



# **NYBPA Annual Conference**

**January 21st - 22nd, 2022**

## **Speaker Bios**



Sara Place is the Chief Sustainability Officer at Elanco where she provides technical expertise on sustainability issues to customers and supports Elanco's Healthy Purpose. Prior to Elanco, she was the senior director for sustainable beef production research at the National Cattlemen's Beef Association and an assistant professor in sustainable beef cattle systems at Oklahoma State University. She received her PhD in Animal Biology from the University of California, Davis, a BS in Animal Science from Cornell University, and an AAS in Agriculture Business from Morrisville State College.

Brian Adix lives in South Dakota, was born and raised on a cattle, corn, and soybean farm. Educated at South Dakota State University - Animal Science. He has 19 years' experience designing and developing livestock handling facilities, solutions, and equipment.



Scott Rushe is the Forage Market Development Manager for Seedway and a graduate of Penn State with a BS in Agronomy. He is involved in selecting new forage genetics, training the Sales Team and Customers on selection of forages. Scott has been involved in Agriculture for over 35 years and in the Seed Industry for 23 years, working with growers to help maximize the potential of their land by using improved forages and grazing management.

Nicole Rodriguez, registered dietitian and certified personal trainer, resides in the metro New York area, where she offers nutrition counseling and fitness coaching to a diverse clientele. A proud Master of Beef Advocacy and Top of the Class graduate, she serves as a consultant to the National Cattlemen's Beef Association and New York Beef Council. It should come as no surprise that she's on the eternal quest for the best burger. Nicole proudly serves on the Bayer L.E.A.D. (leaders engaged in advancing dialogue) network, and as a partner in kind with the Produce For Better Health Foundation. Eager to inspire the next generation of bold, active, and compassionate entrepreneurs, Nicole serves as leader of her daughter's Girl Scout troop. In her spare time, you'll find her browsing the grocery store aisles, working on her deadlift, and on the beach with her family. Visit [enjoyfoodenjoylife.com](http://enjoyfoodenjoylife.com) for more info.



## Speaker Bios (cont.)



Jean O'Toole, Executive Director for the New York Beef Council. Jean has been with NYBC for 16 years, initially the Director of Marketing and Communications, Jean took over the Executive Director roll in March of 2017. In addition to managing the NY Beef Council Jean also manages the National Veal Promotion account. Prior to working with the beef council, Jean spent 20 years with a food service contract company. Jean was a General Manager managing the schools and college segment and long-term care and environmental services. Jean was recognized by the NY Beef Producers Association and awarded "Educator of the Year" in 2009 and the "President's Award" in 2014. Jean is alumni of LEAD NY Class 16 and was elected class representative for the LEAD NY Board of Directors. Jean is also the Secretary for the Food Bank of Central NY Board of Directors. Jean played collegiate volleyball for the University of Wisconsin-Green Bay before transferring to Arizona State University where Jean received her Bachelor of Science Degree in Business. Jean moved to New York in 1991 and is a current resident of New Hartford, NY when she lives with her husband of 30 years and two daughters, Jean was born and raised in Southeastern Wisconsin.

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Jerry Rusch, DVM was raised on a grain and livestock farm in Southern Indiana. In 1991 he received his DVM from Purdue University and then spent two years in dairy practice in Eastern Pennsylvania. In 1993 Jerry and his



wife, Dr. Karen, purchased Spring Mill Veterinary Service, a mixed animal practice in Mitchell, Indiana where he continues to practice.

Jerry does mostly beef cattle with some sheep, goats, and swine in addition to some small animal. In 2000 he became a diplomate of the American Board of Veterinary Practitioners in Beef Cattle. Jerry is currently president and general manager of the Springville Feeder Auction, which is a local farmer owner feeder calf marketing cooperative. He is also a member of AABP, Academy of Veterinary Consultants and the Society for Theriogenology. Jerry joined Multimin USA in March 2018 as a part time technical consultant.

Callahan Grund serves as the executive director for U.S. CattleTrace. Grund previously worked in policy engagement, business development and animal disease traceability preparedness at the Kansas Department of Agriculture. Grund has also served as the Director of Producer Relations with Farm Strategy, LLC, an agricultural start-up business in the grains sector.

Originally from Sharon Springs, Kan., Grund grew up on a registered Gelbvieh, Balancer and Angus seedstock cow-calf operation and is still highly involved today. He and his wife, Emily, also run a small cattle herd of their own near Wamego, KS.



Dr. Midla was born and raised on a farm in southwestern Pennsylvania where his family raised registered Polled Hereford beef cattle. He received his bachelor's degree from the University of Pennsylvania in 1988 and his V.M.D. (Doctor of Veterinary Medicine), also from Penn, in 1992.

Following graduation, Dr. Midla joined a mixed animal practice in Lancaster County, Pennsylvania. In 1994, he moved on to The Ohio State University where he completed a food animal medicine and surgery residency and simultaneously earned a master's degree. His Master's degree research focused on laminitis and lameness in dairy cattle. In 1996, Dr. Midla and his wife Joanne established a veterinary practice near Marianna, Pennsylvania. In the fall of 2001, he joined the faculty of The Ohio State University, practicing and teaching at the large animal ambulatory service in Marysville, Ohio. In 2016, he joined the cattle technical services team at Merck Animal Health.

Dr. Midla was appointed by the American Association of Bovine Practitioners to serve on the Council for Agricultural Science and Technology Board of Representatives – from which he was elected to serve as CAST president in 2013.

