



For Immediate Release
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APRIL DART MEETINGS OFFER OPPORTUNITY TO LOOK AT COMMUNICATIONS IN WHOLE NEW LIGHT

Workshop Combines Humor with Hands-on Learning

HARRISBURG – Dairy sales and service representatives are invited to look at communications as they never have before during an entertaining and interactive Dairy Advocacy and Resource Team, or DART, workshop that provides enhanced communications, relationship building and team facilitation skills. Hosted by the Pennsylvania Dairy Task Force and Center for Dairy Excellence, three sessions are set for April 28 – 30.

Led by certified public speaking professional Jolene Brown, the sessions aim to inspire participants to have fun while they learn. Because Brown injects humor into her presentations and is so insightful, the positive impact of her work is well documented in the accolades of those who have heard her speak. Coming from West Branch, Iowa, this real “Farmer Brown” uniquely connects with her audiences and understands the hearts, homes and the business of agriculture.

“The center recognizes that every conversation on dairy farms today is especially important, as producers make decisions that maximize efficiency and outline long-term strategies.” says John Frey, executive director of the Center for Dairy Excellence. “These workshops are intended to help provide sales and service professionals with tested and essential communications skills they can use to better serve these customers and clients both now and when economic conditions improve.”

During the workshops, Brown will help participants look at communications in a whole new light by:

- Developing three tested and essential tools for communications;
- Learning how to lead when nobody wants to follow; and
- Learning why people must buy you before they buy from you.

A panel discussion about best practices for dairy profit teams will also be part of the day’s agenda.



Dates, times and locations for the three DART meetings are:

- Tuesday, April 28 at Celebration Hall, 2280 Commercial Blvd., State College from 11:30 a.m. - 4 p.m.
- Wednesday, April 29 at the Eden Resort, 222 Eden Road, Lancaster from 11:30 a.m. - 4 p.m.
- Thursday, April 30 at the William J. Douglas Conference Center, 764 Bessemer St., Meadville from 8:30 a.m. - 1 p.m.

Any dairy professionals directly involved with Pennsylvania producers are encouraged to attend. The meetings qualify for continuing education credits from the American Registry of Professional Animal Scientists and in veterinary medicine.

For more information or to register, visit www.centerfordairyexcellence.org. Click on “Industry Rep” then on “Register for DART meetings.” Reservations can also be made with Cerrita Reed at c-creed@state.pa.us or 717-346-0849.

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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.