

As published in



Diamond V has big things going on at World Dairy Expo, Sep. 29-Oct. 3:

- Starting Tuesday, Sep. 29 – launch of SmartCare® – smarter technology for pre-weaning liquid feeding of dairy calves
- Gala Evening Wednesday, Sep. 30 – reception, BBQ dinner, and Madison premiere of *The Ivy League Farmer*, with your invitation below
- Throughout the Expo, meet Diamond V Dairy Advisors at booth EH3005 and learn more about our Dairy Resources App.

For **SmartCare**, see the feature in this issue or [details online](#). For the **Gala Evening**, tickets to this premiere are limited, so please reserve yours as soon as possible through the online service (click on invitation below) and stop by the Diamond V booth (EH3005).

**Save the Date!**

You're invited to the World Dairy Expo private premiere of *The Ivy League Farmer*, Wednesday, September 30 at Point Cinema in Madison, WI.

**Come for a gala event!**

- 5:30 p.m. – Reception – BBQ dinner, refreshment, opportunity to meet Hollywood star Christopher Knight ("Peter Brady" of *The Brady Bunch*)
- 7:30 p.m. – *The Ivy League Farmer* – also starring Randy Wayne, Janine Turner, Terry Serpico

*The Ivy League Farmer* gala evening thanks America's dairy farmers, courtesy of Diamond V and the non-profit organization Farming to Fight Hunger.

**Click here to see the movie trailer and reserve your free tickets.**

Please save the date – Wednesday, Sep. 30 – and join us!

Thank you!

**Diamond V**  
The Trusted Experts In Nutrition & Health®

## Advisor Access

# Action at World Dairy Expo! And more!



**Clayton Gill**  
Editor  
Diamond V

One of the stars of the movie, **Christopher Knight**, is going to be at the Diamond V booth (EH3005) at the World Dairy Expo on **Wednesday, Sep. 30 (1:00-2:00 p.m.)**. Christopher stars as a veterinarian in *The Ivy League Farmer*, but many know him as Peter Brady of the long-running TV series *The Brady Bunch*. Stop by and meet this well-known Hollywood actor!

Our new [\*\*Dairy Resources App\*\*](#) empowers you with access to exclusive dairy specialized tools and resources:

- Lactation Efficiency Calculator
- TMR Mixing Efficiency Calculator
- Quick Tips on TMRs
- Translation for dairy terms (English-Spanish)
- Metric-English conversion (weight, volume, distance, etc.)
- Real-time cow heat stress risk via Weather Button



The Dairy Resources App also gives you quick access to Diamond V Dairy Advisors and Diamond V product profiles and product rate inclusion calculator.

Download the App for free. Register to create username and password. Access tools and resources. And, stop by booth EH3005 to catch up with the Diamond V Dairy Advisors.



## Welcome Cristy!

**Cristina Chavira, AED** has joined Diamond V as Dairy Technical Support and Area Sales Manager in Mexico.

“Cristy has 15 years of experience in sales, administration, and management with leading companies in dairy genetics and milk production,” says Fernando de la Colina, Director for Latin America, based in Mexico. “She has great practical knowledge of dairy production. Her skills also include data analysis, project implementation, personnel management, and the ability to work under pressure.”

**Cristina Chavira, AED  
Diamond V**

Prior to joining Diamond V, Cristy worked four years as the manager of Santa Maria Dairy, which has 3,000 milking cows. Before that she was the manager of a genetic improvement program for a group of dairy farms collaborating with Grupo Genetico G20.

Cristy is married to Luis Cisneros and they have two daughters, Pamela (six years old) and Paula (five years old). Cristy and Luis live in Torreón in the northern Mexican state of Coahuila.

Please join us in welcoming Cristy as our newest Diamond V teammate – email [cchavira@diamondv.com](mailto:cchavira@diamondv.com).

## Wageningen dairy symposium



Optimal nutrition helps reduce the incidence of metabolic and infectious diseases in dairy cows and supports animal welfare, performance, and longevity. Wageningen University's [2015 International Symposium on Dairy Cattle Nutrition](#) – October 22 in The Netherlands – links science to practice for better nutritional health.

It's not too late to register for this highly focused educational program, sponsored by Diamond V, Cargill, Wageningen University, Utrecht University, and others.

Thanks for your interest and support – please let us know if Diamond V can help your dairy operation or business in any way.

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Thanks again!



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