

NIAA NATIONAL INSTITUTE FOR
ANIMAL AGRICULTURE



**Producing Protein for a
Food Insecure & Uncertain World**

Leading Food Security, Sustainable Production, and Innovation

WELCOME

Thank you for joining the National Institute for Animal Agriculture's 2022 Annual Conference. This year's Annual Conference convenes the depth and breadth of food system leaders as, together, we explore, discuss, learn, and develop solutions for today's food system.

Today's world is changing at an ever-increasing pace. As animal agriculture leaders, we are prepared to meet the needs of a changing world – a world where transparency is increasingly important and earning and maintaining consumer trust is an ongoing priority. Whether it's securing enough protein for all, sustainably producing protein, or innovatively meeting the needs of many, there is never a shortage of critical topics to address.

MISSION

NIAA convenes animal agriculture experts and allies in collaborative settings to explore, discuss, learn, and develop knowledge that fosters interdisciplinary cooperation for the improvement and continuous progress of animal agriculture.

VISION

NIAA is the leading resource for the animal agriculture industry and provides value to all stakeholders involved in providing safe and healthy food for the world.

PLANNING COMMITTEE

Jared Wareham – ABS Global

Kelly Loganbill – Midan Marketing

Chelsea Good, JD – Livestock Marketing Association

Lucas Pantaleon, DVM, MS, DACVIM, MBA – Pantaleon PLLC/Ogena Solutions

PARTNERS

2022 Partners

PLATINUM



GOLD



SILVER



BRONZE



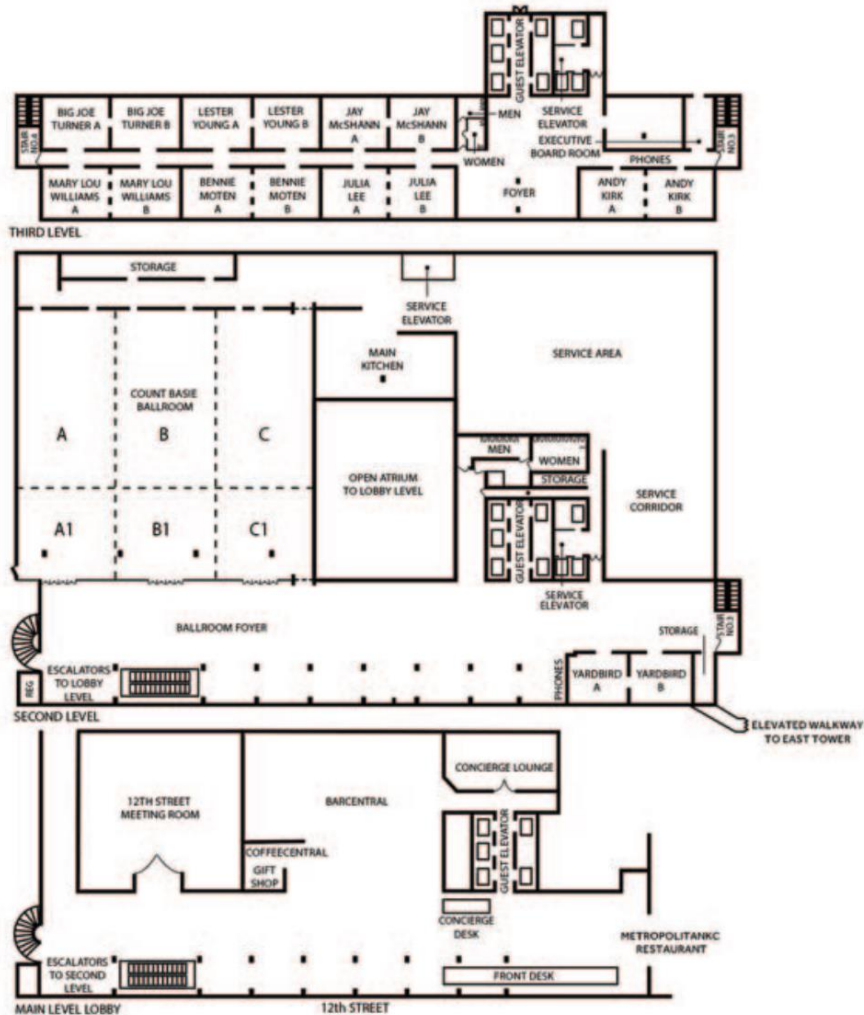
DATAMARS



SUPPORTER



HOTEL MAP



AGENDA

Wednesday, April 20

Innovation

9 AM – Noon
[12th Street Room]

NIAMRRE Pre-Session

Stakeholder meeting to discuss data privacy and security for a national antimicrobial resistance database of bacteria from animal health samples.

As part of a USDA Cooperative Agreement, Iowa State University and the National Institute of Antimicrobial Resistance Research and Education (NIAMRRE) will be holding a stakeholder meeting prior to the start of the NIAA Annual Meeting to gather input on data privacy and security needs and concerns for development of an antimicrobial resistance database of bacteria from animal health samples submitted to veterinary diagnostic labs. Diverse stakeholders including producers, veterinarians, commodity group representatives, animal health industry representatives, veterinary diagnostic laboratories, and government entities are encouraged to attend.

1:00 – 1:30 PM
[Basie C/C1]

Opening Remarks and Welcome

- Kevin Maher, NIAA Chairman of the Board

1:30 – 2:30 PM
[Basie C/C1]

Opening Keynote

Diana Kander

As a New York Times Bestselling Author of *All In Startup*, entrepreneur, and innovation consultant, Diana Kander, asks big questions. What causes well-known, household brands to lose relevance with their customers and go out of business? Can industry sector decline be prevented? What kind of culture needs to exist in an industry to ensure innovative ideas and practices? Diana will challenge us, as animal agriculture leaders to approach our sector of today's food system through difference perspectives and to think about the collective challenges we face from different vantage points as we explore, discuss, learn and collaborate to make animal-derived protein the protein of choice on the world's "plate."

2:30 – 3:30 PM
[Basie C/C1]

Working Backwards to Build a Successful Animal Agriculture Sector

Join our opening panel conversation as leaders share perspectives from the consumer, retail, processor, and farmer/rancher perspective. The panel will define what success in the future looks like for their sector of the protein value chain. Then, together, we will explore how animal agriculture collaboratively "skates to the puck" – what we need to do to achieve the successes identified.

Opening Speaker

Lamar Steiger - *Consumers are Voting. Walmart is Listening*

Dovetail Homestead, LLC, Beef Supply Chain Consultant & Rancher

- **Tom Jones**, Hy-Plains Feedyard LLC
- **Tonya Amen**, ABS Global
- **Greg Bethard**, High Plains Ponderosa Dairy

Moderated by Nevil Speer, PhD, Livestock Lens

3:30 – 3:45 PM
[Basie C/C1]

Networking and Technology Break

3:45 – 4:30 PM
[Basie C/C1]

The Future of Animal Agriculture

Meet Cohort One of the Advanced Training for Animal Agriculture Leaders

- Rebecca Barnett, National Association of State Departments of Agriculture
- Tera Barnhardt, Animal Welfare Consulting & Research, LLC
- Pierce Bennett, Livestock Marketing Association
- Kaitlyn Briggs, Dairy Management, Inc.
- Ryan Goodman, Beef Runner
- Todd Hanten, Hanten's Dairy, Inc.
- Katherine Harrison, Harrison Farms
- Michelle Hiscocks, Iowa State University Department of Animal Science
- Madison Hopcia, Upstate Niagra Cooperative
- Josh Luth, Innovation Center for US Dairy
- Karaline Mayer, Kansas Department of Agriculture Division of Animal Health
- Eric Moore, Norbrook, Inc.
- Alaina Sill, Seaboard Foods
- Hayley Springer, Pennsylvania State University
- Reginald Strickland, Strickland Farming Group

4:30 -5:00 PM
[Basie C/C1]

Closing Keynote

Janette Barnard, Merck Animal Health, Prime Futures

As we conclude exploring, discussing, learning, and collaborating on producing protein for a food insecure and uncertain world, what now? Where do we go from here? What additional information do we need? Where do animal agriculture leaders need to continue to work together to be leaders in food security, sustainable production and innovation?

5:30 – 8:00 PM
[Offsite]

Conversations and Cocktails

Hosted by Creekstone Farms, Diamond V, ABS Global

7:00 – 8:00 AM **Breakfast**

[Basie B/B1]

8:00 – 8:30 AM **Opening Remarks and Charge for the Day**

[Basie C/C1]

Animal Health Emergency Management and Global Animal Health & Emerging Disease Councils
(Joint meeting)

[Julia Lee A/B]

8:45 – 8:50 AM

Lucas Pantaleon, Co-Chair

Remarks and introduction

8:50 – 9:15 AM

Lucia Hunt, MN Department Agriculture

New methods for depopulation using nitrogen foam delivery system

9:15 – 9:40 AM

Megan Niederwerder, SHIC

Mitigating African Swine Fever in feed

9:40 – 10:05

Denise L. Bonilla, National Cattle Fever Tick Eradication Program Coordinator/VS Entomologist
USDA/APHIS/Veterinary Services

Invasive tick species

10:05 – 10:35 AM

Glynn Tonsor, PhD, Kansas State University
Investing in biosecurity to mitigate emerging and foreign animal diseases on the farm or ranch: an economist's viewpoint

10:35 – 11:05 AM

Panel discussion and Q&A

11:05 – 11:20 AM **Break**

11:20 – 11:45 AM

Animal Health Emergency Management Council business meeting and resolutions*

- AHEM2
- 2022/2023 programming

Antibiotics Council

[Bennie Moten A/B]

8:45 – 8:50 AM

Megin Nichols & Justin Welsh, Co-Chairs

Remarks and introduction

8:50 – 9:50 AM

Five-year review of Resolutions

AB2 - DRUG AVAILABILITY FOR SHEEP AND GOAT

AB3 - FUNDING FOR FOOD ANIMAL RESIDUE AVOIDANCE DATABASE (FARAD)

AB4 - AVAILABILITY OF NEW ANTIMICROBIALS FOR FARM ANIMALS

9:50 – 10:20 AM

2022 Engagement with CDC leaders

10:20 – 10:30 AM **Break**

10:30 – 11:00 AM

Preparations for 12th Annual NIAA Antibiotics Symposium

11:00 – 11:40 AM

American Farm Bureau Foundation for Ag. collaboration – Fellowship Program

11:40 – 11:45 AM

Final comments and wrap-up

*Global Animal Health & Emerging Disease resolutions will be reviewed at a later date when Council co-chair Dr. Julie Smith is available.

11:45 AM – 1:00 PM **Lunch**

[Basie B/B1]

1:15 – 2:15 PM

[Basie C/C1]

Keynote:

Global Grain & Protein Outlook

– **Gregg Doud**, Vice President of Global Situational Awareness & Chief Economist at Aimpoint Research and former Chief Agricultural Negotiator

Unfortunately, our world has become even more uncertain since NIAA identified the theme for this year's annual conference. From his early career experience at U.S. Wheat Associates and his days with the National Cattlemen's Beef Association to his tenure on The Hill then onto his role as the Chief Agricultural Negotiator for the U.S., Ambassador Gregg Doud brings a host of insights and experiences to food and agriculture conversations. Ambassador Doud will dive into how global uncertainty – prior to the Russian invasion of Ukraine to today, affects animal agriculture.

2:15 – 2:30 PM

[Basie C/C1]

Diving into what we've heard ... a facilitated conversation

Kelly Loganbill, Midan Marketing, will lead this moderated conversation following Ambassador Doud's keynote address and reflecting upon the presentations heard thus far.

2:30 – 2:50 PM

2:50 – 4:15 PM

[Basie C/C1]

Technology & Bio Break

Policy for the Success of Animal Agriculture

One of the highest priorities in animal agriculture is sustainable production. From environmental stewardship to recruiting a competent and compassionate workforce, policy plays a role in nearly every angle of sustainable production. The combined experiences of the panelists will lead the discussion on where we've come, what challenges we're facing and examine what's on the horizon as our industry strives for continuous improvement.

– **Samantha Buchalter**, The Russell Group

– **Director Chris Chinn**, Missouri Department of Agriculture

– **Jackie Klippenstein**, Dairy Farmers of America

– Moderated by Chelsea Good, Livestock Marketing Association

4:15 – 5:00 PM
[Basie C/C1]

Closing Keynote
Collaboration – A Key to Sustainable Production of Protein

- **Billy Gascoigne**, Ducks Unlimited
- **Nicole Erceg**, Certified Angus Beef

Ensuring sustainable production of animal-derived protein requires partnerships and collaboration – many times with organizations and partners we may not traditionally think about. As we wrap up a day of exploring sustainable production topics, join Nicole Erceg – Certified Angus Beef, and Billy Gascoigne – Ducks Unlimited, as they share how their organizations are collaborating to demonstrate the environmental, social, and economic sustainability of Certified Angus Beef. A moderated “fire-side” chat will allow us to explore, discuss, and learn as we round out the day after Nicole and Billy’s remarks.

5:00 – 6:00 PM
[Basie C/C1]

Conversations & Cocktails – Awards Ceremony
Hosted by Norbrook Inc.

- Chairman’s Award
- President’s Award
- Animal Agriculture Advocate Award
- Meritorious Service Award

Join fellow members and guests as we enjoy beverages and hors d'oeuvres while honoring our award recipients from 2020, 2021, and 2022.

Friday, April 22

Food Security

7:00 – 8:00 AM
[Basie B/B1]

Breakfast

8:00 – 8:15 AM
[Basie C/C1]

Opening Remarks and Welcome

8:15 – 8:45 AM
[Basie C/C1]

Opening Keynote
David Beasley, Executive Director for the World Food Programme

What does food insecurity look like ... how does animal agriculture play a role in ensuring and abundance of safe, wholesome, affordable protein for all?

Virtual speaker

[Basie C/C1]

Council Meetings

Animal Identification & Information Systems Council and Sustainability Council

(joint meeting from 8:45 – 10:00 AM)

8:45 – 9:00 AM

Council co-chairs' remarks and introductions

- Angela Baysinger and Fabian Bernal, co-chairs (Sustainability Council)
- Linda Mills, Nevil Speer, and Glenn Fischer, co-chairs (Animal Ident. & Info. Systems)

9:00 – 9:20 AM

Farm Journal – NIAA collaboration overview

- Cliff Becker & Greg Henderson

9:20 – 9:40 AM

Protein PACT overview

- Eric Mittenthal

9:40 – 10:00 AM

National Milk Producers Federation (NMPF) overview

- Nicole Ayache

10:00 – 10:15 AM

Break (Councils will meet individually following the break)

Sustainability Council

[Julia Lee A/B]

10:15 – 11:15 AM

Deeper dives

- Protein PACT further details
- NMPF further details

11:15 – 11:45 AM

Roundtable Planning Discussion – Call to action for 2022/2023 programing

Animal Identification & Information Systems Council

[Bennie Moten A/B]

10:15 – 11:45 AM

Business meeting/resolutions

- ID5 - Use of Electronic Identification Devices and Information Management Systems in State, Federal and Tribal Animal Disease Traceability Programs
- 2022/2023 Programming

11:45 – 12:15 PM

Closing Comments and Next Steps

[Basie C/C1]

12:30 – 2:00 PM

Annual Meeting Luncheon

[Basie C/C1]

Members may join luncheon.

RESOLUTIONS

To review the 2020-21 resolutions, please use the camera on your phone to scan the QR code.



SCAN ME

SPEAKER & MODERATOR BIOS

Listed Alphabetically



Tonya Amen, PhD

*Global Director for Product Validation and Technical Service
ABS Global*

Dr. Tonya Amen is the Global Director for Product Validation and Technical Service on the ABS Beef Product Development team. She is responsible for developing capabilities to validate the genetic differentiation in ABS NuEra Genetics products, translate validation results into clear messages and to leverage data pipelines to build technical blueprints that allow customers around the world to maximize genetic potential. In her role, she works closely with product development technical experts, local commercial teams, collaborators, and customers to measure and communicate product attributes in our key markets.

Tonya comes to us with extensive experience in the beef industry. She was most recently the Executive Director of the National Center for Beef Excellence. Prior to that, Tonya was Genetic Services Director at Angus Genetics, Inc, providing services to the American Angus Association, and was a Cattle Genetics Specialist for Pfizer Animal Genetics.



Nicole Ayache

*Senior Director, Sustainability Initiatives
National Milk Producers Federation*

Nicole Ayache serves as Senior Director, Sustainability Initiatives at National Milk Producers Federation. Ayache leads the FARM Environmental Stewardship and FARM Workforce Development program areas. She focuses on developing tools and resources to help U.S. dairy farms improve their environmental and labor outcomes, which in turn provides important supply chain assurances. Ayache serves on the Agricultural Safety and Health Council of America (ASHCA) Board of Directors. She is also a member of the International Dairy Federation (IDF) Standing Committee on the Environment.

Before joining NMPF, Ayache worked as a consultant for the FARM program and for a variety of clients in the food and ag sector. She developed sustainability programs / reports, procurement policies and research studies for dairy cooperatives, environmental NGOs, and protein processors. Her experience spans multiple industries and disciplines, giving her a broad perspective on sustainability – including consulting for pharmaceutical and cosmetic companies; working at an international environmental conservation non-profit; and, serving as an internal management consultant for a leading prosecutor’s office. Ayache holds a Master of Science in Agriculture, Food and Environment from Tufts University and Bachelor of Science in Biology from Yale University.



Janette Barnard, MBA

*Associate Director
Merck Animal Health Ventures*

Janette’s enthusiasm is for the intersection of technology and innovation with livestock production. With Merck Animal Health Ventures, she works with early stage technology companies launching products into the livestock market. Through Prime Future, a weekly newsletter for innovators in livestock, meat, & dairy, Janette explores the trends shaping the future of animal protein. Janette has spent her career in agtech startups, as well as Cargill, McDonald’s Global Supply Chain, and Elanco. Janette grew up on a farm in southeast Arizona.



David Beasley

*Executive Director
UN World Food Programme*

As Executive Director of the World Food Programme, David Beasley continues his life’s work bridging political, religious, and ethnic boundaries to champion economic development and education. At WFP, Mr. Beasley is putting to use four decades of leadership and communications skills to mobilize more financial support and public awareness for the global fight against hunger. These efforts were recognized last year when the Norwegian Nobel Committee awarded WFP the 2020 Nobel Peace Prize.

As Governor of the U.S. state of South Carolina from 1995 to 1999, Mr. Beasley guided the state during years of economic transformation, helping to reshape the state’s economy into a healthy, diverse and robust market. The work led to one of the lowest unemployment rates in the country, with a dramatic increase in private sector capital investment.

Beasley attended Clemson University and the University of South Carolina where he received his Doctor of Jurisprudence Degree. He has also taught at the Harvard University Kennedy School of Government. He was first elected to public office at the age of 21 as a member of the South Carolina House of Representatives.



Cliff Becker

*Executive Vice President
Farm Journal Media*

Cliff Becker is a fourth-generation agriculturalist that puts his passion for food and food production into supporting audience and clients' needs in marketing, branding, sales and business development, charting a 39-year career within the food system.

As Farm Journal Executive Vice President, Cliff works out of their Kansas City Corporate Headquarters, fostering and reaching strategic P&L growth goals and business development needs; leading a broad portfolio of industry leading brands and events including resources such as Drovers, Dairy Herd Management, PORK, MILK and Bovine Veterinarian Magazines, AgDay TV and U.S. Farm Report TV, AgriTalk and American Countryside Radio programs, a broad array of digital, data and mobile products and national events including United Pork Americas in Orlando, FL and The MILK Business Conference in Las Vegas, NV.

He holds a B.S. degree in Animal Science from Western Illinois University and attended Northwestern University, Masters of Publishing Program. Cliff lives on a ranch in Edwardsville, Kansas.



Greg L. Bethard, Ph.D.

*CEO
High Plains Ponderosa Dairy*

Greg Bethard received his BS, MS, and Ph.D. degrees from Virginia Tech in dairy nutrition and management. He has served on faculty at New Mexico State University and North Carolina State University, and as a technical services specialist for Monsanto Dairy Business. Since 2000, Greg has operated G&R Dairy Consulting, Inc.

with his wife Rachel. Greg has also served as CFO for the Pagel Family Businesses in Kewaunee, WI from 2014 to 2017. Since 2017 Greg has been a partner in High Plains Ponderosa Dairy in Plains KS and currently serves as CEO. Greg has published articles in the Journal of Dairy Science and written articles for various dairy industry magazines. He has also given presentations to and consulted with dairy producers and allied industry around the globe.



Denise L. Bonilla

*National Cattle Fever Tick Eradication Program Coordinator/VS
Entomologist
USDA/APHIS/Veterinary Services*

Denise Bonilla is the National Cattle Fever Tick Eradication Program Coordinator and a Veterinary Services Entomologist within USDA APHIS's Veterinary Services, Strategy and Policy, Ruminant Health Commodity Center- Cattle Health Group in Fort Collins, Colorado. Her background is in Medical and Veterinary Entomology. She has worked with lice, mosquitoes, screwworms, bed bugs, and specializes in ticks and tick-borne disease ecology. She is also a Veterinary Services subject matter expert for Cattle Fever Ticks, New World Screwworm, and the Asian longhorned tick.



Samantha Buchalter

*Vice President, Legislative and Regulatory Affairs
The Russell Group*

Samantha joined The Russell Group in 2017 and quickly rose through the ranks to become a member of the firm's senior lobbying team. In her role as Vice President, she advises clients on an array of policy issues and oversees the firm's Legislative and Regulatory Affairs division.

During her time with The Russell Group, Samantha has been instrumental in building out the firm's climate and sustainability practice, delivering counsel and developing advocacy strategies that position clients to take on a leadership role in reducing GHG emissions and promoting resiliency throughout the agricultural supply chain. She has also managed the Food and Agriculture Climate Alliance – a first-of-its-kind effort uniting key agriculture, forestry, and environmental stakeholders in support of voluntary and incentive-based climate solutions – since its inception in early 2020.

Samantha is passionate about vocational agriculture education and cultivating the next generation of student leaders. She is a proud byproduct of her hometown agriscience program in central Connecticut and went on to earn a B.A. from the George Washington University.



Chris Chinn

*Director of Agriculture
Missouri Department of Agriculture*

Chris Chinn, a fifth generation Missouri farmer from Clarence, was named Director of the Missouri Department of Agriculture in January 2017. Director Chinn has held leadership positions in agriculture on the local, state, and national level for more than 17 years, working to move the state's agriculture industry forward.

As the Director of Agriculture, Chinn created the MORE Strategic Initiative to protect and promote Missouri's agriculture industry. The four pillars of the initiative are Grow MORE, Reach MORE, Connect MORE and Empower MORE, tying in to the needs of farmers and consumers in our state. She also works closely with Governor Parson and fellow cabinet members. Together they have advanced the Governor's workforce development and infrastructure priorities. These priorities help expand job opportunities in agriculture and repair roadways, bridges and buildings.

Chinn resides on her family's farm in Shelby County, with her husband, Kevin, where she helps manage their 1,600 sow farrow-to-finish hog operation, as well as their family feed mill. Chinn and her husband also have a small cow-calf herd, as well as raise corn, soybean, and hay.



Gregg Doud

*Vice President of Global Situational Awareness & Chief Economist
Aimpoint Research*

Gregg brings an unparalleled global perspective and economic expertise to the team. He works closely with members of the Executive Intelligence Network (EIN) and plays a major role in the development of its thought leadership priorities. Prior to joining Aimpoint Research, Gregg served in the Office of the U.S. Trade Representative as Chief Agricultural Negotiator with the rank of U.S. Ambassador. He was one of the primary architects of the U.S.-China "Phase One" trade agreement.

Gregg has previously served as President of the Commodity Markets Council, the leading trade association for commodity futures exchanges and their industry counterparts, where he worked to lead the industry in addressing global market and risk management issues. As a senior staff member of the Senate Agriculture Committee, Doud helped craft the 2012 Senate Farm Bill working on international trade, food aid, livestock, and oversight of the Commodity Futures Trading Commission. Doud served as Chief Economist for the National Cattlemen's Beef Association for eight years and is a former market analyst for the U.S. Wheat Associates.

Raised on a dry-land wheat, grain sorghum, soybean, swine, and cow-calf operation near Mankato in North-Central Kansas, Doud continues to be involved in his family's 100-year-old farm and is a partner in a commercial cow-calf operation. He received a B.S. in Agriculture with an emphasis in animal science, as well as a M.S. in Agricultural Economics from Kansas State University. He currently resides with his family on their horse farm in Lothian, Maryland.



Nicole Erceg

*Director of Communications
Certified Angus Beef*

Connecting agriculture and the food communities through creative content drives the Certified Angus Beef director of communications. Her early career focused on editorial content development and today she leads a group of creatives in charge of sharing the brand's story. Public relations, communications strategy, sustainability initiatives, crisis and corporate communications also flow through Nicole's desk.

Raised in Eastern Oregon, Nicole fell in love with rural life, agriculture and the stories of people who produce our food. This led her to Kansas State University for a degree in agricultural communications and journalism with a focus in animal science. Her career includes experiences with organizations like the Kansas Department of Agriculture and Angus Journal. Prior to joining the brand in 2017, she served as the director of digital marketing for the livestock-advertising agency Ranch House Designs. She is also the owner of Erceg Creative and Consulting, a freelance company dedicated to assisting food- and farm-led organizations with communications and digital marketing needs.

Outside of the office, Nicole can be found with her husband, Jake, attending livestock shows, volunteering with 4-H and FFA, or hunting. Together they operate Coast to Coast Showpigs and enjoy spending time with their Miniature Australian Shepherd, Paisley.



William Gascoigne

*Director of Agricultural Sustainability and Partner Engagement
Ducks Unlimited*

Billy Gascoigne is the national Director of Agricultural Sustainability and Partner Engagement for Ducks Unlimited (DU). In that role, Billy helps crosswalk DU's on-the-ground conservation capacity with industry partners and their respective sustainability objectives. Billy leads DU's agricultural strategic planning and coordinating efforts across North America. He is also a leading voice on environmental markets, having executed the first-ever carbon offset project from working grasslands in the world. He holds an M.S. in Agricultural and Resource Economics from Colorado State University and grew up in a ranching family with operations in the Sacramento Valley of California. He resides in Fort Collins, CO with his wife, Amy, and young daughter, Lacey. An avid outdoorsman, Billy enjoys escaping to wild places as much as possible and spending time in the kitchen preparing unique table fare from those experiences.



Chelsea Good, JD

*Vice President of Government and Industry Affairs and Legal
Livestock Marketing Association*

Chelsea Good is the Vice President of Government and Industry Affairs and Legal at Livestock Marketing Association. LMA is the Kansas City based trade organization representing livestock auctions across the United States. Chelsea advocates for the interests of livestock auctions, often called sale barns, in federal, state, and industry policy. Her areas of expertise include the Packers and Stockyards Act, animal identification, and livestock transaction issues.

Prior to joining LMA, Chelsea worked at the Kansas Department of Agriculture as a staff attorney focused on animal health division legal and policy work. Before this, she was the Communications Director at the Kansas Department of Agriculture.

Chelsea is an attorney who attended Washburn Law School in Topeka, Kansas. She also holds a master's degree in Communication Studies and bachelor's degrees in Agricultural Communications and Journalism; Political Science; and Public Relations, all from Kansas State University.



Greg Henderson

*Editorial Director
Drovers at Farm Journal Media*

Greg serves as the editorial director of Drovers and Cattle-Exchange.com, both part of Farm Journal Media. Greg is graduate of Kansas State University. He had been with Drovers for eight years when he was named editor of the publication in 1992, becoming only the fourth person to hold that position since 1920. In 1995 he was promoted to Associate Publisher/Editor. Raised on a ranch in the southern Flint Hills of Kansas, Greg remains actively involved in beef production as part owner of the family operation.



Lucia Hunt

*Director, Office of Emergency Preparedness and Response
Minnesota Department of Agriculture*

Lucia Hunt has been involved in agriculture emergency response since 2004, starting with invasive species eradication programs. She moved over to ag chemical spill response in 2014 and shortly thereafter was recruited to help with the 2015 high path avian influenza response. Today, Lucy is the director of the Office of Emergency

Preparedness and Response for the Minnesota Department of Agriculture. She has served as incident commander for the 2020 supply chain disruption of the pork industry in Minnesota and the 2022 High Pathogenic Avian Influenza response in Minnesota.



Tom Jones

*Owner/Manager
Hy-Plains Feedyard*

Tom is owner/manager of the Hy-Plains Feedyard. On August 16, 1999, the former Montezuma Feeders was established as Hy-Plains Feedyard, LLC. The feedyard held 28,000 head of cattle and employed 26 employees and was the central location between Liberal, Dodge City, and Garden City. Since taking ownership, the facility, equipment, and the mill have been modernized to accommodate the present demands. "Our goal [was] to provide a cattle-feeding environment for our customers that [met] their expectations relative to performance feeding ability."



Diana Kander

*New York Times Best-selling author, entrepreneur, innovation consultant,
and keynote speaker*

Diana Kander is a New York Times Best-selling author, entrepreneur, innovation consultant, and keynote speaker who asks some big questions. What causes big, household brands to lose relevance with their customers and go out of business? Can organizational decline be prevented? What kind of culture needs to exist in an organization to ensure innovative ideas and practices?

Diana has spent her career challenging assumptions and asking thought-provoking questions. A serial entrepreneur who entered the United States as a refugee at the age of 8 after her family escaped from the Soviet Union, she has launched and sold millions of dollars worth of products and services.

After detailing her biggest lessons learned in her first book, *All In Startup*, Diana started receiving requests from organizations to help their employees think more like entrepreneurs. Diana has truly cracked the code on how Curiosity can serve as the catalyst for exponential growth, and she thrives on helping organizations understand that they can always get better results if they learn how to ask better questions.



Jackie Klippenstein

*Senior Vice President, Government, Industry and Community Relations
Dairy Farms of America*

Since joining DFA in 2008, Jackie has focused on federal and state legislative and regulatory issues, and has played an active role in member services and community initiatives. She also serves on the boards of National Milk Producers Federation, Cultivating New Frontiers in Agriculture and the Agricultural Business Council of

Kansas City. Prior to joining DFA, Jackie spent nearly 15 years in Washington, D.C., as an advocate for agricultural interests and as a congressional aide, having worked for members of both the U.S. House and Senate.



Kelly Loganbill

*Public Relations Manager
Midan Marketing*

As the leader on the Midan Marketing public relations team, Kelly Loganbill brings a wealth of strategic communications knowledge to the meat industry. Kelly's education background from Oklahoma State University and the University of Kansas is put to work, helping Midan clients and the meat industry find ways to tell the protein story.

Before coming to Midan, Kelly worked for marketing communication agencies, leading brands ranging from agricultural machinery to animal health to pet food. Kelly is passionate about assisting clients in strategically finding ways to share their stories to help them achieve their brand goals. When she's not dreaming up new protein stories, Kelly can be found traveling around the country with her son to pig shows or finding new orange accessories to add to her OSU collection.



Kevin Maher

VetMeasure Inc.

Kevin Maher is based in Ames, Iowa. He grew up on a dairy, beef and swine operation, and is founder of multiple technology startup companies in the animal health industry. Maher created VetMeasure, Inc, a new technology startup, based at the Iowa State University Research Park in 2015. The company has completed phases of engineering and validating a remote health metric data monitoring system beginning with canine,

providing innovative, real-time, objective, animal health monitoring, to improve vet / client communication, resulting in improved animal care and well-being.

In 2001, Maher founded GlobalVetLink. The company is a successful business providing regulatory compliance applications that encompass all 50 State Animal Health Officials, Federal animal health officials, practicing veterinarians, animal owners, diagnostic laboratories, and feed mills. Maher served as manager of Swine Information Services for Pig Improvement Company, Pigtales division. He also served as Director of Business Development for Destron IDI.

Maher earned a B.S. in Animal Science from Iowa State University and has an active role in the National Institute for Animal Agriculture, United States Animal Health Association, ISU Pappajohn Center of Entrepreneurship and CyBizLab at Iowa State University.



Eric Mittenthal

*Chief Strategy Officer
North American Meat Institute*

Eric Mittenthal is the Chief Strategy Officer at the North American Meat Institute, previously serving as the organization's vice president of public affairs and vice president of sustainability. He leads the Meat Institute's Protein PACT strategy focused on implementing a framework for continuous improvement throughout the industry and a commitment to greater transparency to meet consumer and customer expectations.

Mittenthal joined NAMI from the International Food Information Council (IFIC) where he worked closely with food industry communications leaders, led IFIC's efforts in connecting with journalists and influencers and launched many of IFIC's successful social media platforms. Mittenthal moved to Washington D.C. following a career as a television reporter and producer in several markets around the country including Atlanta, Jacksonville, NC and Idaho Falls, ID. He graduated from Cornell University in Ithaca, NY with a Bachelor of Arts in Psychology and also received a Master's degree in Biomedical Sciences from Eastern Virginia Medical School in Norfolk, VA.



Megan Niederwerder, DVM, PhD

*Associate Director of the Swine Health Information Center (SHIC)
Kansas State University*

In April 2022, Dr. Megan Niederwerder, DVM, PhD began her new role as the Associate Director of the Swine Health Information Center (SHIC). Supported by the National Pork Board with Pork Checkoff funding, the mission of SHIC is to protect and enhance the health of the US swine herd through coordinated global disease monitoring, targeted research investments that minimize the impact of future disease threats, and analysis of swine health data.

Prior to her position at SHIC, she was a faculty member in the Department of Diagnostic Medicine/Pathobiology at Kansas State University where she directed an internationally recognized research program in viral diseases of swine. Her research program was supported by \$6.0 million in grants and awards with over \$4.3 million for projects in which she served as Principal Investigator. She is the author or co-author of 42 peer-reviewed publications, and she has delivered 60 invited presentations at national and international meetings.



Lamar Steiger

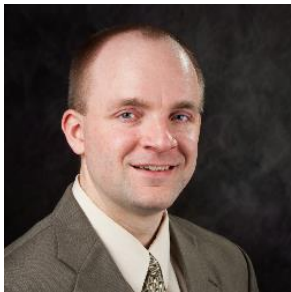
Dovetail Homestead, LLC

Lamar Steiger grew up in NE Wyoming on the 12,000-acre JH Ranch. His father, an early innovator, implemented the use of AI, continental breeds, and performance testing in the 1950s.

Lamar now resides outside of Walmart's home town—Bentonville, Arkansas, consulting with ranchers throughout the Ozarks on management and profitability. The Steiger family moved to NW Arkansas in the 1970s, and Lamar managed the beef/dairy operation. Eventually he began working with

his wife's family in 1983 as general manager of Jac's Ranch—the largest Angus seed-stock producer in Arkansas.

The Wal-Mart meat team contracted him to help initiate a dramatic and innovative change their beef supply, upending “the way it's always been done” by creating a true ranch-to-retail supply chain to ensure consistency and quality at an everyday low price. “Lamar's relationship with Walmart's most influential leaders from Sam Walton to the current executive team along with his passion and knowledge of the beef industry makes his input invaluable to our team. His experienced leadership in genetics, genomic and environmental evaluations and livestock husbandry guided decisions at Walmart for a half dozen years,” said Doug McMillon, President and CEO of Walmart Inc. Lamar also sits is a board member of a New Zealand protein packaging company and consults on supply chain issues with several international clients.



Glynn Tonsor

*Professor, Department of Agricultural Economics
Kansas State University*

Glynn Tonsor is a Professor in the Department of Agricultural Economics at Kansas State University (KSU). Glynn grew up on a farrow-to-finish swine farm in Monroe City, Missouri. Tonsor earned a B.S. from Missouri State University and Ph.D. from KSU. He was a faculty member at Michigan State University from May 2006 to March 2010

when he joined the KSU faculty.

Tonsor has broad interests and experiences which span many issues throughout the meat-livestock supply chain. Through active research, engaged outreach with industry, and first-hand knowledge with livestock production, Glynn has economic expertise in an array of topics of economic importance to Kansas, U.S. and global stakeholders.

Tonsor has over 100 peer-reviewed publications, provided over 250 presentations to an in-person audience exceeding 30,000 attendees, conducted numerous educational webinars, and written a multitude of non-technical publications. He has testified to both state and federal governmental bodies. In addition to regularly engaging many agricultural media outlets, Tonsor has been interviewed or cited by broader outlets including the BBC News, CBS Evening News, Economist, National Geographic, Time, and the Wall Street Journal.

