

2022 NATIONAL HOLSTEIN CONVENTION

Hosted by the Minnesota Holstein Association

JUNE 27 - JULY 1, 2022 · SIOUX FALLS, SOUTH DAKOTA

College Collaboration

The Minnesota Holstein Association is excited to share the upcoming educational Data and Innovations Summit (DIS) on Thursday, June 30, 2022, with your current and prospective students. This event will extend their learning in a fun environment with other like-minded people. The DIS will be held in conjunction with the 2022 National Holstein Convention (June 27-July 1) at the Denny Sanford Premier Center in Sioux Falls, SD.

What is the Data and Innovations Summit (DIS)?

DIS features dairy industry leaders who will teach us how data gleaned from the many innovations used on today's dairy farms can be better utilized to help maximize efficiency and profitability. Attendees will hear key considerations for implementing new technologies or data systems, discussion from data industry leaders who work to utilize multiple data sources, as well as from producers using data innovations. More details will be available in 2022. These technologies, systems and skills are tools your students will be using — whether they return to a dairy farm or become part of the greater dairy industry.

DIS FOR STUDENT PARTICIPATION:

Those who may benefit or be great candidates to attend, include students with the following interests:

- Anyone working towards an animal or dairy science/production degree
- Dairy Challenge competitions
- Working in a sales or consulting role with dairies
- Dairy farming
- Technology, data and/or on-farm records management systems
- Genetics
- Dairy economics
- Data Scientists or Data Analysts
- Exploring options for future career direction

HOW YOUR STUDENTS CAN BENEFIT:

- Interact with companies who are in the data and innovations field. Learn directly from them and hear about paths to these careers.
- Participate in a highly educational networking event for students. You may consider allowing your students to receive credit for their attendance.
- June 29: Students can see some of the technologies in use on the farm tours.

HOW YOUR COLLEGE CAN BE REPRESENTED:

Become a SPONSOR! As a sponsor, various levels include:

- **Trade Show Booth:** A trade show booth at a GREATLY reduced rate (\$1,000 for trade show attendees). At your booth you can interact with prospective junior members from across the nation.
- **Junior Data and Innovations Panel Luncheon:** An invitation to send a college representative to our junior luncheon! The Junior Data and Innovations Panel will encourage juniors to consider their future and explore continuing education opportunities. You will have time to directly mingle and interact with high school and college students.

Cordially,

National Holstein Convention
Data and Innovations Summit (DIS) Committee

CONTACT:

Ashley Swenson, DVM

*Minnesota Holstein
Association Treasurer,
National Holstein Convention
Sponsorship Chair*
aekswenson@gmail.com
507-241-0544

Cheryl Marti

*Data and Innovation Summit
Committee Chair*
cherylfm12@gmail.com



PROGRESS
— ON THE PLAINS —

To secure your participation, please complete and return the response form/payment by March 31, 2022.

COLLEGE/SCHOOL SPONSORSHIP RESPONSE FORM:

College/School Name: _____

Contact Person: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Fax Number: _____

Phone Number: _____ E-mail: _____

Website (if applicable): _____

SPONSORSHIP LEVELS & TENTATIVE SCHEDULE

- ELITE \$1000+** \$ _____
Includes benefits of Copper level convention sponsorship (see website), and the 3 options below. Please check those you are planning to utilize:

- 3-minute College Introduction during the luncheon (Limited to first 3 colleges to claim.)
- Tradeshow Area Booth
- Two (2) Junior Data and Innovations Panel luncheon tickets and access

- FEATURED \$500+** \$ _____
Includes the two options below. Please check those you are planning to utilize:

- Tradeshow Area Booth
- One (1) Junior Data and Innovations Panel luncheon tickets and access

- CORE \$250+** \$ _____
Includes Junior Data and Innovations Panel event access.

TOTAL ENCLOSED: \$ _____

Check one of the following:

- Payment enclosed - "paid" invoices will be sent to listed contact
- Please send invoice to "contact person"

PLEASE COMPLETE AND RETURN TO THE ADDRESS BELOW BY MARCH 31, 2022.

Response instructions:

1. Please send complete response form to Ashley Swenson at aekswenson@gmail.com.
2. Complete payment: Make checks payable to "2022 National Holstein Convention".
3. Mail copy of completed form and payment to:
Minnesota Holstein Association
PO Box 475, Plainview, MN 55964

DATA & INNOVATIONS SUMMIT (DIS): JUNE 30, 2022

7:00 a.m. | Registration for DIS

7:30 a.m. | Summit Begins

Opening Remarks: Cheryl Marti

MC: Walt Cooley, Progressive Dairyman and The Cow Tech Report

- **Dairy Data and Technologies: Past, Present and Future**
Dr. Jeffrey Bewley, Holstein Association USA
 - **Do's and Don'ts of Interpreting Farm Data: Avoiding Common Mistakes**
Dr. Michael Overton, Zoetis
 - **Panel - Connected Technologies: What Farmers Really Need**
Moderator: Tim Taylor, Vyla
Panelists: Dr. Victor Cabrera, Dairy Brain; Dr. Mark Thomas, Dairy Health Management; Dr. Nick Jenkins, BoviSync; and Chip Donatone, iYOTAH
 - **Unlocking the Power of Data for the Hardest Working Cow in the Business**
Dr. Jason Osterstock, Zoetis
 - **How to determine if precision dairy analytics & technologies are right for your farm**
Dr. Matthew Borchers, Zoetis
 - **Producer Panel: Herd successes by applying herd data from technologies & systems**
Moderator: Walt Cooley
Panelists: Chris Syzdel, Portia Seckerson, Mack Drees, Bob Webb
 - **Several Sponsored Technology Spot Videos**
- 1:15 p.m. | Main Summit Wraps Up
Social Hour begins, followed by additional seminars
- 2:00 p.m. - approx. 4:00 p.m. | Additional Data and Technology Sponsored Seminars