



2024 NORTHEAST DAIRY CONVENTION

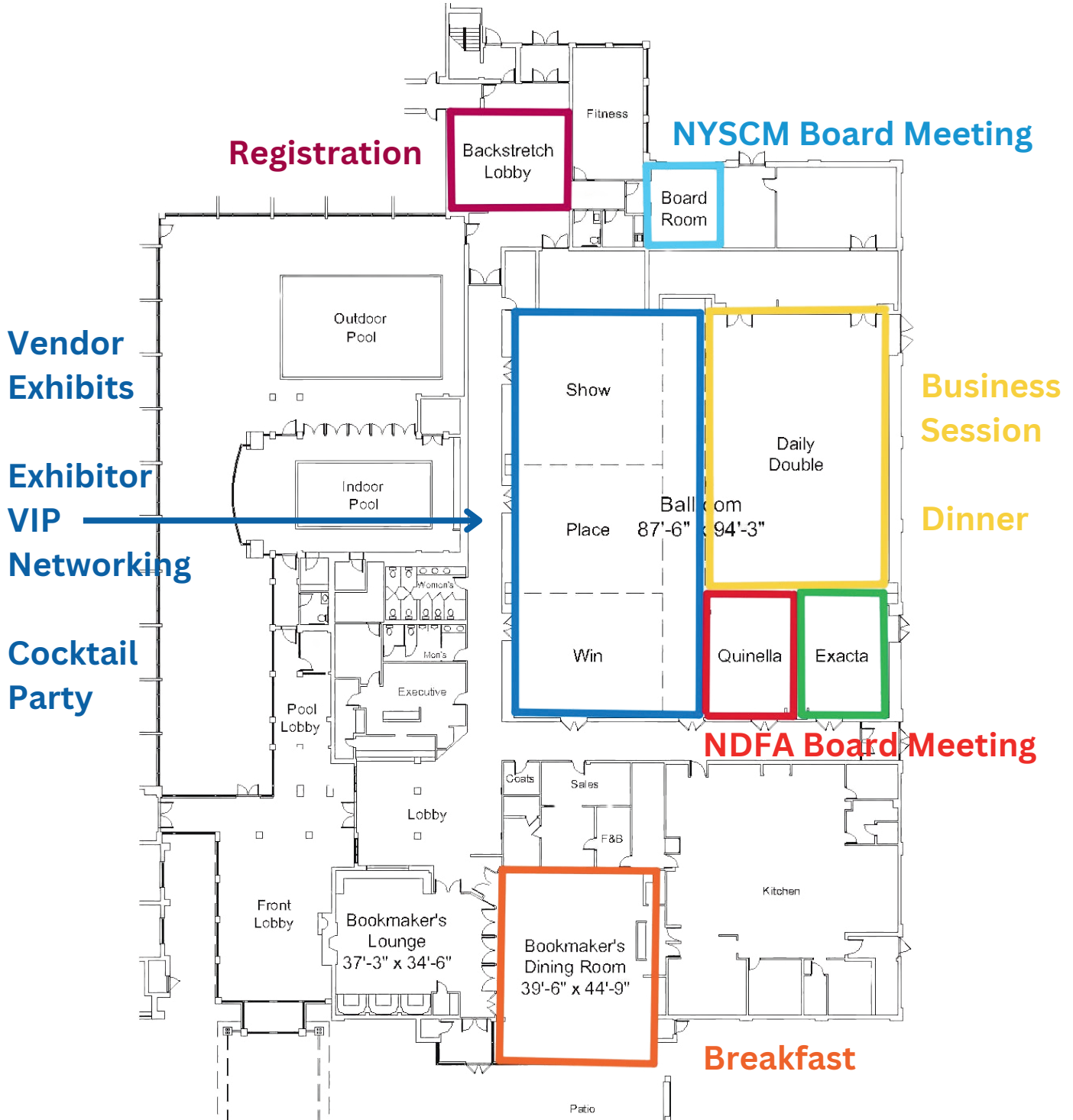


 **Holiday Inn**
AN IHG® HOTEL

SEPTEMBER 25-27

SARATOGA SPRINGS, NY

Hotel Map



Agenda

WEDNESDAY

Vendor Exhibit Set Up	12:00 PM
NYSCMA Board Meeting	3:00 PM
Hotel Check-In	3:00 PM
Exhibitor & Processor VIP Networking	5:00 PM
Cocktail Party	6:00 PM
Dinner	7:00 PM

THURSDAY

Breakfast	7:00 AM
Business Session	8:00 AM
Vendor Exhibits	8:45 AM
Business Session	9:30 AM
Golf Tournament Saratoga Walking Tour	12:00 PM
Cocktail Party	5:30 PM
Dinner	6:30 PM

FRIDAY

Breakfast	7:00 AM
Business Session	8:00 AM
Panel Discussion	9:30 AM
Vendor Exhibits Tear Down NDFA Board Meeting	11:00 AM

THURSDAY SPEAKERS

Dairy and greenhouses emissions, challenges and opportunities

Key areas of focus include soil management and carbon sequestration, enteric methane reduction strategies, and manure management strategies, with the goal of reducing greenhouse gas emissions and developing economically favorable solutions for dairy producers.

Czymmek has a strong background in production agriculture and training in agronomy and law. He served the NY dairy industry for over 20 years as a PRO-DAIRY nutrient management specialist, where he focused on nutrient management, environmental sustainability, and regulatory issues of importance to the NY dairy industry.

In 2021 Czymmek left PRO-DAIRY to work on the Environmental Research team at Dairy Management Inc., and then with Land O'Lakes subsidiary Truterra, on the Dairy and Livestock Services team. Both positions involved efforts to support the U.S. dairy industry toward meeting environmental stewardship goals established by the Innovation Center for US dairy, including greenhouse gas emissions.

Effort as a Dairy Climate Leadership specialist for PRO-DAIRY will focus on interactions, communication, and training for dairy producers and industry advisors, scientists, governmental and regulatory agencies to improve sustainability by helping the dairy industry find economical ways to improve practices while protecting the environment.

Karl Czymmek



PRO-DAIRY Climate Leadership Specialist

How is MilkPEP Modernizing Milk

Learn how the marketing arm for the fluid milk industry is reaching consumers and positively impacting attitudes toward milk. MilkPEP's Director of Communications Michele Veei shares the award-winning integrated programming that's driving reconsideration of milk as a modern performance beverage. She'll also share how processors can leverage MilkPEP programs, insights, and category leadership offerings for their brands.

Michele Vee is the director of communications at MilkPEP, the Milk Processor Education Program (MilkPEP), a national organization representing America's milk brands and dedicated to educating consumers through category-level marketing programs. She is leading a multi-year transformation of the organization's B2B digital ecosystem and modernizing communications.

Prior to her current position, Michele served as the director of shopper marketing at MilkPEP, bringing with her significant experience in strategic marketing, retail sales, product marketing and communications. As director of shopper marketing, she was instrumental in securing successful CPG partnerships with Hershey's Syrup and General Mills Big G Cereals.

Michele's professional portfolio spans communications, public relations, marketing and sales, with a passion for the food industry. Michele has worked with and sold into retailers of all sizes and understands how to motivate customers to buy throughout the shopper journey. Additionally, Michele has held several senior-level positions at Cuisine Solutions, an international foodservice company; E.James White, an integrated marketing communications agency, and the American College of Emergency Physicians, the world's largest organization of emergency physicians.

Michele Vee



MilkPEP Director of Communications

Consumer Trends in the Dairy Industry

We'll take a highly visual level look at some of the consumer trends in the dairy industry including trending marketing campaigns, branding trends, and plant-based beverages. We'll also explore a couple of case studies on branding and marketing to explore new and different ways to engage consumers.

Maureen is Founder and CEO of Agency 29, a creative agency for food, beverage, and agriculture companies. Maureen's experience in brand strategy helps companies scale business growth, define their unique marketing message, and attract their ideal audiences. She grew up on a dairy farm in Upstate NY and Maureen's rural roots are the source of her passion for food and agriculture. (Agency 29 is formerly known as 29 Design Studio).

Maureen Ballatori



Agency 29 Founder
and CEO

THURSDAY AFTERNOON ACTIVITIES

Golf Tournament

12pm

359 Northern Pines Road
Wilton, NY 12831



McGREGOR LINKS
COUNTRY CLUB

- boxed lunch is included
- transportation is on your own

Guided Walking Tour

12pm

Backstrech Lobby

Stops along our tour will
include:

- Sara's Kitchen
- Saratoga Olive Oil
- Whitman Brewing
- Old Bryan Inn
- Saratoga Race Track



FRIDAY SPEAKERS

Cornell Workforce Development Update

Join us for an update from the Cornell Workforce Development for Food and Dairy Processors team, highlighting their latest progress and breakthroughs in workforce development for dairy processing. Discover how their collaborative initiatives have transformed training approaches, improved the skills of participants, and forged enduring partnerships across the state. Learn about success stories, pivotal insights, and plans and strategies for the year ahead.

Kimberly Bukowski is part of the Dairy Food Science Extension team at Cornell University where she provides leadership for the Dairy Foods Certificate Program and Workforce Development, including program oversight, marketing, and development. 2 years ago, Dairy Foods Extension saw a need for workforce development and educating the public on the great jobs in the Dairy Industry. Through this need, a Workforce Bootcamp was developed for graduating high school students, and underemployed/ unemployed adults. Through grant funding the team has grown to include Taylor Pelcher and Hannah Moyal.

Taylor Pelcher is a Workforce Specialist on the Dairy Foods Extension team. Taylor is dedicated to driving positive change and fostering growth within the industry. Her advocacy for agriculture and the dairy sector is evident through her commitment to innovation and collaboration. With her colleagues, Taylor is at the forefront of identifying trends and implementing solutions to address the evolving needs of dairy processing.

Hannah Moyal is a Workforce Specialist on the Dairy Foods Extension team at Cornell's College of Agriculture and Life Sciences in Ithaca, NY. Hannah has a passion for helping people realize their potential in the dairy processing industry. She accomplishes this through strategic partnerships with community organizations, education, and skills training. With a proven record of fundraising and employee development, Hannah has helped expand the initiative to serve more jobs seekers and employers. Her ethos is to identify talented and motivated individuals and lead them to pathways into fulfilling careers in dairy manufacturing.



Kim Bukowski
Cornell University
Dairy Extension
Specialist



Taylor Pelcher
Cornell University
Dairy Workforce
Specialist



Hannah Moyal
Cornell University
Dairy Workforce
Specialist

Advancing Workplace Safety Using Leading Indicators

In recent years, advancing workplace safety has developed two key measures – those being lagging and leading indicators. Lagging metrics involve core OSHA measures such as recordable injuries and lost time cases. Leading indicators are newer measures in recent years – these involve measuring proactive efforts, the true prevention efforts at the facility level. This presentation will highlight the opportunity that exists for dairy processing firms to advance workplace safety by using leading indicators to enable workplace safety to advance and protect employees.

Dave Crowley holds an Associate Degree in Science from New England Institute and a BS in Toxicology from Northeastern University in Boston. He is a Certified Safety Professional (CSP), Certified Hazardous Materials Manager (CHMM) and a Safety Trained Supervisor (STS) and has worked as an Environmental Health & Safety (EHS) professional for over 38 years. For the past 24 years he's worked for HP Hood LLC, the nation's largest contract manufacturing dairy processing firm – and he currently serves as their Vice President of EHS & Sustainability.

Dave is also Founding Director of Safety For NonProfits, Inc., a non-profit organization that promotes the fundamental human right to a safe and healthy workplace and focuses on delivering pro bono workplace health and safety services to nonprofit/charitable organizations.

Dave Crowley



**HP Hood VP of EHS &
Sustainability**

FRIDAY PANEL DISCUSSION

LEGISLATIVE & INDUSTRY POLICY



Hon. George Borrello

NY Senate Agriculture
Committee Ranking
Member



Katie Howard

NY Dept of Agriculture
and Markets Deputy
Commissioner



Hon. Donna Lupardo

NY Assembly
Agriculture Committee
Chair



Hon. Chris Tague

NY Assembly
Agriculture Committee
Member

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