

MONDAY, NOV. 6, 2017

12:00 p.m. **Registration Opens** – *Registration Desk One*

1:00 – 1:30 p.m. **Focus Session Round 1a**

Option 1: **Making Dollars and Sense of Heifer Genomics** – *Molise 1-2*
Presented by Neogen

Speakers: Carolyn Madson and Laurel Mastro, Neogen

Option 2: **Realizing More Value When Feeding Micronutrient Ingredients** – *Molise 4-5*
Presented by Animal Health International

Speaker: William Sirico, director of marketing operations

1:40 – 2:10 p.m. **Focus Session Round 1b**

Option 1: **Making Dollars and Sense of Heifer Genomics** – *Molise 1-2*
Presented by Neogen

Speakers: Carolyn Madson and Laurel Mastro, Neogen

Option 2: **Realizing More Value When Feeding Micronutrient Ingredients** – *Molise 4-5*
Presented by Animal Health International

Speaker: William Sirico, director of marketing operations

2:20 – 2:50 p.m. **Focus Session Round 2a**

Option 1: **Introducing My Dairy Dashboard: Better Decisions Faster** – *Molise 1-2*
Presented by Virtus Nutrition

Speaker: Renee Smith, director of marketing, My Dairy Dashboard

Option 2: **The Practicality of Robots for Large Herds** – *Molise 4-5*
Presented by GEA North America

Speaker: Matt Daley, head of dairy farming sales for GEA North America

Option 3: **Business Planning in Ag:
 How to Keep More of the Money You Make!** – *Modena 1-2*
Presented by K•Coe Isom

Speaker: Doug Claussen, partner, K•Coe Isom

3:00 – 3:30 p.m. **Focus Session Round 2b**

Option 1: **Introducing My Dairy Dashboard: Better Decisions Faster** – *Molise 1-2*
Presented by Virtus Nutrition

Speaker: Renee Smith, director of marketing, My Dairy Dashboard

Option 2: **The Practicality of Robots for Large Herds** – *Molise 4-5*
Presented by GEA North America

Speaker: Matt Daley, head of dairy farming sales for GEA North America

Option 3: **Business Planning in Ag:
 How to Keep More of the Money You Make!** – *Modena 1-2*
Presented by K•Coe Isom

Speaker: Doug Claussen, partner, K•Coe Isom

3:30 – 4:00 p.m. **Exhibits Open and Networking Break** – *Milan Ballroom*



AGENDA

4:00 – 4:05 p.m. **Opening Session and Welcome** – *Milan Ballroom*
Host: Tyne Morgan, “U.S. Farm Report”

4:05 – 5:00 p.m. **Policy Update from the Three CEOs**

- Jim Mulhern, chief operating officer, National Milk Producers Federation
- Tom Vilsack, president and CEO, US Dairy Export Council
- Michael Dykes, president and CEO, International Dairy Foods Association

5:00 – 6:30 p.m. **Welcome Reception and Exhibit Hall Open** – *Milan Ballroom*

TUESDAY, NOV. 7, 2017

6:30 – 7:15 a.m. **Breakfast and Exhibit Hall Open** – *Milan Ballroom*
Sponsored by Neogen

7:15 – 8:00 a.m. “U.S. Farm Report” Live Taping: **Where Are Dairy Markets Headed?** – *Milan Ballroom*
Host: Tyne Morgan, “U.S. Farm Report”

- Mike North, president, Commodity Risk Management Group
- Scott Brown, agriculture Extension economist, University of Missouri
- Bryan Doherty, senior market adviser, Stewart Peterson

8:00 – 9:00 a.m. **Contented Cows Give More Milk**
Speaker: Richard Hadden, author and human resources expert
Sponsored by Animal Health International

9:00 – 10:00 a.m. **Building Culture, One Pizza at a Time**
Speaker: Joe Jordan, chief marketing officer, Dominos

10:00 – 10:30 a.m. **Networking Break/Exhibit Hall Open** – *Milan Ballroom*
Sponsored by BMO Harris

10:30 – 11:15 a.m. **Breakout Workshops Round 1** (choose one)

- Option 1: **Steps to Being A Great Coach** – *Molise 4-5*
Speaker: Richard Hadden, author and human resources expert
- Option 2: **Trump and the New Dairy World** – *Modena 1-2*
Speaker: Jim Wiesemeyer, Washington policy analyst, Farm Journal
- Option 3: **Prenups: Do You Have the Guts to Ask For One?** – *Molise 1-2*
Speaker: George Twohig, attorney, Twohig Rietbrock Schneider & Halbach S.C.

11:25 – 12:10 p.m. **Breakout Workshops Round 2** (choose one)

- Option 1: **Steps to Being A Great Coach** – *Molise 4-5*
Speaker: Richard Hadden, author and human resources expert
- Option 2: **Trump and the New Dairy World** – *Modena 1-2*
Speaker: Jim Wiesemeyer, Washington policy analyst, Farm Journal
- Option 3: **Prenups: Do You Have the Guts to Ask For One?** – *Molise 1-2*
Speaker: George Twohig, attorney, Twohig Rietbrock Schneider & Halbach S.C.

12:10 – 1:00 p.m. **Lunch** – *Milan Ballroom*



- 1:00 – 1:45 p.m. **We Survived an ICE Raid**
Speakers: Anthony Raimondo, attorney; Mitch Horton, Las Uvas Dairy, New Mexico
- 1:45 – 2:30 p.m. **Panel: What Robots Have Taught Us**
Host: Mike Opperman, Editor, MILK
- Brian Houin, Homestead Dairy—Largest Robot Dairy in the U.S.
 - Brian Kielstra, Viefield Farm
 - Bastian Mira, VMS farm management adviser with DeLaval
- 2:30 – 3:00 p.m. **Networking Break/Exhibit Hall Open** – *Milan Ballroom*
Sponsored by Neogen
- 3:00 – 4:00 p.m. **NAFTA from the Canadian side** – *Milan Ballroom*
Speaker: Shaun Haney, founder *Realagriculture.com*
- 4:00 – 4:45 p.m. **Making Multiple Sites Work** – *Milan Ballroom*
Speakers: Liz Griffith, Tuls Dairy; John Vosters, MilkSource
- 4:45 – 5:30 p.m. **Characteristics of Champions** – *Milan Ballroom*
KEYNOTE SPEAKER:
Simon Keith, World’s First Heart Transplant Recipient to Play a Professional Sport
- 5:30 – 7:00 p.m. **Networking Reception** – *The Lux, Top of the Tower Lounge*

WEDNESDAY, NOV. 8, 2017

- 7:30 – 8:30 a.m. **Full Buffet Breakfast and Exhibit Hall Open**
- 8:30 – 9:15 a.m. **Breakout Workshops Round 1** (choose one)
- Option 1: **Becoming the Next CEO: Learning from the Masters** – *Molise 1-2*
Speaker: Shannon Ferrell, Oklahoma State University
 - Option 2: **What’s on the Weather Radar** – *Modena 1-2*
Speaker: Eric Snodgrass, dept. of atmospheric studies, University of Illinois
 - Option 3: **Using Real-World Experience to Build the Next Management Team** – *Molise 4-5*
Speaker: Mike Gerrits, Country Aire Dairy
- 9:25 – 10:10 a.m. **Breakout Workshops Round 2** (choose one)
- Option 1: **Becoming the Next CEO: Learning from the Masters** – *Molise 1-2*
Speaker: Shannon Ferrell, Oklahoma State University
 - Option 2: **What’s on the Weather Radar** – *Modena 1-2*
Speaker: Eric Snodgrass, dept. of atmospheric studies, University of Illinois
 - Option 3: **Using Real-World Experience to Build the Next Management Team** – *Molise 4-5*
Speaker: Mike Gerrits, Country Aire Dairy
- 10:15 – 11:00 a.m. **Economic Outlook** – *Milan Ballroom*
Host: Chip Flory, “Market Rally” Radio
- 11:00 a.m. **2017 MILK Business Conference Concludes**