

# 2022 PDPW Business Conference



# agenda

## DAY 1: WEDS. MARCH 16

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On and Specialty Sessions
- 8:30-9:45 Youth Session, part one
- 10:20 Learning Lounges and Preview Stage
- 11:00 Opening Session: *Bruce Vincent; Frank Mitloehner; Rick Kyte; Tom Thibodeau*
- 12:30 pm Lunch
- 1:00 Learning Lounges and Preview Stage
- 1:45 Learning Lounges and Preview Stage
- 2:30 Hands-On and Breakout Sessions
- 2:30-3:45 Youth Session, part two
- 6:30 Dinner

## DAY 2: THUR. MARCH 17

- 8:00 am Registration and Hall of Ideas open
- 8:30 Hands-On and Specialty Sessions
- 8:30-9:45 Youth Session, part three
- 10:20 Learning Lounges and Preview Stage
- 11:00 General Session: *Charlie Arnot; Dr. Marin Bozic; Eric Snodgrass*
- 12:30 pm Lunch
- 12:40 Learning Lounges and Preview Stage
- 1:30 Hands-On and Breakout Sessions
- 1:30-2:45 Youth Session, part four
- 3:45 Closing Session: *Jamie Clarke*

Session descriptions include color codes to indicate these subjects:

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

## emcee

### MICHAEL HOFFMAN

is founder and owner of Igniting Performance Inc., a Dallas-based company that specializes in the skills of sales, customer loyalty and leadership. A PDPW favorite, Michael's highly interactive style and unique delivery keeps attendees engaged and at the edge of their seats. He empowers them to ignite the tactics and techniques necessary to OWN their jobs "on purpose" with an attitude of professionalism. Michael has delivered memorable presentations for organizations across the globe.



# welcome!

If you want to be successful in this business, you can't afford to miss **dairy's premier educational event**. PDPW Business Conference is your one chance to spend two days with the brightest minds in dairy.

**Plan to be there.**

**NEXUS** Success hinges on persistently striving for the next idea and innovation; continually pursuing novel technologies and solutions. Nexus™ is a platform where companies with cutting-edge technologies showcase their trail-blazing products and service to business conference attendees.

From a broad collection of applicants, the top five finalists have been awarded stage time in a forum that's professionally moderated. And you'll have an opportunity to ask them questions in person. When you're on site we'll present you with details about stage times and topics.

**where innovative ideas meet dairy**



## simultaneous translation

***¡Hablamos español!***

Business conference sessions will be simultaneously translated for attendees whose native language is Spanish.

Get ready for a whole new level of value for you and your team members!

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



# day 1 sessions

## MORNING SPECIALTY SESSIONS

Wednesday 8:30-10:10 am // 9:25-10:10 ● *select two of four*

### Carbon markets 101: offsets and credits

When it comes to carbon credits and offsets it's important to know the different types and the range of options. Understand what they are, how they work, and discover how and why this market is evolving.

*Patrick Wood*

● 0.75 DACE, 1 CM CCA

### Cow-calf contact systems

*presented once: 8:30-9:45 am*

Is keeping the cow with her newborn calf truly cow-centric? Best for our profits? Glean a new perspective on the cow-calf separation from this global panel with a Scottish dairy farmer, a Norwegian veterinarian and a world-renowned animal-welfare expert.

*Charles Ellett, Dr. Julie Foske Johnsen, PhD, and Dr. Marina "Nina" von Keyserlingk, PhD; facilitated by Dr. Jennifer Van Os, PhD*

● 1.25 DACE, 1.25 ARPAS

### Fatten up the milk check

There's dollars to be found by feeding economically and maximizing components in your bulk tank. It starts with understanding how to read your milk check and ends with a discussion on rations to

milk the most out of every dollar. Reap the benefits of the rise in popularity of protein and fat by bulking up your feeding strategy.

*Dr. Tom Overton, PhD*

● 0.75 DACE

### Uncommon commonalities for gain

Managing a dairy is a difficult yet rewarding task. This session summarizes the common characteristics of the most efficient dairies and how fine tuning your decision making can cut costs, save time, impact employee retention and proliferate your profits. While different types of dairies may measure success differently, there are universal qualities thriving businesses share.

*Dr. David Kohl, PhD*

● 0.75 DACE





## OPENING SESSION

### Distinguishing the coulds from the shoulds

Wednesday 11:00 am

We've made great gains in agriculture toward meeting the needs of our soil and water. Lately the winds have been blowing from an additional direction as society asks what we can do about providing alternative energies such as solar and wind farms. While a growing population will require more energy and food resources, there's often an underlying "not-in-my-back-yard" mentality.

This opening keynote panel features an

eclectic group of thought leaders and will open our eyes to current trends and opportunities with renewable energies. There are lessons to be learned from the U.S. timber and logging sectors that will beg the question: "Just because we can, should we?" This foursome will tease out the moral and ethical obligations while discussing ways to maintain and improve our resources for the next generations. 1.25 DACE, 1 PD CCA



**Bruce Vincent** is a third-generation logger from Libby, Montana. During the past 25 years, he has given motivational speeches throughout the United States and the world, has testified on natural-resource issues before Congress and has appeared on several news programs such as "60 Minutes".



**Dr. Frank Mitloehner, PhD**, is a Professor and Air Quality Extension Specialist, Department of Animal Science at the University of California-Davis. An expert on agricultural air quality, livestock housing and husbandry, he conducts research to mitigate air emissions from livestock operations and implications of emissions on health and safety of farm workers and neighboring communities.



**Dr. Richard Kyte, PhD**, is the Endowed Professor and Director of the D. B. Reinhart Institute for Ethics in Leadership at Viterbo University in La Crosse, Wis., where he teaches a variety of ethics courses dealing with issues in health care, business, leadership and the environment. He is the author of several books and writes a regular column for Lee Enterprises newspapers titled "The Ethical Life."



**Tom Thibodeau** is the Viterbo University's Distinguished Professor and Servant Leadership and the Director of Viterbo's Master of Arts in Servant Leadership program. As a popular trainer on both sides of the agricultural industry, Tom is known for his honesty, communication, sense of humor, confidence, commitment, positive attitude, creativity, intuition and the ability to inspire.



12:30 pm

**lunch  
in the  
Hall of  
Ideas**



# day 1 sessions

## AFTERNOON BREAKOUT SESSIONS

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

### Nail the success strategies

*presented twice: 2:30-3:30 // 3:45-4:45 pm*

Learn how the top dairies in the U.S. maximize capital investments, leverage time, jump on opportunities and manage risks. Uncover their methods to focus on efficiencies, set clear performance targets and partner with those who can help you reach your operational goals.

*Dr. David Kohl, PhD*

● 1.00 DACE

### World view of animal welfare

*presented once: 2:30-3:45 pm*

Dairy producers around the globe are paying more attention to their cows' needs—and discovering not all cows are created equal. Prepare for a global perspective of countries that are doing a great job as well as areas where big improvements can be made. Learn from other's successes and failures to enhance cow care.

*Dr. Nigel Cook, DVM, Dr. Jennifer Walker, PhD, and Dr. Marina "Nina" von Keyserlingk, PhD*

● 1.00 DACE, 1 ARPAS

### Digging regenerative ag

This panel isn't into shooting the breeze about regenerative agriculture. They're committed to cultivating it. Learn how they are increasing biodiversity, improving soil health, protecting waters at the same time as supporting high-yielding livestock and growing businesses.

*Randy Ebert, Jason Mauck, Walt Moore; facilitated by Amber Radatz*

● 1.00 DACE, 1 SUS CCA

### Boost your mental fitness

All too often we pour ourselves into caring for our animals at the expense of our own wellbeing. Explore the topic of compassion fatigue and the impact it has on our personal health and work. This session will equip you with strategies to effectively manage stress, take care of yourself and be available to others in this high-demand field.

*Monica Kramer McConkey*

● 1.00 DACE



# youth sessions



## FUTURE OF SUCCESS

*leadership development for teens 15 to 18 years old*

Today's learning opportunities are virtually limitless. And yet, it's tough to find fun and engaging courses that help teens discover their innate leadership abilities.

In four fast-paced sessions, you'll learn new

things about yourself while having a blast with your peers—and coach and trainer Hans Gochenaur. The time will fly.

**Your future success starts now.**  
[Right here.](#)

1

### **Communication** // Wednesday 8:30-9:45 am

Effective communication and intentional listening skills are the basics. Through interactive lessons and group activities you'll build upon existing skills and learn how to implement simple, powerful techniques to expand your role as a leader.

2

### **Character** // Wednesday 2:30-3:45 pm

Your character is the résumé the world sees and it often carries more weight. Noble character is a cornerstone of effective leadership. Those who are reliable, self-disciplined, honest and unselfish have access to a broader range of opportunities. Learn key principles to cultivate these characteristics while avoiding detrimental decisions.

3

### **Confidence** // Thursday 8:30-9:45 am

When you're secure in your ability to communicate with others, confidence is a natural byproduct. Through team exercises you'll learn new skills to bolster confidence and take on higher levels of responsibility.

4

### **Carry on!** // Thursday 1:30-2:45 pm

The greatest leaders in history didn't succumb to setbacks; they carried on. You, too, can learn to use tough lessons as stepping stones that make you stronger. You'll learn tips and tricks to make lemonade out of lemons in this session that packs a punch. You'll be able to carry yourself confidently and tackle life's challenges with a "Yes, I can!" attitude.



**Hans Gochenaur** has dedicated 20-plus years to youth ministry and 16 years to coaching high school sports. Currently, he works for Badgerland Youth for Christ. With energy and passion, Gochenaur brings intensity to his interactive and engaging youth sessions. He graduated from UW-Oshkosh and Grace Theological Seminary and resides in Beaver Dam, Wis.



# day 2 sessions

## MORNING SPECIALTY SESSIONS

Thursday 8:30-9:15 // 9:25-10:10 am ● *select two of four*

### Rethinking calf nutrition

There's a paradigm shift happening in how we manage our young. Plenty of research shows the dominant role calf nutrition has on the adult cow's productive life. The question we face today lies in how to optimize return on investment in our calf-rearing programs. Dr. Bob will break down some numbers and variables at play so you can maximize your calf program.

*Dr. Robert James, PhD*

● 0.75 DACE, 0.75 ARPAS

### Navigating through farm transitions

Managing the business side of farm transitions is often easier than managing the people side. This session helps sort through the various responsibilities, people issues and emotional challenges. It'll also present tips and tactics to help maintain and strengthen relationships throughout the process.

*Monica Kramer McConkey*

● 0.75 DACE, 0.75 ARPAS

### Take care of the pain in every stage

Though pain is a part of life, it's up to us to better manage it for our animals. It starts with assessing the areas of greatest opportunity to effectively mitigate pain and recognizing which tools are available. Dehorning, calving, injury, illness and lameness all prompt tough questions for which Dr. Hans will supply practical answers.

*Dr. Hans Coetzee, DVM, PhD*

● 0.75 DACE, 0.75 ARPAS

### The latest in lameness technology

Not all ideas need to be new for dairy producers to better manage against losses incurred by lameness and digital dermatitis. Learn how video and other forms of artificial intelligence are helping up the game in herd management and preventing loss.

*Dr. Dörte Döpfer, DVM, PhD*

● 0.75 DACE, 0.75 ARPAS





## GENERAL SESSION

### Bold tactics for trends, markets and weather

Thursday 11:00 am

The mark of a successful dairy manager is the consistent ability to stay a step ahead of changing tides. To weather unpredictability, it's vital to align yourself with the best herd- and people-management tools while discerning consumer perceptions and putting protective strategies in place for

when markets go topsy-turvy.

This session's trio of panelists will empower you with an update on food trends and supply-chain disruptions, analyses of markets and business trends, and a look at weather patterns that will surely play a role in the mix. 1 DACE, 1 PD CCA



**Charlie Arnot** is CEO of the Center for Food Integrity, a non-profit organization dedicated to building consumer trust and confidence in today's food system. With more than 30 years of experience in communications, issues management and public relations in the food system, his commitment to excellence, innovation and integrity have positioned him as a trusted advisor to CEOs, government leaders and executives.



**Dr. Marin Bozic, PhD**, is an Assistant Professor at University of Minnesota's Department of Applied Economics. Marin's research program covers dairy policy, risk management and demand for dairy foods. He's also a principal of Bozic LLC, a company that develops and maintains livestock insurance programs for USDA - Dairy Revenue Protection, Livestock Gross Margin and Livestock Risk Protection. Dr. Bozic is an advisor to several dairy trade associations, a popular national speaker on economics of dairy markets and a frequent consultant on important dairy market and policy issues.



**Eric Snodgrass** is the principal atmospheric scientist for Nutrien Ag Solutions, 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.



12:30 pm

**lunch  
in the  
Hall of  
Ideas**



# day 2 sessions

## AFTERNOON BREAKOUT SESSIONS

Thursday 1:30-2:30 // 2:40-3:40 ● *select two of four*

### Newborn calf management

Though colostrum is a vital subject when discussing newborn calves, there are other important topics, including non-IgG factors that've been shown to stimulate gut health while building the calf's biome. Dr. Bob will point to new findings and other key tenets to consider in caring for our youngest herd members.

*Dr. Robert James, PhD*

● 1.00 DACE, 1 ARPAS

### Globally sustainable milk production

From a worldwide perspective, our approach to milk production is impacted by factors that change by the minute. Lean in to this panel discussion to examine current milk production levels around the world and determine what sustainability looks like from a global standpoint.

*Jay Waldvogel, Daniel Peerless, Mary Ledman*

● 1.00 DACE

### Life balance: fact or fiction?

On the surface, life balance seems attainable (well, sometimes.) Striving after it can sidetrack us, though. Glean helpful insights from others who walk in the same shoes you do. Hear the good, the bad and the ugly of balancing family, business and family in the business.

*Janet Clark, Chris Pollack, Kurt Olson; facilitated by Hank Wagner*

● 1.00 DACE, 1 PD CCA

### Crop input costs on the rise

Cropping input costs are projected to climb exponentially—increasing the need for wise decisions. This panel will weigh in on the costs of crop rotations, nutrient inputs and how the trickle-down global impact of nitrogen use will affect your crop-growing choices and ration selections.

*Eric Birschbach, Matt Lange, James Bailey*

● 1.00 DACE, 1 NM CCA

## CLOSING SESSION

### The nature of risk

Thursday 3:45 pm

Dairy producers are well-versed in the topic of risk—they know it takes unyielding passion and determination to reach their goals. Jamie's spirit and enthusiasm will energize you while drawing parallels between changing work circumstances and the unpredictable forces in nature. He'll equip you with tools to reach your benchmarks while encouraging a balance of risk with an ample measure of humility. ● 1.00 DACE, 1 PD CCA

**Jamie Clarke** has climbed the Seven Summits, including Everest twice, ridden camels across the Empty Quarter of Arabia, motorbiked across Mongolia with his son and served as a performance coach for Olympians, the NFL, Hockey Canada and more. He challenges others to brave their own Everests by sharing actionable insights and strategies on leadership, risk management, and defining and achieving goals. Jamie is currently a fellow and associate professor at the University of Calgary's Haskayne Business school where he teaches and mentors in the Centre for Advanced Leadership.



# learning lounges

Practical information in 30-minute sessions

## RED LOUNGE

### Weds. **Bring your "A" game—always**

10:20-10:50 am Learn how to get through the tough days and celebrate the great days.

*Michael Hoffman*

- 0.50 DACE, 0.50 PD CCA

### 1:00-1:30 pm **Engage your employees**

Strap on the super powers available to you for engaging your team members. And get ready for all hands on deck!

*Michael Hoffman*

- 0.50 DACE, 0.50 PD CCA

### 1:45-2:15 pm **Participating in carbon markets**

How you participate in carbon markets hugely impacts financial returns but also potential risks. Patrick will outline a range of options to help you best meet your business goals.

*Patrick Wood*

- 0.50 DACE, 0.50 SUS CCA

### Thur. **Creating a "Wow!" culture**

10:20-10:50 am Using just a few key everyday practices can transform the workplace into a more personal, energetic and collaborative work environment that fosters a healthy, sustainable business culture.

*Michael Hoffman*

- 0.50 DACE, 0.50 PD CCA

### 12:40-1:10 pm **Cut post-calving inflammation**

This session will examine the impact of anti-inflammatory therapies post-calving on the health and performance of dairy cows. Learn how a single dose can go a long way.

*Dr. Hans Coetzee, DVM, PhD*

- 0.50 DACE, 0.50 ARPAS

## GREEN LOUNGE

### **Go easy on the feet**

The way concrete is repaired or resurfaced makes a world of difference to your cows' feet—and their health and production.

*Logan Rivers*

- 0.50 DACE, 0.50 ARPAS

### **New transition-cow research**

Dr. Tom shares the latest in transition-cow research to help us better care for this vitally important and vulnerable group.

*Dr. Tom Overton, PhD*

- 0.50 DACE, 0.50 ARPAS

### **Transition-cow fact check**

The top five things we think we know about transition-cow care may get in the way of discovering what's left to learn. Grab a seat to fill in the blanks.

*Dr. Tom Overton, PhD*

- 0.50 DACE, 0.50 ARPAS

### **Common items that save lives**

It's not just a rope; it's a literal lifeline. Safety expert Chris will highlight some common items that can be used in a life-saving way when immediate action is of vital importance.

*Chris St. Pierre*

- 0.50 DACE

### **Less tillage, better water**

Data collected from Discovery Farms and other conservation-minded organizations and farmers tells a rich story. Come and learn how less is more.

*Amber Radatz*

- 0.50 DACE, 0.50 CM CCA

# hands-on hub sessions

*These hands-on sessions run simultaneously both days*

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

**Thursday 8:30-9:45 am // 1:30-2:45 pm**

## **These feet are made for walking**

Dr. Cramer and Roger Olson give us an inside look at the hoof structures impacted by long-term hoof ailments. Go step by step through trimming scenarios using cadavers. You'll take home tips to prevent and properly correct the costliest culprits of lameness.

*Dr. Gerard Cramer, DVM, Roger Olson*

● 1.25 DACE, 1.25 ARPAS

## **Stay alive and keep your team safe**

Farm accidents happen in a split-second. Prevent losses and save lives by observing an accident simulation and practicing a first-response drill. You'll return home knowing what to do when emergency strikes. This session could save a team member's life.

*Gerald Minor, Chris St. Pierre*

● 1.25 DACE

# preview stages

*In the Hall of Ideas: the latest research from University researchers, their graduate-degree students and the Dairy Innovation Hub*

**Wednesday 10:20-10:50 am // 1:00-1:30 pm // 1:45-2:15 pm**

**Thursday 10:20-10:50 am // 12:40-1:10 pm**

## **Make disbudding easier**

*Dr. Sylvia Kehoe, PhD, UW-River Falls*

## **Evaluation of biochar for improving on-farm anaerobic digestion**

*Dr. Joseph Sanford, PhD, UW-Platteville;  
Caleb Besson, UW-Madison*

## **Dietary fiber and starch digestibility effects on feeding behavior and lactation performance**

*Dr. Luiz Ferraretto, PhD;  
Matheus Pupo, UW-Madison*

## **Thermal comfort in dairy cows and calves**

*Dr. Jennifer Van Os, PhD;  
Kim Reuscher, UW-Madison*



# hall of ideas

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

*It's all in the Hall of Ideas.*



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<input type="checkbox"/> Student	\$75	\$150			

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

Registration fees are non-refundable after Feb. 28, 2022.  
Walk-ins are welcome for an additional \$20/person.

### Lodging: Kalahari Resorts & Conventions

1305 Kalahari Drive, Wisconsin Dells, WI 53965  
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PDPW website.*

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



# presenters

Keynote and Youth Session presenters are featured on those pages.



**James Bailey,**  
owner, ProAGtive  
Dairy Nutrition



**Eric Birschbach,**  
owner and  
operator, Ag Site  
Crop Consulting,  
LLC



**Janet Clark,**  
dairy farmer and  
co-owner, Vision  
Aire Farm, LLC,  
Eldorado, Wis.



**Dr. Hans  
Coetzee, DVM,  
PhD,** Professor  
and Head of the  
Department of  
Anatomy and  
Physiology at  
Kansas State  
University



**Dr. Nigel Cook,  
BVSc, DVM,**  
Professor,  
Food Animal  
Production  
Medicine, School  
of Veterinary  
Medicine, UW-  
Madison



**Dr. Gerard  
Cramer, DVM,  
DVSc,** Associate  
Professor,  
University of  
Minnesota



**Dr. Dörte Döpfer,  
DVM, PhD,**  
Professor,  
Food Animal  
Production  
Medicine, School  
of Veterinary  
Medicine at UW-  
Madison



**Randy Ebert,**  
sixth-generation  
farmer, Ebert  
Enterprises,  
Algoma, Wis.



**Charles Ellett,**  
dairy manager,  
The Ethical Dairy,  
South West  
Scotland



**Dr. Luiz  
Ferraretto,  
PhD,** Assistant  
Professor and  
Ruminant  
Nutrition  
Extension  
Specialist at  
UW-Madison



**Dr. Julie Føske  
Johnsen, DVM,  
PhD,** Senior  
Researcher at  
Norwegian  
Veterinary  
Institute



**Dr. Robert  
James, PhD,  
PAS,** Professor  
Emeritus,  
Dairy Science  
Department,  
Virginia Tech;  
owner of Down  
Home Heifer  
Solutions, Inc.



**Dr. Sylvia Kehoe,  
PhD,** Professor,  
Dairy Science  
Department,  
UW-River Falls



**Dr. David Kohl,  
PhD,** Professor  
Emeritus,  
Agriculture  
and Applied  
Economics  
Department,  
Virginia Tech;  
president of  
AgriVisions,  
LLC; part owner  
of Homestead  
Creamery



**Monica Kramer  
McConkey, LPC,**  
Rural Mental  
Health Specialist,  
Minnesota  
Centers of Ag  
Excellence

## Continuing Education Units available



Select sessions of  
the 2022 PDPW  
Business Conference

have been approved by **American Registry of Professional Animal Scientists (ARPAS)** for CEUs. ARPAS provides certification of animal scientists through examination, continuing education and commitment to a code of ethics. Participants should know that limitations and restrictions apply to the number of CEU credits that can be obtained.



Select sessions of the  
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been approved by  
**Certified Crop Advisor**  
(CCA) for CEUs. The

Certified Crop Advisor Program is one of the professional-certification programs offered by the American Society of Agronomy (ASA). See [www.certifiedcropadvisor.org](http://www.certifiedcropadvisor.org) for more information.



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have been approved by **Dairy AdvanCE** (DACE) for CEUs. Powered by PDPW, Dairy AdvanCE is a continuing education accreditation provider for dairy farmers and other dairy industry professionals. Visit [www.dairyadvan.org](http://www.dairyadvan.org) for more information.

# presenters



**Matt Lange,**  
Business  
Consultant,  
Compeer  
Financial



**Mary Ledman,**  
Global Dairy  
Strategist,  
RaboResearch



**Jason Mauck,**  
CEO of Constant  
Canopy; farm  
manager, Mauck  
Farms, Gaston,  
Ind.



**Jerry Minor,**  
Chief, Pittsville  
Fire and Rescue  
District



**Walt Moore,**  
President/General  
Manager,  
Walmoore  
Holsteins, Inc.,  
West Grove, Penn.



**Roger Olson,**  
Dairy Account  
Manager, Zinpro  
Corporation



**Kurt Olson,** dairy  
farmer, Olson  
Dairy Farms, Inc,  
Biramwood,  
Wis.



**Dr. Tom Overton,**  
PhD, Professor,  
Animal Science  
Department and  
Director of PRO-  
DAIRY, Cornell  
University



**Daniel Peerless,**  
Global  
Sustainable  
Sourcing Lead  
for dairy, meat,  
poultry and eggs,  
Nestlé



**Chris Pollack,**  
dairy farmer,  
Pollack-Vu Dairy,  
LLC, Ripon, Wis.



**Amber Radatz,**  
Agriculture Water  
Quality Program  
Manager, UW-  
Madison Division  
of Extension



**Logan Rivers,**  
Manager, Trakrite  
Service



**Dr. Joseph  
Sanford,**  
PhD, Assistant  
Professor in  
the School of  
Agriculture; UW-  
Platteville faculty  
researcher for the  
Dairy Innovation  
Hub



**Chris St. Pierre,**  
safety instructor



**Dr. Jennifer  
Van Os, PhD,**  
Assistant  
Professor and  
Extension  
Specialist for  
Animal Welfare,  
UW-Madison

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**Dr. Marina von  
Keyserlingk,**  
PhD, Professor,  
Animal Welfare,  
The University of  
British Columbia



**Hank Wagner,**  
founder, Wagner  
Leadership  
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