



For Immediate Release

Media Contact: Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

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SPEAKERS ANNOUNCED FOR 2025 DAIRY FINANCIAL AND RISK MANAGEMENT CONFERENCE *Sessions Will Focus On Navigating Rock-Bottom Years, How High-Performing Dairies Can Level Up, and More*

Harrisburg, Pa. – Registration is now open for the 16th annual Dairy Financial and Risk Management Conference, titled “Leveling Up Pennsylvania Dairy.” Designed to help attendees protect their risk, navigate the ever-changing dairy marketplace, and make financial decisions with the future in mind, the conference is planned for Wednesday, September 10, 2025 at the PA Farm Show Complex (McClay Street Entrance) in Harrisburg, Pa. Dairy financial consultants, lending representatives, and interested dairy producers can register online at www.centerfordairyexcellence.org/financial-conference.

The conference will feature expert speakers who will lead four sessions during the one-day event:

- **Cream of the Crop: What Sets Dairy’s Best & Brightest Apart? with Pauly Paul.** What sets dairy’s best and brightest apart? What can underperforming dairies do to get turned around and how can high-performing dairies level up? What do the top 10% of dairies do that set them apart? Pauly Paul, dairy farm and ag business consultant and the owner of Complete Management Consulting LLC, will dive into all of this and more in this enlightening session.
- **Leveling Up and Rising Above: Producer Panel with Dee Shafer (Shafdon Farms), Dale Brown (Jobo Holsteins), Mark Mosemann (Misty Mountain Farm), and Dr. Robert Fry, facilitator.** For dairy farms who are operating from a point of very high risk, how have they turned things around to move toward growth? What steps did they take to rise above financial risks and eventually become financially strong and thriving? Who helped them along the way? Dee Shafer (Shafdon Farms), Dale Brown (Jobo Holsteins), and Mark Mosemann (Misty Mountain Farm) will each share their unique story about the process in moving from a point of higher risk to becoming more financially stable. They will answer these questions and more during a producer panel discussion facilitated by Dr. Robert Fry, a veterinarian and business consultant for producers in the Mid-Atlantic region.
- **Tariffs, Trade Policy, and the Impact on Global Dairy Markets with Tony Rice.** The conversation surrounding tariffs and trade policy has never been louder, but what points are truly worth dialing in on? What kind of impact are we seeing in the global dairy market landscape, and what does this all mean for the overall dairy industry and the producers we work with? Tony Rice, Trade Policy Director at the US Dairy Export

Council and native of a PA dairy farm, will break down what tariffs and trade policy really mean for global dairy markets.

- **Finding Support: Accessing Grant Funding with Jayne Sebright, facilitator.** The capital investment associated with any dairy project can seem insurmountable, but there are plenty of acronyms like NRCS, DCED, SBDC, ACAP, and REAP that can help. Hear from individuals who have figured out how to rearrange the acronyms to spell OPPORTUNITY for the farmers they are working with.

“For the Pennsylvania dairy industry, there’s always another way to level up and find room to grow – not necessarily in cow numbers, but in management practices and business acumen. We’re looking forward to hearing from dynamic speakers and three dairy producers who have firsthand experience rising above financial risks and turning things around,” said Valerie Mason-Faith, Risk Education Manager at the Center for Dairy Excellence. “Our speakers will challenge you to consider how to help your dairy clients navigate rock bottom years, how high-performing dairies can level up, and discuss how tariffs and trade policy impact global dairy markets.”

The conference will be held from 8 a.m. to 2 p.m. on September 10. The cost to attend this year’s Dairy Financial and Risk Management Conference is \$260 per person, discounted to \$210 for those who are representatives of the Center for Dairy Excellence Allies for Advancement.

Learn more about each speaker:

- **Pauly Paul** is a dairy farm and ag business consultant and the owner of Complete Management Consulting LLC. He and his team work alongside owners and employees, as well as their lenders, to assess the business both in the barn and on their balance sheet, in order to provide proven methods to save time, money and man hours, while increasing income and operational efficiency. Prior to founding Complete Management Consulting, Pauly spent several years running bank-owned dairies and successfully bringing them back from bankruptcy to a bottom line in the black. This experience, combined with more than 15 years working in dairy cattle reproduction, developed the “boots on the ground” approach he is known for in assessing all aspects of business organization, operations and finance. Additional services include: full-service farm management, crisis management, employee training and court-ordered receiverships. Based in New Holstein, Wisconsin, the team serves farms and businesses throughout the Midwest and beyond.
- **Dee Shafer** grew up on a small dairy farm in Frederick County, MD. After high school, she attended Virginia Tech and earned a bachelor’s degree in Dairy Science in 2000. She continued her education at Virginia Tech and received a master’s degree in dairy science in 2002. After college she was a herdsman at Deer Spring Dairy in Middletown, MD for three years and then married her husband, Brent Shafer. They have been married for 20 years and have two daughters. At Shafdon Farms, Brent and Dee formed a partnership in 2009 with his parents, Denny and Teresa Shafer. They milk 400 Holstein cows and raise 360 replacement heifers.

- **Dale Brown** is a partner at JoBo Holsteins Farm LLC in Gettysburg, Pennsylvania, where he is responsible for nutrition, dairy labor management, and milking center maintenance. He is married to Jennie (Hess) who he met at Penn State. He and Jennie co-paster at Bethel Mennonite Church in Biglerville. They have four children and two grandchildren.
- **Mark Mosemann** dairies in Fulton County, Pennsylvania where he partners with his wife, his parents, and brother to operate a 500-cow dairy. They farm 900 acres and raise all replacement heifers on the farm. Mark has a bachelor's degree in dairy and animal science from Penn State and fulfills the role of general farm manger on the dairy. Mark and his wife, Lauren, have four children.
- **Dr. Bob Fry** graduated from the University of Georgia, College of Veterinary Medicine in 1977 and then began a bovine veterinary practice on the Delmarva Peninsula. His career interest has always centered on production and health issues of dairy cows. He and his wife, Judy, operate a pasture based, robotic milking Jersey herd in Kennedyville, Maryland. He continues to provide consulting services to producers in the mid-Atlantic and provides technical support for the Pro Ag Premix Company in Lebanon.
- As the National Milk Producers Federation (NMPF) Trade Policy Director, **Tony Rice** works with NMPF's Trade Policy team to develop, implement and communicate NMPF's work to support policies that promote U.S. dairy exports, seek removal of policies that impede those exports and address foreign barriers to U.S. dairy sales. NMPF does this work in concert with the U.S. Dairy Export Council. Tony also manages supply chain policy for both organizations. A native of a Pennsylvania dairy farm, Rice has a master's degree in applied economics from Johns Hopkins University and an undergraduate degree in agribusiness management from Penn State University. He currently lives in Arlington, VA.
- **Jayne Sebright** has served in the role of executive director for both the Center for Dairy Excellence and Dairy Excellence Foundation since 2016. As director, she leads a team of eight individuals who are passionate about helping Pennsylvania's dairy farm families to thrive and inspiring dairy's next generation to prosper.

For more information about the program and to register for the event, visit www.centerfordairyexcellence.org/financial-conference or call Valerie Mason-Faith at 717-346-0849.

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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.

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

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