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**MARCH 15-16, 2023
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**Funded by the Notifiable Avian
Influenza (NAI) program**

Conference Information

Ramada Columbus Hotel &
River's Edge Conference Center
265 33rd Avenue, Columbus, NE 68601
Phone: 402-564-1492
www.riversedgecolumbus.com

To register, please complete the form included in your registration brochure or visit nepoultry.org for online registration.

The following persons are exempt from paying the registration fee (meals are not exempt):

- Spouses
- Children under 18
- College and Government Personnel
- State Extension Personnel
- State Poultry Association Employees
- Personnel Representing Media

Questions? Contact:
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A special thank you to the Nebraska soybean farmers and their checkoff for sponsoring the cost of the postage and mailing of this program as well as being a lunch and speaker sponsor!

Schedule

Wednesday, March 15, 2023

9:00 AM - Registration Open

10:00 - 11:30 AM
PED Quarterly Meeting

12:00 - 12:45 PM
NPI Annual Membership Meeting Luncheon

1:00 - 2:00 PM
Learnings From HPAI And Where Are We Headed?
Dr. Carol Cardona, DVM, Ph.D., University of Minnesota

2:00 - 2:30 PM
Broadband in Rural Nebraska
Patrick Redmond, NE Dept of Administrative Services

Break with Vendors

2:40 - 3:00 PM
Avian Influenza - Wildlife Biosecurity and Risk Mitigation
Joseph Churilla, USDA

3:00 - 4:00 PM
Chicken And Sustainability: Through the Consumers' Eyes
Joyce Neth, WATT Global Media

4:00 - 6:00 PM
Hospitality Suite and Exhibitor Hours

6:30 PM
Annual Banquet & Awards

7:30 PM
Entertainment:
Music Bingo
*Test your music knowledge,
sing with friends, and win prizes!*

Schedule

Thursday, March 16, 2023

8:00 AM

Registration Open

8:00 - 9:00 AM

NPI Quarterly Meeting

9:00 - 9:30 AM

Nebraska Legislature Update

Russ Westerhold, Nowka & Edwards

9:30 - 10:30 AM

Issues the Animal Agriculture Community

Will Face In the Future

Dr. Temple Grandin, Colorado State University

10:30 - 11:00 AM

AFAN Update

Steve Martin & Kris Bousquet, AFAN

11:00 - 11:30 AM

UNL Research Update

Dr. Sheila Purdum, University of Nebraska - Lincoln

11:30 AM - Noon

14 Points of Biosecurity For NPIP

Chris Kort, Nebraska Department of Agriculture

Noon - 1:30 PM

Lunch, Speaker and Raffle Drawing

Lunch Session:

Lessons Learned from Starting a

Chicken Company from Scratch

Jessica Kolterman & Luke Baldwin, DVM,

Lincoln Premium Poultry

Raffle drawing will be held at the conclusion of the luncheon.

Raffle tickets can be purchased at the registration desk.

You must be present to win!

Speakers



Dr. Carol Cardona, DVM, Ph.D.

University of Minnesota

Dr. Carol Cardona is the Pomeroy Chair in Avian Health for the College of Veterinary Medicine at the University of Minnesota. In addition to her expertise in avian influenza, Dr. Cardona is interested in zoonoses (infectious diseases that are transmitted between animals and humans) and the role that poultry plays in human health and well-being, especially in developing countries. She also serves as co-director of the

Secure Food System team at the University.

As the Pomeroy Chair, Dr. Cardona collaborates with practitioners in Minnesota's poultry industry, other scientists and veterinarians, and the Minnesota Board of Animal Health. Through this outreach work and the partnerships that result from it, she is able to advance strategic approaches to animal health and well-being that would be beyond the reach of an individual researcher.



Patrick Redmond

NE Dept. of Administrative Services

Patrick Redmond graduated Summa Cum Laude from St. Ambrose University in Davenport, Iowa, with a bachelor's degree in Political Science and International Studies. He also earned a Master's degree in political science with a focus on Public Policy from Iowa State. Patrick worked for the State of Nebraska for over a year in the Governor's Budget Office and was tapped by Governor Ricketts to be State Infrastructure and

Broadband Coordinator in February 2022. He was appointed to lead the Broadband Office during its inception on January 6th, 2023.



Joseph Churilla

USDA

Joseph Churilla attended the University of Nebraska-Lincoln and received a B.S. in Wildlife Management in 2011, then went on to receive an M.S. in Biology at Missouri State University in 2015. He got his start working for USDA-APHIS-Wildlife Services in 2016 as a wildlife specialist in Iowa. In 2021, he became project manager for Missouri/Iowa Wildlife Services Program, where he coordinates wildlife mitigation and

biosecurity risk assessment projects concerning poultry operations. As of 2023, he remains the primary leader for wildlife damage management initiatives at poultry and other agribusiness operations in Iowa.



Joyce Neth

WATT Global Media

Joyce Neth is Vice President, Director of Audience Development & Research for WATT Global Media. She is responsible for creating insights for strategic decisions, audience marketing, product marketing, and proprietary research using knowledge from WATT's database of audience behavior and demographics across the global poultry, animal feed, and pet food manufacturing industries.

Prior to joining WATT in 2006, Joyce held senior research positions at two major-market newspaper companies. She started her career as a marketing engineer for Westinghouse Electric Corporation.

Joyce is a native of Pittsburgh, Pennsylvania. She is a graduate of Allegheny College, Meadville, Pennsylvania, and earned a Master's degree from the University of Pittsburgh.



Russ Westerhold

Nowka & Edwards

Russell joined Nowka & Edwards on August 1, 2017. He has over 15 years of legal experience in Nebraska agricultural, commercial, and regulatory law. Russell is a former shareholder of Fraser Stryker Law Firm (Omaha). He was awarded the Great Plains Super Lawyers Rising Star Award, Energy and Natural Resources (2013-2016). Russell attended the University of Nebraska College of Law (J.D. 2002). Russell is a native of Pender, Nebraska.



Dr. Temple Grandin

Colorado State University

Temple Grandin is a Professor of Animal Science at Colorado State University. She has been instrumental in implementing animal welfare auditing programs that are used by McDonald's, Wendy's, Whole Foods, and other corporations. Temple has appeared on numerous TV shows, such as 20/20 and Prime Time. Her books include: Thinking in Pictures, Livestock Handling and Transport, and The Autistic Brain. Her books Animals in Translation and Visual Thinking have been on the New York Times Bestseller List. Temple was inducted into the National Women's Hall of Fame in September 2017 and, in 2022, was named a Colorado State University Distinguished Professor.

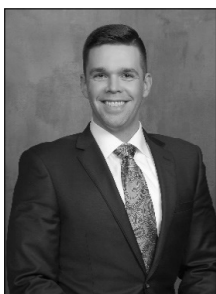
Speakers



Steve Martin, Alliance for the Future of Agriculture in Nebraska (AFAN)

Steve grew up on a diversified farm in Southwest Iowa. He has a bachelor's degree in Agriculture Business from Colorado State University as well as a teaching degree from Buena Vista University. Steve has worked in a variety of agriculture, manufacturing, and educational fields and is currently the executive director of the Alliance for the Future of Agriculture in Nebraska (AFAN)

and We Support Ag (WSA). Steve lives on a small farm south of Lincoln, NE, with his wife, Renae, and two sons, where they raise row crops and Vizsla hunting dogs.



Kris Bousquet, Alliance for the Future of Agriculture in Nebraska (AFAN)

Kris Bousquet grew up on a diversified farming operation near South Sioux City, Nebraska, where they milked cows, raised cow-calf pairs, farmed corn, soybeans, and alfalfa, as well as operated an over-the-road trucking company. He attended the University of Nebraska- Lincoln and obtained his Bachelor of Science degree in diversified agriculture in 2015. In November 2020, the Nebraska State Dairy Association partnered with

the Alliance for the Future of Agriculture in Nebraska (AFAN), where he currently serves as the Director of Livestock Development and continues in his role as the Executive Director of the Nebraska State Dairy Association. Kris's role at AFAN is to help producers analyze and integrate livestock into their operation as well as assist in recruiting new processing capacity for their products. Kris, his wife Michelle, their two children, Briggs (3) & Hadley (1), and their Bernedoodle named Willow live in Lincoln, NE.



Chris Kort Nebraska Department of Agriculture

Chris Kort grew up as the fifth generation on his family's original homestead in South Central Nebraska. He attended the University of Nebraska at Kearney, where he participated in a study abroad program in Japan. He graduated with honors with a B.S. degree in Organizational Communications. Chris has worked with children in South Korea and with college students at

Northeast Community College in Norfolk, NE. He also has worked for the USDA Farm Service Agency in Eastern Colorado and has been with the State of Nebraska for eight years. Chris and his wife, Hee Kyoung, have been married for more than 20 years and have two daughters. In his free time, Chris enjoys camping and fishing with his family.



Dr. Sheila Purdum

University of Nebraska – Lincoln

Dr. Purdum has been the Extension Poultry Specialist and Professor of Animal Science at the University of Nebraska since 1992. Her focus is poultry nutrition in the areas of pullet and layer nutrition. She coordinates additional youth extension activities for poultry, including 4-H and FFA education programs.



Jessica Kolterman

Lincoln Premium Poultry

Jessica Kolterman was the first Nebraskan hired to the Lincoln Premium Poultry team, where she serves as the Director of Administration, overseeing Human Resources, training and development, governmental relations, communications, community engagement, and grower support as well as supporting the safety and health team and many operations programs. Jessica serves on the

Seward City Council, is involved with Seward's nationally recognized 4th of July Celebration, Madonna Rehabilitation Hospital, the Greater Fremont Development Council, the Fremont Area Chamber of Commerce Boards of Directors, Nebraska's Environmental Quality Council, the Nebraska State Chamber Board of Directors and the National Chicken Council. Jessica lives in Seward, where she cares for her very feisty grandmothers, ages 93 and 95 and enjoys supporting her birth daughter in show choir competitions and or watching her nephews play soccer.



Luke Baldwin, DVM

Lincoln Premium Poultry

Luke Baldwin was born and raised in Fargo, North Dakota. He received his undergraduate degree at Concordia College, Moorhead. Following his undergraduate education, he joined the 2009 Teach for America Corps, working as an exceptional education teacher on the Rosebud Indian Reservation. Dr. Baldwin graduated from Iowa State in 2016; in 2018, Luke graduated from the University of Georgia's Master of Avian

Medicine post-doctoral program. Luke began working in his current role at Lincoln Premium Poultry (LPP/Costco) in July 2018. He serves on multiple professional boards and committees, including the National Chicken Council Board of Directors, the Nebraska Poultry Industry Board of Directors, the Costco Animal Welfare Working Group, and the North Central Poultry Association Board of Directors. Luke has lectured at the University of Nebraska-Lincoln, Midland University, University of Georgia, and Concordia College Moorhead. In his free time, Luke enjoys traveling with his fiancé, coaching ice hockey, and hanging out with his dog.

Sessions

“Learnings From HPAI And Where Are We Headed?”

Dr. Cardona will discuss how the poultry industry can survive HPAI and what we can learn from the 2022 outbreak and past events.

“Broadband in Rural Nebraska”

Affordable, accessible, dependable, and high-speed broadband is both a quality-of-life necessity and a key to doing business in the 21st century.

This is true not only in urban centers but in rural ones, too, where broadband deployment has been sorely lacking. This presentation will cover what the State of Nebraska has done so far to secure additional funding to build out broadband in rural Nebraska, show where we are going from here, and what you can do to help. As we expand and improve broadband access, we will be growing future investment and prosperity in Nebraska.

“Avian Influenza - Wildlife Biosecurity and Risk Mitigation”

The spread of wildlife diseases has proliferated in the West over the past decade. The threat of disease, invasive animals, and damaging wildlife poses direct harm to human health, property, economics, and agriculture. Commercial and private industries, such as poultry, turkey, and swine operations, are in the line of fire when it comes to risks to biosecurity from highly pathogenic diseases, such as Avian Influenza. USDA-APHIS-Wildlife Services works with these industries to lower the risk of infections and help facilitate sanitary conditions at farms, industrial plants, and private enterprises by providing technical and direct assistance in mitigating wildlife conflicts and increasing surveillance for Avian Influenza.

“Chicken And Sustainability: Through the Consumers’ Eyes”

Sustainability has taken on dimensions beyond environmental concerns.

What criteria are being used to assess sustainability, and how are consumers holding brands accountable to claims and promises?

Exclusive research, first released at the NCC Chicken Marketing Conference in July 2022, reveals the biggest things chicken companies don’t want to miss to gain and maintain consumer trust in the expanded dimensions of sustainability.

“Nebraska Legislature Update”

Russ Westerhold will give an update
on Nebraska Legislature.

“Issues the Animal Agriculture Community Will Face In the Future”

Temple Grandin will discuss ongoing animal welfare issues and issues that will be upcoming.

“AFAN Update”

AFAN was very active in 2022, helping projects in dairy, beef, poultry, and swine to become a reality. This presentation will highlight some of that activity and take a look at what’s coming up in 2023.

“UNL Research Update”

Dr. Sheila Purdum will give an update on the current UNL Research Programs.

“14 Points of Biosecurity For NPIP”

This presentation is an introduction to the 14 Principles of biosecurity. Information has been compiled from NPIP, UNL, and ISU biosecurity training.

“Lessons Learned from Starting a Chicken Company from Scratch”

Jessica Kolterman was the first Nebraskan and 2nd team member hired by Lincoln Premium Poultry, and Luke Baldwin was the company’s first intern and then became the Veterinarian upon completion of his academic program. In their roles, they were instrumental in starting the company from scratch in a poultry “greenfield” – an area of the country with limited poultry experience, background, or resources. They will share stories from the front line of this adventure and explain how innovation, determination, and a sense of humor played key roles in the success of their company – bringing it from nothing 7 years ago to the success it is today.



Don't Forget to Purchase Raffle Tickets!

Raffle Tickets can be purchased at the registration desk.

\$1 = 1 Ticket \$5 = 6 Tickets

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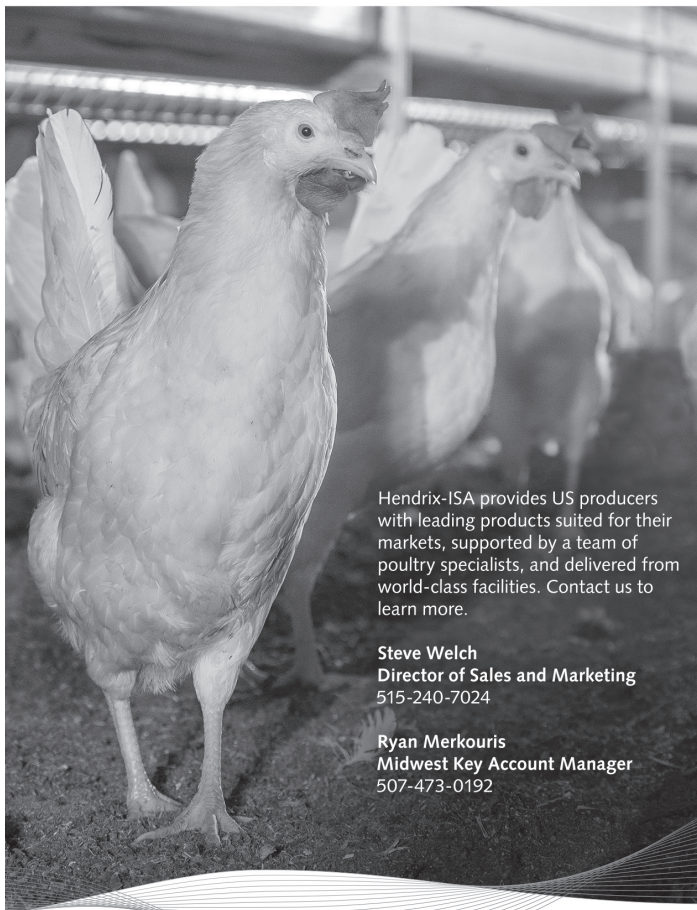
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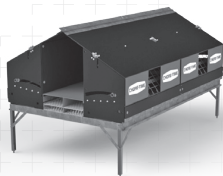
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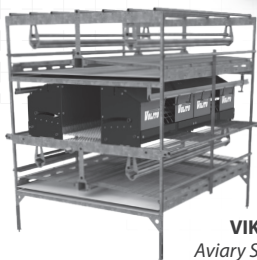
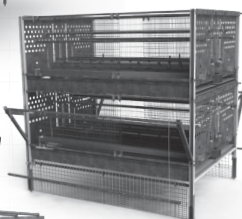


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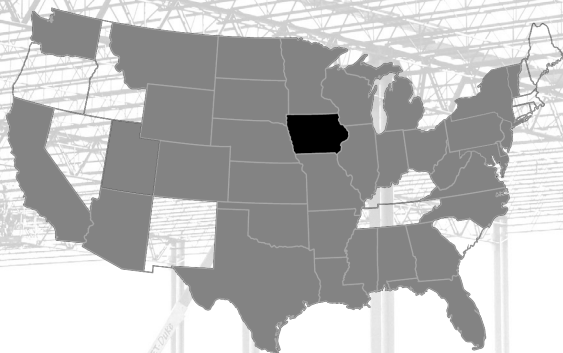
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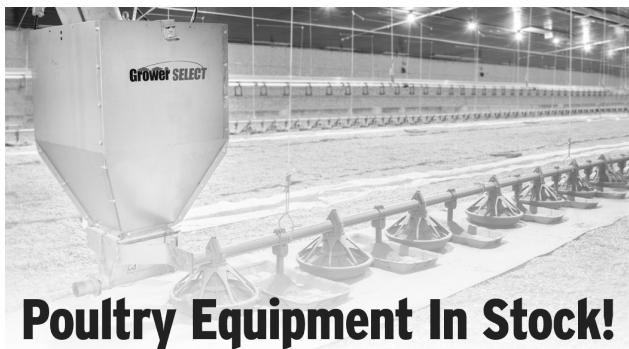


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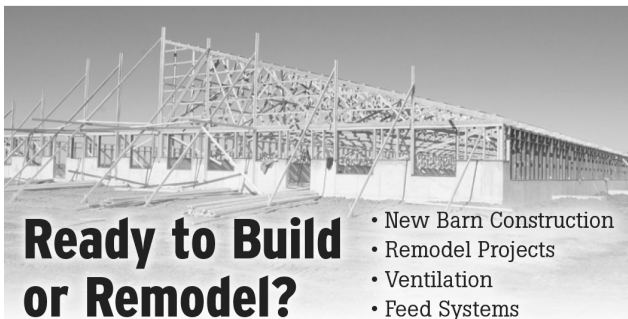
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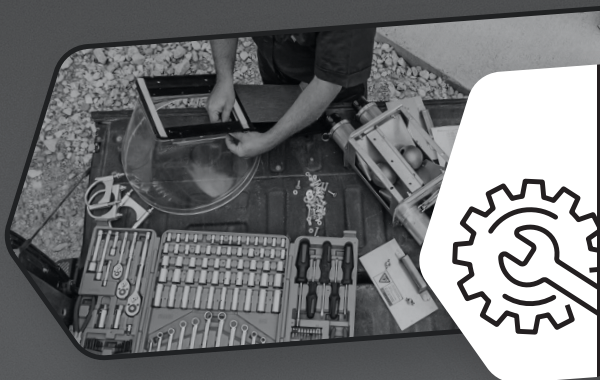
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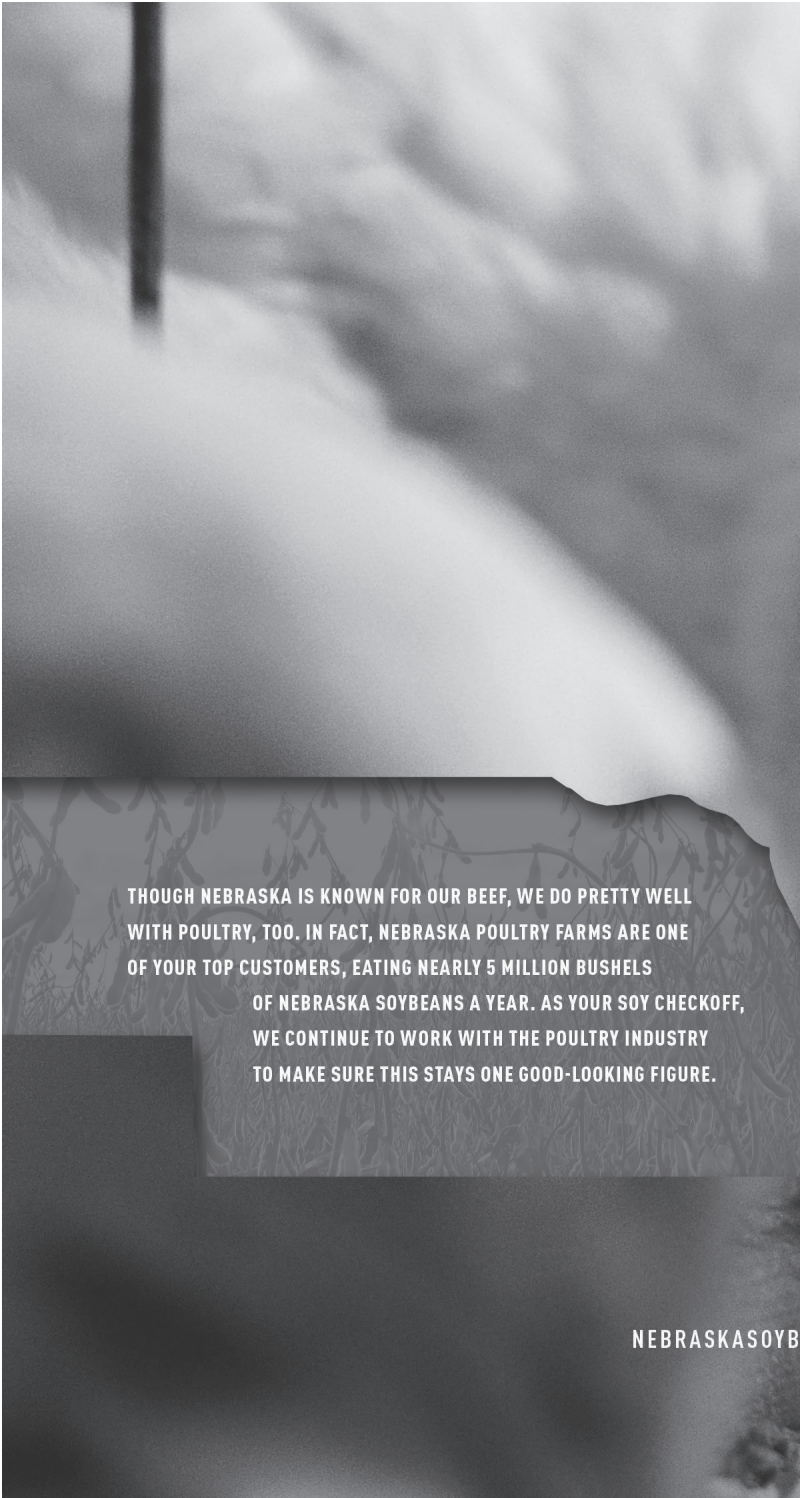
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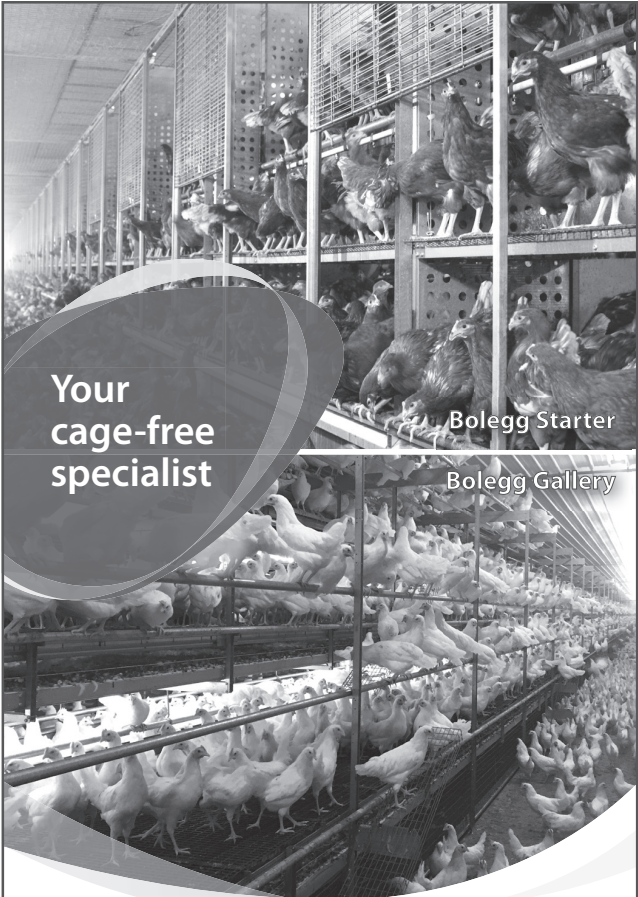


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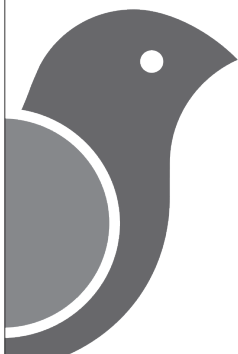
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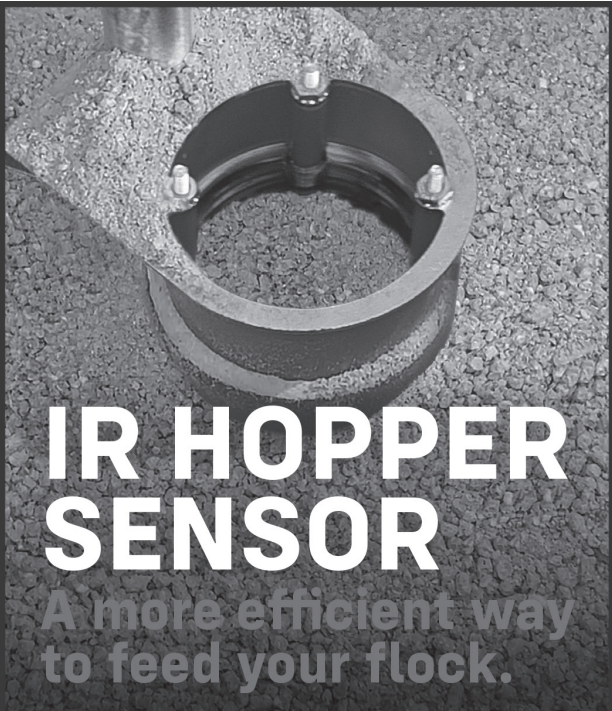
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-  Education tracks for turkeys, eggs, chickens, and (NEW!) a feed technology track and a business leadership track, too
-  Registration is open & hotel reservations are available now!
-  Exhibit space is nearly sold out with nearly 300 booths full of products/services/technology
-  PEAK Unhatched is back and bigger than ever on April 11!



WHAT'S NEW? A BUSINESS TRACK

Powered by Midwest Poultry Federation

LEADERSHIP DEVELOPMENT+LEARNING

PEAK 2023 announces a brand-new education track offering training and skills development that will benefit everyone, regardless of where you are in life! This high-impact training -- over the course of three days, April 11-13 -- will build trust, foster community, and cultivate strong communications skills.

Do you want to improve employee engagement? Do you need ways to retain good employees and cultivate leadership skills? Do you and your employees want a learning experience that provides tools you can take back to your business for immediate impacts? The PEAK 2023 Business Track -- featuring Jenn Whitmer, a TedX speaker and coach, is for you and your team!

Q Up Unhatched!

Get ready for a huge celebratory party for 2023! PEAK Unhatched: An Evening of Eats & Entertainment will be held Tuesday, April 11 from 5:00-9:30 p.m.

With your \$50 ticket, you'll enjoy gourmet food stations, an open bar throughout the entire event, plenty of networking time, and the fabulous Q The Band, which will blow your musical mind!



Q the band was formed by nationally acclaimed Billboard Charting recording artist, the Dallas String Quartet. Highlights of its core members include performing for celebrity events such as Gwen Stefani and Blake Shelton's wedding, the inaugural ball for former President Barack Obama, and a private performance for former President George W. Bush.

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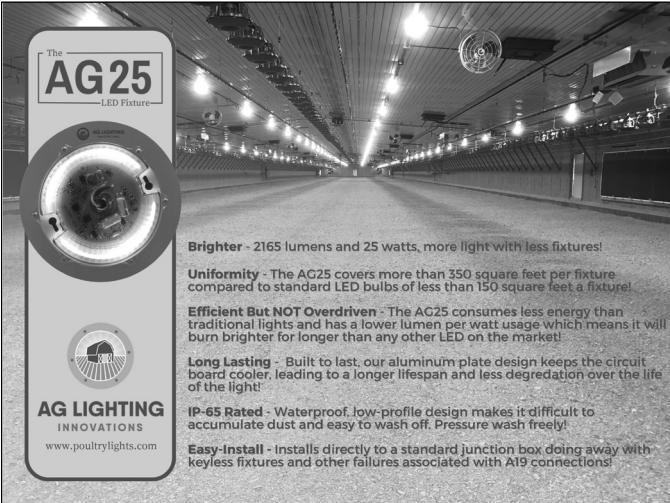


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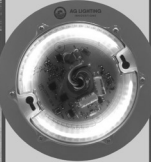
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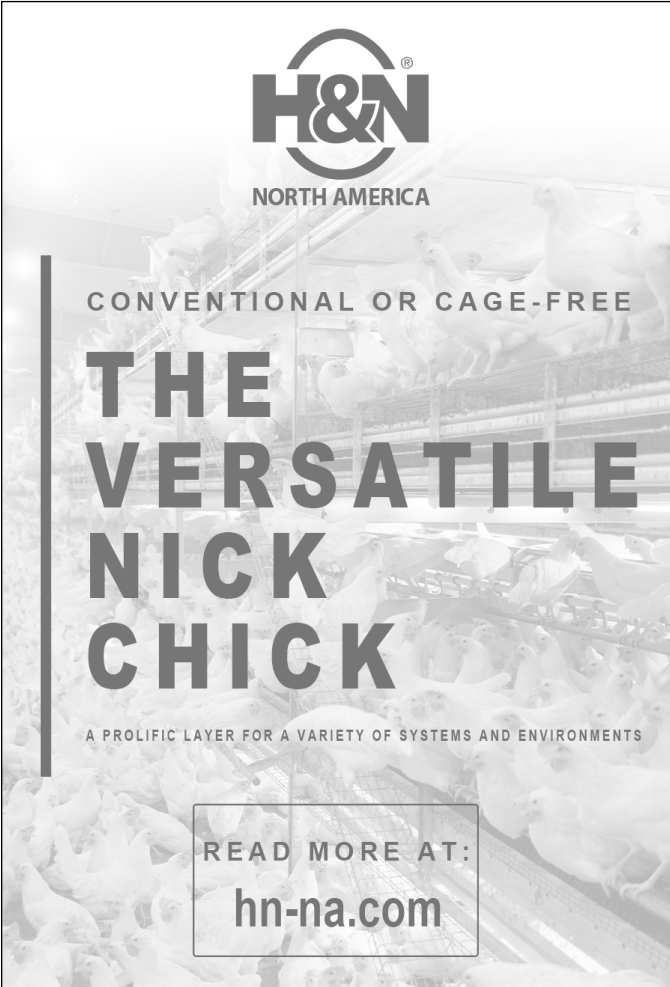
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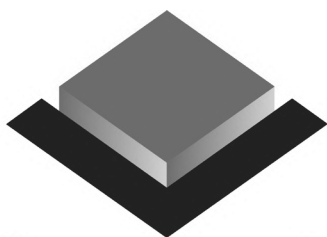
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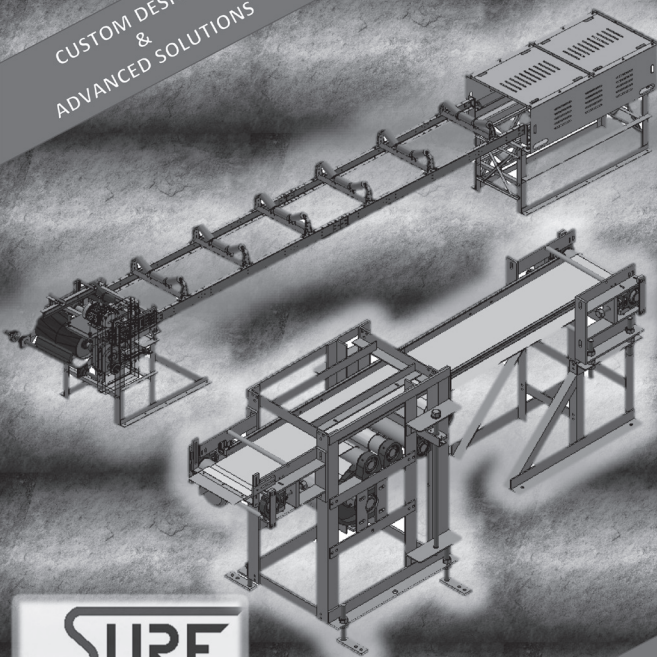




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COMMERCIAL BIOSECURITY CHECKLIST

**To comply with the
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you need the following:**

- ☐ A biosecurity plan for the company, and
- ☐ A biosecurity plan for each premises, and
- ☐ A biosecurity audit every two years.

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