

News Release

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FOR IMMEDIATE RELEASE

Central Plains Dairy Expo: Now more than ever, connecting with others in the industry is imperative

New Prague, Minn. (January 5, 2021) – Here's one thing we know: COVID-19 and the ongoing pandemic have altered our business and personal lives in a myriad of ways. So, when we have the opportunity to come together as an organization and industry, it's vital that we do so. That's why the Central Plains Dairy Association (CPDA) board of directors and staff are excited to welcome you in person to the 2021 Central Plains Dairy Expo (CPDE), March 24-25, 2021, at the Denny Sanford Premier Center, Sioux Falls, S.D.

The event will celebrate the industry's essential nature, the vital role dairy farmers continue to play in the health and well-being of our communities, and our ongoing commitment to further enhance the success of the region's dairy producers. From new innovations offered by CPDE exhibitors to educational opportunities surrounding the "latest and greatest" products, services and technologies that can greatly benefit a dairy's success, this year's CPDE will be filled with opportunities aplenty to connect in person and celebrate the successes of the past and highlight the hopeful future facing the industry.

"This year's Expo will provide attendees with a safe way to interact, in person, with dairy industry representatives and others in the industry," says Kristopher Bousquet, CPDA president. "We are working diligently with the Denny Sanford Premier Center staff to ensure a safe environment while offering ample opportunities for attendees to get the most out of the event." In addition to using leading-edge environmental hygiene protocols, through ASM Global's VenueShield, educational session rooms throughout the Expo will have social distancing to allow safe interaction among attendees and presenters. Come to reconnect, network with others and learn from exhibitors.

And while this year's concert will not take place due to health and safety precautions, we are thrilled to announce that the annual Prayer Breakfast on March 24, kicking off the Expo, will be free for all attendees! This popular gathering will be the ideal time for attendees to enjoy a hot bag breakfast, for the first 300 attendees, and see friends new and old. CPDE is excited to welcome Sioux Falls Mayor Paul TenHaken as the keynote speaker for the Prayer Breakfast. TenHaken holds degrees from Dordt College and the University of Sioux Falls. He founded the

marketing technology agency Click Rain as well as a 501(c)3 non-profit organization that creates international service trip opportunities and philanthropic outlets for business leaders. He is a frequent speaker on empowerment, workplace culture and leadership. An active runner, obstacle course racer and triathlete, he is also active in his church. The mayor credits his personal faith for much of what he defines as success.

Registration to the 2021 Central Plains Dairy Expo and Prayer Breakfast is free for all dairy producers. All attendees should register online at least 30 days prior to the event. Simply visit: <https://www.centralplainsdairy.com/registration> to register. For hotel accommodations, make your reservation at Sheraton Sioux Falls & Convention Center. A link to the reserved block of rooms can be found at: <https://www.centralplainsdairy.com/accommodations>.

To learn more about the Central Plains Dairy Expo, visit www.centralplainsdairy.com and sign up to receive our monthly newsletter – EMOOs – for ongoing and updated info about CPDE 2021. If you have questions, contact Renee Brod at: renee@centralplainsdairyexpo.com.

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