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## **For Immediate Release**

### ***Aim for Excellence at the 2017 MILK Business Conference***

*Lenexa, Kan.* (Oct. 23, 2017)—Dairy producers and managers from across the nation will Aim for Excellence at the 16<sup>th</sup> annual MILK Business Conference, held Nov. 6–8, 2017, at the M Resort in Las Vegas. Leading experts will offer insights into how producers can take their dairy business to new heights.

This year's keynote speaker, Simon Keith, is one of the world's longest living organ transplant recipients—and the only one who resumed a professional sports career after surgery. He is known for captivating audiences with his "Moments of Truth" speeches, daring people to live life to the fullest. Keith is also a successful entrepreneur who has appeared in *Forbes* magazine. He is currently the chief operating officer for the Nevada Donor Network.

Farm Journal's MILK Business Conference brings together world-class expertise and knowledge from leaders across a variety of industries. Speakers will cover important dairy-related issues, as well as provide keen insights into helping producers manage their business through the constant changes and challenges in the dairy industry.

"Dairy producers are operating in a complex and risky business environment," said Cliff Becker, Vice President and Publishing Director for the Livestock Division. "MILK Business Conference will highlight experts from within and outside the industry to provide insights and opportunities for building better teams and greater profitability and viability."

Operating large dairies isn't all about managing cows, it's also about managing the business and the people who make it all happen. Experts in coaching, employee management and succession planning will offer their expertise. In addition, those in attendance will hear directly from fellow dairy producers on how they have been successful operating robots, managing multisite operations and navigating immigrant employee issues.

MILK Business Conference offers producers valuable networking opportunities and exposure to the most advanced products, technologies, insights and answers to managing during turbulent times.

Register to attend MILK Business Conference today at [www.milkbusiness.com/events/](http://www.milkbusiness.com/events/).

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