



## **For Immediate Release**

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### **DAIRY PRODUCERS INVITED TO LEARN ABOUT NAVIGATING ECONOMIC DOWNTURNS AND KNOWING THEIR NUMBERS DURING FREE WEBINAR ON JANUARY 23**

*The Free “Protecting Your Profits” Webinar Will Take Place on January 23 at 12 p.m. EST*

**Harrisburg, Pa.** – On Friday, January 23 from 12-1 p.m., the Center for Dairy Excellence will host a “Protecting Your Profits” webinar titled “From Surviving to Thriving: Navigating Downturns and Knowing Your Numbers.” Ava Hasbrook, a Business Coach from Legacy Farmer, will share how dairy farmers can evaluate and forecast their long-term stability with their current funds and discuss how to plan for the future now versus later. She will also offer insight into measuring long-term strength, surviving economic downturns, and investing in your farm’s viability 10 years from now.

“As we welcome a new year, and continue to navigate an ever-changing dairy marketplace, now is the perfect time to set aside an hour and join us for this free webinar with a financial expert and business coach,” said Valerie Mason-Faith, Risk Education Manager at the Center. “Our speaker plans to help dairy producers flip the script and go from surviving to thriving when it comes to your farm financials. She’ll also offer insight on how to navigate economic downturns with your current funds while still finding a way to plan for the future.”

During the webinar, attendees will learn how to:

- Go from “surviving” to “thriving” — and use today’s numbers to build tomorrow’s legacy
- Take your financial pulse (liquidity)
- Measure long-term strength (solvency)
- Survive a downturn with your current funds
- Make investments today that dictate your farm’s viability in 10 years

To join the discussion in a format that is most convenient for you, the Center will host it in a webinar, podcast, and conference call format. There is no cost to participate in the ‘Protecting Your Profits’ discussion, and no registration is necessary.

#### **Webinar Format**

Visit [www.centerfordairyexcellence.org/JanuaryPYP](http://www.centerfordairyexcellence.org/JanuaryPYP) on Friday, January 23 at 12 p.m. to launch the webinar and watch live.

#### **Conference Call Format**

Individuals who would prefer to connect via conference call can dial the following number on Friday, January 23 at 12 p.m.:

Dial: +1 305-224-1968  
Meeting ID: 818 1620 3327  
Passcode: 620997

### **Podcast Format**

Visit [www.centerfordairyexcellence.org/pyp](http://www.centerfordairyexcellence.org/pyp) to listen to a recording of the “Protecting Your Profits” discussion in podcast format and subscribe to get notified when new episodes are released. The episode is expected to be published after the live webinar and conference call are concluded.

Ava Hasbrook was born to 4th generation dairy farmers in Central California, where she learned her ABCs on the barn floor, sorting payables by each vendor’s logo. Ava was homeschooled and would hurry to the maternity barn in the mornings before school just to see what new calves were born before rushing through her studies to get back to work outside on the farm. As she got older, she took on more office responsibilities, eventually being charged with verifying milk ticket accuracy and preg-check reports. This is what inspired Ava to go into accounting and finance, so that she could have a larger impact on her family farm.

Ava graduated Magna Cum Laude with a Masters in Accounting and Financial Management from Keller Business School of Management, while working full time. After working for an agricultural based CPA firm establishing a strong knowledge in accounting and audit process, Ava moved over to agriculture finance, to have a larger impact with family farms, eventually guiding her to a role in management as a Lead Credit Officer for the Farm Credit System, where she oversaw a team of underwriters for the Association. Today, Ava and her husband of 13 years reside outside of Lubbock, TX, with their children who get to wake up every morning to a handful of beef cows, swine and dogs. Ava’s education, love for agriculture, and strong passion for helping family farms has led her to be a Business Coach for Legacy Farmer, which has given her the opportunity to make the greatest impact she possibly can for those that seek it.

Valerie Mason-Faith, Risk Education Manager at the Center, will facilitate the webinar. Contact Valerie at [vmason@centerfordairyexcellence.org](mailto:vmason@centerfordairyexcellence.org) or call (717) 550-8720 with questions about the webinar.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. 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 at [centerfordairyexcellence.org](http://centerfordairyexcellence.org).

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼  
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