



**For Immediate Release**

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**GAIN CONTINUING EDUCATION CREDITS DURING WEBINAR SERIES ABOUT DAIRY EMPLOYEE MANAGEMENT**

*The Five-Part Series Will Cover Employee Communications and Management Strategies*

**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. The series is approved for a total of 7.5 hours of RACE continuing education non-medical credits – 1.5 credits for each session in the series. Attendees must participate live to earn the credits.

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.

“With consultants having more and more conversations with dairy clients about how to retain and attract employees in today’s environment, this webinar series will be a timely discussion and learning opportunity,” said Jayne Sebright, Executive Director at the Center for Dairy Excellence. “Along with continuing education credits, attendees will walk away with practical solutions they can share with their dairy farm clients to help improve employee communications and management.”

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.

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.

“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.”

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](http://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](http://centerfordairyexcellence.org).

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