





# On the agenda

WEDNESDAY, JANUARY 17<sup>TH</sup>

TIME	EVENT & LOCATION	SPONSORED BY
7:30 - 9:00 AM	Buffet Breakfast & Trade Show   Exhibit Hall B	 
9:00 AM	<p><b>Opening Keynote</b> - Bud Selig, former commissioner of Major League Baseball, a position he held for a historic 17 years. He is also the former owner of the Milwaukee Brewers.   Exhibit Hall A</p> <p>Concurrent Tracks   Madison Ballrooms, Hall of Ideas</p> <p><b>Track 1: Legislative &amp; Advocacy (Ballroom CD)</b></p> <ul style="list-style-type: none"> <li>• <i>“Participate and persuade: Lobbying to make a difference”</i> - John Holevoet, Edge; Aaron Stauffacher, Edge; Shawn Pfaff, Pfaff Public Affairs</li> <li>• <i>“VTAs and calf hutch lots: The legal treatment of “process wastewater”</i> - David Crass, Michael Best</li> </ul> <p><b>Track 2: Consumer Trends (Ballroom AB)</b></p> <ul style="list-style-type: none"> <li>• <i>“Engaging neighbors and protecting from activists”</i> - Allyson Jones-Brimmer, Animal Agriculture Alliance</li> <li>• <i>“Live feed from inside the brain of social media”</i> - Leah Beyer, Elanco</li> </ul> <p><b>Track 3: Dairy Technology (Hall of Ideas)</b></p> <ul style="list-style-type: none"> <li>• <i>“Farm decision making: unlocking the power of data and analytics”</i> - Ricardo Daura, Cargill Digital Insights</li> <li>• <i>“Is a robotic system right for your dairy?”</i> <ul style="list-style-type: none"> <li>Mark Berning – Green Waves Farm, St. Michael, Minn.</li> <li>Tom Oesch – Swisslane Farm, Alto, Mich.</li> <li>Steve Bodart – Compeer Financial</li> </ul> </li> </ul>	       
10:00 AM - 12:00 PM		
12:00 PM	Trade Show, Buffet Lunch   Exhibit Hall B	 
1:00 - 6:30 PM	Trade Show   Exhibit Hall B	
1:00 - 4:30 PM	Innovation Stage Sessions - 20-minute sessions in the trade show   Exhibit Hall B <a href="#">See p. 10 for details</a>	
1:30 - 3:30 PM	DBA & Edge Annual Meeting   Madison Ballroom AB	
3:30 - 6:30 PM	Wine & Beer Tasting	
4:30 - 6:30 PM	Wisconsin's Master Cheese Reception	 
6:30 PM	Plated Dinner   Exhibit Hall A	 

## WEDNESDAY, JANUARY 17<sup>TH</sup> (CONT.)

TIME	EVENT & LOCATION	SPONSORED BY
7:30 PM	Advocacy Award   Exhibit Hall A	
8:00 PM	<b>Evening Keynote</b> - Lynne Lancaster is one of today's foremost cultural translators and an expert on generations.   Exhibit Hall A	 
Event Duration	Beverage stations throughout with coffee, tea and MILK!	

## THURSDAY, JANUARY 18<sup>TH</sup>

TIME	EVENT & LOCATION	SPONSORED BY
7:30 - 9:00 AM	Buffet Breakfast & Trade Show   Exhibit Hall B	
8:30 AM	New Member Breakfast - Trade show dining area (by invitation)   Exhibit Hall B	
8:30 AM	Innovation Stage Sessions - 20-minute sessions in the trade show   Exhibit Hall B <a href="#">See p. 10 for details</a>	
9:00 AM	<b>Legislative Keynote</b> - Ana Navarro - Republican strategist and political contributor to CNN, ABC News and Telemundo.   Exhibit Hall A	 
During session	Morning refreshments   Exhibit Hall A	<b>EISENMANN</b>
10:00 AM	<b>State Legislative Keynote</b> - Brad Schimel, Wisconsin's attorney general	
10:45 AM	<b>Panel Presentation:</b> Dairy economics & the future of U.S. milk marketing   Exhibit Hall A Featuring: <ul style="list-style-type: none"> <li>• Michael Dykes, CEO, International Dairy Foods Association</li> <li>• Chuck Conner, CEO, National Council of Farmer Cooperatives</li> <li>• Chad Vincent, CEO, Wisconsin Milk Marketing Board</li> </ul>	
11:45 AM	Trade Show, Buffet Lunch   Exhibit Hall B	
1:00 PM	Event concludes	