

2025 PDP Business Conference



DIALING IT IN

2025 PDP Business Conference

**DAIRY'S PREMIER
EDUCATIONAL EVENT**



March 12-13, 2025

**ALLIANT ENERGY CENTER
MADISON, WI**

agenda

Wednesday, March 12, 2025

- 8:00 am Registration opens
- 8:30 Hands-On Hub and Specialty Sessions
- 8:30 Youth Session, first of two
- 10:00 Hall of Ideas opens
- 10:10 Learning Lounges and Preview Stage
- 12:00 pm Opening Session Keynote: Dan Basse, Jacob Shapiro and Eric Snodgrass
- 3:00 Learning Lounges and Preview Stage
- 3:45 Hands-On Hub and Breakout Sessions
- 3:45 Youth Session, second of two
- 6:00 Dinner and Entertainment

Thursday, March 13, 2025

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On Hub and Breakfast Breakouts
- 10:50 Learning Lounges and Preview Stage
- 11:40 Learning Lounges and Preview Stage
- 12:30 pm General Session: Emily Johannes, Alisha Staggs
- 3:15 Hands-On Hub and Specialty Sessions
- 3:15 talentCONNECT® Reverse Career Fair
- 4:30 Conference concludes

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)

WELCOME!



Dairying demands grit, determination and an unwavering commitment to excellence. That's why the 2025 PDP Business Conference is the event for those serious about success. **"Dialing it in"** is more than this year's theme—it's a mindset. From cutting-edge technology to sustainability and leadership strategies, this conference will equip you with the tools and connections you need to thrive in an ever-changing industry.

Where else can you go to spend two days with the best minds in the business? If you're ready to maximize profitability, outpace the challenges and lead your industry's change, this is where you need to be. Don't just attend; commit. **Dial it in.**

plan to join us!



Emcee **Michael Hoffman**, founder and owner of Dallas-based Igniting Performance Inc., will lead us through the conference while infusing his high-energy style and meaningful observations gleaned from his personal experiences attending PDP programs and interacting with members.

With Michael at the helm, the 2025 PDP Business Conference will not only deliver the transformative insights, strategies and connections you need, it'll earn its place in your business plan as one of the most impactful events of the year. In a business as demanding as dairying, there's no room for mediocrity. Success belongs to those who embrace challenges with grit and determination, and are relentless in pursuing improvement. **Join us in Madison March 12 and 13.**

where innovation meets dairy



Success in dairy demands forward-thinking solutions, breakthrough technologies and bold ideas. Nexus® is the ultimate stage for innovation. This dynamic forum combines the energy of *Shark Tank* with the inspiration of TED Talks, bringing you cutting-edge tools and strategies poised to transform the industry.

Out of a competitive pool of applicants, the top five trailblazing companies have earned their moment in the spotlight. They'll unveil game-changing products and services in a professionally moderated setting designed to engage, educate and spark new possibilities. As an attendee, you'll get front-row access to these innovators and the chance to ask questions, dive deeper and explore how their solutions can drive success for your operation. Don't miss this opportunity to stay ahead of the curve.



traducido en español

It's our ongoing goal to create accessibility of our educational programs to as many of your team members as possible.

Business conference sessions will once again feature simultaneous translation for Spanish-speaking attendees.* Empower your team and elevate their experience with insights delivered directly to them in their native language.

**Translation not offered for Nexus or youth sessions.*



Scan for the PDP Business Conference flier in Spanish.

day one sessions - AM

Wednesday 8:30-9:45 AM

morning specialty sessions ... *select one of four*

The hidden ally: turn interest rates into growth opportunities

Rising interest rates don't have to be a threat to your business. This expert panel will show you how to spin market conditions into strategic assets that fuel your growth. Unlock new financial strategies with insights from top banking minds.

Elsa Condon, Dan Kaufman, Kurt Petik;
facilitated by *Dr. Brady Brewer, PhD*

● 1.25 DACE

Transition cow triumph: Avoiding stress to achieve success

The transition period is critical — and it's riddled with challenges. Learn how to manage nutrition, housing and stress to maximize performance and longevity in your herd. Gain actionable tips to tackle inflammation, intake issues, and behavior challenges.

Dr. Trevor DeVries, PhD

● 1.25 DACE, 1.25 ARPAS, 1.5 WVDL

Stay strong: Movement techniques for ag pros

From long hours to heavy lifting, your body takes a beating—but it doesn't have to. Discover simple, effective exercises to boost flexibility, prevent injuries, and feel your best every day, whether you're in the barn or the boardroom.

Morgan Ekovich

● 1.25 DACE

Build bulletproof succession and transition plans

Secure your legacy with a roadmap to smooth transitions. Learn the systems, strategies and tools to master succession planning while staying ahead of legal and tax challenges. Equip yourself with actionable tools and checklist assessments to start strong or refine your plan.

Marissa Nehlsen

● 1.25 DACE



opening session

Wednesday 12:00 PM - 2:30

The Three-Headed Beast: Geopolitics, markets and weather

Navigate the volatile intersection of global politics, climate shifts and market upheavals. Get an expert look at what's behind the forces shaping agriculture and discover strategies to adapt and thrive in an unpredictable world.

Dan Basse, Jacob Shapiro, Eric Snodgrass

● 2 DACE, 2 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, "The Jacob Shapiro Show," which features interviews with an array of foreign policy, technology and global business experts.



Eric Snodgrass is the principal atmospheric scientist for Conduit, 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.

future of success

leadership sessions for teens 15 to 18

Wednesday 8:30-9:45 AM
and 3:45-5:00 PM

Think quickly, speak wisely and leave a lasting impression.

Our “Future of Success” sessions are for future dairy leaders, ages 15-18. And if that’s you, this is your chance to hone your communication skills with practical exercises in extemporaneous speaking and discover how small actions make a meaningful difference. Session facilitator **Michael Hoffman** will challenge you while equipping you with tools to gather your thoughts succinctly and articulate them quickly and effectively.



Be a positively outrageous influencer

[8:30-9:45 AM]

In a world full of noise, it’s easy to feel overshadowed — and that’s why this is your time to shine! Michael will show you how to be a positively outrageous influencer by mastering the people skills that have an instant impact. Discover how small actions can brighten someone’s day, learn what it takes to stand out as a leader and build your own brand of positivity to inspire others.



Command confidence and clarity

[3:45-5:00 PM]

Public speaking doesn’t have to be scary. In this hands-on session, Michael Hoffman will teach you how to organize your thoughts quickly, harness your nerves to project confidence and articulate your ideas clearly—even in high-pressure situations. Leave with the skills to think on your feet and present yourself as a poised, competent communicator in any setting.



day one sessions - PM

Wednesday 3:45-4:40 PM ... 4:50-5:45 PM
afternoon breakout sessions ... *select any two*

Global dairying: Insights from Ireland, France, and the Netherlands

Presented only one time at 3:45-5:00 pm

How are international producers adapting to evolving trends and policies? Discover first-hand how dairy leaders are tackling challenges and positioning for success in a global market.

Thibaut Cordel, David Hyland, Anton and Arjan Stokman; facilitated by Dan Basse

- 1 DACE, 1 SUS CCA

Navigating the bird flu: Lessons from the frontlines

Hear compelling stories of resilience from veterinarians who faced H5N1 head-on. Learn how they helped to manage health, quarantines and recovery to protect operations and safeguard the future.

Dr. Maggie Baldwin, DVM, Dr. Tera Barnhardt, DVM, and Dr. Keith Poulsen, DVM

- 1 DACE, 1 ARPAS, 1 WVDL

Demystifying carbon markets: The dollars and cents of sustainability

Can carbon credits provide your next revenue stream? Break down the complexities of carbon markets and uncover practical opportunities to enhance your business's bottom line.

Patrick Wood

- 1 DACE, 1 SUS CCA

Strategically plan your life, family and farm

Presented as a two-part series from 3:45-5:45 pm

Dive deep into the challenges unique to your circumstances and map a strategic plan that will elevate your success. This interactive SWOT session will help you identify the strengths, weaknesses, opportunities, and threats specific to your business so you can set clear, actionable goals for your family and farm.

Marissa Nehlsen

- 1 DACE

evening on the square

Wednesday 6:00 PM

Imagine a place where the air buzzes with the energy of innovation and where every conversation is infused with excitement and expectancy. As day one of conference comes to a close, we'll celebrate our industry with a vibrant flair reminiscent

of Capital Square. Get ready for live entertainment, a Taste of Wisconsin, and exceptional food and beverages to fuel an unforgettable evening of networking.

It'll be a space where forward-thinking dairy farmers and industry professionals converge, partnerships flourish and innovation takes center stage.



day two sessions - AM

Thursday 8:30-9:25 AM ... 9:35-10:30 AM
breakfast breakouts ... *select two of four*

If I'm not a dairy farmer, what am I?

A common apprehension for producers on the brink of transitioning out of the business is the question of what will become of their identity. This session explores meaningful strategies for championing the next generation, adapting to role changes, and navigating the emotional, structural and mental challenges of transition.

Wesley Tucker

● 1 DACE



Master your core with tax, legal and wealth strategies

Having systems in place to protect your wealth and reduce tax liability while preparing for future generations is essential to successful dairying. Learn actionable strategies to safeguard your business and multiply your financial impact over time.

Marissa Nehlsen

● 1 DACE

Fresh ideas for healthy eating: Avoid burnout with mindful nutrition

It's easy to get stuck in a mealtime rut when all you want is something to eat — right now. Learn how to escape the trap with mindful eating strategies and fresh approaches to nutrition. Leave with practical tips and resources to make healthy eating enjoyable, sustainable and effective.

Morgan Ekovich

● 1 DACE

Decoding enteric methane programs and feed additives

Separate fact from fiction as Dr. John Goeser and Patrick Wood demystify methane reduction programs and feed additive claims. Understand the science and program requests, pose better questions and identify practical solutions to cut your carbon footprint.

Dr. John Goeser, PhD, and Patrick Wood

● 1 DACE



Thursday 12:30 PM - 3:00

Dairy is the answer: Are you ready for the question?

They're coming to you for the answer. That means you need to be ready for the question. It's imperative to understand the worldwide environmental initiatives and how global food companies are working to achieve their individual pledges. Discover how these efforts impact the supply chain and what dairy farmers can do to stay ahead. • 2 DACE, 2 SUS CCA

Emily Johannes, Alisha Staggs



Emily Johannes is director of sustainability & recycling for Nestlé USA. She leads the US food and beverage sourcing strategy in support of Nestlé's global and regional sustainability, ethical sourcing and animal care commitments. She is responsible for ensuring compliance with the Nestlé Responsible Sourcing Standard within Nestlé's supply-chain. Her role collaborates on projects with suppliers, farmers, non-governmental organizations and stakeholders in the US on topics of climate action, animal welfare and social responsibility.



Alisha Staggs is director of the dairy program for The Nature Conservancy's North America Agriculture Program. She works on projects and partnerships such as Feed in Focus, a cost-share program with dairy farmers to advance the adoption of regenerative agriculture practices, a Conservation Innovation Grant-funded project that explores innovative feed-management strategies that can reduce enteric methane emissions in dairy cattle, and more. Alisha has previously held roles such as sustainability manager, Animal Agriculture, for Walmart; supply chain manager for the Environmental Defense Fund's corporate partnerships program; and program officer for agriculture at World Wildlife Fund, serving as commodity lead for dairy.

day two sessions - PM

Thursday 3:15-4:30 PM

afternoon specialty sessions ... *select one*

Success stories from Your Farm - Your Footprint

Learn from dairy producers who have been tracking carbon emissions to make impactful changes on their farms. Wisconsin producers Paul Lippert and David Trimner, are joined by agronomist Carson Dugger to share how data analysis drives innovation and sustainability.

Paul Lippert, David Trimner, Carson Dugger

●● 1.25 DACE, 1 SUS CCA

Get the most out of your team with the Eisenhower matrix

Maximize productivity with tools designed to help you prioritize and delegate. Delve into the Eisenhower matrix and discover labor management strategies that can help your team balance urgent tasks and long-term goals.

Wesley Tucker

●● 1.25 DACE, 1 PD CCA

Life balance: What's even possible?

Dairy women daily tackle the challenges of juggling family, business and everything in between. Hear real stories and practical insights from three high-performing women on managing competing priorities without losing yourself — or your sanity — in the process.

*Sandy Larson, Heather Moore, Suzanne Vold;
facilitated by Morgan Ekovich*

● 1.25 DACE



Active-shooter preparedness

There are some problems in today's world that leave the dairy community largely unscathed. However, everyone needs to be prepared to protect the team in the event the unthinkable happens. Learn essential guidance for staying safe in an active-shooter situation from a former SWAT team leader and Oak Creek, Wis., police officer.

Captain Mike Bolender

● 1.25 DACE

learning lounges

WEDNESDAY & THURSDAY

RED LOUNGE

10:10 MIND OVER MATTER: SHIFT
- 10:40 PERSPECTIVES FOR SUCCESS
AM Shift your mindset to conquer challenges with ease. Join Tom for an energizing session about reframing your thinking and embracing resilience.
Tom Thibodeau

● .5 DACE

3:00 ROCK YOUR TEAM WITHOUT
-3:30 BREAKING THEM
PM

If your top performers carry too much of the load, check out this simple yet powerful 4-quadrant matrix to help you balance workloads, motivate different personality types, and create sustainable long-term success.

Wesley Tucker

● .5 DACE, .5 PD CCA

10:50 DAIRYING IN THE
-11:20 NETHERLANDS
AM

Father and son share how their Dutch dairy practices are shaping their farm's success. Gain insights into the environmental strategies, labor practices they rely on — and what they envision for the future.

Anton and Arjan Stokman

●● .5 DACE, .5 SUS CCA

11:40 LABOR TRAFFICKING:
AM RECOGNIZE AND PREVENT IT
-12:10 Learn to identify and prevent human and labor trafficking in agriculture. This session covers key warning signs and steps to protect your business and workers.

Miguel Miranda

● .5 DACE

GREEN LOUNGE

COWS & ROBOTS:
MOTIVATING VOLUNTARY
MILKING

Unlock the potential of automated milking systems with strategies to boost voluntary cow participation. Explore the roles of nutrition, housing and behavior in maximizing efficiency.

Dr. Trevor DeVries, PhD

● .5 DACE, .5 ARPAS

FRENCH DAIRY FARMING:
FUTURE PERSPECTIVES

Step into the world of French dairy farming and explore the challenges and innovations shaping their dairy industry, from labor dynamics to environmental strategies.

Thibaut Cordel

●● .5 DACE, .5 SUS CCA

UNRAVEL PHOSPHORUS
STRATIFICATION

The UW-Extension Ag Water Quality Team is surveying the prevalence of phosphorus stratification in no-till systems. How can we mitigate the risk to surface water of dissolved phosphorus loss?

Sheri Schwert

● .5 DACE, .5 SUS CCA

TILE MAPPING: USING TECH
TO FIND GRANDPA'S TILE
Learn tips and tricks for using yield monitor data, air photos, field observations and other techniques to locate old drainage tile in fields, find broken tile, and map tile outfalls for monitoring during and after manure application.

Kevin Erb

● .5 DACE

BLUE LOUNGE

FARMING IN IRELAND: A
GLOBAL PERSPECTIVE

Take a behind-the-scenes look at Irish dairy farming with this energetic producer as he shares how he tackles labor, markets and the future.

David Hyland

●● .5 DACE, .5 SUS CCA

AG-TECH ROI: KNOW
WHEN IT'S WORTH IT
Ag technology promises big returns, but how do you make it work for your operation? This session breaks down proven strategies to identify the best tech investments and maximize your bottom line.

Dr. Brady Brewer, PhD

● .5 DACE

CARBON JARGON — WHAT
DOES IT ALL MEAN?

Along with all the other questions surrounding carbon markets and sustainability comes the issue of learning the lingo. Brush up on the key terms shaping opportunities in this agricultural subset.

Patrick Wood

● .5 DACE, .5 SUS CCA

DO FARMERS ACTUALLY
OWN AND CONTROL
ELECTRONIC DATA PROVIDED
TO SUPPLIERS THROUGH
SMART DEVICES?

This session explores who really owns and controls on-farm electronic data collected by farm suppliers through smart devices.

Bill Oemichen, JD

● .5 DACE

hands-on hubs

Weds. 8:30-9:45 AM; 3:45-5:00 PM - and - Thur. 8:30-9:45 AM; 3:15-4:30 PM

These hands-on labs run both days simultaneously with morning and afternoon sessions. Immerse yourself in real-world scenarios.

Fire — take action!

When seconds count, do you know what to do first? When your adrenaline is pumping, it's essential to take immediate action — and that requires having a plan in place. Fire Chief Jerry Minor will guide you through livestock fire drills and teach critical fire safety measures to protect your animals, team, buildings and equipment. Get hands-on practice with fire extinguishers, learn to contain fires, and leave armed with a ready-to-implement action plan for your farm.

Jerry Minor

● 1.25 DACE

Nature's milk machine: a view from the inside

Get up close and personal with the epicenter of dairy production—the udder. In this captivating hands-on dissection lab, you'll uncover the intricate processes of milk secretion, udder development and immune response to infection. You'll leave with actionable insights to optimize herd health and productivity along with a new appreciation for this biological wonder.

Dr. Alysia Vang, PhD, and Natalia Teixeira

● 1.25 DACE, 1.25 ARPAS

preview stages

Discover groundbreaking insights and innovative ideas from leading researchers and students at Michigan State University and the University of Wisconsin system.

Wed. 10:10 am Ecological intensification for productivity, profitability, soil health, and carbon sequestration

To build soil health, boost yields, and sequester carbon, many promote cover crops and no-till farming. However, outcomes can be inconsistent. This project evaluates ecological intensification through the Wisconsin Integrated Cropping Systems Trial, measuring yield, profitability and soil health over six years. Results aim to identify sustainable strategies for dairy-forage and cash-grain systems.

Dr. Gregg Sanford, PhD, and Gideon Fynaardt

● .5 DACE

Wed. 3:00 pm Modeling a path forward for expanding US dairy farms

As U.S. dairy farms grow larger while declining in number, producers face crucial decisions about their operations' future. This research, paired with an innovative extension tool, guides farmers on profitable, efficient and low-risk expansion strategies. The analysis factors in economic, biological and environmental constraints aim to help producers make wise, forward-looking choices.

Lynn Olthof, PhD student

● .5 DACE

Thu. 10:50 am Profitability of automated milking systems and labor implications for Wisconsin dairy farmers

Rising labor costs, hiring challenges and market volatility are driving Wisconsin dairy farmers to seek alternatives. This study evaluates the feasibility of automated milking systems, focusing on financial impacts and operational efficiencies. Results, shared through workshops and bulletins, offer practical guidance for farmers navigating these critical decisions.

Dr. Chuck Nicholson, PhD, and Jalyssa Beaudry

● .5 DACE

Thu. 11:40 am Analytical tools for assessing changes to milk pricing under FMMOs

Federal Milk Marketing Order (FMMO) regulations shape milk prices and farm profitability, yet economic models to analyze potential changes are lacking. This project creates a dynamic modeling framework to evaluate proposed modifications or elimination of FMMOs. It assesses impacts on farm milk prices, producer incomes and the dairy supply chain. Insights from this research will inform key policy discussions impacting the future of US dairy.

Dr. Chuck Nicholson, PhD, and Jack Myers

● .5 DACE

hall of ideas

The Hall of Ideas and Equipment trade show is not your typical show — it's a vibrant hub for exchanging ideas, networking with industry leaders and discovering what's next in dairy. It's the place to surround yourself with the brightest minds and the most innovative products and services in the dairy industry, where groundbreaking ideas and the dairy industry's most influential suppliers meet up with the most progressive dairy producers.



As we transform this area to create an "Around the Madison Square" vibe, you'll want to make this space your go-to hot spot for mingling, meeting up with long-time friends and making new ones.

register now

<u>PDP 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	\$300	\$400	Farmer	\$525	\$625
Premier supplier (sponsor or exhibitor)	\$300	\$400	Industry	\$625	\$1,075
Industry	\$525	\$700	Student	\$125	\$250
Student	\$125	\$250			

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

Registration fees are non-refundable after Feb. 25, 2025. Walk-ins are welcome for an additional \$20/person.

Lodging is available at multiple nearby locations.

Must book through pdpw.org/businessconference/travel.php for discount. Earliest booking deadline is Feb. 9 and varies by hotel.

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



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conference presenters



Dr. Maggie Baldwin, DVM, Colorado state veterinarian, Colorado dept. of agriculture



Dr. Tera Barnhardt, DVM, veterinarian, Heritage Vet Partners



Jalyssa Beaudry, graduate student, agriculture and applied economics, UW-River Falls



Mike Bolender, retired SWAT team leader and Oak Creek, Wis., police officer



Dr. Brady Brewer, PhD, associate professor, department of agricultural economics, Kansas State University



Elsa Condon, vice president, agricultural banking, Nicolet National Bank



Thibaut Cordel, dairy producer, Ferme de l'Alliance, Lorraine, France



Dr. Trevor DeVries, PhD, professor and Canada research chair, department of animal biosciences, University of Guelph



Carson Dugger, lead agronomist, Eocene Environmental Group



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



Kevin Erb, CCA, program manager, Conservation Professional Training Program, UW-Madison



Gideon Fynaardt, Master's student, department of soil and environmental science, UW-Madison



Dr. John Goeser, PhD, Rock River Laboratory, Inc., UW-Madison, Cows Agree Consulting, LLC



David Hyland, dairy producer, Ballacolla, County Laois, Ireland



Dan Kaufman, vice president of agribusiness lending, Greenstone Farm Credit Services



Sandy Larson, owner and dairy producer, Larson Acres, Inc, Evansville, Wis.



Paul Lippert, owner and dairy producer, Grass Ridge Farm, LLC, Pittsville, Wis.



Jerry Minor, chief, Pittsville Fire and Rescue District



Miguel Miranda, special agent, Federal Bureau of Investigation



Heather Moore, owner, Moore Family Farms, Moore Family Farms Creamery, Moore Local and Rockdale Locker



Jack Myers, PhD student, animal and dairy sciences, UW-Madison



Dr. Chuck Nicholson, PhD, associate professor, animal and dairy sciences & agricultural and applied economics, UW-Madison



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



Bill Oemichen, JD, professor of practice law and local government law educator, UW-Madison Extension



Lynn Olthof, PhD student, dairy management, Michigan State University



Kurt Petik, senior relationship manager, Rabo AgriFinance



Dr. Keith Poulsen, DVM, PhD, DACVIM, director of Wisconsin Veterinary Diagnostic Laboratory



Dr. Gregg Sanford, PhD, assistant professor, soil and environmental sciences, UW-Madison



Tom Thibodeau, distinguished professor, servant leadership, Viterbo University



Suzanne Vold, dairy producer, Dorrich Dairy, Glenwood, Minn.



Sheri Schwert, ag water quality outreach specialist, UW Extension



David Trimmer, co-owner and dairy producer, Miltrim Farms, Athens, Wis.



Patrick Wood, founder, Ag Methane Advisors



Anton and Arjan Stokman, father-and-son dairy producers, the Netherlands



Wesley Tucker, farm & ranch transition specialist, University of Missouri Extension



SCAN THE QR CODE FOR FULL PRESENTER BIOS.



Natalia Teixeira, PhD student, animal science, UW-Madison



Dr. Alysia Vang, PhD, endocrinology and reproductive physiology, UW-Madison

Keynote and Youth Session presenters are featured on their respective pages.

talentCONNECT reverse career fair

Thursday 3:15



The **talentCONNECT® career fair** flips the script on traditional recruiting, giving you direct access to tomorrow's dairy leaders. This interactive reverse-style career fair puts job-ready students from top colleges and technical schools in the spotlight. And they're ready to meet you.

Engage with dedicated students through one-on-one conversations—and by perusing their robust resumes and displays showcasing their bold ambitions and industry-relevant skills.

Connect on site with qualified, driven candidates seeking full-time positions, internships, and co-op opportunities. By presenting you with the industry's rising trailblazers and innovative thinkers passionate about dairy's future, talentCONNECT is a one-of-a-kind opportunity to find your next great hire.

Whether you're a dairy farmer, industry leader, or allied professional, talentCONNECT is your golden ticket to the future of talent. Step into a hiring experience like no other.

continuing education credits available



Select sessions of the 2025 PDP 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. For more details, visit www.dairyadvan.org.



Select sessions of the 2025 PDP 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 2025 PDP 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.



Select sessions of the 2025 PDP Business Conference have been approved for veterinary CEs by Wisconsin Veterinary Diagnostic Laboratory (WVDL) at the University of Wisconsin-Madison.



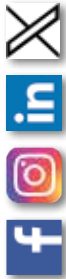
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is the place for

progressive dairy farmers, nutritionists, lending partners, veterinarians and other dairy professionals

JOIN US March 12-13, 2025

Alliant Energy Center, Madison, WI

