



**FOR IMMEDIATE RELEASE**

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## Create Your Niche: New Opportunities for Income and Personal Growth

Cobb, Wis. – February 15, 2021... Looking for a way to diversify on-farm income and fill a market niche? Join Dairy Girl Network on February 25, 2021 from 12:00 to 2:00 p.m. CST for expert advice from successful entrepreneurs during this educational seminar. This high energy, virtual seminar will focus on what it takes to start your own business, how to continue to build your business and how to plan for success.

Opening keynote speaker Mary Heffernan of Five Marys Farm, California, owns a livestock ranch, a subscription meat business, a restaurant, an entrepreneur development company, and work is currently underway on a harvesting facility. She has developed nearly 15 businesses, all started on a shoestring but brought to success with hard work, grit and persistence. She will build excitement around entrepreneurship and what it takes to be successful.

Next, we'll split into three breakout rooms focusing on Events/Agritourism, Food Production, and Publishing/Art/Digital Presence. This will allow attendees to have more focused conversations, ask detailed questions and learn about each venture type. Meet the six others who have created unique businesses in these three areas:

**Food Production:** Lolly Leshner – Way-Har Farms, Pennsylvania (dairy product processing and farm store) and Dave McElhaney – McElhaney Family Farm, Pennsylvania (premium aged beef). This breakout will be moderated by Julia Nunes, the 73<sup>rd</sup> Alice in Dairyland, Wisconsin.

**Event Management and Agritourism:** Kristin Pfaff – Garden Valley Gatherings, Wisconsin (on-farm event venue) and Carissa Itle Westrick – Vale Wood Farms, Pennsylvania (farm events including seasonal pumpkin patch and Party in the Pasture). This breakout will be moderated by Denise Skidmore, Director of Education and Public Relations at Hilmar Cheese Company, Inc, California.

**Publishing, Art and Digital Presence:** Bonnie Mohr – Bonnie Mohr Studio, Minnesota (artist) and Amanda Radke, South Dakota (Rancher, Children's Book Author, Ag Blogger/Speaker). This breakout will be moderated by Emily Shaw, founder and owner of Dairy Girl Fitness, Florida.

Finally, all registrants will come back together after the breakout rooms for information on how

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to formulate a business plan: components, calendars, personnel, financing, legal and more. Paul Dietmann, Senior Lending Specialist on the Diversified Markets Team at Compeer Financial will lead this closing session and all registrants will be able to take away a copy of a starter business plan.

Please join us for this dynamic two-hour information-packed event. Register by February 24 at <https://dairygirlnetwork.com/sharing-wisdom-registration/>. Registration fee of \$25 includes seminar plus resource contacts for all speakers and digital swag.

The Dairy Girl Network is supported by Sustaining sponsor Dairy Management Inc. and Catalyst sponsors Cargill, Compeer, DeLaval, Diamond V, Farm Credit, Land O' Lakes, Merck Animal Health, Michael Best and The National Dairy FARM Program.

*The Dairy Girl Network connects all women of the dairy industry, encouraging ideas and camaraderie in an effort to achieve personal and professional development. Designed as a welcoming network of passionate women involved in dairy, relationships will grow through shared experience, support and inspiration.*

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