



## **2017 PDPW Board Candidate Information**

Name: **Katy Schmidt**

Address: **W10502 Cty. Rd. F**

City/State/Zip: **Fox Lake, WI 53933**

Cell: **920-210-9661**

[katy\\_schmidt@live.com](mailto:katy_schmidt@live.com)

Which is the best way to reach you? **Cell**

### **1. Please describe your dairy business.**

A passion to farm runs deep through the Schultz family farm. Along with my siblings Kari and Nick, we own Tri-Fecta Farms Inc. in Fox Lake, WI. Our sibling team is in the middle of a business succession plan to buy out our parents' farm (Fox View Dairy). The farm currently has 500 dairy cows and operates 2,000 acres. All young stock is raised on the farm and crops grown are corn, alfalfa, wheat, soybeans, and peas. Our farm also custom raises corn silage, haylage, and corn for neighboring dairies. I am the on-farm manager for all day-to-day operations including livestock and employees. Nick's role on the farm is managing the crops, equipment operations, and grain marketing. Kari is the chief financial officer for the team. She handles all money management, payroll, taxes, and accounts payable.

### **2. Please tell us about your background and leadership experience in the dairy industry.**

I attended UW-Platteville and hold a degree in Agri-Business. After graduation, I worked full-time at Agri-Nutrition Consulting as the marketing and communications manager for 5 years while continuing to be involved on our family farm. In 2012, I returned full-time to the family farm and took over the herd and employee management role. Throughout my life, I have had numerous opportunities to tour, experience, and be educated on agriculture diversity around the globe. I lived in and traveled throughout Europe for 6 months focusing on agriculture and business management. I also spent a month long journey traveling throughout Uruguay educating people about American agriculture. I currently serve as a delegate for Accelerated Genetics, and am very involved in the Waupun Area FFA Alumni. In addition, I am working with a team of PDPW members to help establish a young producers group to help network throughout the state.

### **3. What is the greatest impact that PDPW has had on you, your business and the industry?**

PDPW has given me and our farm countless opportunities to network with other producers. We believe in continuing education and PDPW helps educate us on the latest pressing issues in the industry. PDPW has provided our farm and other producers with programs that are time relevant and industry standard setting management skills. By offering programs that appeal to all size farms and a wide arrange of skills for employees, managers, and owners, PDPW really has become the leading organization that truly partners with producers.

**4. PDPW is an educational organization. As a PDPW board member, how would you help PDPW grow and continue to have a greater positive impact on the industry?**

If I am selected as a board member, I feel the greatest contribution I would bring to the table is the ability to network and outreach with producers, consumers, industry persons, and many others. Being open and available to communicate with producers across the state and country about the topics and issues that are having the largest impact on their farms would ensure that PDPW has the most cutting edge information to help producers succeed and overcome the day-to-day challenge that we all face. I think that I am able to provide a very unique perspective on the agriculture industry. As a third generation farmer, I have the benefit of historical knowledge but as a young educated manager, I am also able to see where process improvements or difficult business models might be effective moving forward.

**5. As PDPW continues to develop programs that serve Wisconsin and reach beyond to producers in other states, what do you see as the greatest need in the industry?**

As we move forward in the dairy industry, I feel the challenges in our industry are consumer awareness, regulation control, and industry succession. As consumers demand more information about the quality of products and care of livestock, we need to continue to educate them about the care, passion, and love we pour into our family businesses each day. Regulations influence each of our farms and how we control our advancements, resources, and manure management. Working together can help us to create an environment and industry that will help produce a path for the future generations to continue to grow and achieve new levels of success for years to come.

**6. In the next ten years, where do you see the greatest opportunity for the dairy business?**

Over the next ten years, I see the greatest opportunities coming through the power to educate. We can influence our consumers, neighbors, friends, elected officials, and communities about the incredible skill and care we use on animals, land, equipment, and resources. Also by educating ourselves we can ensure we are setting our businesses up for success to be able to handle the diversity of challenges that we face.

**7. What is your goal as a leader in the next ten years?**

1. Open Communicator: Being a listening ear for a wide array of people, including but not limited to, other producers, employees, neighbors, friends, family, industry persons, and critics. I will continue to bring valuable ideas and visions to the decision making process.
2. Strategic Planner: I find value in understanding the past, as well having a vision for the future. I understand the value of a plan, but have the ability to be open minded to new ideas as challenges arise and time progresses.
3. Collaborative Leader: Bringing people together. I have a passion for uniting others and understanding their needs and desires while helping them implement steps to achieve their goals. Also I enjoy working with people who challenge me to be a better leader and grow personally. It is important to utilize people's strengths and I am confident that by having a well rounded PDPW board, we will have the highest level of success.
4. Educate: This is a huge area for opportunity as mentioned above. We have an obligation to educate others and ourselves about current trends and practices as well as future opportunities.