

TUESDAY, SEPTEMBER 15, 2020 | 8:30 A.M. TO 3:30 P.M.

NAVIGATING NUMB3RS

— DAIRY FINANCIAL & RISK MANAGEMENT CONFERENCE —

BEST WESTERN PREMIER | THE CENTRAL HOTEL & CONFERENCE CENTER
800 EAST PARK DRIVE | HARRISBURG, PA 17111

CHANGE IS EVERYWHERE. KNOWING THE NUMBERS CAN HELP US NAVIGATE NEW TERRAIN.



CENTER FOR
Dairy EXCELLENCE

A PROFESSIONAL DEVELOPMENT LEARNING PROGRAM

2020 CONFERENCE AGENDA

8:30 a.m. Registration and breakfast

9 a.m. Welcome from the Center for Dairy Excellence

9:15 a.m. **Market Dynamics** with Matthew Gould

10:30 a.m. Break

10:45 a.m. **Understanding Insurance Options** with Mark Goodhart

12:00 p.m. Networking lunch

1:15 p.m. **Change Management & Looking to the Future** with Dr. Jennifer Garrett

2:10 p.m. Break

2:25 p.m. **Dairy Producer Panel** with Mike Hosterman and PA dairy producers

3:20 p.m. Closing comments and wrap-up

3:30 pm. Adjourn

A man wearing a blue baseball cap with a logo, a blue jacket, and jeans is looking down at a smartphone in his hands. He is standing in a barn with several black and white cows in stalls behind him. The barn has wooden beams and a concrete floor.

**DURING THE 11TH ANNUAL CONFERENCE,
YOU'LL GAIN A TOOLKIT OF BEST
PRACTICES TO HELP YOUR CLIENTS:**

- Navigate unknown terrain
- Embrace change
- Capitalize on market dynamics
- Make data-driven decisions on the farm
- Understand risk management fundamentals

MEET SPEAKERS



DR. JENNIFER GARRETT

President and Founder, JG Consulting Services, LLC

Dr. Jennifer Garrett has over 30 years of leadership and business experience in agriculture, food and nutrition. Her business background as a farmer, academic, educator, communicator and sustainable food system advocate brings a unique and practical perspective to clients with an interest in navigating business opportunities from farm to table. She started her career on faculty in Animal and Dairy Sciences at the University of Missouri after receiving her PhD in Nutrition at Virginia Tech and her MS and BS in Animal Sciences at the University of Kentucky. Her desire to be more actively involved in agribusiness led to various US and global leadership roles in the Monsanto Dairy and Monsanto Corporate Engagement businesses. For the next 10 years, she held senior positions in nutrition communications and policy with the Kellogg Company and with McCain Foods. In 2015, she founded JG Consulting Services, LLC, a strategic management consulting firm dedicated to sustainable food and agricultural systems.



MATTHEW GOULD

President, Dairy & Food Market Analyst, Inc.

Matt Gould is a well-known and well-connected analyst and consultant in the dairy industry. He is the author of *The Dairy Market Analyst*, a widely followed industry newsletter and serves as the Chief Market Analyst at Rice Dairy, LLC, a dairy futures brokerage. Matt has spoken on dairy-related topics around the country – from New York to Texas to California – and as far away as South Korea. Last year, he co-authored the CME whitepaper on hedging Class I milk and co-led a process to reform California's quota milk pricing system. His insights on industry subjects are regularly requested including recent citations in Bloomberg, The New York Times, the Wall Street Journal and the Washington Post. Matt also writes for *Progressive Dairyman*. Matt earned a B.S. in economics from the University of Pennsylvania's Wharton School and grew up on a dairy farm in Western New York that is in its third generation of ownership.



MARK GOODHART

Risk Consultant and Corporate Vice President, Strickler Agency, Inc.

Mark Goodhart began his career with the nation's largest crop insurance carrier as marketing director when he completed his degree from Penn State University in the spring of 2002. He soon realized he had a passion for crop insurance and helping farmers with risk management plans, and was looking for the prospect to work with farmers locally. In December 2004, he joined the Strickler Agency as a farm service agent to help farmers with their agricultural insurance needs. Mark is now the Ag Department Manager and Corporate Vice President. Mark currently resides in Shippensburg with his wife and their two children. Mark and his father operate a small cash grain farm in Shippensburg, primarily growing corn and soybeans. He is a member of the PA Farm Bureau and Crop Insurance Agents Association of PA.



MIKE HOSTERMAN

Vice President and Executive Ag Business Consultant, AgChoice Farm Credit

Mike has been with AgChoice Farm Credit and its predecessor organizations for 30 years, giving him much knowledge and experience in the agricultural industry. In his role as an executive ag business consultant, Mike works with farm operations to conduct all types of strategic planning, business planning, transition/succession planning, budgeting and benchmarking. During his 30 years at Farm Credit, Mike has primarily worked with dairy clients to benchmark their operations and make profitable business decisions. Mike continues to work with some of Pennsylvania's more progressive operations. Mike served as one of the first industry representatives to the Professional Dairy Managers of Pennsylvania's Board of Directors where he served for seven years. Currently he serves on the Center for Dairy Excellence Board. Mike grew up on a farm in central Pennsylvania and his background is in swine, beef and dairy. He holds a B.S. degree in Agribusiness Management from The Pennsylvania State University.

Three dairy producers will join Mike for a panel discussion:

Glenn Kline, Y-Run Farms LLC, Troy, PA

Rodney Hissong, Mercer-Vu Farms Inc., Mercersburg, PA and White Post, VA

Mark Mosemann, Misty Mountain Dairy LLC, Warfordsburg, PA

DID KNOW?

Did you know the Center for Dairy Excellence Foundation education programs are approved for the Educational Improvement Tax Credit Program? Qualifying businesses making charitable contributions to approved educational organizations (EIO) like the Foundation can take a significant tax credit against several Pennsylvania corporate taxes. Business owners can also elect to pass through the tax credit against their PA personal income tax liability.

Learn more at www.centerfordairyexcellence.org/eitc or call us at 717-346-0849.



CENTER FOR Dairy EXCELLENCE

2301 North Cameron Street
Harrisburg, PA 17110

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2020 DAIRY FINANCIAL AND RISK MANAGEMENT Conference Registration

Registration due: September 8, 2020

Follow us to learn more:   

Sign up for event updates:
www.centerfordairyexcellence.org/signup

The U.S. dairy industry terrain is ever-changing. At the 11th annual Dairy Financial and Risk Management Conference, dairy industry professionals will come together to learn how to navigate the numbers and better serve their clients. Attend the conference on Tuesday, September 15 at the Best Western Premier – The Central Hotel & Conference Center.

NOTE: At this time, the Center for Dairy Excellence is committed to proceeding forward with the September 15 conference at the Best Western Premier – the Central Hotel & Conference Center. However, we plan to stay informed of the COVID-19 situation and make decisions that protect the health and well-being of attendees, speakers, partners, and staff. If the event format changes to virtual, we will notify you immediately to adjust registration costs and refund you accordingly.

Return form by **September 8, 2020** to: Center for Dairy Excellence, 2301 North Cameron St., Harrisburg, PA 17110
By Fax: **717-705-2342** By Email: hzimmerman1@centerfordairyexcellence.org

Please complete this form to participate in the 2020 Dairy Financial and Risk Management Conference. The cost to attend the event is \$200 per person, discounted to \$150 for representatives of organizations listed as Center Allies for Advancement (at a Bronze level of support at \$1,000 or higher.)

Participant Name _____ Job Title _____

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Phone Number _____ Email Address _____

Please indicate which area of the dairy industry you work in: Ag Lending Business Consulting Financial Planning Dairy Producer
 Others, please describe: _____

Please indicate method of payment: (Checks should be made payable to the Center for Dairy Excellence)

I have enclosed a check for \$200 (\$150 for Allies for Advancement representatives) for my registration

Please invoice me for \$200 (\$150 for Allies for Advancement representatives) for my registration

I will pay the registration fee online at www.centerfordairyexcellence.org/conference

Register online: www.centerfordairyexcellence.org/conference

Please return by **September 8, 2020** to: Center for Dairy Excellence, 2301 North Cameron Street, Harrisburg, PA 17110