



For Immediate Release

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DAIRY INDUSTRY PROFESSIONALS INVITED TO DISCUSS CHANGE MANAGEMENT

The Center Is Hosting a Free Virtual Roundtable Meeting on October 22

Harrisburg, Pa. – Dairy farmers who are navigating a changing marketplace and dairy professionals who guide their clients through the change management process are encouraged to attend the Center for Dairy Excellence’s virtual roundtable meeting this fall. The event, titled “Leading With Change: Managing Change on Your Dairy,” will take place on Thursday, October 22 from 10 to 11:45 a.m. and feature Dr. King Hickman as guest speaker.

“As dairy producers work to make changes on their dairy, it’s important to understand the business planning process and how to lead farm teams through the change management journey,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “The roundtable meeting will feature in-depth discussions and coaching strategies to help you successfully navigate change.”

The change management roundtable meeting will feature an interactive format for discussion, so space is limited. The discussion will be led by Dr. King Hickman, a founding partner of GPS Dairy Consulting, LLC— a group of independent dairy nutrition and management consultants servicing customers throughout the Midwest US and Australia. Dr. Hickman is a graduate of Iowa State University’s College of Veterinary Medicine and holds a certificate from the University of Wisconsin Dairy Health Management Program. He spent his first 8 years in the dairy industry as a practicing dairy veterinarian before joining Monsanto Dairy Business in 1997. While with Monsanto, he served in various capacities including Area Market Manager, Technical Service Specialist and five years as a Team Business and Development Coach.

“Dr. Hickman’s broad range of experience gives him a unique combination of technical, business management and coaching skills,” Sebright said. “His strategies for tackling change are especially relevant to dairy professionals who want to establish business plans and visions for the future.”

Learn more about the virtual roundtable event:

- **When:** Thursday, October 22 from 10 to 11:45 a.m.

- **Where:** Virtual event. You will receive a link to access the virtual meeting after registering.
- **Topics Covered:**
 - How to establish goals and plans to execute them on the farm
 - How to objectively evaluate your farm's resources and abilities
 - How to facilitate conversations to get everyone engaged and moving in the same direction
 - How to lead others through the change management process
- **How to Register:** Visit www.centerfordairyexcellence.org/roundtable to register online.

The virtual roundtable meeting is free, but registration is required. Space is limited. Register online at centerfordairyexcellence.org/roundtable or contact Heidi Zimmerman 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.

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