

FEBRUARY 5 & 6, 2025

DESIGNING YOUR TOMORROW  
*Today*



**PENNSYLVANIA  
DAIRY SUMMIT**

Penn Stater Hotel and Conference Center  
215 Innovation Blvd. • State College, PA 16803

[padairysummit.org](http://padairysummit.org)





# Featured Speakers



## What's Exciting About Dairy's Future with Peggy Coffeen from Uplevel Podcast

What's exciting about dairy's future? How can you get in touch with your "why" and use that to guide your future? For the past 15 years, **Peggy Coffeen** from the Uplevel Dairy podcast has been sitting down with dairy farmers across the country to tell their stories as a dairy magazine editor and podcast host. Based on her conversations with dairy managers across the nation, Peggy is going to dive into what the future of the dairy industry looks like.

## Farming for the Future in a World Where People Know Their Farmers: Producer Showcase with David Moser of Oakridge Dairy

At **Oakridge Dairy**, a people-first culture, a rotary milking parlor, environmental responsibility, and the idea of supplying milk direct to consumer are the notions driving change at their dairy operation. It's all part of their mindset of staying ahead of the curve and building a future where people know their farmers.

*Oakridge Dairy is a 2,900-cow dairy farm in Connecticut, the largest single site dairy farm in the Northeast.*



## Emerging Markets for Fluid Dairy: Aseptic Milk and Milk Molecule Maximization with Paul Ziemnisky of Dairy Management Inc. and Rebecca Pfeffer of Maola Local Dairies

As demand for fresh fluid milk continues to struggle, embracing innovation and pursuing new market opportunities offers opportunities for the fluid dairy case. Hear about the latest research in milk molecule separation and learn how Maola's recent investment in the Philadelphia area could lead to growth in market opportunities for Pennsylvania milk.

## Building for Tomorrow Today, A Producer Showcase with Caleb and Alice Crothers of Long Green Farms

When it comes to designing your tomorrow, the pathway to chasing dreams and achieving goals is never linear. Caleb and Alice Crothers of Long Green Farms both have nontraditional journeys and careers that eventually led them back to their family's eighth-generation, 150-cow dairy farm. Learn from their experience interfacing with consumers, farming with sustainability and heritage in mind, and their mindset for achieving goals.

*Caleb and Alice Crothers farm on a 150-cow, eight-generation dairy operation in Maryland.*



## TUESDAY, FEBRUARY 4

- 6 - 7 p.m. Young Professionals Dinner Reception
- 7 - 9 p.m. Young Professionals Career Panel and Networking
- 7 - 9 p.m. Dairy Innovation Forum

## WEDNESDAY, FEBRUARY 5

7 - 8 a.m.

Informal Continental Breakfast

### BREAKOUT SESSIONS ROUND 1

8 - 9:15 a.m.

#### HERD & HEALTH

The Truth Behind Why Vaccines Fail

#### FEED, FORAGES & ENERGY

Does Climate-Smart Equal Farm-Smart? Producer Panel

#### PEOPLE & POTENTIAL

Are You Operating Within the Laws?

#### OUTCOMES & OPPORTUNITY

Revolutionizing Agriculture with AI

9:15 - 10:15 a.m.

Keynote Session: What's Exciting About Dairy's Future with Peggy Coffeen

### BREAKOUT SESSIONS ROUND 2

10:30 - 11:45 a.m.

How to Use Data to Predict the Future in Your Transition Herd

Navigating the Necessities in Corn Silage: Inoculants, Forage Analysis, Feeding Ratios, and Fungicide

What's Your Why? Unlocking Your Purpose

Spelling Opportunity: Navigating Grant Funding, a Panel Discussion

12 - 1 p.m.

Lunch

### BREAKOUT SESSIONS ROUND 3

1:15 - 2:30 p.m.

HPAI, Biosecurity, and Why It Matters: Get the 411

The Biggest Places to Cut Costs With Energy Use on the Farm

Is It Fair? Should It Be?

Understanding Carbon Markets for Dairy

1:15 - 3:30 p.m.

Young Professionals Career Development Training Session

2:30 - 4 p.m.

Break Among Exhibitors and Live Demos on Climate-Smart Equipment, AI Technology, HPAI Resource Center and more!

4:15 - 5:15 p.m.

Keynote Session: Farming for the Future in a World Where People Know Their Farmers: Producer Showcase with David Moser of Oakridge Dairy

5:30 - 7 p.m.

Dairy Industry Award & Exhibitor Reception

7 p.m.

Dinner on Your Own

## THURSDAY, FEBRUARY 6

7 - 7:45 a.m.

Informal Breakfast

8 - 9:15 a.m. Keynote Session: Emerging Markets for Fluid Dairy: Aseptic Milk and Milk Molecule Maximization with Paul Ziemnisky & Rebecca Pfeffer

9:15 - 10:45 a.m.

Break Among Exhibitors

9:15 - 10 a.m.

Discussion Groups on Various Topics

### BREAKOUT SESSIONS ROUND 4

10:45 - 12 p.m.

#### HERD & HEALTH

Beef on Dairy: The Science Behind Getting Bigger Results

#### FEED, FORAGES & ENERGY

Feeding for Fat: Do High-Oleic Soybeans Fit? Panel

#### PEOPLE & POTENTIAL

Right People, Right Roles: Managing for Optimal Performance

#### OUTCOMES & OPPORTUNITY

The Power of Public Perception: The Good & Bad of Interacting with Consumers Panel

12 - 1 p.m.

Lunch

1 - 2 p.m. Keynote Session: Building for Tomorrow Today, A Producer Showcase with Caleb and Alice Crothers of Long Green Farms

# Schedule at a Glance

*Designing our future in the dairy industry — whether that's the direction you want your farm to go or how you want to excel as a dairy professional — starts with the decisions we make today. Reimagine what your future might look like at the 2025 Dairy Summit!*



# Breakout Sessions

## HERD & HEALTH

**The Truth Behind Why Vaccines Fail with Dr. Christopher Chase** What can lead to vaccine failure in your herd? When you understand the initial events of viral infections, and the interaction between viruses and the body, you can develop methods for preventing viral infections in your animals. Discover the truth behind why vaccines fail and how you can boost your herd's health.

**How to Use Data to Predict the Future in Your Transition Herd with Dr. Robert Van Saun** We might not be able to *fully* predict the future, but data and decision-making can help our predictions be more accurate. Learn how you can use DHIA data to predict future behaviors and problems in your transition herd – and work to prevent them before they happen.

**HPAI, Biosecurity, and Why It Matters: Get the 411 with Dr. Hayley Springer** Learn how the highly pathogenic avian influenza (HPAI) virus has spread across 14 states within the US and why it can be devastating to both dairy and poultry farms. You'll walk away with simple steps farms can take to protect their herd from the spread.

**Beef on Dairy: The Science Behind Getting Bigger Results with Dr. Tara Felix** How can you design a profitable future with beef on dairy and see bigger results? This session will share research and real-world findings from feedlots to help you understand how to maximize gain and productivity of beef on dairy crosses.

## FEED, FORAGES & ENERGY

**Does Climate-Smart Equal Farm-Smart? Producer Panel with Paul Mason and others** From incorporating NOP3 into your ration to changing how you handle your cow manure, dairy farms are being inundated by opportunities to embrace "climate-smart" on your dairy. But is it really right for you? Hear from three producers who will share what they did and how it impacted their bottom line.

**Navigating the Necessities in Corn Silage: Inoculants, Forage Analysis, Feeding Ratios, and Fungicide with Dr. Limin Kung** When it comes to corn silage, it's all about the necessities and the little details. Learn the little details you need to look for in your forage tests, the ins and outs of feeding high forage-based diets, and when applying fungicide provides the best returns for your dairy.

**The Biggest Places to Cut Costs With Energy Use on the Farm with Dr. Dan Ciolkosz** With energy costs continuing to increase, finding ways to cut energy costs on your dairy farm can have a major impact on your bottom line. Learn how to be more efficient with your energy use – such as lighting, speed pumps, and more – and how you can capture energy savings and fine-tune your dairy's overall efficiency.

**Feeding for Fat: Do High-Oleic Soybeans Fit? Panel with Dr. Harvantine** High-oleic soybeans have been around for more than 10 years, but are they are making their way into more and more dairy rations – especially with the current drive toward higher components. Hear from three producers on how they are feeding high-oleic soybeans, how they are sourcing them, and what results they are getting.

*In addition to these breakout sessions, you can enjoy discussion groups, live demos, and time to network with exhibitors and attendees throughout the Summit!*

## PEOPLE & POTENTIAL

**Are You Operating Within the Laws? with Wayne Vanderpool, Ricky Palladino and Brook Duer** What do you get when you put two lawyers and a safety compliance guy in a room? You get a panel discussion packed with insights to help you avoid costly legal fines that you may not even know about. Many farms assume they're exempt from employment laws we hear about every day in other industries, but that's not always the case. Join Brook Duer, Esq, Ricky Palladino, Esq and safety consultant Wayne Vanderpool to get the information you need regarding OSHA, Child, and Immigrant Labor Laws about which you don't want to be caught unaware!

**What's Your Why? Unlocking Your Purpose with Peggy Coffeen** What's your why? What motivates you to get out of bed each day and continue to farm? Building on Peggy Coffeen's keynote presentation, learn the secret to unlocking your purpose and making decisions that are fueled by your passion with the future in mind.

**Is It Fair? Should It Be? with Dr. Brian Reed** Fairness in generational business transitions can keep farm families up at night, because it doesn't always mean equal. Fairness means different things to different farm members and to non-farming heirs. Dr. Brian Reed will share his insights and experiences from years of working with farm families and give you tools to tackle the challenges and avoid the landmines that most face when trying to be fair in the transition process.

**Right People, Right Roles: Managing for Optimal Performance with Jill Smith** Employees are your farm's largest investment of financial resources and time. They are also the determining factor for whether an organization will get the business results expected. That's why it's important to have the right people on the team. Learn how to determine who is helping to move the organization forward, who is just showing up, and who is a barrier. Walk away with ideas on how to manage your team to achieve optimal results.

## OUTCOMES & OPPORTUNITY

**Revolutionizing Agriculture with AI with Dr. Jim Ladlee and Dr. Melissa Cantor** How could AI improve dairy farming's efficiency and profitability? What about efficiencies across the dairy supply chain? What are the setbacks that come with AI adoption? During this session, learn how artificial intelligence could change the game for the agriculture industry and what its benefits and challenges are.

**Spelling Opportunity: Navigating Grant Funding, a Panel Discussion with Morgan Sheffield, Stephanie Shirk, and Kara Riccioni** DCED, SBDC, PDA, ACAP, REAP – it all sounds a little like alphabet soup. But many farmers have leveraged one or more of these resources to find funding for projects. Hear from three individuals who have figured out how to rearrange the acronyms to spell OPPORTUNITY and work with farmers to capitalize on these opportunities.

**Understanding Carbon Markets for Dairy with Scott Welsh, Bryan Stolzenburg and Scott Subler** Understanding carbon markets for dairy is even more complex than one would think, and the real value to dairy owners is even more elusive. In this panel discussion, we will probe the global, ag and PA dairy-specific markets for greenhouse gas emissions and have an honest conversation about where our state's producers might find an entrance.

**The Power of Public Perception: The Good & Bad of Interacting with Consumers Producer Panel Discussion with Brooks Long, Alice and Caleb Crothers, and Beth Meyer** From navigating through a crisis situation to knowing what to say and what not to say to the public, these panelists will give their firsthand experience interacting with consumers in their community. Maintaining a positive image with your non-farm neighbors is critical to a farm's ability to grow and evolve within a community that might not always understand exactly what you do.

## REGISTRATION INFORMATION

### Full, Two -Day Registration:

The full conference fee includes the entire program with all conference meals and breaks throughout the two days.

### One-Day Registration:

One-day fees include the program and breaks just for the specific day you select. Wednesday registration includes lunch and the evening Dairy Industry Award & Exhibitor Reception. Breakfast and lunch are included in the Thursday registration.

### Accommodations for Individuals with Special Needs:

If you require special accommodations or have questions about the physical access provided at the meeting site, please indicate on your registration form. We will also work to accommodate special dietary needs if we are notified in advance of the Summit.

### Meeting Attire:

You will be among dairy friends, so casual attire is the norm. Meeting room temperatures and personal comfort levels may vary. Please come prepared to assure your own personal comfort.

REGISTER TODAY:



SCAN ME

[www.padairysummit.org](http://www.padairysummit.org)

# REGISTRATION

- This form may be photocopied to add more names.
- Please print or type.
- Make a copy of this form for your records.
- Confirmations are only sent by email

## Dairy Producer Information (Discounted)

Farm Name \_\_\_\_\_

County/Township \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Phone \_\_\_\_\_

First Person and Email \_\_\_\_\_

Second Person and Email \_\_\_\_\_

Third Person and Email \_\_\_\_\_

### Discounted Producer Registration to Attend the Full Summit:

\_\_\_ First Person at ~~\$250~~ \$100 = \$ \_\_\_\_\_

\_\_\_ Additional people at ~~\$200~~ \$75 per person = \$ \_\_\_\_\_

### Producer Registration to Attend One Day Only:

#### Wednesday Only (Includes Wed. Evening Reception)

\_\_\_ People at ~~\$175~~ \$50 = \$ \_\_\_\_\_

#### Thursday Only

\_\_\_ People at ~~\$175~~ \$50 = \$ \_\_\_\_\_

**Total payment due for registration** \$ \_\_\_\_\_

\_\_\_ I want to add a charitable contribution to the Dairy Excellence Foundation of Pennsylvania to benefit dairy youth education. \$ \_\_\_\_\_

\_\_\_ Please pair me with an attending Student Scholar to mentor/visit with throughout the conference.

## All Others (Non-Producers)

Contact Person's Name \_\_\_\_\_

Email \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Second Person and Email \_\_\_\_\_

Third Person and Email \_\_\_\_\_

### Registration to Attend the Full Summit:

\_\_\_ First Person at \$250 = \$ \_\_\_\_\_

\_\_\_ Additional people at \$200 per person = \$ \_\_\_\_\_

### Registration to Attend One Day Only:

#### Wednesday Only (Includes Wed. Evening Reception)

\_\_\_ First Person at \$175 = \$ \_\_\_\_\_

\_\_\_ Additional People at \$150 = \$ \_\_\_\_\_

#### Thursday Only

\_\_\_ First Person at \$175 = \$ \_\_\_\_\_

\_\_\_ Additional People at \$150 = \$ \_\_\_\_\_

**Total payment due for registration** \$ \_\_\_\_\_

\_\_\_ I want to add a charitable contribution to the Dairy Excellence Foundation of Pennsylvania to benefit dairy youth education. \$ \_\_\_\_\_

**Total Amount of Payment:** \$ \_\_\_\_\_

(PDMP's Federal ID #: 23-3066186)

### To MAIL payment:

Send completed registration form with check or money order payable to PA Dairy Summit:  
 Dairy Summit  
 174 Crestview Drive  
 Bellefonte, PA 16823



Toll Free: **877-326-5993** Email: [info@padairysummit.org](mailto:info@padairysummit.org)

Refunds will only be given if cancellation is received by Friday, January 24.

### Or FAX registration form with credit card payment information to:

Summit Registration Office Fax: **814-355-2452**

**Credit Card Payment:** \_\_\_ Visa \_\_\_ Master Card \_\_\_ AMX

Name on card (print) \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date   /  /   3-4 Digit Sec. Code \_\_\_\_\_

Signature \_\_\_\_\_

### Please help us to plan accurate seating and meal counts!

How many people registered on this form will eat the meals included in their registration?

#### Wednesday, Feb. 5

\_\_\_ People for Lunch  
 \_\_\_ Yes, I have dietary needs/special needs (ADA)  
 Please contact me.

#### Thursday, Feb. 6

\_\_\_ People for Breakfast  
 \_\_\_ People for Lunch





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## **HOTEL RESERVATIONS** Reserve your hotel room by Jan. 10 to receive a discounted rate!

**Penn Stater Hotel and Conference Center • 215 Innovation Blvd • State College, PA 16803 • 814-863-5000**

The Dairy Summit Discounted Group Rate is **\$132 per night**, plus state and local taxes. The deadline for reserving your hotel room at the Summit discounted rate is Friday, January 10. Rooms are available on a first-come, first-served basis. The reduced group rate is only available as long as there are rooms remaining within the group block. After January 10, the group discount is no longer guaranteed.

**To make reservations at the group discounted rate: SCAN HERE or Call 814-863-5000. Include Group Code DAIR25A**



### **Discounted Registration Rate for Dairy Producers**

Thanks to grants and support from the Center for Dairy Excellence, registration fees for dairy producers and all farm employees from any state are set to be as affordable to farm operations as possible. Considering the challenging economics in the industry, the Center for Dairy Excellence is committing an additional \$50 for all dairy farmers so producer registration is only \$100 for the first registrant and \$75 for each additional person from the farm.

### **Scholarships Available for Qualified Young Professionals**

The Center for Dairy Excellence, Dairy Excellence Foundation and Pennsylvania Dairywomen's Association will award a limited number of scholarships to attend the 2025 Pennsylvania Dairy Summit.

Through this scholarship, your conference registration will be discounted to \$50, you will receive a complimentary hotel room stay with additional same-sex scholarship recipients, and will be paired with an industry mentor who possesses the career path in which you have interest.

### **Requirements:**

- Be between the ages of 18 and 25 as of February 1, 2025 OR an adult who serves as an advisor or professor of agriculture at a high school, college, or university.
- Operate or work on a dairy farm or enrolled in an agricultural degree program at college or trade school OR be enrolled in an agriculture program at a high school OR teach agriculture at a high school, college, or university.
- Be a resident of Pennsylvania OR enrolled in an agricultural program at a Pennsylvania college or university.

**Apply for the scholarship by January 16, 2025.**

Visit [www.padairysummit.org](http://www.padairysummit.org) to download an application. Checks should be made out to PA Dairy Summit.