



## 2025 May Leadership Event Agenda

### Expanding the Possibilities

#### Friday, May 16, 2025

- 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**  
Rachel Visser, 71st Princess Kay of the Milky Way
- 5:30-7:30 p.m.**                      **Dinner and Dine with Confidence**  
Speaker, Teri Gustafson, Director of the Protocol School of Minnesota  
*In this session, you will learn essential dining skills that will enhance your poise and confidence at any dining event. From mastering table settings, buffets and critical conversations to understanding the nuances of proper dining, you will be prepared to enjoy and help others enjoy all social and professional dining events.*
- 7:30-8:00 p.m.**                      **Interview Judging continues**  
*Only for those who have been notified about Friday judging*
- 7:45-8:45 p.m.**                      **Activities with 2024 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 17, 2025

- 7:30-8:15 a.m.**                      **Breakfast**
- 8:30 a.m.**                              **Judging continues**  
*Judging will continue during sessions throughout the day*
- 8:30-9:00 a.m.**                      **Who Are You?**  
Janet Bremer and 2024 Finalists  
*What information would you like your audience to know about you when you are introduced at an event? Let's write a short, creative, and interesting biography about you.*
- 9:00-9:15 a.m.**                      **Break**
- 9:15-10:15 a.m.**                      **Does Chocolate Milk Come From Brown Cows?**  
Rachel Visser, 71st Princess Kay of the Milky Way  
*Presenting to different age groups, tips for making connections with various audiences, and some strategies for writing and giving speeches are just a few of the topics Rachel will address in her presentation. Do you have any questions for her? Come prepared to ask questions about her role as Princess Kay.*
- 10:00 a.m.**                              **Professional Headshots** *Photos with Matt Addington Photography begin*
- 10:15-10:30 a.m.**                      **Break**
- 10:30 a.m.-12:00 p.m**                      **Stronger Together: How Relationships Fuel Influence & Positive Change in Agriculture and Beyond!**  
Aaron Putze, Author – Speaker - Strategist  
*Relationships are the catalyst to accomplishing great things and moving agriculture forward! Join Aaron in this fast-paced and engaging workshop as he helps recalibrate your relationship compass by doing a bit of introspection and sharing. Along the way, you'll obtain practical and actionable insights for nurturing relationships to help you and others grow and lead for the betterment of the dairy industry and agriculture! Indeed, making everything personal drives greater results and personal and professional success!*



12:15 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.*

**1. Connecting with Consumers with Farm Bureau**, Pam Debele, Education Coordinator, Minnesota Farm Bureau Federation  
*As a dairy princess or ambassador, you are asked to represent dairy farmers with the goal of connecting with consumers, but where do you begin? Learn about the resources Minnesota Farm Bureau has available for you to use, whether you are at a Breakfast on the Farm, classroom visit, county fair, or more. You will also learn how Farm Bureau can be part of your leadership and advocacy journey after your time as a dairy princess is done.*

**2. Innovating in Dairy**, Molly Brink, Brand Manager, DFA (Dairy Farmers of America) / Kemps  
*Experience the latest fluid dairy innovation products that have recently launched at DFA. Learn how these products come to life from ideation, execution, commercialization, and ultimately launch at retail. Finally learn the ins and outs of fluid dairy innovation product types – from HTST, ESL, to Aseptic formats.*

**3. Telling Your Story Visually and Verbally**, Louise Anderson, retired from a career of Productivity Technology Sales and accelerating targeted behavior change with the use of recognition and manager engagement.  
*Can you define what poise and confidence look or sound like? Can you assess your poise and confidence level and the impression it may make on others? Do know how to build your poise and confidence in how you: act/stand/sit/walk, speak/listen, dress, etc? Do you ever think about why one candidate is chosen for a job over others or one person's opinion is more valued than others?*

**4. Ag Literacy Resources with Minnesota Ag in the Classroom**, Keri Sidle, Education Specialist, Minnesota Department of Agriculture, Ag in the Classroom  
*Find out about the Minnesota Ag in the Classroom program. During this discussion, you'll learn about the free valuable ag literacy resources offered by MAITC. We will also discuss classroom presentation tips and tricks when working with students.*



**5. How to Use Food to Tell Your Farm Story**, Christine Leonard, Dairy Farmer and Cheese Monger

*Learning how to use food as a way to connect people to farms is at the backbone of Christine's on-farm business. In this session, you will learn tools to help tell both your story and the story of dairy in bite-size ways. Connecting to the consumer isn't always about stating facts, it's about sharing your love of dairy foods and the people behind them.*

**6. Farm to Fuel: Why Dairy Matters for Athletes** Rachel Stark, Registered Dietitian

*In this presentation, Farm to Fuel: Why Dairy Matters for Athletes, we will explore the critical role that dairy plays in an athlete's nutrition. From supporting muscle recovery to providing essential nutrients for energy and bone health, dairy products are an excellent source of high-quality protein, calcium, and vitamins that help athletes perform at their best. You'll learn about the science behind dairy's benefits and practical ways athletes can incorporate dairy into their daily fueling plans. This presentation will highlight how dairy can be a powerful ally in achieving peak performance.*

**2:55-3:10 p.m.**

**Break**

**3:10-4:10 p.m.**

**Make and Take Activity**

Lead by Janet Bremer and 2024 Finalists.  
*Create tools benefiting your role as a dairy princess.*

**4:10-4:25 p.m.**

**Snack Break**

**4:25 p.m.**

**Wrap-up and Announcements**

Janet Bremer, Minnesota Dairy Princess Coordinator

**5:00 p.m.**

**Head for Home**

**Sunday, May 18, 2025**

**2:00 p.m.**

**Virtual Announcement of the 2025 Finalists**

*Follow the Princess Kay Facebook Page*