



For Immediate Release

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CONFERENCE CALLS OFFER INSIGHT ON ANIMAL CARE, RELATIONSHIPS, DAIRY PROFITABILITY

October "Mastering the Dairy Business" Series to Feature Three Calls

Harrisburg – Dairy producers and industry representatives are invited to participate in the Center for Dairy Excellence's three "Mastering the Dairy Business" conference call series in October.

The calls are set for noon on Thursday, Oct. 7, with Dr. Gordon Jones from Central Sands Dairy discussing "Delivering Optimal Animal Care;" Tuesday, Oct. 12, with Dr. Bob Milligan from Dairy Strategies Inc., discussing "Building Relationships;" and Thursday, Oct. 28 with Wayne Brubaker, Mike Evanish and Lee Wenger, all from Pennsylvania Farm Bureau MSC Business Services reviewing "A Study in Dairy Profitability."

"Each call is scheduled for noon to 1:30 p.m., to make it easy for farm families to listen in over their noon lunch hour," said John Frey, executive director of the Center for Dairy Excellence. "We are pleased to have an outstanding line up of speakers who will offer meaningful input to help producers take better care of cows, strengthen business relationships, and improve dairy farm profitability."

Participation is free, but pre-registration is required to receive call-in information. Anyone may participate in the conference call, and presentation materials can be downloaded from the Center for Dairy Excellence's Web site at www.centerfordairyexcellence.org.

Jones is a partner at Central Sands Dairy, a 3,800-cow dairy operation in Nekoosa, Wis., who does consulting and nutrition work for several large dairies across the country. He consults with dairy producers and veterinarians on herd performance, nutrition, environments, and housing designs to keep cows clean, dry and comfortable.

At Central Sands Dairy, Jones promotes the "ABC's" of animal care – air, bunk (or nutrition) and comfort – and prioritizes optimal animal health to get optimal milk production. His success is in the results, with only five displaced abomasums out of 4,150 calvings last year.

Milligan is senior consultant for Dairy Strategies Inc., a dairy business management consulting company in Bruce, Wis. Milligan will explain the importance of communications as a critical part of any business manager's strategy. Whether working with family members, business partners, employees or associates, maintaining open, two-way communications is essential to building stronger



relationships to benefit the business. During the Oct. 12 call, Milligan will discuss "Building Relationships in Challenging Times."

Brubaker, Evanish and Wenger have worked for Pennsylvania Farm Bureau's Member Services Corporation for more than 30 years, starting as accountants, and now serving as consultants for the corporation's more than 5,000 customers. They recently conducted a study of 85 profitable dairy farms of all sizes to identify the characteristics that make them successful. During the Oct. 28 call, the team will explain how the profitable dairies earned \$3.17 per hundredweight more than the average dairy.

To register, call the center at 717-346-0849 with name, phone number, e-mail address and the date of the call in which you plan to participate. Once registered, participants will receive the call-in number and code.

For more details about the conference call learning series, contact the Center for Dairy Excellence at 717-346-0849 or by e-mail at info@centerfordairyexcellence.org. More information about this and other resources from the center can be found at www.centerfordairyexcellence.org.

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Photo 1: Dr. Gordon Jones

Photo 2: Dr. Bob Milligan

Photo 3: Wayne Brubaker

Photo 4: Mike Evanish

Photo 5: Lee Wenger

The Center for Dairy Excellence is a non-profit organization developed by the Pennsylvania 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.