



For Immediate Release
March 30, 2010

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DAIRY PROS PROGRAM SERIES OFFERS NETWORKING, PROFITABILITY TIPS, INSIGHT FROM DAIRY CONSULTANT

April Meeting Series Features Dr. Wayne Weiland, Registration Now Open

HARRISBURG – Dairy sales and service professionals who work regularly with producers are invited to participate in a series of April workshops – “Decision Making for Maximizing Profitability” – as part of the Dairy PROS program, a new initiative from the Center for Dairy Excellence. Three workshops are slated for the week of April 19 across Pennsylvania.

Featured speaker Dr. Wayne Weiland, Midwest regional manager of Standard Dairy Consulting, will discuss current farm issues and explain how dairy professionals can help producers make effective decisions while evaluating management intervention.

"We are excited to offer such an outstanding program to Pennsylvania's dairy sales and service professionals," says John Frey, executive director of the Center for Dairy Excellence. "Dr. Weiland will help participants understand what farms are encountering today, how decisions are being made, and how they can intervene to guide their dairy farm customers and clients toward a path of greater profitability."

Weiland joined Standard Dairy Consulting in 2007 to coach new dairy consultants on business development, territory management, integrity selling and on-farm technical services. Prior to that, he worked for Monsanto Dairy Business helping dairy producers focus on the relationship between high production, health and animal well-being. Weiland grew up on a Wisconsin dairy farm and worked at a private veterinary practice for 10 years before joining Monsanto.

In addition to Weiland's presentation, Penn State Dairy Alliance educators Virginia Ishler and Tim Beck will present "Take it to the Farm." They will share income-over-feed cost and cash flow planning tools for agribusiness professionals to help clients manage costs in a volatile market.



Participants in the Dairy PROS workshops will also have an opportunity to share on-farm experiences and build relationships with others facing similar challenges. “This is a unique and incredibly valuable part of the Dairy PROS program,” said Frey.

Five April Dairy PROS workshops are as follows:

- **Monday, April 19**, at the Eden Resort, 222 Eden Road, Lancaster, Pa., from 1:30 – 4 p.m.;
- **Tuesday, April 20**, at the Lighthouse Restaurant, 4301 Philadelphia Road, Chambersburg, Pa., from 7:30 – 10:30 a.m., including breakfast;
- **Tuesday, April 20**, at the Ramada Inn, 1-99 Exit 31, Plank Road, Altoona, Pa., from 1:30 – 4 p.m.;
- **Wednesday, April 21**, at the William J. Douglas Conference Center, 764 Bessemer St., Meadville, Pa., from 7:30 – 10:30 a.m., including breakfast; and
- **Thursday, April 22**, at the Edgewood Restaurant, 565 Elmira St., Troy, Pa., from 7:30 – 10:30 a.m., including breakfast.

To register for the Dairy PROS workshops, visit www.centerfordairyexcellence.org and click on “Industry Professionals” or the “Dairy PROS” logo at the bottom of the home page.

“Dairy PROS builds on the foundation of the center’s Dairy Advocacy and Resource Team, or DART, program,” added Frey. “Dairy PROS offers industry professionals the opportunity to gain new skill sets, find new resources and build stronger networks to help their dairy farm clients and customers go from ‘good to great.’”

Dairy PROS is an initiative of the Center for Dairy Excellence and the Penn State Dairy Alliance, and is funded in part by a grant from the Department of Labor and Industry Workforce Investment Board. For more information about Dairy PROS, call the Center for Dairy Excellence at 717-346-0849 or Dairy Alliance at 1-888-373-7232.

Penn State Dairy Alliance is an initiative of Penn State Cooperative Extension. Penn State is committed to affirmative action, equal opportunity, and diversity in its workforce.



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The Center for Dairy Excellence is an initiative of the Department of Agriculture and was launched in January 2004 by Governor Edward G. Rendell. 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 about the Center at www.centerfordairyexcellence.org.