



2024 May Leadership Event Agenda

Make It Happen. Make it Matter.

Friday, May 10, 2024

- 4:00-5:15 p.m.** **Arrival for all Attendees**
Settle into hotel rooms. When you're ready, join us in the ballroom.
- 4:00-5:45 p.m.** **Interview Judging begins**
Only for those who have been notified about Friday judging
- 5:30 p.m.** **Welcome and Introductions**
Emma Kuball, 70th Princess Kay of the Milky Way
- 5:30-6:30 p.m.** **Dinner**
Provided for all attendees.
- 6:45-7:45 p.m.** **Picture Perfect: Creating 'gram worthy content that highlights the best of the dairy industry**
Jenn Coyne, Editor
- In the era of social media, it only takes one post for a person or industry's reputation to be tarnished. The trick is to provide honest content without room for misleading interpretations. This session will review which photos or videos should be shared online and how carefully word-smithing a caption can leave viewers supporting the dairy industry and you.
- Interview Judging continues**
Only for those who have been notified about Friday judging
- 8:15-9:15 p.m.** **Activities with 2023 Finalists**
Sit with your assigned group
- 9:15 p.m.** **Late night snack with the Weekend Schedule and Details**
Janet Bremer, Minnesota Dairy Princess Coordinator
- 10:00 p.m.** **Lights out**
In your assigned rooms for a good night's rest for a busy day tomorrow



Saturday, May 11, 2024

7:15-8:15 a.m.

Breakfast

8:30 a.m.

Judging continues

Judging will continue during sessions throughout the day

8:30-9:30 a.m.

Making the Most of Your Time

Theresa Reps, Account Supervisor, Curious Plot

Time is precious, learn how to make the most of it through this presentation. We will discuss mentorships and how to cultivate meaningful relationships that will benefit you for years to come. We will also dive into time management skills that will help you make the most of every minute.

9:30-9:45 a.m.

Break

9:45-10:45 a.m.

Presenting to Upper Grades. It's not Mission Impossible

Emma Kuball, 70th Princess Kay of the Milky Way

Class is in session and you are the student. Princess Kay Emma will be sharing a lesson she created which is perfect for grades 7-12. The fun-filled, hands-on activities will take a deeper dive into dairy nutrition and animal care. This lesson can easily be adapted to other audiences as well.

10:00 a.m.

Professional Headshots

Photos with Matt Addington Photography begin

10:45-11:00 a.m.

Break

11:00 a.m.-12:00 p.m.

Sharing the Dairy Story Using the Language of Leadership

Kim Bremmer, Owner of Ag Inspirations LLC

It is said "the art of communication is the language of leadership." In this session, we will work through effective techniques to better communicate our dairy story and connect with consumers to help protect our license to farm today and into the future. We have a great story to share - will you accept the challenge of leading the way?



12:00 p.m.

Lunch

1:00-2:55 p.m.

Dairy Dialogues- Round Table Discussions

Each group begins at one table and will rotate to the next to experience each short session.

Dairy—What’s Trending Now, Shannon Watrin, Midwest Dairy

Learn more about trends in dairy foods. Learn which products are making waves and making comebacks. Consumers want dairy foods, and as a princess, you have a unique voice to share with consumers great ways to include dairy in their diets.

Food Safety from Cow to Carton, Sue Neisen, USDA Dairy Programs

What is the role of the Milk Inspector? The primary job of any inspector is food safety. Everything from the cow to the container that is in the grocery store has sanitary requirements to ensure that all dairy products are safe, wholesome, and nutritious. Anything that the milk or milk products touch is inspected.

RECIPE for effective storytelling, Greta Tank, University of Minnesota

Discover a RECIPE for effective storytelling. We’ll explore relationships, ethics, credibility, industry awareness, professional statements, and etiquette related to your role in the agricultural community. Learn techniques and tips for sharing your story as an ambassador representing the dairy industry.

Sustainability: A work in progress, Chicky Otte, Square Deal Dairy

We’ve come a long way from when we first started dairying, but we have a long way to go. With so much information out there, we need to do our homework on what will work on our farm. How do we balance and prioritize what society asks of us and what the checkbook will allow?

Tips for Telling our Animal Care Story, Lindsey Borst, DVM

Have you ever been asked an uncomfortable question about animal care on the farm and weren’t sure how to answer it? Animal care is at the forefront of dairy consumers’ minds. Learn how to have discussions with consumers about their most common animal care concerns on dairy farms.

Udderly Cheesy, Kathy Hupf, CannonBelles Cheese

In this presentation, you’ll be learning some basic information about the different kinds of cheeses and what makes them unique. We’ll also be covering some tips for selling and displaying cheese and finding answers to the most commonly asked questions from consumers.



2:55-3:10 p.m.

Break

3:10-4:00 p.m.

Make and Take Activity

Lead by Janet Bremer and 2023 Finalists. Use this time to create tools benefiting your role as a dairy princess.

4:00-4:15 p.m.

Snack Break

4:15-5:15 p.m.

White Lies? Separating fact from fiction about common dairy myths and misconceptions

Holly Ellison, RD, LD, Registered Dietitian

Milk, like many other foods, has been the victim of pseudoscience fear-mongering. The minefield of dairy and dairy-free products available at the supermarket combined with the mixed messages make it difficult to understand what on earth to pick – or whether to pick any at all! Learn to discern myths from evidence-backed science by exploring common misconceptions about milk and dairy foods and how to respond to consumer questions.

5:15 p.m.

Wrap-up and Announcements

Janet Bremer, Minnesota Dairy Princess Coordinator

5:30 p.m.

Head for Home

Sunday, May 12, 2024

2:00 p.m.

Virtual Announcement of the 2024 Finalists

Follow the Princess Kay Facebook Page