

CONFERENCE AGENDA

WEDNESDAY, JANUARY 18

Time:	Event & Location:	Sponsored By:
7:30-9:00 AM	Trade Show Open, Buffet Breakfast (Exhibit Hall B)	
8:00-10:45 AM	Trade Show & Innovation Stage (Exhibit Hall B) 9:00 Innovation Stage - presented in concise 20-minute sessions right on the trade show floor. See p. 3 for details	
9:00-10:45 AM	DBA & DBMMC Co-annual Meetings (Madison Ballroom B)	
11:00-11:45 AM	Opening Keynote - Dana Perino Perino is a former White House press secretary, political commentator, <i>New York Times</i> No. 1 best-selling author, and co-host of Fox's "The Five." (Exhibit Hall A)	 
12:00-1:30 PM	Trade Show with Buffet Lunch Served (Exhibit Hall B)	
1:45-2:30 PM	Breakout Session #1 - (Madison Ballroom: Sections A, B, C or D and Hall of Ideas EF) <ul style="list-style-type: none"> “From Silicon Valley to Silicon Farms: how big dairy can learn from big data” - Ben Keating, Milker, LLC. “Nutrient Trading and the Future of Farm-Based Nutrient Management” - Steven Rowe, Newtrient. “What does the dairy industry look like in 2025?” - Ryan Sirolli, Cargill. “2017 Dairy Market Outlook” - David Bullock, Agribank. “Environmental footprinting in dairy: Greenhouse gas emissions, carbon footprint, life cycle assessment and new regulations” - Dr. Frank Mitloehner, UC Davis Department of Animal Science. 	    
2:45-3:30 PM	Break Out Session #2 (Sessions Repeated) (Madison Ballrooms & Hall of Ideas EF)	
3:30-6:30 PM	Trade Show with Beer/Wine Tasting and Appetizers (Exhibit Hall B)	
3:30-6:30 PM	Innovation Stage - presented in concise 20-minute sessions right on the trade show floor. (Exhibit Hall B) See p. 3 for details	
6:30-7:30 PM	Plated Dinner (Exhibit Hall A)	
7:00 PM	Legislative & Advocacy Awards (during meal) (Exhibit Hall A)	 
8:00-9:00 PM	Evening Keynote - Jack Uldrich Uldrich is an acclaimed global futurist, speaker and best-selling author (Exhibit Hall A)	  

PLEASE NOTE: No cameras or videography during keynote presentations. Thank you for your consideration.

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THURSDAY, JANUARY 19

7:30-9:00 AM	Trade Show Open, Buffet Breakfast (Exhibit Hall B)	
8:00-9:00 AM	New Member Breakfast - Trade show dining area (by invitation) (Exhibit Hall B)	
9:00 AM	Policy Keynote - Rebecca Kleefisch, Wisconsin's 44th lieutenant governor (Exhibit Hall A)	
10:00-11:15 AM	Morning refreshments & Trade Show (Exhibit Hall B)	
10:00-11:00 AM	Innovation Stage - presented in concise 20-minute sessions right on the trade show floor. (Exhibit Hall B) See p. 3 for details	
10:15-11:15 AM	Farmer-led sustainability group meetings (by invitation) (Hall of ideas)	
	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 (Exhibit Hall A)	
	Panelists include:	
11:15-12:00 PM	<ul style="list-style-type: none"> • Don Niles - Dairy Dreams • Dennis Frame - Timber Ridge Consulting • Keith Foye - DATCP • John Nelson - The Nature Conservancy • Jamie Patton - UW-Extension - Shawano County 	
12:00-1:30 PM	Trade Show with Buffet Lunch Served (Exhibit Hall B)	
1:30 PM	Trade Show concludes (move-out begins)	
	Panel Presentation: Home: Through the lens of a Latino immigrant Moderated by Cody Heller, CEO, Central Wisconsin Ag Services (Exhibit Hall A)	
	Panelists include:	
1:30-2:30 PM	<ul style="list-style-type: none"> • Ignacio (Nacho) Escamilla, Central Wisconsin Ag Services • Joaquin Vazquez, Vir-Clar Farms • Ricardo Jaime, student, UW-LaCrosse + Heller Farms 	
	Panel Presentation: The growing Latino influence on US food, agriculture and culture. Moderated by: Maxine Enciso, Senior Vice President + Account Director, Ketchum (Exhibit Hall A)	
	Panelists Include:	
2:45-4:00 PM	<ul style="list-style-type: none"> • Stephen Chavez, Co-founder, LatinoFoodie.com • Nini Bueno, Director, Insights & Strategy, Univision Communications, Inc. • Javier Zamora, Owner/Farmer, JSM Organics 	
4:00-6:00 PM	Closing Reception/Cocktails & Appetizers (Community Terrace)	 

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INNOVATION STAGE PRESENTATIONS

The 2017 Dairy Strong conference has added a new smaller “Innovation Stage” to the trade show floor. These presentations feature timely, concise 20-minute sessions focused on emerging technologies and innovations. Be sure to check out the presentation area located in the center of the Exhibit Hall. Atmosphere is casual and adjacent to refreshment area!

Wednesday, Jan. 18 (Exhibit Hall B)

9:00 AM | [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

3:30 PM | [Hybrid powered ventilation approach in modern dairy facilities](#)
Micheal Wolf, DVM, VES Environmental Solutions
Sponsored by VES Environmental Solutions

4:00 PM | [How to prosper from a down market](#)
Pat Sturz, CliftonLarsonAllen LLP
Sponsored by CliftonLarsonAllen LLP

4:30 PM | [How does Reduced Lignin Alfalfa fit into my operation?](#)
Mark McCaslin, Forage Genetics International
Sponsored by HarvXtra Alfalfa

5:00 PM | [Sexed Semen: Past, present and future](#)
Jack Hippen, STgenetics
Sponsored by STgenetics

5:30 | [Genomic technology- How my dairy DNA can increase my profit\\$](#)
Dr. Kent Weigel, UW-Madison
Sponsored by Zoetis

Thursday, Jan. 19 (Exhibit Hall B)

10:00 AM | [Dairy Cooling: The Benefits and Strategies](#)
Dr. Chris Choi, UW-Madison.
Sponsored by Schaefer Ventilation

10:30 AM | [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