

2026 May Leadership Event Agenda **The Power of You**

Friday, May 15, 2026

- 4:00-5:15 p.m.** **Arrival for all Attendees**
Settle into hotel rooms.
- 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**
Malorie Thorson, 72nd Princess Kay of the Milky Way
- 5:30-6:30 p.m.** **Dinner**
Sit with your assigned group
- 6:30-8:00 p.m.** **Interview Judging continues**
Only for those who have been notified about Friday judging
- 6:30-7:30 p.m.** **Reflections from a Glass of Milk**
Donna Moenning, Keynote Speaker
Donna is a storyteller at heart. Beginning with her roots on a Minnesota dairy farm, her journey grew into a career spent helping agriculture share its voice. As a marketing and public relations professional, she has spent decades empowering farmers, understanding consumers, and curating the stories that connect them. In this keynote, Donna shares personal stories and thoughtful reflections that draw from her life and work experiences. While she has presented to food and agriculture audiences in more than 35 states as well as in Canada, South America and Europe, Donna admits, speaking in your home state is always best!
- 7:45 p.m.** **Activities with 2025 Finalists and Weekend Details**
Janet Bremer, Minnesota Dairy Princess Coordinator
Sit with your assigned group
- 9:30 p.m.** **Room Check / Questions**
In your assigned rooms for a good night's rest for a busy day tomorrow.

Saturday, May 16, 2026

7:30-8:15 a.m.

Breakfast

8:30 a.m.

Judging continues

Judging will continue during sessions throughout the day

8:30-9:30 a.m.

From Reading to Remembering

Malorie Thorson, 72nd Princess Kay of the Milky Way

There is more to school visits than just reading Click, Clack, Moo Cows That Type. Malorie will share tips on how to segway into telling your dairy story. She will also share about the variety of requests she receives as Princess Kay of the Milky Way. Do you have any questions for her? Come prepared to ask questions about her role as Princess Kay.

9:30-9:45 a.m.

Break

9:45-10:15 a.m.

This is Me

Janet Bremer and 2025 Finalists

What information would you like your audience to know about you when you are introduced at an event? We will write a short, creative, and interesting biography about you. Sit with your assigned group

10:00 a.m.

Professional Headshots Photos with Matt Addington Photography begin

10:15-10:30 a.m.

Break

10:30 a.m.-11:30 a.m.

Dairy's Role in Modern Nutrition

Jena DeMoss, Hy-Vee Dietitian

This presentation highlights dairy's role in modern nutrition and the key nutrients it provides to support a balanced eating pattern across the lifespan. Additionally, highlights common misconceptions about dairy to help participants build confidence in addressing consumer facing questions. The session also features a simple dairy based recipe demonstration that can be easily replicated at school visits, meetings, and community events.

11:30 a.m.-12:00 p.m.

Visit with someone you haven't met yet!

12:15 p.m.

Lunch

1:00-2:00 p.m.

Dairy Dialogues- Round Table Discussions

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

1. Food First: Connecting with Consumers on Social Media

Bailey Ruen, Director of Communications for Minnesota Pork

*Food has a powerful way of uniting us. Today, leading with food is one of the best ways to connect consumers to agriculture. In this interactive session, discover how social media marketing in 2026 looks much different than it did just a few years ago. Hear real-life insights from what has (and hasn't) worked on Minnesota Pork's social channels while promoting the National Pork Board's new consumer campaign, **Taste What Pork Can Do**[®]. Fair warning: you may leave hungry!*

2. Communicate Calf Care with Confidence

Dr. Bethany Dado-Senn, Calf and Heifer Technical Specialist, Vita Plus

This presentation will highlight current trends in dairy calf science and management, with a focus on how to communicate these topics clearly to consumers. Attendees will gain insight into evolving best practices, including the latest calf care requirements within the FARM Program from Dairy Management Inc. The session emphasizes transparent communication—recognizing where research is still developing while explaining how dairy farmers actively work with veterinarians, extension specialists, consultants, and third-party welfare auditors to improve calf care. Participants will leave with a clearer understanding of what consumers are most curious about, how calf care decisions are made, and how to confidently represent dairy's commitment to continuous improvement.

3. Goal Setting for Success

Val Brekke, Associate Communications Consultant, Compeer Financial

We all have goals, whether personal, academic, or for another area of life. You may even have goals for your role as a dairy princess! However, without a plan of action, most goals are unachieved. Learn how to set and accomplish your goals by creating a practical plan for success.

4. Supporting the Next Generation

Emily Mollenhauer, Minnesota Dairy Initiative State Director

Younger generations are the future of Minnesota dairy farms. Successful farm transition plans and a team that supports open communication are essential for farm families to thrive for years to come. Minnesota Dairy Initiative provides these services to Minnesota farm families and helps them achieve goals, make improvements, and plan for a vibrant future.

5. Connecting & Creating Lasting Relationships

Robin Kinney, Minnesota Farm Bureau – Member Relations Director
Learn from an experienced and passionate agriculture professional on how to connect with all you greet and meet as a dairy ambassador. Kinney will help hone your listening skills, create meaningful connections, and share tips on time management. She'll help you find how to connect anyone to agriculture by understanding how to listen with intention to their conversations and questions.

6. Princess Program Insights and Future Opportunities

Brenna Bobendrier, Farmer Relations Manager- Midwest Dairy
Every county princess program is unique. In this session, we will explore what's working well in our programs and where we see opportunities to grow. Together, we will share insights and brainstorm new ideas to bring back to your programs. We will also discuss leadership opportunities beyond the crown and sash.

2:00-2:30 p.m.

Ice Cream Break

2:30-3:30 p.m.

Dairy Dialogues- Round Table Discussions continue

3:45-4:45 p.m.

Make and Take Activity

Lead by Janet Bremer and 2025 Finalists.

Create tools benefiting your role as a dairy princess.

4:45 p.m.

Wrap-up and Announcements

Janet Bremer, Minnesota Dairy Princess Coordinator

5:00 p.m.

Head for Home

Sunday, May 17, 2026

2:00 p.m.

Virtual Announcement of the 2026 Finalists

Follow the Princess Kay Facebook Page