

January 2019



The Dairy Center Connection

NEWS FROM THE NORTHEAST IOWA DAIRY FOUNDATION



Hi, there!

It's no surprise that the most popular New Year's resolutions are to lose weight and save money. Every year I make a resolution, too, but this year my goal isn't as measurable as dropping pounds on the scale or increasing the number in my bank account. About a year ago, I attended a conference that made me think twice about how I interact with the consumers that visit Iowa's Dairy Center. The speaker shared that we as an agriculture community need to stop correcting, persuading and educating consumers. Instead, we need to listen without judgement, acknowledge and ask questions and then share information. I'll be first to admit, it's a completely different perspective and it will take some getting used to. However, with 10,000 visitors to our center every year, this is a critical opportunity to establish a deeper, more trustworthy relationship with consumers. It's not about how many facts you rattled off during a conversation, but it's the way you made the person feel about agriculture that leaves a longer lasting impression. Going into 2019, this is will be my model for sharing our dairy story and I challenge you to take the same approach.

Mariah Schmitt
Coordinator, Northeast Iowa Dairy Foundation



What's Happening at Iowa's Dairy Center

The Calm Before the Storm

The Northeast Iowa Dairy Foundation's Facebook page featured a Facebook post about the reality of dairy farming during a winter storm. The post generated a significant amount of attention, reaching over 7,000 people. We encourage you to like or share the post with your family and friends. [View post.](#)

Save the Date: Bus Trip to Central Plains Dairy Expo

Looking for a spring getaway? Join us for a bus trip to Central Plains Dairy Expo March 26-28, 2019. The trip will head to Central Plains Dairy Expo in Sioux Falls, SD and will make stops to and from the expo at several dairy farms and businesses. Stay tuned for more details and how to register. If you're interested in sponsoring the trip, please contact [Mariah Schmitt](#).

Host Your Next Meeting at Iowa's Dairy Center

Iowa's Dairy Center welcomes the use of our facilities for students, community organizations and businesses. Equipped to be your location of choice as an event, business meeting and learning facility, the Dairy Center features state-of-the-art technology, boardrooms and classrooms with every modern convenience to make your event a success. Contact us today about using Iowa's Dairy Center for your next event. [Read more.](#)



NICC News

Upcoming Visit Days Planned

Attend a campus visit with other prospective students that includes an admissions, financial aid and student life session, conversations with faculty and current students, and a campus tour.

- February 7, 2019 at 11 a.m.
- February 21, 2019 at 11 a.m.
- March 1, 2019 at 10 a.m. (Agriculture and Animal Sciences Program Preview)
- March 7, 2019 at 11 a.m.
- April 4, 2019 at 11 a.m.
- April 25, 2019 at 11 a.m.

For more information or to schedule your visit to NICC, visit www.nicc.edu/visit/.

School is Back in Session

NICC students are back at it as they began classes on Monday, Jan. 14. Dairy Science Technology students have an exciting semester ahead with Midwest Regional Dairy Challenge and PAS contests planned, the annual Dairy Science Club Sale and AgriScience Awards Ceremony and of course, graduation!

Save the Date: 13th Annual NICC Dairy Science Club Sale

The NICC Dairy Science Club will be hosting their annual sale on Saturday, Apr. 6 at the Howard County Fairgrounds in Cresco, Iowa. Be sure to follow the [NICC Dairy Science Club](#) Facebook page for updates.



Dairy Profile: Alicia Metz

NICC Dairy Science graduate Alicia Metz and her family were named the 2018 Producer of the Year at the Minnesota Milk Dairy Conference and Expo. The Metz family has 210 cows and operate an on-farm creamery near Rushford, Minn. Alicia works on the dairy side taking care of calves, reproduction, herd records and employees. [Read more.](#)

The Iowa State Extension and Outreach Dairy Team announced dates, topics and locations for 2019 Dairy Days. [Read more.](#)

As the serious financial and other stress continues in our agricultural community, the ISU Extension Dairy Team has compiled resources to deal with farm stress, market stress, youth stress, marriage stress, women's stress, men's stress and grief. [Read more.](#)

In response to high levels of both personal and financial farm stress, ISU Extension and Outreach is making available two "Farm Couple Getaways". [Read more.](#)

With Iowa's ag-gag law ruled unconstitutional, animal rights group seeks undercover investigator. [Read more.](#)

U.S. Dairy Sustainability Award Nominations Now Open. [Read more.](#)

Dairy Girl Network's Inspire Mentor Program is now accepting members. [Register.](#)

Calendar of Events

Visit our [website](#) to see all upcoming events and continuing education courses.

Dairy Foundation Vision Planning

Jan. 25 | 9 a.m.-3 p.m. | Northeast Iowa Community College

Dairy Foundation Board Meeting

Feb. 22 | 10:30 a.m.-2 p.m. | Iowa's Dairy Center



Northeast Iowa Dairy Foundation
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