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Up to 3 ARPAS credits

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**Professional Dairy Producers®**  
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# Herdsperson Workshop

*Sharpening your decision-making  
skills with a practical approach*

# Herdsperson Workshop 2020



Geared toward top cow  
managers, veterinarians,  
and nutritionists



Weds, Nov. 18 | Hartford, WI  
Thur, Nov. 19 | Waupaca, WI

# Herdsperson Workshop



9:00 am Registration  
9:30 Workshop begins  
4:00 pm Workshop concludes

## Optimize the transition cows - *Dr. Neil Michael*

There are many phases in a cow's life that influence her productivity. Arguably, the most critical to her reproductive and productive life is the transition period. Dr. Neil Michael has dedicated his career to research and management of this make-or-break period. He'll shed light on concepts that reveal common blind spots so you can maximize your herd's performance.

## Producer Panel: Manage your time -

*Jared Feltz and Jordan Matthews*

Getting everything done by the day's end is something of a daily trial. Add the challenge of coordinating people and cows and it can feel impossible. Hear from two fellow producers about how they manage their to-do lists while also getting their teams on task. What technologies do they use? How do they coordinate team meetings? What does task management look like on their operation?

## Financials for the win - *Jay Joy*

For many producers, managing financial numbers isn't their favorite part of dairying; for some it is downright daunting. Understanding how inventory of animals, feed, and basic farm supplies affect the bottom line and morale of a team is imperative. Jay Joy will clear up common uncertainties and showcase why knowing the numbers is so important in making better decisions.

Wednesday, Nov. 18, 2020

*Hartford Town Hall,*

3360 Hwy K, Hartford, WI

Thursday, Nov. 19, 2020

*Brooks Farms 1855 LLC*

N1757 Cty Rd A, Waupaca, WI

## Producer Panel: Let's Talk Tech - *Alex Neuenschwander, Jason Holshbach and Zoey Nelson*

Technology on the farm is nothing new. However, we certainly can learn from one another how to best use the tools at our disposal and more efficiently implement the data. Lean into the discussion with this panel of dairy farmers as they talk about the different wearable technologies they've implemented on the farm. They'll discuss some of the "been-there, done-that's" and how they're adapting to the technology. Learn how the data they retrieve has impacted important health and economic segments of their businesses.

## Register Today

Member	Non-Member	Each add'l participant
\$100	\$225	\$75

Registration fee covers workshop, materials and lunch. To register, go to [pdpw.org/programs](http://pdpw.org/programs) or call PDPW at 800-947-7379.

### Please indicate your location of choice

Weds. Nov. 18 Hartford Town Hall  
3360 Hwy K, Hartford, WI

Thur. Nov. 19 Brooks Farms 1855 LLC  
N1757 Cty Rd A, Waupaca, WI

## Session Presenters



**Dr. Neil Michael** is manager of ruminant field technical services with Arm & Hammer Animal Nutrition. He provides service support to the Midwestern United States as well as European Union markets.



**Jared Feltz** is a fifth-generation dairy farmer from Stevens Point, Wisconsin. He manages his family's 680-cow dairy herd and oversees the 7 employees dedicated to operating the farm's double-12 parlor.



**Jordan Matthews** is partner at Rosy-Lane Holsteins LLC near Watertown, Wis. First hired to work in the calf barn at age 14, he returned to the dairy after graduating from UW-Madison. His focus is developing people and team members into professionals.



**Jay Joy** was a commercial banker for many years before founding Milk Money LLC, a financial consulting firm focused on helping dairies and agribusinesses improve their profitability by having a better handle on the numbers side of the business.



**Alex Neuenschwander** is co-owner and fourth-generation dairy farmer at Neu-Hope Dairy near Bluffton, Ind. Alex is the on-site farm manager of this 800-cow dairy and has a passion for improving herd genetics to meet market demands.



**Jason Holshbach** is the farm manager and herdsman at Cloveredge Farms LLC, Manitowoc, Wis., where they manage 1,200 acres of land and milk 500 cows. In August 2017, they transitioned from a parallel parlor to eight GEA Monobox robots.



**Zoey Nelson** is a sixth-generation dairy farmer on her family's dairy in Waupaca, WI. She farms alongside her father, milking 600 Holsteins and farming 1,600 acres. She leads a team of 13 employees and is responsible for parlor management, herd health, calf and heifer raising, and bookwork.