



**For Immediate Release**

**July 13, 2010**

**JULY DAIRY PROS ADDRESSES RELATIONSHIP BUILDING IN CHALLENGING TIMES, REGISTRATION STILL OPEN**

Dr. Robert Milligan from Dairy Strategies to Lead Discussion

**Harrisburg** – Sales and service professionals can still register for the Dairy PROS meetings the week of July 19 to gain insight and tools to help build stronger relationships with their dairy farm customers in challenging times

Dairy PROS is a new initiative exclusively for professionals who work in lending, accounting, feed and nutrition, veterinary, pharmaceutical, extension, genetics, and other areas of the dairy industry to provide services to producers.

Hosted by the Center for Dairy Excellence and Penn State Dairy Alliance in Lancaster, Franklin, Centre and Mercer counties, the meetings will feature Dr. Robert Milligan, senior consultant for Dairy Strategies, a leading dairy business management company in Bruce, Wis.

“The relationships dairy farm families have with their nutritionist, veterinarian, dairy equipment salesperson and other service providers are as important to them as the products and services they receive from these individuals,” said John Frey, executive director of the Center for Dairy Excellence. “That is why relationship building skills are a key requirement for any job position in the dairy industry.”

Each meeting will feature Dr. Milligan’s “Building the Client Relationship in Challenging Times,” presentation to help dairy professionals hone coaching techniques and skills to provide clients with the tools and support needed. Participants will have the opportunity to share ideas and join in the discussion.

As senior consultant for Dairy Strategies, Dr. Milligan focuses on the management of farms and small businesses, with an emphasis on human resource management and leadership development.

Each Dairy PROS meeting will also include a “Take It to the Farm” session, which will offer participants advice on how to use the PA Dairy Tool to identify bottlenecks on the farm.

Dates, times and locations for the July meetings are:

- ◆ **Tuesday, July 20**, at 7:30 a.m. at Shady Maple Smorgasbord, 129 Toddy Drive, East Earl, Pa., in Lancaster County;
- ◆ **Wednesday, July 21**, at 7:30 a.m. at the Lighthouse Restaurant, 4301 Philadelphia Drive, Chambersburg, Pa., in Franklin County;
- ◆ **Wednesday, July 21**, at 1:30 p.m. at the Celebration Hall, 2280 Commercial Boulevard, State College, Pa., in Centre County; and



- ◆ **Thursday, July 22**, at 7:30 a.m. at the Comfort Inn, 835 Perry Highway, Mercer, Pa., in Mercer County.

To register for the Dairy PROS workshops, visit [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org) and click on “Industry Professionals” or the “Dairy PROS” logo at the bottom of the home page. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.

The Dairy PROS meetings are open to anyone who works within the dairy industry and are provided at no cost, thanks in part to grants from the Department of Labor and Industry Workforce Investment Board and the Northeast Sustainable Ag Research & Education fund.

Dairy PROS workshops are held three times during the year across Pennsylvania. More than 120 people attended the first series of Dairy PROS meetings held in April 2010.

Penn State Dairy Alliance is an initiative of Penn State Cooperative Extension. Penn State is committed to affirmative action, equal opportunity, and diversity in its workforce.

**Media contact:** Jayne Sebright, 717-259-6496; [c-jsebrigh@state.pa.us](mailto:c-jsebrigh@state.pa.us)

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The Center for Dairy Excellence is an initiative of the Department of Agriculture and was launched in January 2004 by Governor Edward G. Rendell. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center’s mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more about the Center at [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org).