



For Immediate Release

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July 27, 2021

WEBINAR SERIES TO ADDRESS DAIRY EMPLOYEE COMMUNICATIONS AND MANAGEMENT

The Five-Part Series Will Cover Communications, Feedback, Employee Handbooks, and More

Harrisburg, Pa. – Veterinarians, nutritionists and other dairy consultants, as well as interested dairy producers, are invited to participate in a five-part webinar series titled “Transforming Your Team: Employee Communications and Management,” being held every other Tuesday morning from September 28 to November 23.

As part of the Center for Dairy Excellence’s Train the Trainer Program, Dr. Rich Stup of Cornell Pro-Dairy will lead each session in the series to provide attendees with in-depth training and resources for employee communications and management. Registration is \$150 for the entire series, discounted from a \$300 value thanks to support from the Center. Registration is discounted further to \$100 for those who are representatives of the Center for Dairy Excellence Allies for Advancement.

“We’ve heard that consultants and dairy producers are having conversations about employee communications and management more and more often in today’s environment,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “Whether you manage a team of farm employees, or work with dairy clients who need help with their management strategies, this webinar series will teach you how to create pathways for clear expectations, consistent messaging, and two-way feedback.”

Dr. Rich Stup will lead five sessions throughout the webinar series that provide agribusiness leaders with practical solutions they can apply immediately to improve performance on the farm. Topics include communications and relationship building; feedback and coaching; onboarding and developing new employees; creating employee handbooks; and communicating through conflict.

“Dairy professionals regularly find communication and employee issues that hold back or threaten the future of their farm clients. These sessions will equip professionals with practical solutions to share with farm clients to improve employee management,” said Stup. “Participants will leave each session with proven tools that work in the farm management environment. The ultimate outcomes will be stronger relationships with farm clients and more engaged employees.”

The webinars will be held on the following dates:

- **Tuesday, September 28 from 8-9:30 a.m. – Communications and Relationship Building**
Learn why workplace communication matters, how to drive high performance with clear expectations, and how to organize the work experience on the farm.
- **Tuesday, October 12 from 8-9:30 a.m. – Feeding & Coaching: The Leader’s Power Tools**
Learn the importance of feedback, discuss the SCORE feedback method, and develop coaching strategies using the GROW model.
- **Tuesday, October 26 from 8-9:30 a.m. – Onboarding & Developing New Employees**
Learn the importance of those first days, how to enhance safety and performance, and ways to build organizational and team commitment.
- **Tuesday, November 9 from 8-9:30 a.m. – Creating Employee Handbooks**
Learn the importance of an employee handbook, how to go about developing one, and recommendations for use and maintenance over time.
- **Tuesday, November 23 from 8-9:30 a.m. – Communicating Through Conflict**
Learn how to lead through difficult situations, how to mediate conflict to achieve positive outcomes, and strategies for authentic communication.

Registration is \$150 for the entire series and \$100 for those who are representatives of the Center for Dairy Excellence Allies for Advancement. To register, visit www.centerfordairyexcellence.org/transforming-your-team or call 717-346-0849.

Dr. Stup has 25 years of experience focused on helping agricultural managers become successful leaders. His Ph.D. from Penn State is in the field of Workforce Education and Development with an emphasis in leadership and organization development. His teaching combines leadership and organizational research with his own and clients’ practical experiences building highly successful teams in academia and private business. His focus is on helping farms and agribusiness avoid labor risks, create engaged employee teams, and operate profitably.

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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.

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