

# 2024 PDPW Business Conference

**March 13-14, 2024**

Kalahari Resorts  
Wisconsin Dells, Wisconsin



Driving **Innovation**



# AGENDA

## Wednesday, March 13

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On and Specialty Sessions
- 8:30 Youth Session, first of two
- 10:15 Learning Lounges and Preview Stage
- 11:00 Opening Session Keynote: Brent Gleeson  
Opening Producer Panel: Mitch Breunig, JJ Pagel;  
*facilitated by Katie Catron*
- 12:30 pm Lunch
- 12:45 Networking time, Hall of Ideas
- 1:30 Learning Lounges and Preview Stage
- 2:30 Hands-On and Breakout Sessions
- 2:30 Youth Session, second of two
- 6:30 Dinner and Entertainment

## Thursday, March 14

- 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: Jacob Shapiro
- 12:30 pm Lunch
- 1:00 Learning Lounges and Preview Stage
- 1:30 Networking time, Hall of Ideas
- 2:00 Hands-On and Breakout Sessions
- 4:15 Closing Session: Bruce Vincent

Session descriptions are color coded to categorize subjects as follows:

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

## EMCEE

High-energy engagement is something Business Conference attendees look forward to every year — and **Michael Hoffman** delivers in a down-to-earth style.

A true fan of the passion and tenacity PDPW members bring to their work every day, 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*.



# HERE'S WHERE IT'S AT

There's just nothing like getting together with like-minded dairy professionals to refresh the creativity cycle as we get ready to drive into a new season. And because we know how important it is to reconnect with one another, we're introducing more networking time as well as more peer-to-peer learning opportunities.

*We're driving innovation in historic times for a world that greatly needs it. Join us.*



The 2024 conference will once again grant attendees an opportunity to engage with Nexus<sup>®</sup> finalists as they showcase cutting-edge technologies and solutions over both days. Seek out some of the latest innovations and ideas in the dairy and agricultural industries here. Ask questions of presenters in a forum professionally moderated by Progressive Dairy; visit presenter booths for more details.



*in partnership with Progressive Dairy*

# HABLAMOS ESPAÑOL



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

All business conference sessions will be translated simultaneously for attendees who prefer to learn in Spanish.\* We know you value every team member – and we want each one to be able to network and learn in a manner that's comfortable to them.



Scan for the PDPW Business Conference flier in Spanish.

*\*not including Nexus and youth sessions*

# DAY 1 SESSIONS – AM

## WEDNESDAY 8:30-9:45 AM

morning specialty sessions || select one of four

### Nutrition essentials to fuel your day

This session is designed to arm dairy industry professionals with the knowledge and practical tips to select the right foods to promote their health and sustain energy throughout the day. Learn how to create balanced, quick and easy snacks and meals that give you the energy needed to excel in your roles and crush your goals. Your team needs you to be your best self – start here.

*Morgan Ekovich*

- 1.25 DACE

### Use DEAL to score negotiation wins

*This session is a stand-alone session as well as a prelude to Linda's day 1 afternoon session that further explores negotiation strategies.*

Every contract negotiation, business opportunity and/or salary discussion offers a chance for you to be a part of a plan where all sides feel like they've won. Learn the different DEAL styles and how the nuances of each can be instrumental in helping you and your team members negotiate and ask for what you really want.

*Linda Swindling*

- 1.25 DACE, 1 PD CCA

### Risk management 101: Succession planning

A sound succession plan is one in which your business lives long after you. In this session, you'll learn how to identify potential predators of your plan and estate. To start, you'll take a quick assessment to verify where you're currently at on the continuum of succession planning. You'll also learn the five best questions to ask your insurance professional and leave equipped with the ability to create an extended care plan tailored to your needs.

*Marissa Nehlsen*

- 1.25 DACE

### Creative dairy feed solutions

As extreme weather events become more common, growing crops for top-notch feed quality and optimal dairy profit will prove tricky. Nonetheless, options exist — and this panel of consultants will shed light on alternative feed solutions when feed inventories run slim. Learn about creative products and solutions farmers across the country are using to keep health, production and the bottom line in grasp.

*Dr. Joseph Bender, DVM,  
Dr. Mike DeGroot, PhD,  
Bill Reyes; facilitated by  
Dr. Robb Bender, PhD*

- 1.25 DACE, 1.25 ARPAS,  
1 CM CCA



WEDNESDAY 11:00 AM - 12:30 PM

## Navigate change with resilience and passion

We live in a crazy, volatile world where change is the only constant. Navigating adversity in life and business requires fearless leadership founded on accountability and trust because others are depending on you. You're also going to need tenacity and fortitude – because there are going to be times you have to deal with situations you'd prefer not to.

A Navy SEAL combat veteran, **Brent Gleeson** will reveal how dairying applies

the same critical culture-building and leadership principles embodied by the U.S. Navy SEALs. His highly engaging presentation will feature stories that are directly relatable to dairy — and they'll compel you to lead with passion, grit, and resilience. His insights will inspire, motivate and equip you with the capacity to transform your life, family and business culture.

.5 DACE, .5 PD CCA

**Brent Gleeson** is a Navy SEAL combat veteran with multiple combat deployments to Iraq and Africa. Brent is the founder and CEO of TakingPoint Leadership, a progressive leadership and organizational development consulting firm with a focus on business transformation and building high-performance cultures. Brent was named a Top 10 CEO by Entrepreneur Magazine in 2013.



## Driving innovation in the environmental sustainability discussion

Global dairy customers have declared that by 2030, the dairy community must reduce their carbon emissions and cut methane emissions by one half. While the intensity rises on the carbon footprint discussion, it's also becoming more complex.

A peer group of farmers have tested the impacts of two systems that calculate dairy's environmental carbon footprint and methane impact. They'll share what the process entailed and what they learned as a result.

1 DACE, 1 PD CCA



**Mitch Breunig** is a third-generation dairy farmer and owner of Mystic Valley Dairy, Sauk City, Wis. Instrumental

in the formation of the Dairy Innovation Hub, he serves on its advisory council and has also served as president of PDPW.



**JJ Pagel** owns and operates Pagel's Ponderosa Dairy with his sister Jamie and brother Bryan. The dairy milks

just over 10,000 cows at five sites and farms 15,000 acres. They have on-site processing for farmstead cheeses sold at a nearby retail store.



**Katie Catron** is an ag projects manager with Sustainable Environmental Consultants (SEC). She provides client

support and helps the SEC team share the necessary data to improve sustainable practices that impact soil health, water quality and biodiversity.

LUNCH

IN THE HALL OF IDEAS 12:30 PM

# FUTURE OF SUCCESS YOUTH SESSIONS

WEDNESDAY 8:30-9:45 AM // 2:30-3:45 PM

for teens 15 to 18 years old

## Yes, you can be an influencer

We live in a world where high-profile personalities influence the choices we make every day – particularly on social media platforms. The basic principle of being able to persuade another person to be, think or do something in particular is as old as time. And done effectively, we can make tremendous leaps forward in solving problems and becoming more effective leaders and communicators.

In two sessions designed specifically for the 15 to 18 year-olds attending Business Conference, Michael Hoffman will show them why they'll want to become a person of influence, lean toward people of influence and develop a leadership mentality.



**A future of success starts now. Right here.**

## Communication & Self-Awareness

session  
1

**Becoming a person of influence** Wednesday 8:30-9:45 am

You'll kick off by exploring what influence truly is, why it's so important and what you have to do to earn it — with the person in front of you, a friend or family member. Michael will bring things to light so you can become self-aware of the influence you have on others. Discover what happens when YOU take the initiative, rather than waiting for someone else to make the first move.

session  
2

**Developing a leadership mentality** Wednesday 2:30-3:45 pm

Get a clearer look at which specific experiences influence you, along with things to do and say to become a better influencer and leader by focusing on those around you. You'll see through new lenses how much influence you already have, and the technologies, tactics and tools at your disposal to fill an even broader role.



**WEDNESDAY 2:30-3:30 PM // 3:45-4:45 // 5:00-6:00**

afternoon breakout sessions || select any three

## Lead your team with DEAL styles

*This session is a stand-alone session as well as a deeper dive into the negotiation strategies covered in Linda's morning session.*

When you know how to spot other people's negotiation styles, you can unlock new levels of collaboration among team members. Explore the nuances of the different communication styles to become more effective at cultivating them and learn how DEAL can help you lead and negotiate with confidence and integrity.

Linda Swindling

- 1 DACE, 1 PD CCA

## Tax and transition success strategies

Filing taxes is a necessary evil, but there are many ways to minimize how much you owe. Navigating that landscape can be a real jungle, though. Learn about the 2024 tax strategies that'll help you create money-saving opportunities as you buy and sell within your business. Leave this session with a clear road map so you can drive ahead toward a smooth and successful transition.

Marissa Nehlsen

- 1 DACE

## Cash in with beef on dairy

Get bigger results when you intentionally select crosses for beef-on-dairy and better match market needs in the beef supply chain. In this session, you'll be introduced to data from a multitude of scientific studies pertaining to growth, carcass yield and meat quality. Knowing the science will better equip you to leverage the best attributes unique to beef.

Dr. Blake Foraker, PhD

- 1 DACE, 1 ARPAS

## Calculating your sustainability impact

Customers up the food chain are relying on farmers to help cut the carbon footprint in half. Before you can develop a plan or measure progress, you need to know your number and be able to understand what data contributes to it. With that established, we'll delve into practices that may have the most influence on reducing this number.

Katie Catron

- 1 DACE, 1 SUS CCA

## EVENING ENTERTAINMENT

## IN THE HALL OF IDEAS

Head over to the Hall of Ideas where we'll cap off the day with an air of celebration. In addition to an elaborate spread of food, you'll have time to network with friends and enjoy a Wisconsin-style beverage or two (or more).



Throughout the evening you'll also have the opportunity to rub shoulders with Master Cheesemakers. Prepare to be captivated while a 70-pound block of cheese is transformed into an astonishing work of art.

Set against the musical backdrop of Oshkosh-based **Copper Box**, it's sure to be a night to remember. With their eclectic blend of folk, polka, rock, blues and jazz, the band has shared the stage with such acts as The Doobie Brothers, Little River Band, Little Big Town, Peter Frampton, Nitty Gritty Dirt Band and Huey Lewis.



# DAY 2 SESSIONS – AM

## THURSDAY 8:30-9:45 AM

morning specialty sessions || select one of four

### Moo-vement matters: stretching for dairy farmer wellness

Learn to routinely implement a few key stretching and movement techniques to alleviate muscle tension, improve flexibility, and enhance your overall well-being. Apply and integrate these practical stretching exercises into your daily routine to improve your physical health and attitude while also reducing your risk of injury.

*Morgan Ekovich*

● 1.25 DACE

### Build – and keep – the perfect team

Put away your excuses that a highly intensive labor position can't be filled. Glean insights from seasoned executives from Kwik Trip and Marucci Sports on how they hire, grow and sustain a culture where both business and people thrive. Steal trade secrets that will have lasting impacts on your team.

*Kyle Achord and Ryan Levendoski; facilitated by Michael Hoffman*

● 1.25 DACE, 1 PD CCA

### Mastering core legacy strategies

Your money should be your hardest-working employee. While gleaning insights on how to make that happen, you'll also learn to distinguish between business finance, law and the complexities of managing people. Coordinating wealth management, tax management, risk management, and legal and estate matters is at the heart of establishing a successful business — not just for today, but also as you build your legacy.

*Marissa Nehlsen*

● 1.25 DACE

### Multi-site dairies: organizing the systems

Fellow dairy owners share what they've learned in their roles directing multi-site operations. They'll discuss the full gamut of managing people, establishing and overseeing processes, streamlining internal management systems and more. They'll share expert advice on how to steer clear of rookie mistakes as you expand your business.

*John Mueller and John Vosters; facilitated by Tim Swenson*

● 1.25 DACE





## What in the wide world?!

Sometimes the issues we face in the dairy industry are fairly short-lived. Geopolitical turmoil is not looking to be one of them. With military conflicts in Ukraine and the Middle East, political unease with China, an uptick in extreme weather events, a challenged labor market, increasing costs and more, how do we best position ourselves for success?

Having an informed idea of what's potentially coming our way is a good place to start.

**Jacob Shapiro** will identify the major geopolitical forces expected to shape the next five years — particularly as it relates to ongoing conflicts between international powers, government policies that restrict international trade for the sake of helping domestic industries, and other impending macro developments that will affect dairy producers and other major agricultural commodities.

1.25 DACE, 1 SUS CCA

**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.



## DAY 2 SESSIONS – PM

**THURSDAY 2:00-3:00 PM // 3:10-4:10**

afternoon breakout sessions || select any two

### Turn complainers into contributors

Constant complainers eat up precious time, resources and mental bandwidth in the workplace. By changing a complaining culture to a contributing one, you boost morale, increase productivity and promote effective communication. Discover why people create drama so you can defuse conflicts and address problems productively.

*Linda Swindling*

● 1 DACE, 1 PD CCA

### The solution room

When it comes to solving difficult business situations, you've probably found that some of the best ideas have come from your peers. In this session, experienced team-development expert Michael Hoffman will facilitate a session in which the others in the room will provide recommendations and resources to help you address your greatest challenges.

*Michael Hoffman*

● 1 DACE, 1 PD CCA

### How to handle heifers: raise them or send away and buy when fresh?

Until a heifer calf starts producing milk, she's an expense to the dairy. There are many methods for successfully rearing heifers, but what's right for one operation isn't necessarily right for another. Discover tactical approaches for either raising heifers on the farm, sending them off site, or selling them as calves and purchasing springers or fresh cows — with cost versus value in mind.

*Dr. Michael Overton, DVM, MPVM*

● 1 DACE, 1 ARPAS

### Sweat the small stuff, cut feed costs

Feed accounts for the greatest expense on the farm. Learn how a panel of savvy cost-minded dairy producers do a thousand little things right to minimize feed shrink to 9% or less. You'll discover their strategies for harvesting, feed storage and tracking, how and where they mix their feed, equipment maintenance tips and everything in between.

*Jamie St. Pierre, Kurt Wierda; facilitated by Mark Tegeler*

● 1 DACE

## CLOSING SESSION

**4:15 PM**

### Where there is vision there is hope

The public that grants us our social license is understandably concerned about the environment. But the average consumer doesn't recognize fact from fiction. In their responses to environmental issues, they're often led by their emotions rather than science.

In a world that is weary of bad news, wars and other such conflict, the dairy community can offer honest answers and instill hope. Be the leader others seek by owning the science of your operation and defining environmental sustainability based on confidence, leadership and meaningful actions. Expose the untruths and replace consumer fear with science and

credible leadership. By leading and owning the environmental discussion, you can help ensure dairy's social license to operate will prevail.

1 DACE

**Bruce Vincent** is a third-generation logger from Libby, Montana. During the past 25 years, he has given motivational speeches throughout the U.S. and the world, testified on natural-resource issues before Congress and has been named National Forest Activist of the Year. He's also appeared on several news programs such as "60 Minutes."



## WEDNESDAY & THURSDAY

30-minute sessions ... morning and afternoon

### RED LOUNGE

### GREEN LOUNGE

**Weds.**  
10:15-  
10:45 am

#### Time with Tom

You've heard it said: "our attitude determines our altitude." In this session with Tom, he'll once again get you thinking about your thinking.

*Tom Thibodeau*

● .5 DACE, .5 PD CCA

1:30-  
2:00 pm

#### Managing for more dry matter intake

One extra meal per day improves health and production.

*Kathryn Elliott*

● .5 DACE, .5 ARPAS

#### Feeding out 2023 corn silage

Test results are in for 2023's corn silage. Dial in on key local and national findings so you can more optimally feed your cows for the next 12 months.

*Dr. Andrew Bohnhoff, DVM*

● .5 DACE, .5 ARPAS, .5 CM CCA

#### 5-point energy assessment focus

Energy use on dairy farms is a big-time expense. Learn about the five best ways you can curb costs.

*Joel Roltgen, Jessica Mlsna*

● .5 DACE



### RED LOUNGE

### GREEN LOUNGE

**Thur.**  
10:15-  
10:45 am

#### Interpreting genomics

Get your A to Z summary on dairy genomics here, including how to read and utilize the science to emphasize the most important traits for your herd.

*Dr. Dan Weigel, PhD*

● .5 DACE, .5 ARPAS

1:00-  
1:30 pm

#### Grazing heifers for the win

Raising dairy heifers in managed grazing systems spells legitimate cost savings and animal performance while also improving water quality and soil health.

*Jason Cavadini*

● .5 DACE, .5 ARPAS, .5 SUS CCA

#### Understand optimal heifer breeding goals

Calving your heifers in at the right time, size and age puts you in a position to hit your profit goals – and it's good for your heifers, too.

*Dr. Michael Overton, DVM, MPVM*

● .5 DACE, .5 ARPAS

#### Farm data analysis flags

The point of analyzing farm data is to improve performance. That requires quality data and recognizing correlation is not causality. Learn how to find the right data for the answer.

*Dr. Michael Overton, DVM, MPVM*

● .5 DACE

# HANDS-ON HUBS

## Make the most of her first day

The first 24 hours of a calf's life have a long-term impact on her lactating years, so it's critical to be uber vigilant on her birthday. This session will cover first-response skills for those managing the youngest in your herd. You'll examine these topics:

- Appropriately assessing and stimulating newborns with hands-on simulation models
- Tools and techniques to use during the first 24 hours and after difficult calvings
- Management practices to set up newborn calves for success

Dr. Ryan Breuer, DVM

- 1.25 DACE, 1.25 ARPAS

## Managing pain from day one

In this hands-on session, participants will work with cadaver heads while employing the proper methods for applying dehorning tools, such as burners and paste. Attendees will also learn how to properly administer pain-mitigation tactics, both orally and via injection.

Dr. Sylvia Kehoe, PhD

- 1.25 DACE, 1.25 ARPAS

Wed. 8:30 - 9:45 am // 2:30 - 3:45 pm

Thu. 8:30 - 9:45 am // 2:00 - 3:15 pm

*Wednesday only*

## Simplifying crisis communication\*

**morning: on-farm crises**

**afternoon: industry issues**

The thought of having to communicate with media or community members in the event of a manure spill, reportable-disease incident or other negative publicity involving your farm is highly uncomfortable for almost everyone. This session will equip you with a straightforward plan to handle a variety of instances. You'll clarify potential risks, prepare messaging and identify allies and stakeholders.

Morning sessions will be geared toward on-farm crises and afternoon sessions will focus on articulately and confidently speaking to a hot-button industry issue.

Renea Heinrich

- 1.25 DACE

*\*This session will not be translated into Spanish*

## PREVIEW STAGES

*The latest research from university researchers and their graduate students*

### Wed 10:15-10:45 Environmental drivers and management of agricultural water quality

Water-quality impairment from agriculture is often disproportionate in nature, meaning a small acreage may be responsible for an outsized environmental impact. This research connects hydrologic modeling with social science and policy analysis to better understand and address such events in Wisconsin's driftless area. – Dr. Margaret Kalcic, PhD, and Andrew Hillman .5 DACE, .5 SUS CCA

### Wed 1:30-2:00 Cover crops and manure: a partnership in conservation

Manure represents a resource for crop production and soil but can create challenges to achieving water-quality goals. While cover crops can provide solutions, there can be trade-offs with production. Let's review research that can lead to overall benefits in Wisconsin. – Dr. Matt Ruark, PhD, and Tanner Judd .5 DACE, .5 NM CCA

Wed. 10:15 - 10:45 am // 1:30 - 2:00

Thu. 10:15 - 10:45 am // 1:00 - 1:30 pm

### Thu 10:15-10:45 Reducing enteric methane emissions from dairy cattle

There's a need to develop new technologies and practices to sustainably decrease enteric methane emissions from dairy cattle. We'll present some obstacles and opportunities, including phenotyping, trait definition, developing a reference population, using milk mid-infrared spectra as a non-invasive approach and manipulating the rumen microbiome. – Dr. Francisco Peñagaricano, PhD, and Dr. Guillermo Martinez Boggio, PhD .5 DACE

### Thu 1:00-1:30 Unlocking the ketosis secret: leveraging rumination to enhance dairy cow health

It is apparent some cows suffer from ketosis more than others. Rumination behavior has long been a proxy measure of cow health and thus may be useful in improving our understanding of the consequences of ketosis in dairy cows and allow for more targeted treatment options. – Dr. Luciano Caixeta, DVM, PhD, and Dr. Cainan Florentino, DVM .5 DACE

The Hall of Ideas has a lot going on. Come here to network with premier dairy suppliers and fellow dairy producers — we've built in more time. You'll also have front-and-center access to learning lounges and the latest in university and Dairy Innovation Hub research. And while you're here, grab some milk, ice cream, coffee and a grilled cheese sandwich or two.



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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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<u>PDPW member rates</u>	<u>1 day</u>	<u>2 days</u>	<u>Non-member rates</u>	<u>1 day</u>	<u>2 days</u>
Farmer	\$260	\$360	Farmer	\$435	\$535
Premier supplier (sponsor or exhibitor)	\$260	\$360	Industry	\$785	\$1,035
Industry	\$385	\$660	Student	\$110	\$210

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

Registration fees are non-refundable after Feb. 29, 2024. Walk-ins are welcome for an additional \$20/person.



### **Lodging: Kalahari Resorts & Conventions**

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 877-525-2427 // [www.kalahariresorts.com/wisconsin/](http://www.kalahariresorts.com/wisconsin/)  
**Book rooms in PDPW block by Feb. 19 for special rate.**  
**Save the resort fee by booking directly through the PDPW website.**

To register: scan QR code, visit [www.pdpw.org](http://www.pdpw.org) or call PDPW at 800-947-7379.



# PRESENTERS

Keynote and Youth Session presenters are featured on those pages



**Kyle Achord**, vice president of team sales, Marucci Sports



**Dr. Mike DeGroot**, PhD, owner, EDGE Dairy Consulting



**Dr. Sylvia Kehoe**, PhD, professor of dairy science, UW-River Falls



**Dr. Joseph S. Bender**, DVM, associate professor, Center for Animal Health and Productivity, University of Pennsylvania



**Morgan Ekovich**, health and nutrition coach, founder, Get Fit with ME



**Ryan Levendoski**, district leader, Kwik Trip



**Dr. Robb Bender**, PhD, managing partner and consultant, GPS Dairy Consulting LLC



**Kathryn Elliott**, dairy consultant and technical support specialist, ProAGtive Dairy Nutrition



**Jessica MIsna**, energy advisor, Focus on Energy



**Dr. Guillermo Martinez Boggio**, PhD, research assistant, UW-Madison



**Dr. Cainan Florentino**, DVM, research student, animal science, University of Minnesota



**John Mueller**, owner, Spring Hope Dairy, Clifton Springs, NY



**Dr. Andrew Bohnhoff**, DVM, director of nutrition, Prairie Estate Genetics



**Dr. Blake Foraker**, PhD, assistant professor, meat science, Washington State University



**Marissa Nehlsen**, money and business strategist, certified speaker and coach



**Dr. Ryan Breuer**, DVM, clinical assistant professor, large animal internal medicine, UW-Madison



**Renea Heinrich**, senior counselor, MorganMyers



**Dr. Michael Overton**, DVM, MPVM, global precision dairy data lead at Zoetis Inc.



**Dr. Luciano Caixeta**, DVM, PhD, associate professor, dairy production medicine, University of Minnesota College of Veterinary Medicine



**Andrew Hillman**, graduate student, biological systems engineering, UW-Madison



**Dr. Francisco Peñagaricano**, PhD, assistant professor, quantitative genomics, UW-Madison



**Jason Cavadini**, grazing specialist and certified professional agronomist, UW-Madison Extension



**Tanner Judd**, graduate student, soil science, UW-Madison



**Bill Reyes**, nutrition and management consultant, Royal Ag Services



**Joel Roltgen**, energy advisor, Focus on Energy



**Dr. Margaret Kalcic**, PhD, associate professor, biological systems engineering, UW-Madison





**Dr. Matt Ruark,**  
PhD, professor  
and extension soil  
scientist,  
UW-Madison



**Jamie St. Pierre,**  
dairy operations  
supervisor,  
Pleasant Valley  
Farm of Berkshire  
LLC, Berkshire,  
Vermont



**Tim Swenson,**  
owner, Swenson  
Management  
Service LLC



**Linda Swindling,**  
global negotiation  
expert and best-  
selling author



**Mark Tegeler,**  
nutritionist,  
Diamond V Mills



**Tom Thibodeau,**  
distinguished  
professor, servant  
leadership,  
Viterbo University



**John Vosters,**  
partner and  
livestock manager  
MilkSource LLC,  
Kaukauna, Wis.



**Dr. Dan Weigel,**  
PhD, director  
of outcomes  
research, Zoetis



**Kurt Wierda,**  
general manager,  
Plymouth Dairy  
Farms, Le Mars,  
Iowa



*Scan the QR  
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presenters*



## continuing education units available

**Dairy AdvanCE** Select sessions of the 2024 PDPW Business Conference have been approved by Dairy AdvanCE (DACE) for CEUs. Dairy AdvanCE is a continuing education accreditation provider for dairy farmers and other dairy industry professionals. Visit [www.dairyadvanace.org](http://www.dairyadvanace.org) for more information.

**ARPAS** Select sessions of the 2024 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 2024 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.



**FUTURE  
READY** >>>  
ACCELERATING DAIRY'S SUCCESS

**2024 PDPW Business Conference** is the place where dairy gathers to learn progressive solutions from the sharpest minds. In a world where being Future Ready™ is vital, attending PDPW Business Conference puts you in the driver's seat to ensure you have what it takes for long-term business resilience and sustainability.

**JOIN US.** March 13-14, 2024, Kalahari Resorts, Wisconsin Dells, Wis.

