

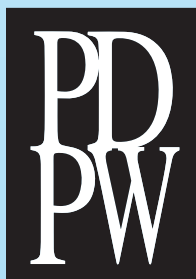
PROFESSIONAL DAIRY PRODUCERS® 2026 BUSINESS CONFERENCE



DAIRY'S BLUEPRINT

— DRAFTING TOMORROW'S SUCCESS —

MARCH 4-5, 2026
ALLIANT ENERGY CENTER
MADISON, WI



Dairy's
premier
educational
event

WEDNESDAY MARCH 4, 2026

8:00 am	Registration Opens Trade Show Opens
8:30	Hands-On Hub and Specialty Sessions
10:30	Opening Session <i>Keynote John O'Leary</i>
12:30 pm	Hall of Ideas Lunch
1:00	Learning Lounges and Preview Stage
2:00	Learning Lounges and Preview Stage
3:00	Hands-On Hub and Breakout Sessions
3:00	Nexus® presentations
5:30	Dinner and entertainment

THURSDAY MARCH 5, 2026

7:00 am	Sunrise stretch, Hall of Ideas <i>45 minutes: stretches, mobility exercises</i>
8:00	Registration Opens Trade Show Opens
8:30	General Session Breakfast <i>Keynote panel: Gregg Doud, Dr. Ed Seifried, PhD; facilitated by Dr. David Kohl, PhD</i>
10:30	Hands-On Hub and Breakout Sessions
10:30	Nexus® presentations
12:45 pm	Hall of Ideas Lunch
1:00	Learning Lounges and Preview Stage
1:45	Learning Lounges and Preview Stage
2:40	Closing Session <i>Keynote Alex Weber</i>



talentCONNECT®

PDP talentCONNECT® Reverse Career Fair will run both days in the Hall of Ideas

All sessions will be translated simultaneously into Spanish. Session description color codes categorize subjects as follows:

● Animal Care, Food Safety
● Business, Financial

● HR, Management, Next Generation
● Social License (environment, policy, consumer trust)

NEXUS: DRAFTING THE FUTURE OF DAIRY

The Nexus® Stage is your front-row seat to the next generation of innovation. Throughout the conference, visionary companies and tech-driven solution providers will unveil cutting-edge tools, services and ideas designed to help you stay ahead of the curve.

Nexus equips you to:

- discover breakthrough technologies and new solutions
- evaluate real-world benefits such as efficiency, sustainability and profitability from the people who design and deliver them
- stay informed, inspired and prepared for what the future holds



WELCOME



The future of dairy is in your hands. And at the 2026 PDP Business Conference — ***Dairy's Blueprint: Drafting Tomorrow's Success*** — you'll gain the tools, insights and inspiration to shape the future of your business.

Don't miss this opportunity to connect with dairy leaders, innovators and partners sharing ideas that spark tomorrow's breakthroughs. The learning is serious and the atmosphere is energizing and fun.

There's no other place in the dairy world to access this wealth of practical resources, innovative solutions and visionary leadership. If you want to make the most of what lies ahead in 2026, this is where you belong.

Join us March 4-5, 2026 in Madison to draft your blueprint for success.

HALL OF IDEAS

The Hall of Ideas is not just a trade show; it's where leading industry partners showcase products, services and innovations shaping dairy's future. This is where you'll:

- connect and network with fellow producers
- peruse new technologies and tools that suppliers are offering to drive your profitability
- learn, connect and invest in what's next for your dairy, team and personal wellbeing
- enjoy conversations over food and beverages
- have access to wellness offerings to recharge health, wealth and mindset



Discover blueprints to success in the Hall of Ideas!



day one morning sessions

Choose one 75-minute specialty session
8:30-9:45 am

SPECIALTY SESSIONS

Your checkoff dollar at work

Farming today is full of uncertainty: volatile milk prices, shifting consumer trends and pressure to prove dairy's value to shoppers. Hear from Dairy Farmers of Wisconsin, Dairy Management Inc. and Wisconsin Beef Council to learn how your checkoff dollars are being invested to drive demand, strengthen dairy's reputation and fuel market growth. Gain a clear, no-nonsense look at the strategies, results and ROI behind today's checkoff efforts. - *Chad Vincent, Rebecca MacKay Allen, Tammy Vaassen; facilitated by Janet Clark* ● 1.25 DACE

Small changes deliver big results

A panel of experienced calf managers share the simple, low-cost adjustments that immediately improved calf health, labor efficiency and long-term performance on their farms. Capture easy, proven tweaks you can implement right away to boost calf outcomes and your bottom line. - *Jim Van Patter, Micah Halvorson and Caleb Dressen; facilitated by Dr. Kendra Wells, DVM* ● 1.25 DACE, 1 ARPAS, 1 M WiVDL

Turning Insurance into a Strategic Business Asset

Insurance can be more than protection when used intentionally. This session delivers seven proven strategies to maximize, mobilize, and monetize insurance to support continuity planning, key-person risk, ownership transitions, estate equalization, buy-sell planning, and debt management -- helping preserve capital, strengthen resilience, and position the business for long-term success.

- *Marissa Nehlsen* ● 1.25 DACE

Rethinking corn silage

Take a fresh look at one of your largest input costs—feed. In particular, we'll consider corn silage. Explore strategies to optimize seed selection, agronomic decisions and other key inputs regarding this powerhouse ingredient. Gain practical insights to improve silage quality, support cow performance and get more value from every dollar spent on feed.

- *Dr. John Goeser, PhD and Dr. Luiz Ferraretto, PhD*

●● 1.25 DACE, 1 ARPAS, 1 CM CCA

OTHER OPTIONS AT THIS TIME:

HANDS-ON HUB SESSIONS

Hands-on Hub sessions will also be presented during this time. See page 8 for descriptions of these sessions.

wake up!

We spend so much of our lives going through the motions, aiming to be “good enough” rather than truly living. The pressures of farming and daily life can leave us exhausted, making excuses and feeling unfulfilled. Today’s challenges may be more complex than ever, but it doesn’t have to feel that way.

John O’Leary will invite us to wake up so we can feel fully alive, engaged and energized to tackle each new day with joy and purpose. He’ll help us discover how to move through life with clarity, embrace our passions and step into a future where the best days are not in the rear-view mirror—they’re just up ahead.

1 DACE, 1 CCA PD

John O’Leary was a curious nine-year-old boy in 1987. Playing with fire and gasoline, he created a massive explosion in his home and was burned on 100% of his body. He was given less than a 1% chance to live. John is a two-time #1 national bestselling author. His books include *ON FIRE: The 7 Choices to Ignite a Radically Inspired Life*, *IN AWE: Rediscover Your Childlike Wonder to Unleash Inspiration, and Meaning and Joy*. And the movie *SOUL ON FIRE*, based on John’s story, was released nationwide in 2025, debuting as the #5 movie in the nation and earning heartfelt praise from audiences everywhere.

It was his parents’ book, *Overwhelming Odds*, that first compelled John to embrace his miraculous recovery and share it with the world. Printed in 2006, the original run of 200 copies for friends and family didn’t meet the demand. Since then, his parents have sold more than 60,000 copies of the book.

John’s award-winning “Live Inspired” podcast has more than 2.5 million downloads and enjoys world-class guests like Brene Brown, Mitch Albom and Shawn Achor. John considers his greatest success to be his marriage to his wife Beth, their four children and his relationships with friends and family.





day one afternoon sessions

Choose any two 55-minute breakout sessions
3:00-3:55 pm / 4:15-5:10 pm

BREAKOUT SESSIONS

Tax changes that matter

With shifting tax laws and new updates on the horizon, understanding what applies to your farm can unlock meaningful financial advantages. This session breaks down key changes and shows how producers can strategically use them to strengthen their business. Learn which tax updates impact you most, and how to leverage them to improve cash flow, reduce liability and support long-term stability.

- Troy Schneider and Will McKinley

● 1 DACE

Beyond BMR corn:

Next-gen feed strategies

With brown midrib corn becoming increasingly scarce, leading producers are rethinking feed strategies to maintain performance and consistency. Hear firsthand how they are selecting seeds, managing quality control and setting expectations for corn silage and fiber digestibility. Gain practical insights to optimize feed quality, maintain cow performance and make informed decisions for your next crop cycle.

- Shaun Wagner, Tom Zwald;
facilitated by Dr. John Goeser, PhD

● 1 DACE, 1 ARPAS, 1 CM CCA

Manage the unpredictable

Hear from an expert panel as they break down the tools, programs and strategies available to help you navigate market volatility, protect margins and stabilize your business. Gain clarity on practical risk-management options you can use to safeguard your operation and make more confident financial decisions.

- Mike North, Will Babler; facilitated by Tim Swenson

● 1 DACE

This session runs 3:00-5:10 pm

Transition-planning workshop: putting action behind the plan

This extended hands-on workshop transcends theory to show what it takes to build a workable transition plan. Learn to develop a capable workforce, strengthen leadership and business skills, and evaluate whether the next generation is ready or willing to take over. How does one support multiple families, create clarity for those "on the fence," and use tools like life insurance and strategic investing to strengthen a plan? Attend to gain a practical, actionable framework to reduce stress, set expectations and ensure continuity for your business.

- Marissa Nehlsen ● 2.25 DACE,
2 PD CCA, 2 NM WiVDL

OTHER OPTIONS AT THESE TIMES:

NEXUS PRESENTATIONS



HANDS-ON HUB SESSIONS

Nexus presentations and Hands-on Hub sessions will also be presented during this time. Head to Innovation Lane for the latest in dairy technology presented by Nexus finalists and
6 see page 8 for descriptions of the Hands-on Hub sessions.

eats, bevs & tunes

Don't call it a night yet; the fun is just getting started!

The crew at Piano Fondue will entertain us for an unforgettable evening. Even if you can't carry a tune in a bucket, you'll want to sing along with the high-energy dueling pianos in a lively piano-bar setting.



But that's not all. We'll enjoy a casual dinner, Wisconsin cheese, beer and wine. Enjoy the tasty eats, request your favorite songs and connect with friends and peers for a fun night of laughter, music, memories and more.



TALENTCONNECT

Occurs both days in the Hall of Ideas

The **TalentCONNECT® Reverse Career Fair** proves there's no shortage of talent coming into dairy. This event flips the traditional job fair model on its head to connect farmers and agribusiness leaders with the next generation of talent.

In this format, college-aged students showcase their skills, experiences and career aspirations at personal display tables while employers engage with them to determine which might be potential interns, co-op participants or full-time team members. It's a refreshing approach that makes hiring the best and brightest as simple as a meet-and-greet.

Dairy farmers and industry leaders, here's what to expect:

- Direct access to top talent eager to make their mark in the dairy community.
- Face-to-face conversations with motivated and skilled students who are ready to contribute.
- A streamlined hiring experience that saves time and money.

Hiring or seeking? TalentCONNECT® Reverse Career Fair is the place to be.



PREVIEW STAGES

HANDS-ON HUB SESSIONS

Sessions presented at:

Wednesday 8:30-9:45 am

Wednesday 3:00-4:15 pm

Thursday 10:30-11:45 am

Precision calf health: techniques that deliver

Discover how precise management—like vaccinations, treatments and diagnostics can reduce stress, protect tissue and boost long-term performance. This hands-on lab gives you tools and techniques you can apply on your dairy immediately.

- Dr. Ryan Breuer, DVM,
Dr. Theresa Ollivett, DVM

● 1.25 DACE, 1 ARPAS, FARM

Farm safety in action

Sharpen your on-farm emergency skills with hands-on practice in triage, bleeding control and CPR techniques. Gain the confidence to respond when every second counts.

- Keri Dudek

● 1.25 DACE



WED 1-1:30 pm

Communicating dairy sustainability

As sustainability becomes increasingly important in the dairy industry, this study examines how to more effectively communicate sustainability messages to dairy farmers. Through interviews with 25 communication and sustainability professionals from cooperatives, trade groups and other dairy organizations, three key themes emerged for successful outreach: emphasize economic viability, tailor messages to farmers' specific priorities and contexts, and build trust through consistent messaging and shared values. - Dr. Bret Shaw, PhD & Grace Krahn

● .5 DACE, .5 SUS CCA

WED 2-2:30 pm

Corn silage, cover crops and nitrogen

Wisconsin annually grows about 4 million acres of corn, with 20% harvested as corn silage. Research at the Arlington Agricultural Research Station found that using a winter rye cover crop in corn silage systems doesn't reduce silage yield, unlike corn for grain, which experiences a yield drag. Current nitrogen recommendations for silage are based on corn grain systems and haven't been verified when manure and cover crops are used. Hear about the aims of this multi-year study. - Dr. Matt Ruark, PhD & Hannah Francis

● .5 DACE, .5 CM CCA

THU 1-1:30 pm

Colostrum, gut health and long-term outcomes

Obesity is a major global human health problem; research shows that the gut microbiome plays a big role. Antibiotics given early in life, especially macrolides commonly used for respiratory infections, can disrupt these gut bacteria and raise our obesity risk and metabolic issues later on. This study tested if bovine colostrum could help restore healthy gut bacteria after early antibiotic use. Researchers found that young animals receiving pasteurized bovine colostrum had less body fat gain even on a high-fat diet, increased beneficial gut bacteria in such as *Akkermansia* (which supports gut health) and improved gut-immune activity.

- Dr. Joseph Pierre, PhD

● .5 DACE

THU 1:45-2:15 pm

Effects of processing colostrum on calf health

Newborn calves rely entirely on colostrum to develop immunity and resist disease. While colostrum management typically focuses on IgG transfer, emerging research shows that live immune cells in fresh colostrum also play a critical role in early immune development. This study examines how freezing colostrum impacts these cells and calf health outcomes with the goal of refining colostrum-management guidelines to strengthen immunity, reduce disease and antibiotic use, and improve animal welfare.

- Dr. Lautaro Rostoll-Cangiano, PhD ● .5 DACE, .5 M WVDL

LEARNING LOUNGES

WEDNESDAY

RED LOUNGE

- 1:00 SCREENINGS FOR THE WIN
- 1:30 Too often, we delay or skip
PM vital health screenings,
putting ourselves and our
business at risk. Learn why
committing to health, skin
and heart exams is critical to
staying healthy, productive
and in more control of our
future.

Melissa Ploeckelman Brown

● .5 DACE

- 2:00 THE ART OF STAYING HUMBLE
- 2:30 Tune in here for a refreshing
PM reminder of how humility
strengthens leadership,
builds trust and keeps us
grounded in the moments
that matter most—on the
farm and in everyday life.

Tom Thibodeau

● .5 DACE

GREEN LOUNGE

- MANURE-SPILL LESSONS
Explore key findings from
recent studies on manure
spills and learn practical
strategies to prevent,
manage, and mitigate risks
on your farm.

Kevin Erb

● .5 DACE, .5 NM CCA

DMI UPDATE

Take an in-depth look at
Dairy Management Inc.'s
latest programs, research,
and initiatives specific to how
national checkoff dollars are
driving demand, innovation
and growth.

Rebecca MacKay Allen

● .5 DACE

BLUE LOUNGE

- YOUR WISCONSIN
CHECKOFF AT WORK
Hear about current
investment strategies, key
initiatives, and future plans
directly from the team at
Dairy Farmers of Wisconsin.
Chad Vincent

● .5 DACE

- SMART EATING MADE EASY
Discover easy ways to plan
smarter, eat better, and stay
energized—even on your
busiest days.

Morgan Ekovich

● .5 DACE

THURSDAY

- 1:00 NEXT-GEN HEIFERS
- 1:30 Discover the latest research
PM and practical strategies
for heifer-breeding
management to improve
heifers' reproductive
performance, herd
productivity and long-term
performance.

Dr. JP Martins, DVM, PhD

● .5 DACE, .5 ARPAS

- 1:45 PEOPLE-POWERED CULTURE
- 2:15 Learn strategies to build
PM and maintain a culture
where your team feels
supported, valued and
engaged—creating a
stronger, more productive
workplace.

Michael Hoffman

● .5 DACE, .5 PD CCA

- DRONES IN AGRICULTURE
Discover how drones
are boosting efficiency,
monitoring feed and
supporting animal welfare
— and learn how to put this
technology to work on your
farm.

Derek Wawack

● .5 DACE, .5 ARPAS

MASTERING MANURE MANAGEMENT

Learn how to manage
manure to retain valuable
nutrients, minimize losses
and protect water quality,
turning a necessary task into
a resource for your farm.

Laura Paletta

● .5 DACE, .5 NM CCA

- FSA UPDATE
Hear the latest on Farm
Service Agency programs,
policies and deadlines,
and learn how to use and
stay informed of available
resources.

Sandy Chalmers

● .5 DACE

- SECURE YOUR WORKFORCE
Dive into the current
immigration landscape
and learn what you can
control on your farm, from
paperwork to compliance,
to attract, retain and protect
your workforce.

Attorney Sam Moheban

● .5 DACE

Positioning for profitability

With **Dr. David Kohl, PhD**, facilitating, **Gregg Doud** and **Dr. Ed Seifried, PhD** will take a deep dive into interest rates, trade policy and how they impact day-to-day farm business. Leveraging experience gained from working with the Trump administration, they'll provide forward-looking insights and strategies to help you navigate uncertainty and plan for long-term success.

● 1 DACE



Gregg Doud is NMPF's president and CEO. He served as the chief agricultural negotiator in the office of the US trade representative from 2018 until 2021. He's also served as president of the Commodity Markets Council, a staff member for the US Senate Committee on Agriculture, Nutrition and Forestry — on which he helped draft the 2012 Farm Bill — and as chief economist for the National Cattlemen's Beef Association. Most recently, he worked at Aimpoint Research as vice president of global situational awareness and chief economist.



Dr. Edmond J. Seifried is Professor Emeritus of Economics and Business at Lafayette College in Easton, PA. He is executive consultant for the Sheshunoff CEO Affiliation Programs, chief economist of the Southwest Graduate School of Banking (SWGSB) Foundation, dean of the Virginia and West Virginia Banking Schools and serves on the SWGSB faculty. He has served on numerous graduate banking school faculties, has delivered over 3,500 economic presentations to groups in the US and abroad, and is the author of the book *"The Art of Strategic Planning for Community Banks"*.



Dr. David Kohl is an academic Hall of Famer in the College of Agriculture at Virginia Tech. Dr. Kohl has keen insight into the agriculture industry gained through extensive travel, research, and involvement in ag businesses. He has traveled over 10 million miles; conducted more than 7,000 presentations and published more than 2,500 articles in his career. Dr. Kohl's wisdom and engagement with all levels of the industry provide a unique and trusted perspective into future trends.

day two morning sessions

Choose two 55-minute breakout sessions
10:30-11:25 am / 11:40 am-12:35 pm

BREAKOUT SESSIONS

AI on the farm: smarter herd management

Explore how artificial intelligence is revolutionizing dairy management with tools for cow monitoring, health and productivity. Learn practical ways to boost efficiency, profitability and decision-making, all while keeping farmers in control.

- Dr. Jeffrey Bewley, PhD

●● 1 DACE, 1 ARPAS, 1M WiVDL

On the frontlines of farm succession

Hear from dairy producers who have navigated family and business transitions firsthand. They'll share what worked, what they'd change and practical insights from the challenges and surprises of passing the farm to the next generation.

- Annie Link, Josie Riser;
facilitated by Kurt Petik

● 1 DACE

The solution room

Bring your toughest business challenges to this interactive session and tap into the experience of fellow dairy leaders. Share your situation, get actionable recommendations and walk away with practical solutions and resources you can apply immediately.

- Michael Hoffman

●● 1 DACE

Building a resilient dairy business

Discover why three diverse revenue streams are critical to thriving in today's dairy business. Explore what this could look like on your farm and actionable steps to make it happen, protecting margins and building long-term resilience.

- Dr. David Kohl, PhD

● 1 DACE

OTHER OPTIONS AT THESE TIMES:



NEXUS PRESENTATIONS

HANDS-ON HUB SESSIONS

Nexus presentations and Hands-on Hub sessions will also be presented during this time. Head to Innovation Lane for the latest in dairy technology presented by Nexus finalists and see page 8 for descriptions of the Hands-on Hub sessions.

day two closing session

2:40 pm

unstoppable

Every leader reaches moments where pressure is high, doubt creeps in and the cost of hesitation is real. In this powerful close, Alex Weber challenges you to reclaim momentum and step into the version of yourself your family, team and business need most. Leave energized, focused and ready to lead with confidence when it matters most.

1 DACE, 1 PD CCA



Alex Weber is an award-winning keynote speaker, champion coach, TV host for NBC and competitor on American Ninja Warrior. He's also an acclaimed author and one of the youngest coaches ever to win US lacrosse coach-of-the-year honors. Alex knows what it feels like to hit challenges, self-doubt, pressures, uncertainty and failures—and how you can overcome them.

His understanding of leadership, peak performance and challenges, combined with entertaining stories and actionable strategies will leave a lasting impact. With his contagious energy, positive passion and uplifting humor, he shares his game-changing secrets so you can be unstoppable once you're back home.





DAIRY'S BLUEPRINT

— DRAFTING TOMORROW'S SUCCESS —

REGISTER NOW

PDP member rates	1 day	2 days	Non-member rates	1 day	2 days
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			

Registration fees are non-refundable after Feb. 20, 2026.

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.



PARTNERS

vision partner

Compeer Financial

legacy partner

Dairy's Foundation

mission partners

Acepsis
American Foods Group
Dairy Farmers of Wisconsin
Enghouse Video Events
Progressive Dairy
Progressive Dairy Solutions
Rabo AgriFinance
Zinpro

*Our national partners support PDP's work all year
and add that extra-special touch to our programs.*

THANK YOU!

corporate partners

AgCountry
Agri-View
Armor Animal Health
Balchem Animal Nutrition
& Health
BMO
BouMatic
Comfort Hoof Care
CP Feeds LLC
Dairy Management Inc.
Diamond V

FarmFirst Dairy Cooperative
Focus on Energy
GEA
GreenStone Farm Credit Services
Land O'Lakes
Menn Law
Nicolet National Bank
USAgNet LLC
Zoetis

presenters



Will Babler,
principal,
Pinion Risk
Management LLC



Dr. Jeffrey Bewley,
PhD, executive
director, genetics and
innovation, Holstein
Association USA



Dr. Ryan Breuer, DVM,
DACVIM-LAIME, diagnostic case and
outreach coordinator,
WVDL; professor,
large animal internal
medicine, UW-Madison



Sandy Chalmers,
state executive
director, USDA
Wisconsin Farm
Service Agency



Janet Clark,
dairy producer,
Vision-Aire Farms, LLC,
Eldorado, Wis.



Caleb Dressen,
livestock business
specialist,
Vita Plus



Keri Dudek,
CPR and First Aid
Instructor



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



Kevin Erb, CCA,
program manager,
conservation
professional training
program,
UW-Madison



Dr. Luiz Ferraretto,
PhD, associate
professor and
ruminant nutrition
extension specialist,
UW-Madison



Hannah Francis,
PhD student,
UW-Madison



Dr. John Goeser,
PhD, dairy nutrition
and management
consultant,
Progressive Dairy
Solutions



Micah Halvorson,
dairy producer
and owner, Busse's
Barron Acres and
Halvorson Cattle



Michael Hoffman,
founder and
owner, Igniting
Performance Inc.



Grace Krahn,
sustainability
marketing
coordinator,
Low Carbon
Technologies



Annie Link,
dairy producer,
Swisslane Farms,
Alto, Mich.



**Rebecca MacKay
Allen**, senior vice
president, global
growth platforms &
partnerships, Dairy
Management Inc.



Dr. JP Martins,
DVM, MS, PhD,
assistant professor,
bovine reproduction,
School of Veterinary
Medicine,
UW-Madison



Will McKinley,
president/CEO of
Menn Law Firm, Ltd



Samuel Moheban,
attorney,
Ruder Ware



Marissa Nehlsen,
entrepreneur, keynote
speaker, author,
money and business
strategist and coach



Mike North, president,
producer division,
Ever.Ag



Dr. Theresa Ollivett,
PhD, DVM, DACVIM-
LAIME, associate
professor, School of
Veterinary Medicine
UW-Madison



Laura Paletta, UW-
Extension outreach
specialist, agriculture
water quality program



Kurt Petik,
senior relationship
manager, Rabo
AgriFinance



Dr. Joseph Pierre, PhD,
assistant professor,
nutritional sciences,
UW-Madison



**Melissa Ploeckelman
Brown**, outreach
specialist, National
Farm Medicine Center
and Marshfield Clinic
Research Institute



Josie Riser,
dairy producer,
Jobo Farms,
Gettysburg, Penn.



Dr. Lautaro Rostoll-Cangiano, PhD,
assistant professor,
bovine immunology,
department of animal
and dairy sciences,
UW-Madison



Dr. Matt Ruark, PhD,
professor, department
of soil science,
UW-Madison, and
extension specialist



Troy Schneider,
dairy producer and
attorney, Menn Law
Firm, Ltd



Dr. Bret Shaw, PhD,
professor, Dept
of Life Sciences
Communication and
environmental
communication
specialist, UW-
Madison, and
extension specialist



Tim Swenson,
founder and
consultant, Swenson
Management Service
LLC



Tom Thibodeau,
distinguished
professor, servant
leadership, Viterbo
University



Tammy Vaassen,
executive director,
Wisconsin Beef
Council



Jim Van Patter,
dairy producer,
Nehls Bros.,
Juneau, Wis.



Chad Vincent, CEO,
Dairy Farmers of
Wisconsin



Shaun Wagner,
agronomist, Jacobs
Brothers/Green Valley
Dairy



Derek Wawack,
dairy forage quality
expert, Alltech



Dr. Kendra Wells,
DVM, veterinarian,
Valley Veterinary
Clinic



Tom Zwald,
dairy producer,
Bomaz Farms,
Hammond, Wis.



**SCAN THE
QR CODE
FOR FULL
PRESENTER
BIOS.**



*Find keynote session presenter
bios with session descriptions.*

CONTINUING EDUCATION CREDITS AVAILABLE



Select sessions of the 2026 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.dairyadvance.org.



Select sessions of the 2026 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 2026 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 2026 PDP Business Conference have been approved for medical and non-medical veterinary CEs by Wisconsin Veterinary Diagnostic Laboratory (WiVDL) at the University of Wisconsin-Madison.



A select session of the 2026 PDP Business Conference has been approved for veterinary CEs by National Dairy Program (FARM).



Professional Dairy Producers®

820 N. Main St., Suite D
Juneau, WI 53039
800-947-7379
www.pdpw.org



You hold the future in your hands

The 2026 PDP Business Conference will help you draft a path forward.

JOIN US!