



For Immediate Release

Media Contact: Myrannda Kleckner, 717-346-0849;
mkleckner@centerfordairyexcellence.org

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FINANCIAL CONFERENCE TO HIGHLIGHT BROAD INDUSTRY KNOWLEDGE

Keynote Speakers Bring Wealth of Background to Offer Dairy Insight

Harrisburg, Pa. – Registration is open for the Center for Dairy Excellence’s Dairy Financial Risk Management Conference, being held Wednesday, September 12, 2018 from 8:30 a.m. – 3:30 p.m. at the Central Penn Conference Center, 600 Valley Road, Summerdale, PA 17093. In its ninth year, this one-day conference offers cutting edge information to the agricultural financial community on changing market dynamics and business tools impacting Pennsylvania’s dairy farm families.

Dr. John Newton, director of the American Farm Bureau Federation, will discuss dairy risk management tools for the current and future industry. He will explain the mechanics of the new Dairy Revenue Protection insurance policy, which will be available to purchase from crop insurance agents this fall. Dr. Newton helped design this innovative risk management tool, so his insight will point out how this tool can preserve cash flow and protect income.

Jeff Peissig, general manager of Advanced Dairy LLC, will discuss the impacts of robots and reinvestment of dairy and how it can be modeled for Pennsylvania. Peissig will share his robotic experiences and expertise along with a perspective on how the Wisconsin dairy industry has evolved in the past twenty years. His background as a long time Farm Credit loan officer and currently as general manager of a DeLaval dealership gives him a unique perspective on the finances and management of this new technology.

John Noullet, mental health care educator at WellSpan Philhaven, will discuss strategies and resources for dealing with stress on the farm and in the office. These strategies will help industry professionals identify and address the symptoms of stress that they see on routine encounters with farms and colleagues. Noullet has worked for WellSpan Philhaven since 2003, and since 2016, he has worked as a Mental Health Care Educator and is a certified instructor for Mental Health First Aid and also Question Persuade, Refer (QPR), a suicide prevention class.

The conference will conclude with a panel discussion looking at the next steps for dairy processing in Pennsylvania. **Jared Grissinger**, project manager for the Governor’s Action Team; **Kelly Kundratic**, manager of strategic agriculture economic development for Team PA; and **Laura England**, director of the Bureau of Market Development, will speak to plant requirements, incentive possibilities, and the other considerations to meet to enhance Pennsylvania’s dairy plant capacity.

Cost of attendance is \$200 per person, including meals. Registration is discounted to



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\$150 per person for those who are representatives of Center Allies for Advancement with a bronze level or higher. Registration for the conference closes September 5, 2018. A complete program with panel and speaker information is available online.

To register, visit www.centerfordairyexcellence.org, under "Programs and Events", and click "Upcoming Events" for a registration form. For more questions or information, please call (717) 346-0849 or email Melissa Anderson at manderson@centerfordairyexcellence.org.

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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.