

**FOR IMMEDIATE RELEASE**

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## **Mike Pompeo on speaker lineup for Dairy Strong conference**

**Dairy Business Association event set for Jan. 19-20**

GREEN BAY, Wis. — Mike Pompeo, former director of the Central Intelligence Agency and secretary of state, will be among featured speakers at Dairy Strong, one of the Midwest’s premiere conferences for the dairy community.

The Dairy Business Association (DBA) announced today the dates, speakers and programs for its largest annual event, which will be held Jan. 19-20 at the Monona Terrace in Madison, Wis. A virtual option will also be available.



**DAIRY STRONG**

The conference brings together farmers, corporate professionals, government and university representatives, and other partners to learn, network, celebrate and explore challenges and opportunities in the state’s signature industry.

Dairy Strong’s track programming will focus on the growing importance of sustainability, how technology is providing a path to progress, and the significance of a forward-thinking mindset. Among other aspects, there will also be a panel discussion about the pandemic’s impact on the supply chain and lessons to carry forward.

“We always strive to provide programs, presenters, speakers and sessions that are innovative, instructive and inspiring,” DBA President Amy Penterman said. “It’s so important to provide a rich experience for our farmers, processors and the many others who make up such a critical part of our economy, rural communities and food system.”

In addition to Pompeo, featured speakers will be Ryan Estis, John O’Leary and a legislative guest who is yet to be determined.



**Ryan Estis** is a sales and leadership expert who prepares companies and individual contributors to embrace change and achieve breakthrough performance. Estis has 20 years of business experience working with brands around the world to initiate change, inspire innovation and deliver growth.

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**John O'Leary** is an inspirational speaker who survived a horrific accident as a 9-year-old when he was burned on 100 percent of his body and was given a 1 percent chance to live. He has shared his story as a best-selling author, podcast host and in talks with more than 1 million people.

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**Mike Pompeo** is the first person to have served in the Cabinet posts of CIA director and secretary of state, both in the Trump administration. Previously, Pompeo was a member of the U.S. House of Representatives from Kansas from 2011 to 2017 and was an Army officer.

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The conference will again feature a tradeshow, an Innovation Stage and breakout sessions whose topics are being finalized.

The Wisconsin's Master Cheese Reception also will take place and DBA will announce its Advocate of the Year.

[Click here](#) for the latest conference schedule.

Registration is open and farmers who register by Nov. 1 will receive two free passes per farm.

[Click here](#) to register. Journalists should register through Jamie Mara at [jmara@dairyforward.com](mailto:jmara@dairyforward.com).

Sponsorships are available by contacting Nicole Barlass at [nbarlass@dairyforward.com](mailto:nbarlass@dairyforward.com) or Bekah Morrow at [rmorrow@dairyforward.com](mailto:rmorrow@dairyforward.com). For more information on becoming a sponsor, [click here](#).

#### **Logos:**

[DBA](#)

[Dairy Strong](#)

#### **Photos:**

[Ryan Estis](#)

[John O'Leary](#)

[Mike Pompeo](#)

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Dates, programs, speakers @mikepompeo @JOLearyInspires @RyanEstis announced for #DairyStrong conference, hosted by Dairy Business Association. Mark your calendars for Jan. 19-20 and register now! <https://bit.ly/3mXc33b> #DS22 #DairyForward

#### **About DBA:**

The Dairy Business Association is Wisconsin's leading dairy advocacy group, championing smart and sensible regulations affecting the dairy community. The nonprofit organization is comprised of farmers, milk processors, vendors and other business partners who work collaboratively to ensure that dairy farms of all sizes have the support they need to keep America's Dairyland strong. More information: [www.dairyforward.com](http://www.dairyforward.com)

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