



*dairy***FORWARD**

**2019 PDPW
Business Conference**

March 13 & 14, 2019

Alliant Energy Center | Madison, WI

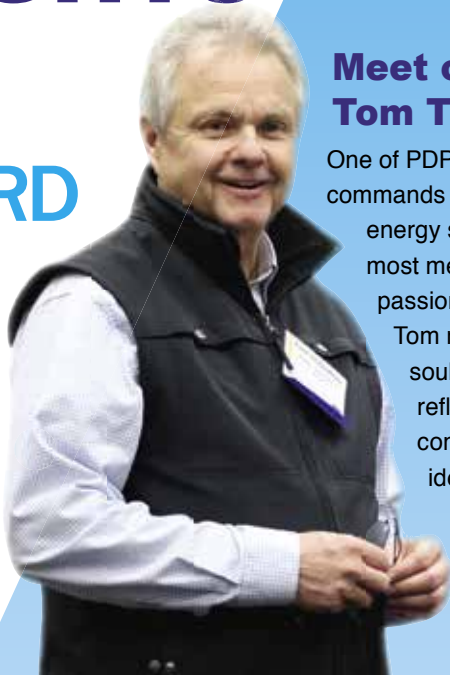
HIGHLIGHTS

dairy FORWARD

Meet our emcee: Tom Thibodeau

One of PDPW's most-requested speakers, Tom commands the stage with his unforgettable, high-energy spirit. He'll make this conference the most memorable yet with his phenomenal passion, humor and captivating stories.

Tom recharges the heart, mind and soul through laughter and self-reflection as he motivates, communicates and translates ideas to solutions unlike any other.



Hall of Ideas Equipment and Trade Show

This is where you gain access to companies and suppliers providing leading-edge innovations, technologies and products. No need to trek across acres of space or waste time talking with people who don't get it. Filled with ideas and solutions for your dairy, the trade show is your business hub – your home away from home for two days. You'll even find places to sit and connect with friends over chocolate milk and ice cream. Everything you need is here.

The Jimmys

The Jimmys are award-winning musicians whose namesake Jimmy Voegeli hails from Monticello, Wis. The music of this eight-member band is a blend of blues, soul, funk and rhythm and blues. Featuring a three-piece horn and sax section and harmonica in addition to keyboard, bass and guitar, the Jimmys have been named a "Top 10 summer festival band."

The Jimmys





WELCOME

Dairying is your craft – your life's work.

With determined dairy farmers like you in mind, the 2019 PDPW Business Conference was built to connect you with the world's best and brightest professionals. If you attend one dairy event this year, this is it – the agenda is packed full of leading-edge information and the latest in education, innovations and solutions to help you succeed. Welcome to the 2019 PDPW Business Conference.

Check out the presentation styles prepared for you:

- 8 specialty sessions
- 26 breakout sessions
- 5 keynote sessions
- 3 Hands-On Hub sessions, held five times
- 15 Learning Lounges
- 5 preview sessions highlighting the latest in university research

In addition to all the learning, the Hall of Ideas and Equipment Show connects you with our industry's best.

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)



AT A GLANCE

Day 1:

Wednesday, March 13

8:00 am	Hall of Ideas opens
8:45 – 10:00 am	Hands-On & Specialty Sessions
10:15 – 10:45 am	Learning Lounge & Preview Stage
11:00 – 12:45 pm	General Session Dr. David Kohl Scott Burrows
12:30 – 2:30 pm	Lunch in Hall of Ideas
1:00 – 1:30 pm	Learning Lounge & Preview Stage
1:45 – 2:15 pm	Learning Lounge & Preview Stage
2:30 – 6:00 pm	Hands-On & Breakout Sessions
4:30 – 6:15 pm	Connection Reception in Hall of Ideas
6:30 – 8:00 pm	Dinner and Evening Program Keynote: Dr. Richard Pimentel Live Music: The Jimmys
Until 12:00 am	Evening Hospitality

Day 2:

Thursday, March 14

8:00 am	Hall of Ideas opens
8:30 – 9:45 am	Hands-On & Specialty Sessions
10:00 – 11:00 am	General Session Jason Karszes
11:00 – 1:15 pm	Lunch in Hall of Ideas
11:30 – 12:00 pm	Learning Lounge & Preview Stage
12:30 – 1:00 pm	Learning Lounge & Preview Stage
1:15 – 3:20 pm	Hands-On & Breakout Sessions
3:30 – 4:30 pm	Closing Keynote Merril Hoge

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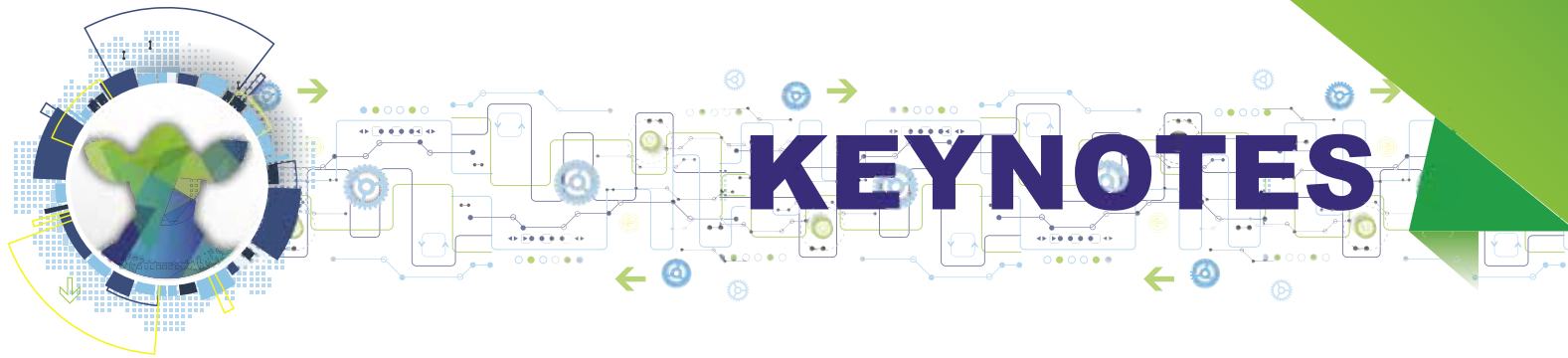


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- Download the FREE "CrowdCompass Attendee Hub" app in your app store.
- In the CrowdCompass Directory search for the "2019 PDPW Business Conference."



- Enter the event password "dairy2019" when prompted. OR scan this QR code with your smartphone and go directly to the CrowdCompass Attendee Hub app to download.



Dr. David Kohl

Your time is now

David Kohl is a Professor Emeritus in the Agricultural and Applied Economics Department at Virginia Tech, where he was on staff for 25 years. He is currently president of AgriVisions, LLC, a knowledge-based consulting firm; he's also a business coach and part owner of Homestead Creamery, a value-added dairy business in the Blue Ridge Mountains.



Scott Burrows

Find your grit

Scott Burrows played football at Florida State University and was a top-ranked kick-boxing black-belt champion at age 19. That same year, a car accident left him paralyzed from the chest down. Over six months of physical therapy at a hospital in Denver, he battled numerous life-threatening complications. Despite the challenges, he returned to college and graduated with a Bachelor of Science Degree in Finance. Today he's the author of the best-selling book *Vision Mindset Grit*.



Dr. Richard Pimentel

What's your why?

Richard Pimentel is a Vietnam War veteran, disability-rights advocate, writer and comedian. He has developed a supervisor-level training program on disability issues to increase job placement of disabled people and has trained tens of thousands of workers, supervisors, managers and representatives of U.S. government agencies and Fortune 500 companies on disability awareness, disability management, and return-to-work models for injured and recently disabled employees.



Jason Karszes

Investment balance: maximize your business potential

Jason Karszes is Senior Extension Associate with the PRO-DAIRY program at Cornell University. With a focus on management education, he coordinates the Cornell Dairy Executive Program to further develop business management skills of dairy producers around the country.



Merril Hoge

Make your way forward

Merril Hoge is a former NFL running back and ESPN analyst, cancer survivor, professional speaker and author of *Find a Way: Three Words That Changed My Life*. Hoge shows others how those three words helped him beat cancer and overcome family tragedies; today he helps others apply the same concepts to their situations.

MORNING SPECIALTY SESSIONS / DAY 1

Wednesday, March 13 | 8:45 - 10:00 am | Select one of four sessions.

▶ 1 Lights, Camera, Action

Working with the media may sound fun until reporters are showing up to cover an accident on your farm. In this session, you'll gather tips and strategies to navigate negative situations by media veteran Katrina Cravy. Create a crisis plan to protect your brand and work with Katrina to be your best on camera in the good times and the bad.

Katrina Cravy

1.25 DACE

▶ 2 Robotic management

A team of experts with international experience will present the latest on what we know about robotic design, animal health and productivity. There are plenty of available analytics to help you plan a facility. The Europeans were quick to adopt robotic technology and we can learn from their experiences – both good and bad.

**Dr. Nigel Cook with Jouni Pitkäranta
and Dr. Virpi Kurkela of 4dBarn Consulting**

1.25 DACE; 1.5 UW-SVM CE hours; 1 ARPAS

▶ 3 What's your check-off dollar doing?

Dairy is a global business. Sit in with local CEO Chad Vincent and national CEO Tom Gallagher to hear what happens when the Wisconsin milk checkoff program teams up with the national program. They'll share what their roles are, what they're currently working on and how they're marketing our products around the world.

Chad Vincent and Tom Gallagher

1.25 DACE; 1.5 UW-SVM CE hours

▶ 4 Boost your bedding management

Bedding types and bedding management can have significant impacts on bacteria counts in bedding, and subsequently on mastitis risk and milk quality. Learn about benchmarking bacteria counts in bedding materials and about improving bedding management to reduce mastitis risk.

Dr. Sandra Godden

1.25 DACE; 1.5 UW-SVM CE hours

11:00 am Conference Kick-Off in Hall D

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



General Session Keynote



Dr. David Kohl **Your time is now**

There is no standing still in our dairy world. Global dairy trotter Dr. David Kohl will steer us around the world to examine what's happening economically and internationally – and what's around the corner for U.S. dairy. From the world-renowned economic and business-management

11:00 - 11:50 am

expert you'll gain upper-level views and insights and action steps to take home. You won't want to miss the information, ideas and opportunities that only Dr. David Kohl can bring.

0.75 DACE; 0.90 UW-SVM CE hours; 1 PD CCA



Scott Burrows **Find your grit**

Scott Burrows was a star football athlete at Florida State University and a fierce competitor whose last victorious kick-boxing championship was broadcast on ESPN. Scott's life was tragically altered soon afterwards by a car accident while celebrating with

11:55 - 12:45 pm

friends, leaving the 19-year-old athlete paralyzed from the chest down and diagnosed a quadriplegic. Determined to move forward, he employed a method that's now been proven through neuroscience to be the key to rewiring the brain and body. What came innately to Scott at such a young age has incredible implications today for the dairy industry. Scott teaches individuals how to rise above challenges to propel forward through difficult circumstances by engaging vision, managing mindset, and most importantly, finding their grit.

0.75 DACE; 0.90 UW-SVM CE Hours

General Session Keynote



AFTERNOON BREAKOUT SESSIONS / DAY 1

2:30-6:00 pm | Select three sessions. Each session runs one hour and repeats. | Wednesday, March 13

▶ 1 They just don't get it

To communicate effectively, you must adapt to five different generations – all with different ways of thinking, working, and communicating. Traditionalists, Baby Boomers, Generation X-ers, Generation Y-ers and the incoming Generation Z each have predominant traits; learn how to communicate effectively with team members across all segments in this session.

Dr. Becky Stewart-Gross

1 DACE; 1.2 UW-SVM CE hours; 1 PD CCA

▶ 2 Decisions with your dairy in mind

The need to balance big-picture concepts and long-term strategic decisions while optimizing day-to-day operations is difficult. Take a deep dive into the areas of management where you can get the biggest bang for your buck. With feeding being one of your greatest investments – as well as the area that can yield the greatest return – you're sure to take home new insights to tweak your systems.

Dr. Tom Overton

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

▶ 3 Best management practices for group housed preweaned calves

Raising calves in group housing isn't always easy. While there are some benefits, there are also risks. World-renowned calf expert, Dr. Sandra Godden, steps us through best practices to mitigate disease risk and enhance performance with your youngest calves.

Dr. Sandra Godden

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

▶ 4 What's ahead for animal welfare?

ONLY PRESENTED TWICE (2:30-3:30 pm; 3:45-4:45 pm)

In just a decade's time, "animal welfare" has become part of standard dairy vernacular. While the priorities continue to change and evolve, you need to know what's coming down the pike. Learn what you can do for the good of your animals and the future of your business.

Dr. Jennifer Van Os and Dr. Nigel Cook

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

▶ 5 Business and Financial IQ

ONLY PRESENTED TWICE (2:30-3:30 pm; 3:45-4:45 pm)

With razor-thin margins and extreme economic volatility, more agriculture lenders are prioritizing and assessing risk by determining the producer's IQ. This session will cover the four Cornerstones of Management: planning, strategizing, executing and monitoring. Attend this session to equip yourself with the tools you need to evaluate your present business position and improve management factors.

Dr. David Kohl

1 DACE; 1.2 UW-SVM CE hours

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, Dr. Richard Pimentel

8:00-11:00 pm The Jimmys & refreshments

“ The entertainment and keynote speakers at Business Conference are top of the line. The entire event is educational and motivational. ”

Greg Andersen

Seagull Bay Dairy, American Falls, Idaho



Evening Keynote

Dr. Richard Pimentel

What's your why?

Some moments in life are more critical than others. When milk price is high and business is moving along, we feel like we're at the top of our game: strong, resilient, ready to tackle the world. And then the world moves – and we find ourselves questioning our own decisions and wondering “why?” Dr. Richard Pimentel also found himself at a pivotal moment when his commanding officer told him to stay behind and hold the line. Dr. Richard asked a question – and the answer defined the rest of his life. This decorated Vietnam veteran shares what it means to take care of business and be responsible.



0.5 DACE; 0.60 UW-SVM CE Hours

7:30-8:00 pm

MORNING SPECIALTY SESSIONS / DAY 2

Thursday, March 14 | 8:30 - 9:45 am | Select one of four sessions.



▶ 1 Tread lightly: What's ahead for dairy and our carbon footprint?

Frank Mitloehner will present a scientific view of the growing global demand for dairy, its impact on our planet and the false claims buzzing around the topic. Expect an eye-opening presentation about air emissions and other social issues.

Dr. Frank Mitloehner

1.25 DACE; 1.5 UW-SVM CE hours; 1 ARPAS; 1 SSP CCA

▶ 2 Putting leadership to work

The greatest difference between leaders and managers is that leaders have people who follow them and managers have people who work for them. To keep your dairy driving forward, you need to excel at both. Delivered in a way only Tom Thibodeau can, the skills and word choices you'll learn in this session will pay dividends the moment you start using them.

Tom Thibodeau

1.25 DACE; 1.5 UW-SVM CE hours; 1 PD CCA

▶ 3 Understand the WHY on farm lending

Bank rules are changing, as are the pressure points for farm financing. The parameters and rules guiding your lending institution are critical for you to understand. This panel will help you understand why your lender is seeking new and different information from your farm business.

Elsa Condon, Dan Kaufman and Mark Binversie;
facilitated by Dr. David Kohl

1.25 DACE

▶ 4 The top 20% – what are they doing?

From 2012 through 2017, 128 dairy farms participated in the Dairy Farm Business Summary and Analysis Project. Over the six-year study, the farms in the top 20% differentiated themselves from the others in several key categories. With a focus on costs and capital efficiency, this session will highlight the key financial numbers that set the top 20 apart from their peers – and which management strategies can lead to these differences.

Jason Karszes

1.25 DACE; 1.5 UW-SVM CE hours

10:45 am-12:00 pm General Session in Hall D

12:00-1:15 pm Lunch in Hall of Ideas

General Session Keynote

Jason Karszes

Investment balance: maximize your business potential

Investment balance is a management strategy high-performing businesses use to maximize earnings. With so many different investment areas on your dairy, fine-tuning each of them to run at 100% economic capacity is a game changer.

Jason Karszes will help you determine maximum economic capacity and incorporate operational and strategic planning so you can capture the full potential of your business.

-Joined by Dr. David Kohl.



10:00 - 11:00 am

1 DACE; 1.20 UW-SVM CE hours

AFTERNOON BREAKOUT SESSIONS / DAY 2

1:15 - 3:20 pm | Select two sessions. Each session runs one hour and repeats. | Thursday, March 14

► 1 I win, you win:

bridge-building negotiations

Negotiations happen in everyday life. They're common in business, politics, companies and they're also a part of relationships among family and friends. If your negotiations and communication strategies aren't yielding mutually acceptable solutions while also strengthening relationships, problems are right around the corner – if you're not dealing with them already. Learn to conduct interactions that ensure everyone is satisfied with the final results and feels like a winner.

Dr. Becky Stewart-Gross

1 DACE; 1.2 UW-SVM CE hours; 1 PD CCA

► 2 Dairy trends panel

Journey into the future of food with a panel of trendsetters from a few segments of the dairy value chain. Catch a sneak preview of up-and-coming consumer and food trends, and how they may impact you.

Scott Falkenberg, Kwik Trip; Ankica Runac, Fairlife; Adrian Bota, Origin Milk; facilitated by Renea Heinrich

1 DACE; 1.2 UW-SVM CE hours



► 3 Navigating the roadways of stress

What's all this stress doing to your mind and body? Find the answers here as we map out the negative outcomes of unresolved chronic stress and its impacts on your health. Learn to take control of these stressors and break the chronic-stress cycle.

Dr. John Shutske

1 DACE; 1.2 UW-SVM CE hours

► 4 Managing your creditors: farm business reorganizations

These are challenging times in which managing your relationship with your lenders may make the difference between staying in business or liquidating the operation. Learn strategies and get tips on how to deal with your creditors in this uncertain economy from an expert in the field.

Attorney Paul Swanson

1 DACE; 1.2 UW-SVM CE hours



Closing Keynote

Merril Hoge

Make your way forward

To spectators, Merrill Hoge's career as an NFL star and ESPN analyst seemed like a fairy tale; but the reality was quite different. Though Merrill would say he came from common ground, he also understood what it took to overcome odds and separate himself from the pack. He's not a common person who subscribes to common thinking.

Neither are you. As a player, parent and professional, Merrill Hoge is not just a doer. He's a thinker, problem solver, survivor – and a great human being. His story will change the way you see everything – including yourself.

3:30 - 4:30 pm

1 DACE

HANDS-ON-HUB

These 3 sessions run simultaneously both days:

Day 1 8:45 - 10:00 am; 2:30 - 3:45 pm; 4:00 - 5:15 pm

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

The Hands-On Hub stations engage all the senses to maximize learning. These sessions blend cutting-edge knowledge with a hands-on approach that is difficult to replicate anywhere. In this learning environment, you'll not only see and hear about the topic, you'll get to roll up your sleeves and try for yourself.

► 1. This land is your land – how does it handle rainwater?

Nobody knows your land like you do – you know which areas are prone to flooding, erosion, and a host of other headaches. In this dynamic session, we're bringing the landscapes of your farm to Madison, allowing you to observe a water-runoff simulator in action. As it mimics the effects of rainfall on different soil types, you'll see how ground cover, topography and land management impacts what happens on your land—and downstream. Adam Abel will help you understand the best ways to protect sensitive soils and your dairy by showcasing different weather scenarios on various soil types.

-Adam Abel

1.25 DACE; 1.5 UW-SVM CE hours; 1 SW CCA

► 2. Explore, learn, record

Why do calves die and what are you doing about it? In this hands-on lab, Dr. Franklyn Garry gives participants a front-and-center look at calf necropsies to explore problems calf raisers encounter. By incorporating new data-collection tools, he'll show you how to learn from the necropsies to help your management team better predict complex situations and manage them more effectively.

- Dr. Franklyn Garry

1.25 DACE; 1.5 UW-SVM CE hours; 1 ARPAS

► 3. Herdsperson hub

A trio of veterinarian-guided stations will provide new skills and insights to even the savviest herdsperson; you'll return home with skills that pay immediate returns.

- Lodi Veterinary Care Team

1.25 DACE; 1.5 UW-SVM CE hours; 1 ARPAS

Station 1. Reproductive ultrasonography: seeing is believing

Learn about uterine and ovarian pathology, detecting twins, pregnancies and identifying gender. We'll discuss pros and cons of ultrasound versus other cow-side tests.

Station 2. Walk around the fresh cow pen: tips for a healthier herd

Develop a systemized observation and hands-on routine that includes BHBA testing, temp checking, drenching and record keeping to better diagnose, prevent and care for fresh cows. This station covers do's and don'ts with special-care techniques.

Station 3. Quality milk begins here: run the tests

Learn to culture effectively while also utilizing information from other sources such as SCC testing and the CMT system. This station highlights proper plating techniques and other on-farm testing systems. It also highlights how logging in DairyComp helps reduce new infections while identifying chronic cases.



Wednesday, March 13

GREEN LOUNGE

10:15 am - 10:45 am

Feeding smart for components

Dr. Tom Overton

Butterfat and protein in your milk matter more than ever before. It's not just what you feed – you've got to mind the when, the how and everything involving the cow.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

1:00 pm - 1:30 pm

Global perspective: robotics and cow health

Jouni Pitkäranta and Dr. Virpi Kurkela

What are producers in other countries doing to optimize cow health when applying robotic technology? Learn the top 5 things you can do to maximize return on investment when turning to robots.

.5 DACE; .6 UW-SVM CE hours

1:45 pm - 2:15 pm

Wisconsin's dairy check-off program

Chad Vincent

What's new with Wisconsin's dairy check-off? Get an update on what your state check-off is doing and how it's returning dollars.

.5 DACE; .6 UW-SVM CE hours

BLUE LOUNGE

Safety matters

Rhonda Strebel

It doesn't matter if your team members are new or seasoned; their safety is paramount. This session shows you how to build your own on-boarding tool kit for safety.

.5 DACE; .6 UW-SVM CE hours

Five essential practices for a successful leader

Dr. Becky Stewart-Gross

You're constantly working with people and dealing with issues. Your success depends 85% on self-knowledge and people skills – and only 15% on technical knowledge. Learn about the five essential practices if you want to be a successful leader.

.5 DACE; .6 UW-SVM CE hours; .5 PD CCA

Avoid the common pitfalls of heifers and hooves

Dr. Nigel Cook

Not all of our industry changes have been the best for our replacement heifers. Learn the key areas to watch out for when designing and managing heifer facilities.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

RED LOUNGE

What's the impact?

National check-off dollar

Tom Gallagher

What is your national check-off dollar doing to maximize opportunity and sales in the domestic fluid market? Sit in on the session with DMI's CEO to find out.

.5 DACE

Get more power out of your poop

Aaron Pape

When you improve soil conditions to increase manure-spreading opportunities, you improve nutrient retention. Dig into techniques from traditional to cutting-edge, ranging from manure timing to new and alternative cropping systems.

.5 DACE; .6 UW-SVM CE hours; .5 NM CCA

Dairy animal welfare: issues and answers

Dr. Jennifer Van Os

Meet Dr. Jennifer Van Os, dairy's new animal welfare specialist. Hear what new information, insights and opportunities she brings to your business.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

Thursday, March 14

GREEN LOUNGE

11:30 am - 12:00 pm

Prevent silage hazards and fatalities

Dr. Keith Bolsen

Dairy farms work with silage 365 days a year. Learn how to avoid common hazards of managing silage in bunker silos and drive-over piles. Silage safety should be a top priority on your dairy; detailed accounts of accidents will send the message home.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

12:30 pm - 1:00 pm

Testing for accuracy

Dr. Don Sockett

Get the skinny on a new test offered by the Wisconsin Veterinary Diagnostic Laboratory to assess milk osmolality, percent total solids and bacterial counts for cleanliness of the calf's liquid feed diet.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

BLUE LOUNGE

Stop stressing and get your mojo back

Dr. Josie Rudolph

The potential health effects of chronic stress is a serious – and very real – threat to dairy producers. Learn the four proven ways to help minimize stress in yourself and others, and gain access to resources to help mitigate the stressors associated with farming.

.5 DACE; .6 UW-SVM CE hours

Let's clear the air

Dr. Frank Mitloehner

When issues get the attention of the non-agricultural consumer, the dairy industry needs to know the facts. Hear the latest research on the effects of air emissions on animal health and welfare from a leading expert whose findings have opened eyes worldwide.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

RED LOUNGE

Real solutions with real effective sanitation

Dr. Don Sockett

Learn the limitations of currently used best practices to control nesting bugs such as Salmonella Heidelberg, particularly for dairy operations. Discover key insights on this super bug's motive and strategies to take control and get ahead of this killer, including the proper way to clean and disinfect.

.5 DACE; .6 UW-SVM CE hours; .5 ARPAS

Dairy Revenue Protection IQ

Lori Fetzer and Michelle Sell

Just as your business is unique, so is your policy for the new dairy revenue protection policy. Learn what questions to ask, numbers to know and what coverage is best for your farm.

.5 DACE; .6 UW-SVM CE hours

Calcium: potential game changer



Dr. Laura Hernandez will talk about managing calcium in dairy cows during the transition period. Managing calcium status at calving is critical to the long-term metabolic and physiological health for the dairy cow.

- Dr. Laura Hernandez with Meghan Connelly

Going deeper into amino acids



Dr. Sebastian Apelo will lead us through ongoing research studying how infusion of different amino acids to cows fed low-protein diets can improve milk protein yield at normal stages or during insulin infusion. Establishing an interaction between insulin and amino acids could lead to dietary strategies that reduce dietary protein and supplement with only few rumen-protected amino acids.

-Dr. Sebastian I Arriola Apelo with Haowen [Tom] Hu

Putting data to work



Farmers are bombarded by data. Dr. Victor Cabrera has analyzed applications of data integration and decision making on dairy farms. Applying actionable data-driven decisions will improve dairy farms' bottom lines with improved economic performance.

-Dr. Victor Cabrera with Jorge Barrientos, Hector Delgado and Liliana Fadul

Leveraging the Liver



Shifting liver metabolism may help cows respond better to the metabolic challenges associated with the transition to lactation. Collectively, research in Dr. Heather White's research group demonstrates that cows with sub-clinical ketosis

have shifts in nutrient utilization in the liver compared to cows without sub-clinical ketosis, but that we may be able to influence this nutritionally.

- Dr. Heather White with Kristina Weld, Ryan Pralle and Rafael Caputo Oliveira

Is the grass greener?



Grazing heifers on certain grass species may result in greater forage production, in addition to enhanced quality and heifer growth. Dairy Heifer Management Specialist Dr. Matt Akins is at the head of research to learn how producers can use this information to their advantage.

- Dr. Matt Akins with Chelsey Hribar

Wisconsin is the hub for dairy discoveries – dairy enthusiasts and business leaders from around the globe come to the Badger state for new insights and answers to tomorrow's challenges. On the Preview Stage, our world-leading researchers and their UW-Madison Master and PhD students highlight what's around the corner in dairy research. Stay a step ahead with an early preview of what they're learning and what's soon to be published.



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Twohig Rietbrock Schneider & Halbach, S.C.

USAgNet LLC

Wisconsin Cheese Makers Association

Zoetis



Mark Binversie is president and co-founder of Investors Community Bank. He has more than 40 years of agricultural lending experience and was instrumental in redesigning the Farm Service Agency's Guaranteed Loan Program; he also assisted in the Wisconsin Housing Economic Development Authority's Credit Relief Outreach Program for Wisconsin farmers; he was the past chair of the WBA AG Section.



Dr. Keith Bolsen founded Keith Bolsen Silage Safety Foundation to promote safe silage-management practices. Known as The Silageman™, Keith taught principles of livestock feeding and silage technology courses at Kansas State University for 32 years; today he consults with dairy farms and their silage teams throughout North America.



Adrian Bota is Founder and CEO of Origin Milk. With a knack for navigating the opportunities in a diverse food economy and a background in corporate strategy in the healthcare sector and multiple start-ups, his diverse experiences helped shape his business acumen and intriguing approach to marketing in the dairy industry.



Elsa Condon is a Vice President in Agricultural Banking with BMO Harris Bank. A graduate of the University of Wisconsin-River Falls and the Wisconsin Bankers' Association Advanced Agricultural Lending School, she has served on multiple state committees including the WBA Ag Bankers' committee and the Wisconsin Livestock Identification Consortium.



Dr. Nigel Cook, DVM, is chair of the Department of Medical Sciences and a professor in Food Animal Production Medicine at the UW-Madison School of Veterinary Medicine. He also manages Dairyland Initiative, the guide to welfare-friendly dairy cattle housing, an outreach program aimed at ensuring Wisconsin dairy producers build and remodel dairy cattle facilities with up-to-date approaches that safeguard wellbeing while optimizing productivity.



Katrina Cravy Katrina Cravy is an Emmy award-winning TV, radio personality, and author who wore headgear to high school. Her fun-loving but get-the-job-done style has made her a requested keynote speaker and trusted coach for leaders looking to create and communicate a story that sells. With more than 20 years of experience as an investigative reporter, news anchor, and talk show host, Katrina is on a personal mission to help teams and executives communicate with confidence during the good times and the bad.



Dr. Scott Earnest, DVM, is a livestock veterinarian with Lodi Veterinary Care. After attending Deep Springs College and University of California, Berkeley, Scott graduated from UW-Madison School of Veterinary Medicine. Scott has a particular interest in udder health.



Dr. Mike Etter, DVM, a graduate of Purdue University Veterinary School, joined the Lodi Veterinary Care team in 1986. He is a member of the American Veterinary Medical Association, the Wisconsin Veterinary Medical Association, the American Association of Bovine Practitioners and the American Association of Small Ruminant Practitioners. He practices dairy, beef, swine, sheep, goats, deer, elk, and other wildlife medicine.



Scott Falkenberg is a Senior Category Manager at Kwik Trip, Inc. overseeing all food commodities purchasing and item planning and integration. A native of the La Crosse area, Scott has over 25 years of retail experience with Kwik Trip and Sam's Club in areas of procurement, innovations, petroleum and store operations.



Lori Fetzer is a Dairy Lending Specialist at Compeer Financial and works alongside commercial and progressive-minded dairy farmers to meet their lending and business planning needs. She has a bachelor's degree from the University of Wisconsin - River Falls. Having grown up on a dairy farm in New Richmond, WI, she has been involved in the dairy industry her whole life. Her husband, along with his family, operate a 1500-cow dairy in Elmwood, Wis.



Tom Gallagher is CEO of Dairy Management Inc. (DMI). Under his leadership, DMI has built trust in and demand for dairy, investing in partnerships with major U.S. and global food leaders like McDonald's, Domino's, Pizza Hut and Taco Bell, as well as U.S.-based milk companies, to develop and launch new dairy options for consumers. He also serves as the CEO of the National Dairy Council and the Innovation Center for U.S. Dairy, as well as the Secretary-Treasurer of the U.S. Dairy Export Council.



Dr. Franklyn Garry, DVM, is Colorado State Extension Specialist and veterinarian with the College of Veterinary Medicine and Biomedical Sciences, Department of Clinical Sciences. After earning his DVM, he worked in a dairy practice in New York, then performed advanced clinical training at Ohio State and Maximilian University in Munich, Germany. Garry has been in the Department of Clinical Sciences since 1987.



Dr. Sandra Godden, DVM, is a Professor of Dairy Population Medicine at University of Minnesota. With a full deck of awards for excellence in teaching, Godden is a long-standing expert on topics related to calf health management, mastitis control, Johne's disease control, transition-cow management and more.



Dr. Melissa Haag, DVM, graduated from UW-Madison School of Veterinary Medicine in 2012, and began working at Lodi Veterinary Care shortly after. Haag's primary interest is in advanced bovine reproduction, embryo transfer and other reproductive technologies. She and her husband own a dairy farm; she manages the breeding and registering of cattle.



Renea Heinrich, counselor at strategic communications firm MorganMyers, leads farmer trust-building campaigns for clients including Illinois Farm Bureau, Illinois Corn Marketing Board and Midwest Dairy Association. Her specialties include strategic program development, program management and communications training to create opportunities for meaningful conversations between urban and rural audiences.



Dan Kaufman is a Vice President of Commercial Lending for GreenStone Farm Credit Service's dairy division. Throughout his 12-year career, Dan has served numerous dairy farm owners of all sizes in Wisconsin and the Midwest. GreenStone serves over 24,000 members with \$2.5 billion or 25% of its portfolio committed to dairy.



Dr. Jason Kroll, DVM, graduated from the UW-Madison School of Veterinary Medicine and joined the Lodi Veterinary Care team in 2017. A member of the American Veterinary Medical Association, the Wisconsin Veterinary Medical Association and the American Association of Bovine Practitioners, he has a particular interest in dairy production medicine and calf health.



Dr. Virpi Kurkela, DVM, is a veterinary specialist with 4dBarn Consulting, a Finland-based consulting business and global leader in AMS facility design. Kurkela is also a consulting veterinarian for dairy farms in a rural advisory organization. Much of her post-graduate experience is in udder health management and influence of barn environment and design on health and production of dairy cattle.

SPEAKER BIOS



Dr. Tyler Majerus, DVM, received his degree from the UW-Madison. He joined the Lodi Veterinary Care team in 2015 and has a particular interest in beef and dairy medicine.



Dr. Frank Mitloehner is 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. Tom Overton is a professor in the Animal Science Department and Director of PRO-DAIRY at Cornell University. With an emphasis on transition-cow nutrition and management, he researches practical strategies producers and industry professionals can use to improve animal wellbeing and profitability.



Aaron Pape is Education Coordinator for UW Discovery Farms. His work focuses on how to optimize farm systems to improve profitability and protect water quality; his expertise is in tile drainage, soil health and rotational grazing. His Master's degree from Purdue University is in Natural Resource Planning.



Dr. Scott Pertzborn, DVM, a graduate of the University of Wisconsin Veterinary School, has been with the Lodi Veterinary Care team since 1987. A member of the American Veterinary Medical Association and the Wisconsin Veterinary Medical Association, the American Association of Bovine Practitioners, he's also a graduate of the Dairy Health Management Certificate Program from the UW School of Veterinary Medicine. Pertzborn practices mainly dairy and beef.



Jouni Pitkäranta is an architect with 4dBarn Consulting. He graduated from University of Technology in Helsinki in 2006 with a specialty in dairy, youngstock, and calf barn design, and a primary focus on robotic milking barns. To date, he's designed about 700 dairy barns in Finland, Sweden, Estonia, Russia, Lithuania, Holland and Germany.



Ankica Runac is Senior Brand Manager for Brand Expansion at fairlife. With over a decade of brand management experience, she has been instrumental in increasing the size of the fairlife Yup line by more than double, and the trend continues to grow.



Dr. Josie Rudolphi is Associate Research Scientist at the Marshfield Clinic Research Institute's National Farm Medicine Center. She graduated from the University of Iowa's College of Public Health with a PhD in Occupational and Environmental Health. She works with research focused on farmer and rancher mental health and resiliency among agricultural communities.



Michelle Sell is an Insurance Officer at Compeer Financial. Her main focus is on livestock insurance products including Livestock Gross Margin, Livestock Risk Protection and Dairy Revenue Protection. She has a bachelor's degree in Animal Science from the University of Illinois. Michelle grew up on a grain and livestock farm in central Illinois.



Dr. John Shutske is a professor and Cooperative Extension Specialist at the UW-Madison Department of Biological Systems-Engineering; he also has an affiliate Professor Appointment in UW-Madison's Family Practice Department in the School of Medicine and Public Health.



Dr. Donald Sockett, DVM, Diplomate ACVIM is a Veterinary Microbiologist/Epidemiologist at the Wisconsin Veterinary Diagnostic Laboratory at University of Wisconsin where he's responsible for diagnostic cases submitted by veterinarians and livestock producers. Previously he was the ruminant species epidemiologist at the Wisconsin Department of Agriculture. Dr. Sockett holds degrees from University of Guelph, Colorado State University and UW-Madison.



Dr. Bob Steiner, DVM, graduated from the UW-Madison School of Veterinary Medicine and joined the Lodi Veterinary Care team in 1994. Steiner, a certified member of the American Embryo Transfer Association and the American Association of Bovine Practitioners, focuses on large-dairy herd health, DairyComp record analysis and embryo transfer work.



Dr. Becky Stewart-Gross is owner, founder and president of Building Bridges Seminars, a company that offers custom-designed leadership and sales training. A former Associate Professor at Aquinas College, Michigan, Stewart-Gross earned a Ph.D. from Michigan State University and completed The Program on Negotiation at Harvard University Law School.



Dr. Pete Strassburg, DVM, joined the Lodi Veterinary Care team after completing his undergraduate and Doctor of Veterinary Medicine degrees at the UW-Madison School of Veterinary Medicine. He has a particular interest in beef and dairy medicine, production medicine and bovine advanced reproductive techniques.



Rhonda Strebel is Executive Director of the Rural Health Initiative and has earned degrees in exercise science, culinary arts and an MBA in healthcare. Rural Health Initiative is a non-profit, Wisconsin-based program with the mission of improving and sustaining health and safety of the farming community. Through a concept called Kitchen Wellness, they provide on-site health-risk assessments, screenings, health coaching, and referrals to producers and their families on the farm.



Atty. Paul Swanson is a partner in Steinhilber Swanson, LLP and represents individuals and businesses in financial reorganizations, restructuring, bankruptcy, receiverships and other debt-adjustment strategies. Swanson also serves as a State Court Receiver in liquidation proceedings supervised by Circuit Court judges and has served as a panel trustee for the United States Bankruptcy Court for the Eastern District of Wisconsin since 1982.



Dr. Jennifer Van Os is Assistant Professor of Dairy Science and UW-Extension Animal-Welfare Specialist at the University of Wisconsin-Madison. Her research focuses on understanding, evaluating and improving the welfare of dairy animals from a biological perspective. Van Os received her PhD in the interdisciplinary Animal Behavior graduate program at the University of California-Davis.



Chad Vincent, CEO of Dairy Farmers of Wisconsin, has driven growth at Fortune 50 corporations and privately-held ventures. At Miller Brewing Company, he managed a \$2 billion portfolio of brands and a \$900-million marketing budget. At Miller International, he oversaw all non-U.S. marketing; as president of Miller's Asia-Pacific region, he introduced Miller into China, Korea, Japan and Indonesia. As Managing Director at Heinz Frozen Foods, Chad ran a \$500-million division. Most recently, Chad was CMO/Head of Strategy at Sartori Cheese where he led brand building and introduced Sartori into retail and global markets.



A special thank you to our Business Conference committee members. These fellow dairy farmers are key to developing this program. All PDPW programs germinate from our grassroots membership. PDPW's mission is to share ideas, solutions, resources and experiences that help dairy farmers succeed. As dairy farmers working together to better our farms, people, communities and products, our mission unites us as we dairy forward.

Key for continuing education credits:



Select sessions of the 2019 PDPW Business Conference have been approved by **Dairy AdvanCE (DACE)** for continuing education credits. Powered by PDPW, Dairy AdvanCE is a continuing education accreditation provider for dairy farmers and other dairy industry professionals. Visit www.dairyadvance.org for more information.



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Select sessions at the 2019 PDPW Business Conference have been approved by **Certified Crop Advisor (CCA)** for CEUs. The Certified Crop Adviser Program (CCA) is one of the professional certification programs offered by the **American Society of Agronomy (ASA)**. See www.certifiedcropadvisor.org for more information.

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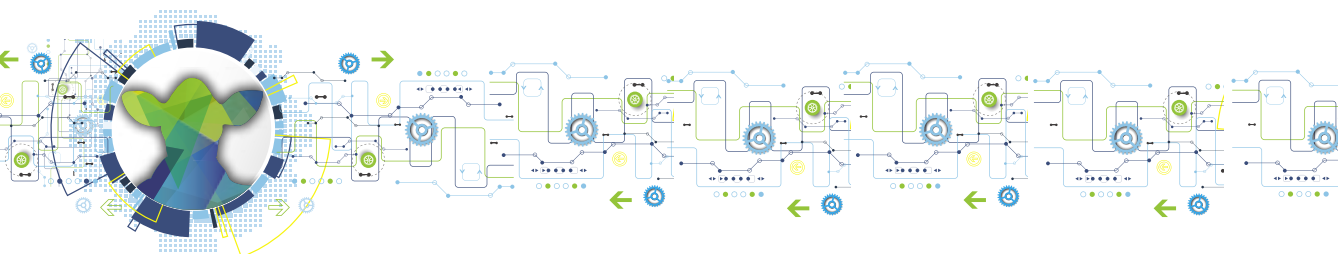
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