

Saturday Corporate Technology Presentations

All Academy participants will attend these presentations in the afternoon. Contest participants will attend in the morning or afternoon (opposite of their presentation). Check NAIDC schedule for specific attendance expectations by team / group.

More Than a Loan, A Relationship

Melissa Redd, Regional Lending Manager, AgGeorgia Farm Credit
10:00 AM, 1:00 PM and 3:15 PM in ROOM 19B

Melissa discusses the importance of the relationship between lender and borrower in the context of her relationships with customers having dairy operations of various sizes. Ms. Redd manages a region of 4 branches that handles a portfolio of over \$225 million. 94% of AgGeorgia's dairy loans are also within her region. She has 26 years banking and insurance experience, including nearly 10 years with AgGeorgia Farm Credit.



Don't Limit Your Expectations

Jorin Ouwinga, Dairy Specialist, Land O'Lakes, Inc.
10:00 AM, 1:00 PM and 3:15 PM in ROOM 19C

Jorin will talk about his journey through the dairy industry from dairy farm employee to recent graduate to dairy specialist with Purina. He will share some of the helpful connections he has made and how he has ended up way farther than he thought he would go in his journey so far. Jorin has a 2 year certificate degree in Dairy Management from Michigan State and a Bachelors degree in Ag Business Management. He has also interned at the Cal Poly Dairy farm and worked as a herdsman on a 500 cow dairy in Michigan.



Farm Decision Making: Unlocking the Power of Data and Analytics

Josh Hushon, US Dairy Marketing Communications Lead, Cargill
10:45 AM, 1:45 PM and 4:00 PM in ROOM 19B

In his presentation, Josh Hushon from Cargill Animal Nutrition will focus on how we need to continue unlocking the power of data and analytics, and better applying those insights to our everyday herd management and decision making. Josh has 15 years of experience in bringing new products and marketing initiatives to market in the dairy industry. A native of Pennsylvania, Josh started his career at Hoard's Dairyman and has held various marketing roles prior to joining Cargill in 2014.



Inside the Bull Barn: The Other Side of the A.I. Industry

Kristi Fiedler, Director of Production, URUS
10:45 AM, 1:45 PM and 4:00 PM in ROOM 19C

Kristi Fiedler is the Director of Production for URUS, which serves both GENEX and Alta brands. She has managed production for the last year and half. Prior to Production she had 15 years of experience at GENEX in various roles from intern, large herd consultant and US Technical Service Manager. Today's session will show you the male side of the Artificial Insemination industry. You will learn about a bull's lifecycle from the time he is identified as a genetic outlier through semen collection and more.



Preparing for the Real World in Agriculture

Jack Hippen, North American and EU Sales Director, ST Genetics
11:30 AM, 2:30 PM and 4:45 PM in ROOM 19B

Jack leads ST Genetics' sales and marketing teams and oversees distribution of the semen needed to prove high genomic bulls to the dairy industry. He has almost 30 years of experience in corporate management, marketing and sales with dairy-related and livestock reproductive services companies.



Don't Strive to Survive Through CHANGE but Rather Thrive With CHANGE!

Dave Whitlock, Regional Sales Manager Southern Region, Premier Select Sires
11:30 AM, 2:30 PM and 4:45 PM in ROOM 19C

Dave comes to us today with 30 years of experience in the AI Industry and Select Sires. He has worked extensively with dairy producers across the Southeast to enhance their reproductive performance and increase their genetic progress. In his presentation, Dave will talk about some of the changes in the dairy industry and how those changes are driving the future. He will give insight not only on how to adapt to change but how to promote change with dairy producers to embrace new technologies and recommendations.

