

FOR IMMEDIATE RELEASE

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Contact: Wisconsin Holstein Association, host team for the 2019 National Holstein Convention

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### **Create a “Yes” culture on your farm**

“Galen Emanuele is exactly what dairy farmers need to hear in these challenging times,” said a 2019 Young Dairy Leaders Institute attendee. Another dairy leader shared, “He is the best speaker that I have ever heard!”

Given those rave reviews, Galen Emanuele will bring his encouraging message, “Create a ‘Yes’ culture on your farm” on Thursday June 27, 2019, from noon to 1:20 p.m. during the 2019 National Holstein Convention in Appleton, Wis. Emanuele’s presentation will be sponsored by generous support from Cargill Animal Nutrition with co-sponsorship from the Dairy Girl Network, the Holstein Foundation, and the Wisconsin Holstein Association.

“Galen’s message will resonate with dairy farmers. And given the challenging dairy economy, we will offer access to Galen’s world-class presentation with a lunch meal for just \$15,” said Corey Geiger, co-chair of the 2019 National Holstein Convention. “This exciting Dairy Girl Network event is open to both men and women,” added Laura Daniels, founder of the Dairy Girl Network. “We need to lift each other up.”

“Galen’s dynamic keynote will profoundly impact the way you communicate, show up, and contribute to your team,” added Jodi Hoynoski, programs manager with the Holstein Foundation. “You will laugh and learn while coming away with new, powerful tools to enhance your leadership abilities, self-awareness, emotional intelligence, and capacity to drive exceptional culture within your farm or business.”

“Galen believes in giving back, being grateful, and contributing positively to the world,” added Daniels.

“He is an internationally acclaimed speaker who works with teams and organizations including Fortune 500’s such as Microsoft, CBRE, Expedia, and Shell, to create a profound shift in how teams and leaders communicate and show up in business,” added Geiger.

To listen to Galen Emanuele’s uplifting message, place online ticket orders at [www.2019holsteinconventionwi.com/register](http://www.2019holsteinconventionwi.com/register).

For more information about the event, feel free to contact the following:

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