



**Empire Farm Days: August 7-9, 2018**  
**Rodman Lott & Son Farms, Seneca Falls, NY**  
877-697-7837, [www.empirefarmdays.com](http://www.empirefarmdays.com)

**May 17, 2018**

**Dairy Profit Seminars Set at 2018 Empire Farm Days for Dairy Producers, Farm Staff and Agribusiness Professionals**

Seneca Falls, NY. The Dairy Profit Seminars at the August 7-9, 2018 Empire Farm Days at Rodman Lott and Son Farms in Seneca Falls, NY, will feature free seminars on Three Dairy Herd Management Strategies for Challenging Times, Data to Dollars: making more money from DHI records and milk samples; and Changing Times, Changing Consumers: Telling dairy's story.

The seminars, held at the Dairy Seminar Center at Empire Farm Days, are a collaboration among the Cornell CALS PRO-DAIRY Program, Northeast Dairy Producers Association, Empire Farm Days, and DairyBusiness Communications. The Dairy Profit Seminars are sponsored by ASAP Interiors, Dairy Farmers of America, Dairy One, Farm Credit East, Farm Family Insurance, and Pikeside Enterprises.

The schedule of activities and speakers for the 2018 Dairy Profit Seminars at the August 7-9, 2018 Empire Farm Days is as follows:

**Tuesday, August 7 and Wednesday, August 8: 10:30 am-12:30 pm**  
**Three Dairy Herd Management Strategies for Challenging Times**

1. Optimize Calf Management with Jerry Bertoldo, DVM, Dairy Specialist, NWNY CCE Agriculture Team: learn how to get calves off to a healthy, productive start at effective cost, with low-cost practical methods for neonatal calf care.
2. Strategic Ration Opportunities with Cornell CALS PRO-DAIRY Director Tom R. Overton, Ph.D., Professor of Dairy Management, Cornell University Department of Animal Science: learn how to increase efficiency and cash flow.
3. Improving Labor Efficiency and Effectiveness with Jason Karszes and Ashley Howlett, Cornell CALS PRO-DAIRY Farm Business Management: learn key management concepts related to what is typically the first or second-largest expense on most dairy farms.

**Tuesday, August 7: 1:00 pm**  
**Dairy One Data to Dollars Panel Presentations**

1. Milking Your Milk Sample with moderator and Dairy One Agricultural Management Resource Group member Dr. Chris Dutton, VMD; panelists: Gabriel Carpenter, Keystone Mills Dairy Sales Manager, nutritionist and dairy farmer; Andrew Kross, Indian Camp Farm, Earlville, NY; Dan Sheldon, Woody Hills Farm, Salem, NY; and Dr. Amy Vasquez, Quality Milk Production Services veterinarian. Discussion will include selective dry treatment, intensive culturing, milk urea nitrogen analysis, and milk pregnancy testing.
2. Wringing Your Records with moderator Judy Moody, Dairy One; panelists: Dr. Brenda Carter, DVM, Keseca Veterinary Clinic, Geneva, NY; Richard Horning,

dairy farmer, Savannah, NY; Philip Hurst, dairy farmer, Seneca Falls, NY; and Tom Phillips, DHIA Field Technician. Discussion will include how to use computer-generated records and reports, identification systems, heifer records, and proper herd change communication with your DHIA technician.

**Wednesday, August 8: 1:30 pm**

**Junior DAIRY LEADER Formal Presentations and Graduation Ceremony with Junior DAIRY LEADER Coordinator Debbie Grusenmeyer, Cornell CALS PRO-DAIRY, and 31 youth from two states.** This program is a statewide, year-long program for youth ages 16-19 with an interest in learning about dairy careers along with adding to their leadership, personal and professional development. The ceremony highlights their experiences, knowledge and the dynamic aspects of dairy education.

**Thursday, August 9: 10:30 am**

**Changing Times, Changing Consumers: How to Connect with the “Moovable Middle” presented by the Northeast Dairy Producers Association.** Learn how to share a positive story about dairy farming and on-farm production practices with non-farm neighbors and local community organizations. Dairy Farmer Panelists: Nate Chittenden, Dutch Hollow Farm, Schodack Landing, NY; Lou Anne King and Kelsey O’Shea, Mapleview Dairy, Madrid, NY; Hannah Worden, Will-O-Crest Farms, Clifton Springs, NY; and Brad Macauley, Merrimac Farms, Groveland, NY.

Empire Farm Days is the largest outdoor agricultural trade show in the Northeastern U.S. The event includes exhibits of agricultural and rural living equipment, working equipment and crops field demonstrations, test driving, products, equine round pen and cattle handling demonstrations with live animals, safety information, and much more with more than 600 exhibitors and vendors. For details on the 2018 Empire Farm Days event, visit the website at [www.empirefarmdays.com](http://www.empirefarmdays.com).

**MORE INFORMATION: PRESENTER BIOS in Alphabetical Order**

**Jerry Bertoldo, DVM**, Dairy Specialist, NWNYS CCE Agriculture Team is a veterinarian employed by Cornell University as a Senior Extension Associate and Dairy Specialist with the NWNYS Dairy, Livestock and Field Crops Team of Cornell Cooperative Extension based in Batavia, NY. He attended both the Colleges of Agriculture and Veterinary Medicine at Cornell University, and received his degree in veterinary medicine in 1977.

**Dr. Brenda Carter, DVM**, is co-owner and veterinarian at the Keseca Veterinary Clinic, Geneva, NY. Dr. Carter has worked for Keseca since 1994 and in 2004 was brought in to the practice. In that same year Keseca started its own in-house mastitis lab, which currently runs 500-1000 samples/month. She grew up on a small farm in Pennsylvania, received her B.S. in Biology from Penn State University, and holds a DVM from Cornell University. She is passionate about looking at data in Dairy Comp to find answers to important questions for the dairies she works with.

**Nate Chittenden**, the youngest of four siblings, farms alongside his two brothers and parents on their Registered Jersey farm in Schodack Landing in Eastern NY. He has three wonderful children along with his amazingly supportive wife, Jill, who helps to keep him sane while fueling his passion to see their farm be a successful business for the next generation to take over.

**Dr. Chris Dutton, VMD**: With a passion for education, community, and the dairy industry, Dr. Dutton has been on the software support team with Dairy One’s Agricultural Management Resource Group since 2016 and recently transitioned to specializing in FeedWatch. Prior to coming to Dairy One, Dr. Dutton served as the Director for the Institute for Applied Agriculture and Food Systems at Vermont Technical College in Randolph Center, VT where he also taught numerous agriculture and dairy management courses. Dr. Dutton received his doctorate degree from the University of Pennsylvania School of Veterinary Medicine and an undergraduate degree

at Middlebury College. He owns and operates Abdie Farm in Randolph Center, VT, a 50-cow robotic milking herd.

**Debbie Grusenmeyer** is a Senior Extension Associate in the Cornell University College of Agriculture and Life Sciences in addition to being part of PRO-DAIRY and the Dairy Management Group for more than 19 years. She provides leadership for developing, coordinating, and implementing the NY dairy youth programs, which include state level 4-H dairy programs, Dairy Discovery, and the dairy track of Animal Crackers. She is also the Director of the NY Junior DAIRY LEADER program and the statewide Beginning Dairy Leader Program.

**Richard Horning** operates a farm in Savannah, Wayne County, NY, where he milks about 140 cows. His farm was a winner of the 2015 and 2017 Quality Milk Awards and has been on test with Dairy One since 2012.

**Ashley Howlett** began as a student worker in the Spring of 2015 and joined PRO-DAIRY in 2016 as a Dairy Management Specialist. She is the administrator of the Dairy Profit Monitor Program, which focuses on Income over Feed Costs and operational analysis. She assists in facilitating business discussion groups and preparing and analyzing data for activity analysis studies and producer meetings.

**Philip Hurst** and his wife Kim milk about 130 cows in Seneca Falls in Seneca County, NY. Their farm has been on test with Dairy One since 2012 and they were Quality Milk Award Winners in 2015 and 2017.

**Jason Karszes** is a Senior Extension Associate with Cornell CALS PRO-DAIRY and specializes in dairy business management. His focus areas are in management education, financial analysis, decision making, budgeting and business planning. Some of the programs he manages include: the Cornell Dairy Executive Program, Dairy Farm Business Summary, Discussion Groups and Activity Cost Analysis.

**LouAnne King** operates Mapleview Dairy in Madrid, NY, with partners David, Jordan and Jacob Fisher and John Kingston. She has been involved on many local and statewide board and committees, and Dairy Promotion for 20 years. Lou Anne managed the farm's neighbor newsletters that began in 2013, and Facebook page that started about the same time, until 2017 when Jordan's wife Kelsey took over. Mapleview Dairy currently operates 4600 acres with 2950 cows in two locations. Heifers are kept at Forest View Heifers, owned by Jordan and Jacob Fisher.

**Andrew Kross** is the herd manager and co-owner of Indian Camp Farm, LLC located in Chenango County, NY. Indian Camp Farms currently has 500 milking and dry cows and farms about 1100 acres. Andrew's father, David Kross, purchased the Farm in 1969 and remains co-owner of the farm today. Both David and Andrew are graduates of Cornell University. When Andrew returned to the farm in 1996, Indian Camp had about 175 cows. Since then, with the addition of a new barn and parlor, the farm increased to 300 and then to the 500 cows found there today. Many of the culling and management decisions Andrew makes are based on component percentages. The Krosses have been Dairy One customers since 1965.

**Brad Macauley's** Merrimac Farms, Inc. in Groveland, NY, was established in 1946. The farm includes 350 dairy cows and young stock on 3500 acres. Brad has a custom manure handling business and a seed treatment/sales business. An active leader, he serves on the Livingston County Farm Bureau, New York Corn and Soybean Growers Association, NY Animal Agriculture Coalition, and Livingston County Chamber of Commerce.

**Judy Moody** has been with Dairy One for 7 years. She works in the Agricultural Management Resource group supporting Dairy Comp Customers. In this role, she delivers consultant trainings and user meetings, where she helps customers use their Dairy Comp 305 more efficiently. She also handles software renewals and processes a majority of tag orders. She grew up in Central NY on a 200-cow dairy and holds a degree in Animal Science from Cornell University. Prior to her

career at Dairy One, she worked on several large dairies, providing her with a strong background in dairy management.

**Kelsey O'Shea** uses her media savvy, optimism and energy as the public relations leader for Maplevue Dairy in Madrid, NY. She manages the farm's neighbor newsletters and Facebook page. Kelsey is married to one of the farm's partners, Jordan Fisher, who operates Forest View Heifers with his brother Jacob Fisher.

**Tom R. Overton, Ph.D.**, Cornell CALS PRO-DAIRY Director, Professor of Dairy Management, Cornell University Department of Animal Science since 2010. He is a native of Northern NY where members of his family dairy farmed for nearly 150 years. He has a BS from Cornell University and an MS and PhD from the University of Illinois before joining the Cornell Dairy Management faculty in 1998.

**Tom Phillips** has been a DHIA Field Technician with Dairy One for 35 years. His Dairy One career began in 1983 when he asked the Dairy One DHIA Technician who came to the farm he was working at if Dairy One had any openings. While he did not grow up on a farm, Tom had been working on farms since he was 10 years old and was interested in pursuing a career in the dairy industry. Today, Tom services many farms in Ontario, Cayuga, Seneca, and Wayne counties. His attention to detail, commitment, and strong work ethic has earned him great respect among is Dairy One coworkers and farms.

**Dan Sheldon** has been President of Woody Hill Farms, Inc., Salem, NY, since 1990. They milk about 1300 Holsteins. Dan has served on the Dairy One Board of Directors since 1986 and served as President of the National DHIA Board of Directors from 2008-2014. He currently serves as Treasurer on the Center for Dairy Cattle Breeding's Finance Committee and has been an active member of the National DHIA and CDCB for many years. Dan holds a degree in Physics from St. Lawrence University. He and his wife of 44 years, Valerie, have two children.

**Dr. Amy Vasquez** spent 5 years as a dairy practitioner in Central Valley, CA, where she developed a passion for extension work focused on mastitis and mastitis microbiology. This led to completing her Ph.D. at Cornell University in May 2017. She currently works as a research associate under Dr. Daryl Nycham and the Quality Milk Production Service at the college. Her dissertation and continuing work revolve around protocols that judiciously use antibiotics for the treatment and prevention of clinical mastitis on dairy farms. She has successfully worked with small and large dairies in NY to implement these protocols and is excited to share her experience and knowledge.

**Hannah Worden** lives in Clifton Springs, NY, where she is a partner at Will-O-Crest Farms with her family and husband Matt. On-farm, she manages public relations through social media, community events, and newsletters. Hannah is a graduate of the Young Dairy Leader Institute and a member of the Dairy Food Advocacy Network. Away from the farm, she is a Genetic Specialist with ABS Global, Inc.

#### **MORE INFORMATION: SEMINAR SPONSORS**

##### **ASAP Interiors**

Established in 2001, ASAP Interiors LLC offers complete turn-key projects from free-stall barns, calf and heifer facilities, commodity buildings, shops, manure and feed storage. Remodeling and design consultation. Machine cut concrete grooving. As well as curtain systems, fans, watering equipment, gates, headlocks, LED lighting, cow mattresses, tunnel ventilations systems, soaker system and tie stalls. Introducing MAXIMUS... complete environmental control from your smartphone. For more information contact us at 315-727-5661 or [asapinteriors@frontier.com](mailto:asapinteriors@frontier.com) or visit [www.asapdairy.com](http://www.asapdairy.com)

##### **Dairy Farmers of America (DFA)**

DFA is a national milk marketing cooperative owned by and focused on nearly 16,000 dairy farmer members in 48 states. The Cooperative's core business is to market members' milk and pay a competitive price. DFA also offers programs and services to meet the needs of members

including farm supplies, livestock purchasing and sales, a line of insurance products and competitive financing options. In addition, through DFA's Global Dairy Products Group, DFA manufactures and markets a variety of dairy products while investing in plants and brands throughout the country.

### **Dairy One Cooperative**

Dairy One Cooperative, Inc. exists to help farms succeed. We do this by measuring components on the farm, from cow and crop production to feed, soil and water analysis. Measuring the right things provides the critical information necessary to make informed decisions. The organization is a not-for-profit cooperative with a core DHIA membership of approximately 3500 dairy farmer members throughout the Northeast and Mid-Atlantic region. Our primary business office and laboratory facilities are in Ithaca, NY, about two miles from Cornell University. Dairy One employs more than 250 people, with about 80 based in Ithaca.

### **Farm Credit East**

Farm Credit East provides a full range of credit and financial services to more than 13,700 customers in our seven-state territory of Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island. Farm Credit East's 21 offices serve people involved in the business of agriculture, including farmers, nursery and greenhouse operators, forest products producers, fishermen, lobstermen, part-time growers, agribusiness owners and country home owners. In addition to loans and leases, Farm Credit East provides financial services, such as payroll, tax preparation, record-keeping and consulting to help Northeast farm businesses be successful. For information on the largest lender to Northeast agriculture, visit

<https://www.farmcrediteast.com/>.

### **Farm Family Insurance**

The Farm Family Group of insurance companies headquartered in Glenmont, NY, is part of the American National Family of Companies. Farm Family has been providing insurance protection for families and businesses in rural and suburban areas since the 1950s in the Northeast and Great Lakes regions. Over the years, Farm Family has earned a solid reputation with an established tradition built on integrity and trust.

Farm Family agents take a personal interest, protecting what you value most. Many of our agents come from agricultural backgrounds themselves and some of them even began their relationship with Farm Family as clients. We're big enough to meet a wide range of coverage needs, yet small enough to listen to our concerns and provide the personal attention you deserve. Visit our website at [farmfamily.com](http://farmfamily.com) or give us a call at 1-800-THE-FARM (1-800-843-3276).

### **Pikeside Enterprises**

Dedicated to providing solutions to manure handling challenges, Pikeside Enterprises provides consultation, design and equipment for manure separation and bedding systems. We provide equipment from pumping to separation to land application.

Pikeside represents the following lines: Bauer producers (<https://www.bauer-at.com/>): the market leader in separators and manure bedding recycling; Bazooka Farmstar (<http://www.bazookafarmstar.com/>): dragline pumps and application bars; Artex Manufacturing (<https://artexmfg.com/>): manure spreaders and silage trailers; and Vaughan pumps (<http://www.chopperpumps.com/>): chopper pumps and pit agitators.

We cover all of New York and beyond with our products and service including replacement parts and scheduled maintenance programs for all separation systems. Nobody has more real-world experience in manure separation and bedding recycling. For more information, contact us at 585-739-3761 or [Pikeside.com](http://Pikeside.com).

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