

Progressive Dairyman is proud to be Dairy Strong's media partner

It's not too late! Make plans to attend the third Dairy Strong conference, January 18-19, in Madison, Wisconsin. Find more information at [dairystrong.org](http://dairystrong.org)

# Make plans to attend Dairy Strong 2017: 'The Journey Forward'



## DAIRY STRONG

### THE JOURNEY FORWARD

The dairy community is creative and innovative. Dairy Strong brings farmers and industry professionals from diverse management philosophies together to focus on what matters by providing content that is relevant, inspiring and entertaining. The two-day event hosted by the Dairy Business Association (DBA) takes place January 18 and 19 at the Monona Terrace in Madison, Wisconsin, and it welcomes dairy producers from across the country and around the world to take part.

In its third year, this event is a "must attend" for progressive people in dairy. Farmers at Dairy Strong are owners, managers and decision makers. They are business people with an aptitude for creativity and the desire to succeed today and tomorrow. Can't attend Dairy Strong? Check out the recorded sessions on the Dairy Strong YouTube channel after Jan. 19.

## 2017 Dairy Strong Conference Agenda

### Wednesday, January 18

<b>7:30 - 9 a.m.</b>	Buffet Breakfast. Sponsored by GreenStone Farm Credit Services Exhibit Hall B
<b>8 - 10:45 a.m.</b>	Trade show Exhibit Hall B
<b>8 - 10:45 a.m.</b>	Innovation Stage: Located in the Exhibit Hall – featuring 20-minute "lightning" sessions. 9 a.m. - "Agricultural convergence: When pollution exclusions and environmental liabilities hit" – Harrison W. Scheider, American Risk Management Resources LLC & Leif Erickson, Hub International. Sponsored by American Risk Management Resources LLC Exhibit Hall B
<b>9 - 10:45 a.m.</b>	DBA & DBMMC annual meetings Madison Ballroom B
<b>11 - 11:45 a.m.</b>	Opening keynote – Dana Perino, former White House press secretary, political commentator, New York Times No. 1 best-selling author, and co-host of Fox's "The Five." Sponsored by Dairy Business Milk Marketing Cooperative Exhibit Hall A
<b>12 - 1:30 p.m.</b>	Trade show, Buffet lunch. Sponsored by BMO Exhibit Hall B
<b>1:45 - 2:30 p.m.</b>	Breakout Sessions – Choice of five. All sessions recorded and posted to YouTube. Madison Ballrooms/Meeting Rooms  "From Silicon Valley to Silicon Farms: How big dairy can learn from big data" – Ben Keating, Milker, LLC. Sponsored by Milker LLC/Feed Components  "Nutrient trading and the future of farm-based nutrient management" – Steven Rowe, Newtrient. Sponsored by McLanahan Corporation  "What does the dairy industry look like in 2025?" – Ryan Sirolli, Cargill. Sponsored by Cargill  "2017 dairy market outlook" – David Bullock & Quinn Anderson, Agribank. Sponsored by Badgerland Financial  "Environmental footprinting in dairy: Greenhouse gas emissions, carbon footprint, life cycle assessment and new regulations" – Dr. Frank Mitloehner, UC Davis Department of Animal Science. Sponsored by Central Wisconsin Ag Services
<b>2:30 - 2:45 p.m.</b>	Break
<b>2:45 - 3:30 p.m.</b>	Breakout session repeated (concurrent) Madison Ballrooms/Meeting Rooms
<b>3:30 - 6:30 p.m.</b>	Trade show open, beer/wine & appetizers. Sponsored by Zoetis Exhibit Hall B
<b>3:30 - 6:30 p.m.</b>	Innovation Stage: Located in the Exhibit Hall – featuring 20-minute "lightning" sessions. 3:30 p.m. – "Hybrid powered ventilation approach in modern dairy facilities" – Micheal Wolf, DVM, VES Environmental Solutions. Sponsored by VES Environmental Solutions
<b>4 p.m.</b>	"How to prosper from a down market" – Pat Sturz, CliftonLarsonAllen LLP. Sponsored by CliftonLarsonAllen LLP
<b>4:30 p.m.</b>	"How does reduced-lignin alfalfa fit into my operation?" – Mark McCaslin, Forage Genetics International. Sponsored by HarvXtra Alfalfa

<b>5 p.m.</b>	"Sexed Semen: Past, present and future" – Dan Carroll, ST Genetics. Sponsored by ST Genetics
<b>5:30 p.m.</b>	"Genomic technology – How my dairy DNA can increase my profits" – Dr. Kent Weigel, UW-Madison. Sponsored by Zoetis
<b>6:30 - 7:30 p.m.</b>	Plated dinner Exhibit Hall A
<b>7:30 p.m.</b>	Legislative and Advocacy Awards. Sponsored by Vita Plus Corporation Exhibit Hall A
<b>8 - 9 p.m.</b>	Evening keynote – Jack Uldrich, acclaimed global futurist, speaker and best-selling author. Sponsored by Bayland Buildings, BMO & Diamond V Exhibit Hall A

### Thursday, January 19

<b>7:30 - 9 a.m.</b>	Trade show open, buffet breakfast. Sponsored by Grande Cheese Exhibit Hall B
<b>8 - 9 a.m.</b>	New member breakfast (by invitation). Sponsored by Michael Best Exhibit Hall B
<b>9 - 10 a.m.</b>	Legislative keynote Exhibit Hall A
<b>10 - 11:15 a.m.</b>	Morning refreshments, trade show. Sponsored by Standard Dairy Consultants Exhibit Hall B
<b>10 - 11:15 a.m.</b>	Innovation Stage: Located in the Exhibit Hall – featuring 20-minute "lightning" sessions.
<b>10 a.m.</b>	"Dairy cooling: The benefits and strategies" – Dr. Chris Choi, UW-Madison. Sponsored by Schaefer Ventilation
<b>10:30 a.m.</b>	"Data wrangling – Leveraging the most out of the data you have and capturing the data you don't" – Ben Keating, Milker, LLC. Sponsored by Milker LLC/Feed Components
<b>10:15 - 11 a.m.</b>	Farmer-led sustainability initiative meetings (public and closed meetings) Hall of Ideas E-J
<b>11:15 - 12:15 a.m.</b>	Panel Presentation: "Farmer-led conservation: A case study of the Peninsula Pride Farms group of Kewaunee and southern Door counties" – Moderated by Jim VandenBrook, Executive Director, Wisconsin Land+Water. Panelists include: Don Niles, Dairy Dreams; Dennis Frame, Timber Ridge Consulting; Keith Foye, Wisconsin Department of Agriculture, Trade and Consumer Protection; John Nelson, The Nature Conservancy; Jamie Patton, UW-Extension, Shawano County. Exhibit Hall A
<b>12 - 1:30 p.m.</b>	Buffet lunch Exhibit Hall B
<b>1:30 p.m.</b>	Trade show concludes
<b>1:30 - 2:30 p.m.</b>	Panel Presentation: "Home through the lens of a Latino immigrant" – Moderated by Cody Heller, CEO, Central Wisconsin Ag Services Exhibit Hall A Panelists include: Ignacio (Nacho) Escamilla, Central Wisconsin Ag Services; Joaquin Vazquez, Vir-Clar Farms; Ricardo Jaime, student, UW-LaCrosse + Heller Farms
<b>2:30 - 2:45 p.m.</b>	Break
<b>2:45 - 4 p.m.</b>	Panel Presentation: "The growing Latino influence on U.S. food, agriculture and culture" Moderator: Maxine Enciso, senior vice president and account director, Ketchum Panelists Include: Steven Chavez, co-founder, LatinoFoodie.com; Nini Bueno, director, insights and strategy, Univision Communications, Inc. Sponsored by USFRA.
<b>4 - 6 p.m.</b>	Closing reception and happy hour. Sponsored by Wisconsin Milk Marketing Board & Leedstone Community Terrace