



For Immediate Release

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SAVE THE DATE FOR THE 2026 PENNSYLVANIA DAIRY SUMMIT AND FIND YOUR TRUE NORTH

Michael Hoffman Will Be a Keynote Speaker at the Upcoming PA Dairy Summit

Harrisburg, Pa. – To help dairy producers and industry professionals align with their passion and purpose, “True North” is the theme of the 2026 Pennsylvania Dairy Summit. The two-day event is scheduled for February 4-5, 2026 at the Holiday Inn Harrisburg – Hershey in Grantville, Pa. Hosted by the Professional Dairy Managers of Pennsylvania and Center for Dairy Excellence, the annual dairy conference brings together dairy producers and allied-industry representatives who want to grow their skillsets, network with individuals across the dairy industry, and learn tangible skills they can start applying today to stay the course throughout the highs and lows.

“It’s easy to feel like you’re moving from one fire to the next on the farm. But when you find your true north, you’re able to control the chaos, quiet down the outside noise, commit to your purpose, and stay the course. That’s the inspiration behind this year’s Dairy Summit program and dynamic line-up of speakers,” said Erica Mowrer, the 2026 PA Dairy Summit Chair and dairy farmer from Huntingdon County, Pa. “Our speakers are energetic and insightful, full of real experiences and honest stories, that can help you embrace your purpose and use your passion to propel yourself forward throughout your career in the dairy industry.”

Michael Hoffman will be one of the featured keynote speakers and plans to kick off the Dairy Summit with a session about how “Owning Your Future Is Not DNA-Driven.” Hoffman will share how success is not genetic. You will never find ‘success’ in your DNA. Full of energy and storytelling, Michael plans to define what success actually means – and how it involves owning your choices, shifting your culture, contributing your best daily, and finding your true north in a business where change is a constant factor. For over 20 years, Michael Hoffman has been helping companies radically shift their culture, develop their leaders, and engage employees in delivering true customer service. Infused with

entertaining stories and delivered in a natural, engaging manner, Michael's presentations richly convey that business will always be about people.

The two-day Pennsylvania Dairy Summit is nationally recognized as one of the best conferences for dairy professionals and offers inspiration, education, and networking for dairy farmers in all types of production. The upcoming Summit will feature several keynote speakers, in addition to Hoffman, as well as multiple breakout sessions for all size operations and all members of dairy teams.

In addition to dynamic keynote sessions, the Summit has several exciting, new pieces of programming planned:

- An entire track of discussion groups for peer-to-peer conversations
- Movie night to watch a private screening of the powerful film, A World Without Cows
- More producer showcases than ever, including two producer-led keynote sessions
- Breakout sessions on the fundamentals, the people, and the analytics
- Fun-filled evening reception with entertaining, engaging ways to interact

Visit www.padairysummit.org to save the date and view conference information, including sponsorship opportunities that are now available. Additional keynote speakers, program details, and registration information will be available in the coming weeks.

Contact the Pennsylvania Dairy Summit Business Office with questions or to learn more about sponsorship opportunities. Call 814-355-2467 or email info@padairysummit.org.

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PDMP is a not-for-profit, farmer-driven organization advancing the State's dairy industry through improved productivity and economic viability with continued stewardship of our animals, environment, and community. Programs offered by PDMP are designed by dairy producers, for dairy producers. For more information on PDMP, visit their website at pdmp.org.

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.