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A large, high-contrast, black and white close-up of a cow's eye, looking directly at the viewer. The eye is the central focus, with the surrounding fur and eyelashes visible in detail. The image is framed by a green checkered border on the left and bottom.

# DAIRYING TO **thrive**

**2018 PDPW Business Conference**

March 14 & 15 | Alliant Energy Center | Madison, WI

**Keep your  
eye on the  
future.**



## Conference Emcee & Keynote – Mark Tauscher

### If It Were Easy, Anyone Could Do It

Former Green Bay Packer Mark Tauscher knows what it's like to overcome obstacles. A farm kid from Auburndale, Wisconsin, Tauscher realized at a young age that success only comes before work in the dictionary. He faced one of his first obstacles when he fell behind his fellow classmates in reading early in school. With a lot of hard work, determination, and a fantastic third grade teacher, the young Tauscher charged past his first block to become an independent reader and honor student. He went on to play for the Wisconsin Badgers as a walk on and was drafted by the Green Bay Packers in the 7th round, where he soon found himself the starting right tackle his rookie year.

Get to know the farm kid whose sense of self, unique brand of humor and fortitude helped him succeed in the NFL for 11 years, earn a Super Bowl ring, and build a life that thrives far beyond the green turf. As emcee, he's teaming up with PDPW to honor the men

and women (all of you) who provide the dairy that make game time for Packer fans flavorful, memorable and world-renowned.

CE: 0.5 DACE



### Dr. Zhijun Cao

Dr. Cao is Associate Professor and Assistant Dean of College of Animal Science & Technology at China Agricultural University

(CAU). His Bachelor's degree is from Heilongjiang Bayi Agricultural University and his Ph.D degree from CAU. His research program has focused on nutrient requirements of dairy calves and heifers, and energy metabolism in transition cows. Dr. Cao has published more than 50 peer-reviewed articles, is the recipient of several awards and serves on several national boards and committees.

He founded the Elite Cattleman Program in 2011, a program that has garnered national and international attention and awards, and has built alliances between college and university dairy science departments across the globe.



### Keynote Speakers

Welcome Dan Basse, Dr. Mike Boehlje, John O'Leary and Liz Murray to this year's conference. Each of them will share their unique perspectives and personal experiences that make them a valuable inspiration. Their combined experiences, whether professional or personal, will offer insight and inspiration to your dairy business.



### Zhu Like

He is the CEO and General Manager of China Zhejiang YiMing Food Company, Ltd, and he developed his small family dairy business over a span of 25 years into a \$150-million operation that now includes more than 1,400 retail stores. He revolutionized breakfast for Chinese consumers in his region by introducing "Breakfast for Four," a concept that incorporates milk, egg, corn and

apple, and created loyal customers by promoting farm-fresh milk. Today YiMing Food Company integrates dairy farming, processing, agri-tourism, and product research and development. He currently serves as president or vice president of multiple dairy associations, and food industry associations.



### The Soggy Prairie Boys

Tom Kazmersak, Kodey J.D. Feiner, Kristen Kvalheim, Carl Rozas and Jim Kvalheim make up this popular Blue Grass group. They formed in 2002 to play at the Wisconsin FFA Convention. As a group of skinny high school FFA and wrestling buddies, the Boys have spent the last decade honing their skills while trying not to kill each other. They play at many events in and around the Madison and Milwaukee area, including numerous gigs at Madison's Cows on the Concourse. Enjoy their special brand of homegrown Wisconsin music and get your toes tappin' at the dinner and celebration on Day 1 of the Conference.





# At A Glance

## Day 1

Wednesday, March 14

8:00 am Registration begins  
Hall of Ideas & Equipment Show opens  
Hands-On and Specialty Sessions  
10:15 am Learning Lounge Presentations  
11:00 am Conference Kick-Off  
National Anthem  
EMCEE: Mark Tauscher  
KEYNOTE: John O'Leary  
KEYNOTE: Dr. Mike Boehlje  
12:30 pm Lunch - Hall of Ideas  
12:45 pm Learning Lounge Presentations  
1:30 pm Learning Lounge Presentations  
2:15 pm Hands-On and Breakout Sessions  
4:30 pm Connection Reception Hall of Ideas  
6:30 pm Dinner & Celebration  
KEYNOTE: Mark Tauscher  
Until Midnight - Hospitality & Refreshments

## Day 2

Thursday, March 15

8:00 a.m. Registration begins  
Hall of Ideas & Equipment Show opens  
Hands-On and Specialty Sessions  
10:00 am Learning Lounge Presentations  
10:45 am General Session  
KEYNOTE: Dan Basse  
12:00 pm Lunch - Hall of Ideas  
12:30 pm Learning Lounge Presentations  
1:15 pm Hands-On and Breakout Sessions  
3:30 pm Inspirational Session  
KEYNOTE: Liz Murray  
4:30 pm Conference concludes

# Thank You

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# Welcome!

*At PDPW, we are dedicated to your success.  
Dairy farmers and industry partners who devote their lives to  
making world-class meat and milk are our focus.  
We've worked closely with an incredible committee of  
fellow dairy farmers to design this event.  
When you're with PDPW, you're with family.*

## Welcome to the 2018 Business Conference.

If this is your first time attending, you'll see there's a lot going on. Here's an overview:

- **Specialty Sessions** occur both mornings. You can choose 1 of 4, 75-minute sessions each day.
- At the same time, interactive hands-on sessions will take place in the **Hands-On Hub**; you have 2 opportunities each day to choose from 4 sessions.
- Each day attendees gather twice in Hall D for **Keynote Sessions**.
- Both afternoons feature a handful of **Breakout Sessions** - all of which repeat; we've built in time for you to attend multiple sessions each day.
- You'll also find **Learning Lounge Sessions** in 30-minute segments in the Hall of Ideas.
- The city of Madison is world-renowned for many reasons, including the research that comes out of the University. At the **Hall of Ideas Preview Stage** you'll have 9 opportunities to catch a glimpse of what UW-Madison Master and PhD students are discovering about dairy.
- The **Hall of Ideas and Equipment Show** is not just a trade show exhibition - it's prime time to network and capture new innovations and ideas right from the show room floor. Optimize your time here between sessions.
- We strive to offer a balance of topics to our Business Conference attendees. If you're eager to learn more about a specific category, follow this color code:
  - **Animal Care/Food Safety**
  - **Business/Financial**
  - **HR/Management/Next Generation**
  - **Social license (consumer trust, environment, policy)**

*Over the course of this 2-day event  
there's ALWAYS something going on.*

### Business Conference Gold Sponsors



### Business Conference Silver Sponsors



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## Wednesday, March 14 Morning Specialty Sessions

**8:00 am** Registration and Hall of Ideas & Equipment Show Opens  
**8:45 - 10:00 am** Select one of four sessions.

### 1 Dairy futures and options - What have we learned?

Two experienced dairy farmers and a seasoned commodity broker will share positive and negative experiences of using milk futures and options for contracting milk with processing plants. See how dairy farmers' use of dairy risk management has evolved over time and draw from the panel's experience for key learning points that have shaped current strategies. **Steve Schalla and Jay Binversie; facilitated by Carl Babler** **CE: 1.25 DACE**

### 2 Say What? Tools for tough family business conversations

There are many topics within a family business that go undiscussed and are simply avoided. Maybe you feel your brother isn't pulling his weight on the farm. Or perhaps one of the owner's children is getting married and you wonder if the future in-law is marrying the farm or the farmer. These uncertainties can send anxiety and tension rippling through the whole family, affecting the business and relationships. We'll cover best practices and equip you with tools you can use to prepare yourself to hold these potentially difficult, but crucial, conversations. **Nicole Bettinger and Dr. Barb Dartt, DVM**

**CE: 1.25 DACE; 1.5 UW-SVM**



### 3 Feed smarter and keep it clean!

Move your bottom line toward increased profitability in 2018 by better understanding low-lignin forage options, advanced forage management, and improving feed cleanliness by steering clear of mud, molds and mycotoxins. **Dr. David Combs and Dr. John Goeser** **CE: 1.25 DACE; 1.5 UW-SVM; 1 CM CCA**

### 4 Data up to your eyeballs?

Data bombards you from all different directions: parlor systems, DHL records, rumination monitoring, genetics - and the list goes on. How do you integrate this information in real time to efficiently improve your management decisions? Learn how cutting-edge work from the Departments of Dairy Science and Computer Science allow you to integrate multiple sources of data streams to optimize parlor time, feed efficiency and culling decisions. **Drs. Victor Cabrera and Heather White** **CE: 1.25 DACE; 1.5 UW-SVM**

**11:00 am** Conference Kick-off in Hall D

**12:30 - 2:15 pm** Lunch in Hall of Ideas

## Keynote

**11:00 am - 11:45 am**

**John O'Leary - It's time to thrive.**

*John O'Leary has more than a story. He has energy, audacity and attitude. Expected to die at age nine, John now teaches others how to truly live. A curious boy, he was playing with fire and gasoline when he created a massive explosion in his garage. Badly burned and given less than a 1% chance of survival, John is proof of the power of the human spirit.*

**CE: 0.75 DACE**

## Keynote

**11:45 am - 12:30 pm**

**Dr. Mike Boehlje - Where there's challenge, there's opportunity.**

*This session will provide you with the knowledge, insight and confidence to respond and adjust to today's volatile times. You'll hear about world economic growth, domestic and global demand, capital market and interest rate trends, international trade and currency values, policy and regulation and financial conditions of the industry.*

**CE: 0.75 DACE; 0.9 UW-SVM; 0.5 PD CCA**

## Wednesday, March 14 Afternoon Breakout Sessions

**2:15 - 5:45 pm** Select three of five sessions. Each session runs for one hour and repeats.

### 1 Activity-based management: Taking your management to the next level

**Presented once, 120 minutes (2:15 - 4:15 pm)**

As margins continue to get tighter there's increasing emphasis on tracking cost and performance of different aspects of the business. As business size increases, more people are involved in decision making and have significant impact on the performance and cost associated with their particular management areas. In this session, you'll look at the next step in the progression of management: the tracking of cost and performance by activity. Learn how three dairy farmers have worked toward an activity-based management system and find out what they've gained. **Calvin Moody, Dale Hemminger, and J.P. Rhea; facilitated by Jason Karszes** **CE: 2 DACE; 2.4 UW-SVM**

### 2 Winning in tough times

**Only presented twice (2:15 - 3:15; 3:30 - 4:30 pm)**

The first step in managing a business during an economic downturn is to conduct a reality check regarding the financial vulnerability your business is facing. Identify how to assess financial weaknesses and learn the steps to increase income, lower costs and fortify your operation's financial resiliency.

**Dr. Mike Boehlje** **CE: 1 DACE; 1.2 UW-SVM**

### 3 Truth about antibiotics and resistance

Caring for food-production animals is growing more complex by the day. Learn about the science that exposes the truth about antibiotic use, management and residue avoidance. Who's winning the bacteria-resistance war - the bugs or us? Uncover solutions and opportunities not just in food production but human medicine, too. **Dr. Randy Singer**

**CE: 1 DACE; 1.2 UW-SVM; 1 ARPAS**

### 4 Health and safety

Protecting your family, employees and ultimately your business goes further than you may think. This session explores mental and physical awareness as it relates to personal and business health. With topics ranging from musculoskeletal health to veterinary pharmaceutical risks and other seemingly unrelated subjects, this session will equip you with the resources you need to be at the top of your game.

**Dr. Kelley Donham, DVM** **CE: 1 DACE; 1.2 UW-SVM**

### 5 What can we do to make a buck?

Currently dairy managers are squeezed between profits and just paying the bills. Five "must-do" items for your 2018 bucket list will be covered along with five "don't even consider." Managing milk volume will also be deliberated for the short term on quota-based herds and long term (next five years). Key topics include ways to lower costs, addressing marginal milk and marginal dry matter intake, and building on your strength and options.

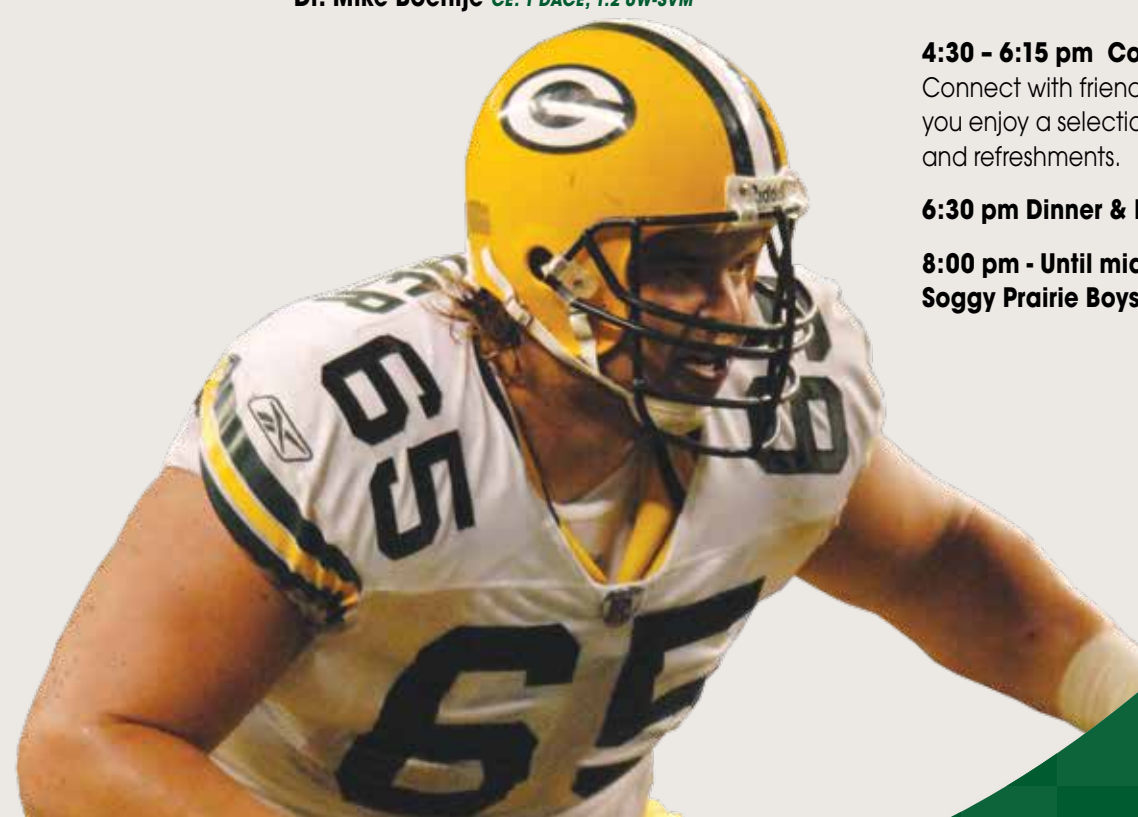
**Dr. Mike Hutjens** **CE: 1 DACE; 1.2 UW-SVM**

### 4:30 - 6:15 pm Connection Reception

Connect with friends and visit exhibitors while you enjoy a selection of award-winning cheeses and refreshments.

### 6:30 pm Dinner & Keynote, Mark Tauscher

**8:00 pm - Until midnight**  
**Soggy Prairie Boys Band & Refreshments**





# Day Two

## Thursday, March 15 Morning Specialty Sessions

**8:00 am** Registration and Hall of Ideas  
& Equipment Show Opens

**8:30 – 9:45 am** Select one of four sessions.

### 1 Get the 'dairy' scoop on China

Everyone talks about China's impact on the world of dairy – in this session you'll hear the facts directly from two Chinese experts. Dairy farmer and processor Zhu Like is also a retail leader with over 1400 stores to his name. Together with Shanghai Dairy Science professor Dr. Zhijun Cao, this dynamic duo will talk about dairying in China, the future with the United States and what expanded relations with the U.S. may look like in the future. **Zhu Like, Dr. Zhijun Cao and Jennifer Lu; facilitated by Dan Basse.**

CE: 1.25 DACE; 1.5 UW-SVM

### 2 Rising labor costs: strategies and approaches

Many factors are increasing labor costs. How management responds to these rising costs determines the financial impact. Get insights on the five most critical management areas that impact labor cost. **Jason Karszes CE: 1.25 DACE; 1 PD CCA**

### 3 Honor your family. Do the business right.

Making the family business work does not happen without both effort and know-how. Discuss the necessities of successful family business management and transition. Gleaned from kitchen-table consultations of families just like yours, you'll learn from this farm-raised speaking legend and gather tips to help you build and transition your family business. **Jolene Brown CE: 1.25 DACE; 1.5 UW-SVM**

### 4 Kick bottlenecks aside to find margin

Controlling how much you spend on feed means sharpening your pencil. The goal is not necessarily to minimize feed costs but rather to maximize income over feed costs. This entails feed selection, cow-grouping criteria, ration formulation goals, optimizing forage use, and making wise investment decisions with respect to diet ingredients. **Dr. Bill Weiss**

CE: 1.25 DACE; 1.5 UW-SVM

**10:45 am** General Session in Hall D

**12:00 – 1:15 pm** Lunch in Hall of Ideas

## Keynote

**10:45 am – 12:00 pm**

**Dan Basse – Get a grip and move beyond the dip.**

*U.S. farm income tumbled 50 percent from its peak in 2013 due to expanding agriculture supplies and keen U.S. export competition. A bottom in U.S. farm income is expected to be forged in the next 2 years, but what needs to happen to produce a more bullish agricultural landscape? Gather a review of the current macro-economical forces and what to expect in the months ahead.* **CE: 1.25 DACE; 1.5 PD CCA**



# Day Two

## Thursday, March 15 Afternoon Breakout Sessions

**1:15 – 3:20 pm** Select two of six sessions.  
Each session runs for one hour and repeats.

### 1 Q & A with Basse

Bring specific questions to this session to hone in on business needs as you work through market situations and scenarios. You'll delve deeper into the agricultural landscape and glean insights on how to manage margins until the next upturn arrives.

**Dan Basse CE: 1 DACE**

### 2 Dairy - where biology meets social science

Genetic technologies have dramatically reduced dairy's environmental footprint - they've also led to increased public scrutiny of agriculture. Learn how all of us can more effectively communicate the technologies that promote the sustainability of dairy production as well as the consumer-centric world in which we live. **Dr. Alison Van Eenennaam**

CE: 1 DACE; 1.2 UW-SVM; 1 ARPAS

### 3 Science report: well water

Water is vital to us all and taking care of it is not optional. Dr. Mark Borchardt, the lead scientist studying private wells in northeast Wisconsin, recently completed a study to identify the sources of fecal contamination and the risk factors such as land use, well construction, and weather patterns that lead to groundwater contamination. We'll go beyond finger-pointing to help our communities work together for clean water and a viable agricultural sector.

**Dr. Mark Borchardt CE: 1 DACE; 1.2 UW-SVM; 1 NM CCA**

## Keynote

**3:30 – 4:30 pm**

**Liz Murray – Your destiny: define it.**

*A child of drug-addicted parents and accustomed to eating from dumpsters and hunkering down in all-night subway stations, Liz Murray was homeless at age 15 – and fending for her life.*

*Determined not to be defined by her circumstances, she recognized education was the key to a fresh beginning and a whole new way of living. With sincerity, maturity and grace, Murray shares her personal journey from street-smarts to classroom triumphs. This brilliant woman will inspire you while providing perspective, hope and a new outlook on how to overcome obstacles.* **CE: 1 DACE**



### 4 Milk processor contracts: the fine print matters

Information is peace of mind. Since April, many dairy farmers have questioned the details of processor/producer contracts. Learn what to look for in your agreement, and how to sort through the fine print.

**Troy Schneider CE: 1 DACE**

### 5 It takes a village: successful calf management

Growing healthy calves takes more than just having the right ingredients. This session takes a holistic approach to setting up your calves for the ultimate success. From the management of people and facilities to rations and procedures, this session covers the critical details commonly overlooked by even the best calf raisers. **Dr. Theresa Ollivett, DVM**

CE: 1 DACE; 1.2 UW-SVM; 1 ARPAS

### 6 Business analysis: measuring costs to improve performance

What is the cost to load, mix, and deliver feed, run a milking center, get a cow pregnant, haul and spread manure? What are the management factors that may impact these costs? This session will look at some of the different activities that can be measured on a farm, what those parameters might be, and how the information can be used to make effective management changes on the farm. **Kyle Getty and Jason Karszes CE: 1 DACE**



## Dive in and discover

These 4 sessions run simultaneously both days.

Day 1 Sessions 8:45 - 10:00 am; 2:15 - 3:30 pm and 3:45 - 5:00 pm

Day 2 Sessions 8:30 - 9:45 am and 1:15 - 2:30 pm

### 1 The milk machine from the inside out

See the udder from a completely different perspective. During this dynamic hands-on dissection, you'll learn how the udder works and walk away with a new understanding of how it develops, secretes milk and what goes on inside when infection arrives. **Dr. Laura Hernandez** CE: 1.25 DACE; 1.5 UW-SVM; 1.25 ARPAS

### 2 Nose to tail: calf edition

Immunity is key when growing replacements. Combine hands-on calf diagnostics with a healthy dose of immunology and discover what researchers are learning about the developing immune system. Learn more about the dam's role and how prenatal and early postnatal activities influence calf health. It's not just about colostrum anymore – the calf's environment and the timing and selection of vaccinations play a critical role in calf health.

**Dr. Amelia Woolums, DVM**

CE: 1.25 DACE; 1.5 UW-SVM; 1.25 ARPAS



Dissect...

### 3 FIRE! Act now.

PDPW will light the fires and you will walk through real-life fire drills. Get a full schooling on fire extinguishers and what to do to save equipment, buildings and lives – including your own. Experience a real fire drill for your livestock buildings. Leave with an action plan to review and finish with your family and on-farm team. **Ron Naab and Jerry Minor** CE: 1.25 DACE; 1.5 UW-SVM

### 4 Make it. Shake it. Feed it.

You be the judge. While ration formulation is important, how it's mixed and presented to the cow is vital. During this session, you'll learn tips and tricks to ensure the ration your cows eat matches what you think you're assembling. You'll evaluate each mix by going a step beyond what's in the ration and focusing on structure, consistency and other critical properties. **Dr. Tom Oelberg and Bob Myers**

CE: 1.25 DACE; 1.5 UW-SVM



Discover...

## In the Hall of Ideas

Join us here for a sneak preview of forthcoming dairy-related research and meet our industry's brightest up-and-coming talents.

Throughout day 1 and day 2, UW-Madison Master and PhD students will showcase nine studies underway that will impact the entire industry.

### Studies highlighted:

1 Genomic selection for resistance to bovine respiratory disease in dairy calves using thoracic ultrasound. **Presented by Allison Quick; advised by Dr. Kent Weigel**

2 Improving nutritional accuracy and economics in a commercial dairy farm. **Presented by Jorge Barrientos; advised by Drs. Victor Cabrera and Randy Shaver**

3 How to take full advantage of big disjointed data streams on dairy farms. **Presented by Di Liang & Hector Delgado; advised by Dr. Victor Cabrera**

4 Lactation performance and methane emissions of Holstein versus Jersey cows fed diets with different fiber levels and forage sources. **Presented by Elia Uddin; advised by Dr. Michel Wattiaux**

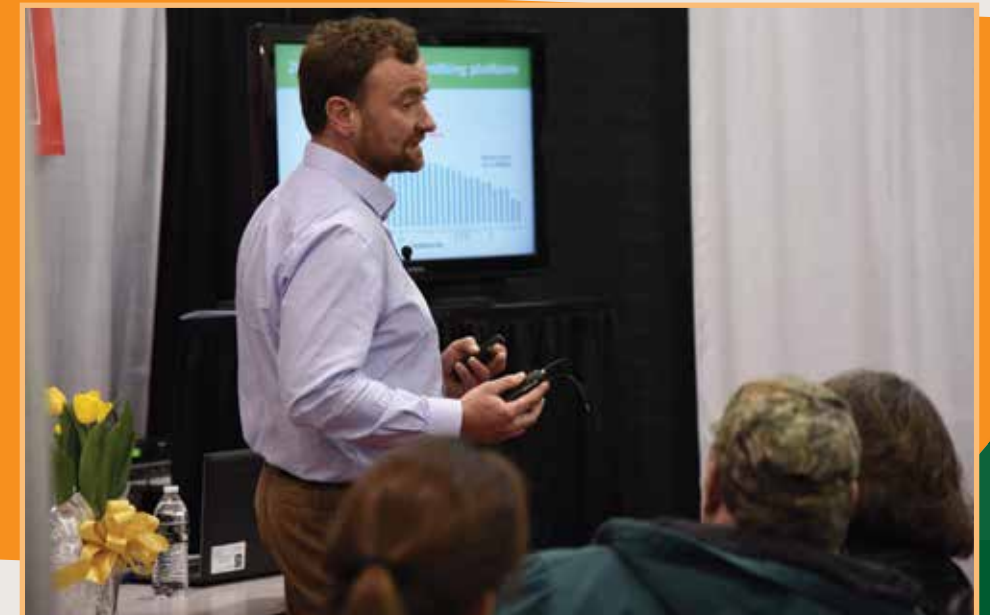
5 Effects of dietary crude protein on the performance of cows that were paired based on high or low phenotypic milk urea nitrogen. **Presented by Paulina Leterlier; advised by Dr. Michel Wattiaux**

6 The effect of ruminal administration of 5-hydroxytryptophan on circulating serotonin in the dairy cow. **Presented by Meghan Connelly; advised by Dr. Laura Hernandez**

7 Using remote cameras to measure the behavior and rate of gain in dairy calves. **Presented by Joao Dorea; advised by Dr. David Combs**

8 The effect of fermented ammoniated condensed whey supplementation on hyperketonemia incidence in transition dairy cows. **Presented by Rafael Oliveira; advised by Dr. Heather White**

9 Coordinated response of hepatic lipolysis during the transition to lactation in dairy cows. **Presented by Henry Holdorf; advised by Dr. Heather White**





## 3 stages held in the Hall of Ideas

Wednesday, March 14

	GREEN LOUNGE	BLUE LOUNGE	RED LOUNGE
10:15 am to 10:45 am	<b>Creating a culture of caring</b> <b>Tom Thibodeau</b> Business culture - it's the why, what and how of everything. Fine-tune your actions to develop a culture of true caring within your organization. <b>CE: 0.5 DACE; 0.6 UW-SVM; 0.5 PD CCA</b>	<b>Your ace to managing cost</b> <b>Dr. Mike Hutjens</b> Build on your management strengths to increase margins. Take a critical look at where you can cut without jeopardizing animal health and quality. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>	<b>Sharpen your mind</b> <b>Dr. Kelley Donham</b> Awareness is key to protecting yourself and others from harm. Learn the signs of compassion-fatigue and other physiological risks that rob energy, focus and effectiveness. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>
12:45 pm to 1:15 pm	<b>What's our check-off dollar doing?</b> <b>Chad Vincent</b> Every penny counts. Learn what your 15 cents per hundredweight are adding up to for both your national and Wisconsin check-off investments. <b>CE: 0.5 DACE</b>	<b>Dairying in China</b> <b>Dr. Zhijun Cao</b> The China dairy industry is rapidly evolving. This young Chinese dairy science professor shares his take on the ongoing transformation. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>	<b>Basics of business-succession planning</b> <b>Nicole Bettinger</b> Getting started with business transition is never easier when following this check list. Gather insights and some quick-start tips. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>
1:30 pm to 2:00 pm	<b>Grooming the leader within</b> <b>Tom Thibodeau</b> Grow as a leader who others look up to, follow and respect. Hone the skills that will hold a family and team together during the most challenging times. <b>CE: 0.5 DACE; 0.6 UW-SVM; 0.5 PD CCA</b>	<b>Make your move against feed borne pathogens</b> <b>Dr. John Goeser</b> Understand how molds, mycotoxins and other feed borne bacteria form and how you can get in front of these villains. <b>CE: 0.5 DACE; 0.6 UW-SVM; 0.5 CM CCA</b>	<b>NUE: Fine-tuning nitrogen management</b> <b>Abby Augarten</b> Research is showing that more nitrogen does not mean more yield. Learn from UW Discovery Farms the latest research on nitrogen-use efficiency. <b>CE: 0.5 DACE; 0.6 UW-SVM; 0.5 NM CCA</b>

Thursday, March 15

	GREEN LOUNGE	BLUE LOUNGE	RED LOUNGE
10:00 am to 10:30 am	<b>Group housing for calves?</b> <b>Dr. Theresa Ollivett</b> Five things to keep in mind when managing - or considering - calves in group housing. <b>CE: 0.5 DACE; 0.6 UW-SVM; 0.5 PD ARPAS</b>	<b>Excess heifers: take action</b> <b>Matt Akins</b> Are your heifers eating your profit? Learn your best options for maximizing replacement stock and take a bite out of costs. <b>CE: 0.5 DACE; 0.5 PD ARPAS</b>	<b>Legal ins and outs of hiring and firing</b> <b>Blake Knickelbein</b> Get beyond the jargon of hiring and firing and understand your legal rights as an employer. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>
12:30 pm to 1:00 pm	<b>Mind the gap</b> <b>Dr. Alison Van Eenennaam</b> You are the difference between trust and mistrust in the food system. Learn from a well-known scientist how to humanize and connect the science of what we do with the public. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>	<b>Fatten up your milk check</b> <b>Dr. Bill Weiss</b> Get the skinny on nutritional effects of milk composition. See how you can impact your milk check without adding to cost, time or labor. <b>CE: 0.5 DACE; 0.6 UW-SVM</b>	<b>Thinking about farmstead marketing?</b> <b>Lois Federman</b> Making ends meet may require more than selling milk. What would it take to provide and sell homestead products; how do you get started and who can you turn to with questions? <b>CE: 0.5 DACE</b>

# Speaker Index

	<b>Abby Augarten</b> is Nitrogen Use Efficiency Project Coordinator at UW Discovery Farms. She conducts research and organizes projects to assist farmers in evaluating the environmental and economic efficiency of their corn-production practices.		<b>Dr. David Combs</b> is a professor in the department of Dairy Science at UW-Madison. His research focuses on nutrition and ruminal digestion of fiber in dairy cows, forage and pasture utilization and the development of laboratory methods to predict forage quality.
	<b>Matt Akins</b> is dairy management specialist at UW-Madison working with producers and industry professionals. His main focus is on heifer nutrition, and includes genetics, reproduction and environmental impacts with nutrition research.		<b>Dr. Barbara Darff, DVM, MS</b> is a senior consultant for The Family Business Consulting Group, assisting businesses with succession strategies, long-term planning, management transitions and family governance implementation.
	<b>Carl Babler</b> earned a Master's degree at UW-Platteville and completed Agri Business Course work at Harvard University. He works in the futures industry as a broker, educator and hedger. He's a partner of Lafayette Acres, Inc., a 1,700-acre farm near Cuba City, Wis.		<b>Dr. Kelley J. Donham, MS, DVM, DACVPM</b> , served as the clinical veterinarian for the White House after his time in the army during the Vietnam War. He practiced veterinary medicine before returning to the University of Iowa, where he was a professor until 2013.
	<b>Daniel Basse</b> is President of AgResource Company, a domestic and international agricultural research firm in Chicago that forecasts domestic and world agricultural price trends. Dan has been in the commodity business since 1979.		<b>Lois Federman</b> is an agricultural program specialist at Wisconsin DATCP. She directs the "Something Special from Wisconsin" program. Lois and her brother are co-owners of their family's livestock and crop farm located near Mineral Point, Wis.
	<b>Nicole Bettinger</b> of The Family Business Consulting Group is a consultant specializing in communication, conflict resolution and training next-generation family business owners. Born and raised in Plain, WI, Nicole and her family owned the grocery store there for four generations.		<b>Kyle Getty</b> is partner in Ideal Dairy, LLC, a 2,000-cow dairy operation in Hudson Falls, NY. Ideal Dairy raises all its replacements and manages nearly 3,500 acres for the dairy. Kyle serves as CFO and manages the crop and feed programs.
	<b>Jay Binversie</b> owns and operates Robinway Dairy Farms, LLC near Kiel, WI with his wife, Pam, where they milk 1,700 cows, raise 700 steers and run 1,400 acres of crop land. In 2003, they were awarded National Outstanding Young Farmers.		<b>Dr. John Goeser</b> , Director of Nutritional Research and Innovation at Rock River Laboratory in Watertown, Wis., oversees animal nutrition, technical support and research with a focus on feed, carbohydrate digestion, and forage trends and management.
	<b>Dr. Michael Boehlje</b> conducts research and teaches an agricultural finance course for both graduates and undergraduates as well as a graduate course on economics of strategy in the MS/MBA program at Purdue University.		<b>Dale Hemminger</b> , owner of Hemdale Farms and Greenhouses in Seneca Castle, NY, is a past director and president of North East Dairy Producers Association. He serves on the Cornell Dean Advisory Council and the New York Federal Reserve Advisory Council.
	<b>Dr. Mark Borchardt</b> is Research Microbiologist for USDA's Agricultural Research Service and Program Leader for the Laboratory for Infectious Disease and the Environment and the US Geological Survey's Wisconsin Water Science Center.		<b>Dr. Laura Hernandez</b> is an Associate Professor of Dairy Science at UW-Madison. Her research focuses on how serotonin controls the mammary gland and various aspects of lactation. She combines basic research from the cell to the whole animal.
	<b>Jolene Brown</b> , West Branch, IA, is a farmer, family business consultant and award winning professional speaker. With tips and tested tools, she will help us honor the family by doing the business right!		<b>Dr. Mike Hutjens</b> is a world-renowned Dairy Extension Specialist who spent most of his career at the University of Illinois. Dr. Hutjens has authored many columns, articles and books. Retired at the end of 2010, he continues to teach part time.
	<b>Dr. Victor Cabrera</b> is an Associate Professor and Extension Specialist in Dairy Management at UW-Madison where he focuses on model-based decision support in dairy cattle and in dairy farm production systems. He uses simulation techniques and artificial intelligence to improve dairy efficiency.		





**Jason Karszes**, Senior Extension Associate with the PRO-DAIRY program at Cornell University, works with dairy producers on education and research efforts regarding budgeting, decision making and goal setting to improve business performance.



**Blake Knickelbein** is an attorney at Twohig Rietbrock Schneider & Halbach in Chilton, WI. He's a member of the Wisconsin Bar Association and American Agricultural Law Association. His business background assists the firm's agricultural clients.



**Jennifer Lu** is an International Economic Development Consultant for DATCP. With a wealth of experience in international marketing, distribution, retailing and joint-venture management, she has significant expertise in the China and Asia markets.



**Jerry Minor** is chief of the Pittsville Fire and Rescue District; he's taught for over 20 years for the Wisconsin Vocational Technical College system as a Fire and EMS instructor. He instructs and mentors many farm-rescue volunteers.



**Calvin Moody** is a dairy producer in Quitman, GA. A graduate of Cornell University, he partners with Doyle Weltzbarker on five dairies and a heifer farm. Mature cows are housed in six-row, sand-bedded free stalls.



**Bob Myers** serves dairy producers, nutritionists, veterinarians and feed manufacturers in Wisconsin as a regional sales manager for Diamond V. He conducts TMR audits on dairies, using time-lapse photography in barns to monitor cow behavior.



**Ron Naab** has been active in the fire service for more than 50 years, serving as an EMS captain, fire captain and as assistant chief. He has taught farm-rescue and safety in four states and he created the farm-rescue program for Wisconsin in 1979.



**Dr. Tom Oelberg**, Ph.D. is a Ruminant Field Technical Specialist with Diamond V, providing technical and research assistance and sales support. He has developed a number of technical advances for dairy, including the TMR Audit® resource.



**Dr. Theresa Ollivett**, DVM, is Assistant Professor at the University of Wisconsin-Madison, School of Veterinary Medicine, where her most recent research focuses on dairy calf respiratory disease and fresh cow health.



**J.P. Rhea** is CEO of Rhea Brothers GP, a six-generation family farm that includes food and feed-ingredient processing, livestock and organic farming. He's also CEO and a founder of AgriSecure, an organic land-management service.



**Steve Schalla** is the business manager at Bomaz Farms near Hammond, WI. He farms with his wife Annette, in-laws Bob and Kay Zwald, and brother and sister-in-law Tom and Ashley Zwald. Prior to joining the farm, Steve was a licensed commodity broker.



**Troy R. Schneider** is an attorney at Twohig Rietbrock Schneider & Halbach in Chilton, WI, a firm specializing in farm and agribusiness law. Troy grew up on a dairy farm in Calumet County, which was operated by Troy's father and four uncles.



**Dr. Randy Singer** is Professor of Epidemiology at the University of Minnesota. He developed an internationally recognized research and educational program focused on predicting emergence, spread and persistence of infectious diseases.



**Tom Thibodeau** is Viterbo University's Distinguished Professor of Servant Leadership and Director of Viterbo's Master of Arts in Servant Leadership program. Tom is known for his honesty, sense of humor, positive attitude, creativity, intuition and the ability to inspire.



**Dr. Alison Van Eenennaam** is Cooperative Extension Specialist in Animal Genomics and Biotechnology at the University of California-Davis. Her research focuses on animal genomics and biotechnology and includes genome editing.



**Chad Vincent**, CEO of the Wisconsin Milk Marketing Board, has driven growth at major corporations and privately held ventures. He was CMO/Head of Strategy at Sartori Cheese where he led brand-building and introduced Sartori into retail and global markets.



**Dr. Bill Weiss** is Professor of Dairy Cattle Nutrition at The Ohio State University. His main research areas are factors affecting digestibility in dairy cows and relationships between minerals and vitamins and health of dairy cows.



**Dr. Heather White** joined UW-Madison in 2013. Her research focuses on pathways and genes that control glucose production and fatty acid oxidation in the liver of dairy cows. Recently, she received the Cargill Animal Nutrition Young Scientist Award.



**Dr. Amelia Woolums**, DVM works in the College of Veterinary Medicine at Mississippi State University. She conducts research focused on the host response in bovine respiratory disease, vaccination to prevent BRD and immunity in cattle and calves.



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