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## Like ‘spring training’ for ballplayers

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The Pennsylvania dairy event of the year is coming—The Dairy Summit.

I have been asked what makes the Summit so special. The answer is very simple: it's the networking.

There are many winter meetings, forums and seminars providing education and information—a virtual smorgasbord of one day events to choose from. There are so many that they seem to blend together and candidly, it seems hard to distinguish what sets them apart.

There's no mistaking the unique nature and value of the Dairy Summit. It is not only about markets, trends, profitability and production. It not only educates producers, it inspires and challenges them.

I believe the networking of producers provides a spark for that inspiration.

The Summit is also about human relations between dairy family members and employees in the dairy operation and between dairymen and women who are independent thinkers.

Dairy producers benefit greatly from coming together and sharing common purpose and experiences.

Recent Summits have emphasized the human element between producers and consumers and have been ahead of the curve in challenging producers to prepare and position their farms for not only the day-to-day internal challenges and opportunities of running the dairy, but also the external influences that shape those challenges and opportunities.

I have participated in many industry gatherings and forums in the manufacturing, high tech, bioscience and life science, and financial world. The Dairy Summit is unique and special owing to the grassroots nature of the dairy business. The knowledge flows up from the grassroots and not “top down” like these other industries.

Much like ‘spring training’ as ballplayers prepare for the long season ahead, the Summit provides a common ball diamond for all types of progressive dairymen to see the pitches, improve their batting average and stay in the game.

Any ball player will tell you they learn more from each other and from the coaches who played the game. It's the sharing of ideas and experiences: The secrets of success.

Dairy Summit is your 'spring training' opportunity. Don't miss this chance to get in the game and hone your skills for success.

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