

DAIRYBUSINESS

NEWS FOR IMMEDIATE RELEASE

World Ag Expo and DairyBusiness & HolsteinWorld announce an opportunity for dairy professionals to gain knowledge about The Future of Dairy.

Fresno CA / January 13 – Attendees at the World Ag Expo in Tulare are invited for a look into the future of the rapidly changing world of dairy reproduction and genetics. On Wednesday, February 10, 2016, from 10AM to 3PM PST, *DairyBusiness & HolsteinWorld* will present ***BUILDING YOUR HERD IN THE 21st CENTURY, Genetics and Reproduction for Tomorrow's Dairy Operation***. *DairyBusiness & HolsteinWorld* Owner/Partner Joel Hastings and DairyLine Radio Show and DairyBusiness Radio Network General Manager, Bill Baker will host the event.

DairyBusiness & HolsteinWorld will partner with All West Select Sires, Trans Ova Genetics, RuAnn and Maddox Dairies, Zoetis, and the Holstein Association USA to introduce a learning experience that can mean a significant difference in the growth and profitability for the dairy industry now and in the future. The practical and educational presentations are by an all-star list of the most knowledgeable professionals in the dairy business. A picnic lunch and ice cold milk will be served to guests.

10:00 AM – **Kevin Jorgensen**, Sire Analyst for Select Sires in the Western U.S., will open up the event with “Maximizing the Value of Genetics in the Genomic Era”.

11:00 AM – **Paul Loney**, Director of Sales and Marketing at Trans Ova Genetics will present “Full Throttle Genetic Improvement”.

1:00 PM – **Pat Maddox**, Partner at RuAnn & Maddox Dairies, will talk about “Genetics and Reproduction at RuAnn & Maddox Dairies: Achieving Goals”.

2:00 PM – **Dr. Ralph Bruno**, Dairy Reproduction Specialist at Zoetis, will explain “The Impact of Genomics and Reproduction and Other Low Heritability Traits”.

3:00 PM – **Lindsey Worden**, Executive Director of Genetic Services, Holstein Assn. USA, will complete the seminar with “Tools for Building Tomorrow’s Super Cow”.

DairyBusiness & HolsteinWorld recognize the opportunity to use its combined resources to partner with leading dairy industry businesses as advocates in finding more ways to help dairy producers succeed in challenging times. In the company’s online announcement, Owner/Partner Joel Hastings said, “If you are attending the World Ag Expo or are a dairy professional, being a part of this program could be the most valuable investment of your time you could ever make to be more successful in The Future of Dairy.” Seats will be limited to 200 dairy industry professionals and will go fast. Call Joel Hastings at **559-440-9220** or send email to [**jhastings@dairybusiness.com**](mailto:jhastings@dairybusiness.com) to make reservations now.

DairyBusiness Communications has served the dairy industry since 1904 and is a multi-platform publisher and marketer of news and information content vital to the dairy industry and creates technology driven communications and media services for marketers and advertisers in the milk production business. *DAIRYBUSINESS EAST* and *DAIRYBUSINESS WEST* magazines and associated online communications cover news about important dairy industry issues in regional areas of the United States. *HOLSTEINWORLD* magazine and online communications focus on breeders across the U.S. who develop genetics in dairy cows used for high output milk production. Other communications services include: THE WEEKLY, DAIRYBUSINESS RADIO, [**HOLSTEINWORLD.COM**](http://HOLSTEINWORLD.COM) and

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