

PDPW Dairy Insights Summit

Sheraton Hotel 706 John Nolen Drive, Madison, Wis.

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Register online today at www.pdpw.org or call 800-947-7379. If paying by check, make check payable to PDPW and mail completed form to PDPW, 820 N. Main St., Suite D, Juneau, Wis., 53039.



December 5, 2019

Member Registration: \$89/person

Non-Member Registration: \$214/person

Government Registration: \$45/person

Registration fee covers workshop, materials and lunch

Participant Names	Member \$89 each	Non-Member \$214 each	Govm't \$45 each
_____	\$_____	\$_____	\$_____
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_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____
TOTAL	\$_____	\$_____	\$_____



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half-way around the world
DOES affect your dairy

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If your business is dairy,
it's your business to be here.



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Agenda

9:00 am	Registration
9:30	Summit kickoff
12:00 pm	Lunch
4:30	Summit concludes

Follow your checkoff dollar

Every dollar counts, especially during these economic times. More than 90 percent of Wisconsin's milk is made into world-renowned award-winning cheese. Of that, 90 percent is retailed across the country and around the globe. Hear from CEO Chad Vincent and Eastern Division Regional Marketing Director Mike Edge as they update us with an inside look at how Dairy Farmers of Wisconsin helps put Wisconsin cheese on the world's grocery list.

What's the clucking big deal?

Like it or not, the poultry industry is strides ahead of dairy - good trends or bad. Whether the issue is industrialization, consolidation, animal welfare, environmental issues or global economics, what happens in the poultry industry often happens to dairy. Lean in to the discussion as a poultry-industry representative discusses the good, bad and ugly of working in a vertically integrated industry. In this discussion we'll draw parallels to the dairy industry as we learn how the industry has changed over the years and how producers have been impacted.

Presenters



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-US 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. Before coming to DFW, Chad was CMO/Head of Strategy at Sartori Cheese where he led brand building and introduced Sartori into retail and global markets.



Mike Edge is the Regional Marketing Director of the Eastern Division for the Dairy Farmers of Wisconsin. With a Bachelor's in food marketing from Saint Joseph's University, Mike has been very involved in the food industry for over a decade. Prior to joining Dairy Farmers of Wisconsin, Edge served as a district sales manager for Coca-Cola, brand manager for FUZE Beverage (a subsidiary of Coca-Cola), regional and divisional sales manager with Red Bull Distribution of America and retail marketing director for Dietz & Watson, a gourmet meats and artisan cheeses company.



Phil Harris is a founder at ripe.io - a company deploying the "Blockchain of Food" that provides solutions to help answer what's in food, where it's been and what's happened to it. Phil brings more than 25 years of experience within global financial technology with roles in sales, product, corporate and business development spanning innovative companies including Nex, Blockstack.io, Nasdaq, 360T, CME Group and Lava Trading.



Todd Ambs is the Assistant Deputy Secretary for the Wisconsin Department of Natural Resources; he has worked in the environmental policy field for nearly four decades and worked in state government in both Ohio and Wisconsin for twenty years. From 2013 until becoming Assistant Deputy Secretary in March 2019, Ambs was Director of the Healing Our Waters-Great Lakes Coalition, a nongovernmental coalition advocating for programs and policies at the federal level. Prior to that, Todd was President of the national conservation group River Network.

Blockchain – redefining traceability

"Blockchain" ... it's beyond a buzz word to dairy. Learn from a company that is revolutionizing a manual process into automation with timely tracking of food products to the marketplace. Learn what Blockchain is and how it will transform the supply chain, regulatory tracking and what happens on the farm. Phil Harris, ripe.io Co-Founder, joins us to break down this complex tracking system and discuss its potential impacts on dairy.

Problems, Practices and Policies of Wisconsin Waters

The more we study Wisconsin groundwater the more questions we have. Breaking down the issues and sharing practical solutions will be Todd Ambs, Assistant Deputy Secretary at the Wisconsin Department of Natural Resources; Sara Walling, Administrator for the Agricultural Resource Management Division at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP); and Ken Bradbury, Wisconsin's State Geologist and Director of the Wisconsin Geological and Natural History Survey-UW-Madison Division of Extension. Every Wisconsinite has a vested interest in protecting water - it's our most valuable resource. Let's wade through the challenges to find practical solutions.

Zoonotic case study: tuberculosis

One confirmed tuberculosis (TB) test creates a domino effect of confusion, cost and questions. Steve Maddox of Ruann Dairy in California shares his family's story of how reverse transfer - the human-to-animal transmission - changed his family's dairy and how the government and regulatory system responded. Dr. Darlene Konkle, State Veterinarian at DATCP will give us an update on how Wisconsin handles testing, tracking and quarantines of TB. Learn how vulnerable your herd may be and where the U.S. system needs improvement.



Sara Walling is the Administrator for the Agricultural Resource Management Division within the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP); her division is responsible for the oversight of pesticide, fertilizer, animal feed, plant-industry regulation, environmental, and soil and water-conservation programs. She has also served the state for 12 years in several DATCP positions, all specific to issues of agricultural-environmental management.



Ken Bradbury is Director of the Wisconsin Geological and Natural History Survey-UW-Madison Division of Extension. A hydrogeologist who has worked on Wisconsin groundwater issues since 1982, Ken's research includes investigations of virus transport in groundwater, groundwater flow in fractured rocks, aquitard hydrogeology, groundwater-recharge processes, and more. Ken is an affiliate faculty member in the UW-Madison Department of Geoscience and in the Nelson Institute; he has served on the Water Science and Technology Board of the National Academy of Sciences and on committees advising the US Geological Survey.



Steve Maddox owns and operates Maddox Dairy in Burrell, California. Named 2019 World Dairy Expo's Dairyman of the Year, Steve has committed his career to bettering the industry and purebred Holstein breed. Off the farm, Maddox has been involved in establishing DairyAmerica Inc., a producer-owned dairy coop in the U.S., worked with National Milk Producers Federation (NMPF) and is a committee member of the FARM Animal Care Technical Writing Group.



Dr. Darlene Konkle, DVM, MS, Diplomate ACVIM, is the State Veterinarian at the Wisconsin Department of Agriculture, Trade and Consumer Protection. She received a Doctor of Veterinary Medicine degree from the UW-Madison in 1993. She completed a residency in large animal internal medicine and worked in clinical practice before joining DATCP in 2005. In the Division of Animal Health, Dr. Konkle oversees animal health programs, and works with both public and private stakeholders to protect animal and public health in Wisconsin.

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