pm

Caution and attention to detail win the day here. Rather than burying your team in safety tips, save lives with a sensible approach to bunker and silage practices.

Connie Kuber

- .5 DACE

Generating better heifers

Thur.
10:15-
10:45 am

Reconsider the way you think about growing your heifers for optimal results. You may need to reevaluate what you feed, how you feed it and at what age you calve in first-lactation heifers.

Dr. Gavin Staley, DVM

- .5 DACE, .5 ARPAS

Transition talks that work

12:40-
1:10 pm

Streamline your transition plan by using concise communication skills taught in this session. Realigning your vision and values doesn't have to be painful.

Liz Griffith

- .5 DACE

RED LOUNGE

Starch availability and utilization

Not all starches are created equal. Take a bite out of feed costs by maximizing the right starch sources.

Dr. Andy Bohnhoff, DVM

- .5 DACE, .5 ARPAS,
.5 CM CCA

Milk production. Culling. Methane.

Let's talk about milk production and herd-turnover rates as they pertain to methane generation. Gather insight into the ultimate equation of sustainability.

Dr. Daryl Nydam, DVM, PhD

- .5 DACE, .5 ARPAS

Going the full measure: grazing your heifers

Learn how you can elevate your soil health and farm economics to the full measure by grazing your dairy heifers.

Jason Cavadini

- .5 DACE

Cooking up optimal soil health

Mix together a healthy dose of minerals, organic matter and water. Sprinkle in some roots, microbes, maybe some worms and you've got the basic recipe for soil. Get the dirt on just the right ingredients to create healthy soils.

Jamie Patton

- .5 DACE, .5 SW CCA

Maximize your nitrogen inputs

Get the skinny on field trials being conducted across Wisconsin and discover how the findings relate to Nitrogen Use Efficiency (NUE) and corn silage.

Matthew Oehmichen

- .5 DACE, .5 NM CCA

CLOSING SESSION MAKE AN IMPACT

Thursday 3:45 pm We live in an era of astounding technology, instant information and unchecked social networking urges. Despite sweeping advances that ushered in a new millennium and stood to elevate mankind to new heights, critics argue society has never been shallower in communication or more superficial in appearance. Dr. Rick Rigsby contends that appearance – what he refers to as “impression” – has become the new corporate wardrobe for many organizations.

Rediscover what's actually important and meaningful in your professional career and personal life. Dr. Rigsby will share insights of past generations – wisdom that'll inspire, motivate and empower you to make an impact rather than an impression. 1 DACE, 1 PD CCA

Dr. Rick Rigsby, PhD, is a *USA Today*, *Amazon* and *Wall Street Journal* best-selling author who became an internet sensation when his speech on hope, produced by Goalcast, was viewed by over 300 million people globally. Founder of Rick Rigsby Communications, Dr. Rick's engagements span the globe and include audiences with Fortune 100 & Fortune 500 companies, service organizations, educational institutions and professional sports organizations, including the NFL and PGA. Rick is a former award-winning journalist, college professor and football character coach at Texas A&M University.



Test tech tools that dial in the ration

Knowing the changes and variability in your feed, from ration to bunker, adds up to big numbers. New technologies monitor feed changes with ease and allow for a potentially new level of precision-ration adjustments. Try, test and learn about these new tools without investing yet — and chat with reps from Rock River Labs and leading tech companies SCiO, trinamiX-BASF and Si-Ware Systems.

Katie Raver

- 1.25 DACE, 1 CM CCA

PREVIEW STAGE

Weds. 10:15-10:45 am // 1:00-1:30 pm // 1:45-2:15 pm
 Thur. 10:15-10:45 am // 12:40-1:10 pm

The latest research from University researchers and their graduate students

Weds 10:15-10:45 Using automated technology and integrated data sources to address dairy cattle lameness

Lameness continues to be prevalent within dairy. Data collected by modern commercial dairies has the potential to be a powerful tool in addressing lameness, particularly when coupled with data from the many autonomous animal-monitoring technologies on the market today. — *Dr. Gerard Cramer, DVM, PhD; Dr. Elise Shepley, PhD*

Weds 1:00-1:30 Using dairy for personalized medicine and nutrition

Milk and its components are vital to human nutrition and health. This research seeks to identify high-value uses for milk formulations and its fractions to advance personalized medicine with the goal of improving the health of certain high risk patient populations. Examples include using milk to rebuild the intestinal microbiome after antibiotic use or customized clinical nutrition formulations to improve organ function and recovery in patients. — *Dr. Joe Pierre, PhD; Karen Antunes*

Weds 1:45-2:15 Dairy-manure land management: Methods to minimize environmental impacts of dairy farms

Using dairy manure as a nutrient source poses the challenges of unpredictable

Sessions run simultaneously both days

Obstetrics and maternity care

You'll find hands-on, practical insights here for managing close-up and maternity pens. Drs. Ryan and Paul will cover first-rate maternity care by outlining the pre- mid- and post-delivery signs to watch for, distress signs using a hands-on simulation model, protocols for safe, healthy calf deliveries, identifying birthing scenarios needing assistance and safe handling practices for handlers and cows.

Dr. Ryan Breuer, DVM,
Dr. Paul Merkatoris, DVM

- 1.25 DACE, 1.25 ARPAS

nitrogen-mineralization rates for crop uptake and significant losses of carbon, nitrogen and phosphorus to the environment. Highlighting a variety of manure-treatment technologies and management practices, this session will present potential solutions with a focus on reducing greenhouse-gas methane, nitrous-oxide emissions and nitrate leaching.

— *Dr. Xia Zhu-Barker, PhD*

Thur 10:15-10:45 Antibiotic drug use for mastitis control in dairy cows: Can we do better?

Antibiotic therapy to control mastitis accounts for the dairy industry's main use of antibiotics. Preventing new infections is key for effective mastitis control; let's take a closer look at developing antibiotic-free alternatives to control mastitis infections in the dry period.

— *Dr. Hilario Mantovani, PhD; Ana Júlia Moreira, MS student*

Thur 12:40-1:10 Developing bioguided processing for microbiome-centered therapeutic applications

How might we develop microbiome-centered therapeutics for personalized nutrition using bioactive components from milk and dairy? Reviewing examples of current research, Dr. Ozturk will highlight the underutilized whey protein phospholipid concentrate and its potential as an alternative source of bioactive compounds. — *Dr. Gulustan Ozturk, PhD*

Networking with fellow dairy producers. Conversations with premier dairy suppliers. Front-and-center access to learning lounges and the latest in university and Dairy Innovation Hub research. Oh, and milk, ice cream, coffee and other reasons to linger. *It's all in the Hall of Ideas.*



THANK YOU, SPONSORS

Vision, mission and corporate sponsors support PDPW's work all year long and add that extra-special touch to our programs. **THANK YOU!**

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PDPW member rates	1 day	2 days	non-member rates	1 day	2 days
<input type="checkbox"/> Farmer	\$250	\$350	<input type="checkbox"/> Farmer	\$425	\$525
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<input type="checkbox"/> Student	\$100	\$200			

(Including teens 15-18. For student rate, registrant must be a full-time student.)

Registration fees are non-refundable after Feb. 28, 2023. Walk-ins are welcome for an additional \$20/person.

Lodging: Kalahari Resorts & Conventions

1305 Kalahari Drive, Wisconsin Dells, WI 53965
 877-525-2427 // www.kalahariresorts.com/wisconsin/
 Book rooms in PDPW block by Feb. 18 for special rate. Save the resort fee by booking directly through the PDPW website.

To register: scan QR code, visit www.pdpw.org or call PDPW at 800-947-7379.



Keynote and Youth Session presenters are featured on those pages.



Karen Antunes,
PhD student,
Nutritional Sciences
Department,
UW-Madison



Adam Baumann,
crop and beef
producer,
Marathon, Wis.



**Dr. Andrew
Bohnhoff, DVM,**
nutrition consul-
tant, Prairie Estate
Genetics



Scott Brenner,
dairy producer,
Pearl City, Ill.



Dr. Ryan Breuer,
DVM, clinical
assistant professor,
Large Animal
Internal Medicine,
UW-Madison



Dr. Brady Brewer,
PhD, assistant
professor, Agricul-
tural Economics
Department, Pur-
due University



Jason Cavadini,
grazing specialist
and certified pro-
fessional agrono-
mist, UW-Madison
Extension



Dr. Gerard Cramer,
DVM, PhD, asso-
ciate professor,
Dept. of Veterinary
Population Medi-
cine, University of
Minnesota



Dr. Thiago Cunha,
DMV, PhD student,
Animal &
Dairy Sciences,
UW-Madison



Derek Ducat,
dairy producer,
Kewaunee, Wis.



Duane Ducat,
dairy producer,
Kewaunee, Wis.



Morgan Ekovich,
health and
nutrition coach



Dr. Adam Geiger,
PhD, dairy research
nutritionist, Zinpro
Corporation



Liz Griffith,
human resource
consultant, Encore
Consultants



Dr. Joe Harner,
PhD, engineer,
ag-engineering
consulting firm
JGMIII



**Dr. Laura
Hernandez, PhD,**
professor, Animal
& Dairy Sciences,
UW-Madison



**Dr. Henry "Hank"
Holdorf, PhD,**
dairy nutrition
consultant, Purina
Animal Nutrition



Shawn Kemp,
CFO and
consultant, Pico/
Dos Pico Dairy,
Loveland, Colo.



John Koepke,
dairy producer,
Oconomowoc, Wis.



Connie Kuber,
co-owner, Connor
Agriscience,
Clovis, Calif.



Jeff Lee, vice
president, industrial
sales, Total Water
Treatment Systems,
Inc.



**Dr. Hilario
Mantovani, PhD,**
assistant professor,
Animal & Dairy
Sciences,
UW-Madison



**Dr. Paul
Merkatoris, DVM,**
assistant professor,
School of Veter-
inary Medicine,
UW-Madison



Ana Júlia Moreira,
research intern,
Animal & Dairy
Sciences,
UW-Madison



Dr. Daryl Nydam,
DVM, PhD,
professor,
College of Veter-
inary Medicine,
Cornell University



**Matthew
Oehmichen,** part
owner, Short Lane
Ag Supply



**Dr. Gulustan
Ozturk, PhD,**
assistant profes-
sor, Food Science
Department,
UW-Madison



Jamie Patton,
outreach specialist,
Nutrient & Pest
Management
Program,
UW-Madison



**Dr. Joseph "Joe"
Pierre, PhD,**
assistant professor,
Nutritional
Sciences,
UW-Madison



Amber Radatz,
agriculture water
quality program
manager,
UW-Madison
Extension



Katie Raver,
animal nutrition
and field support
specialist, Rock
River Laboratory,
Inc.



John Rosenow,
dairy producer
and owner/CEO,
Cowsmo Compost
Inc., Cochrane, Wis.



Katy Schultz, dairy
producer and
owner, Tri-Fecta
Farms Inc, Fox
Lake, Wis.



Nate Schuster,
project develop-
ment manager,
3Degrees Group,
Inc.



Dr. Elise Shepley,
PhD, postdoctoral
associate, Univer-
sity of Minnesota



Andrew Skwor,
PE, agricultural
services team
leader, MSA
Professional
Services, Inc.



Isaac Smith,
director,
Agri-
Carbon, Anew



Ken Smith, dairy
producer and
owner, Moo Thru
Ice Cream,
Remington, Va.



Dr. Gavin Staley,
DVM, technical
service specialist,
Diamond V



Ryan Stockwell,
senior manager,
Indigo Ag



Tom Thibodeau,
associate
professor,
Viterbo University



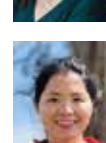
David Trimner,
co-owner and
general manager,
Miltrim Farms,
Athens, Wis.



**Dr. Heather
White, PhD,**
professor, Animal
& Dairy
Sciences,
UW-Madison



Sarah Wiersma,
Ameriprise
financial advisor,
Eventus Wealth
Advisors



**Dr. Xia Zhu-
Barker, PhD,**
assistant
professor,
Department of
Soil Science,
UW-Madison

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Continuing Education units available

Select sessions of the 2023 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 for more information.



Select sessions of the 2023 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 2023 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 for more information.



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The 2023 PDPW Business Conference is designed for every dairy producer, veterinarian, nutritionist, financial partner and allied industry member ready to set aside pace-keeping for being **Future Ready.™**

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A vibrant, abstract background of colorful paint splashes in shades of blue, green, yellow, orange, and purple, creating a dynamic and energetic feel.

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