

# World Dairy Expo: Names Herschleb as next general manager

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MADISON, WIS. – World Dairy Expo® is pleased to introduce Laura Herschleb, DeForest, Wis., as the next WDE General Manager. Herschleb will begin her duties on February 28, 2022, as current General Manager Scott Bentley prepares to retire. In this role, Herschleb will provide leadership, vision and strategic oversight to the organization and lead its dedicated team to produce the world's largest dairy event.

“Laura has the experience and perspective to truly know the challenges that are in front of us, and the commitment and vision to lead us into the future,” shares WDE Board President Bill Hageman. “Even more importantly, Laura has the passion to engage the World Dairy Expo family to seek continuous improvements and capitalize on opportunities.”

Herschleb has a true zeal for World Dairy Expo and all that it represents along with a rich history with the organization. She is a former member of the Badger Dairy Club, spent five years as the Dairy Cattle Show Manager in the late 2000s, and in 2018 returned to the team as the Marketing Manager. Most recently, she has shared her enthusiasm for Expo while assisting with projects related to education initiatives, attendee services and the trade show. Beyond her time at WDE, Herschleb has held roles with Alltech and Compeer Financial.

“It is an immense honor to be selected as General Manager for the meeting place of the global dairy industry,” remarks Herschleb. “I look forward to working with the staff, the Board of Directors, committees, exhibitors and stakeholders to host the event this year and for years to come.”

Serving as the meeting place of the global dairy industry, World Dairy Expo brings together the latest in dairy innovation and the best cattle in North America. The

dairy industry will return to Madison, Wisconsin for the 55th event, October 2 - 7, 2022, when the world's largest dairy-focused trade show, dairy and forage seminars, a world-class dairy cattle show and more will be on display. Download the World Dairy Expo mobile event app, visit [worlddairyexpo.com](http://worlddairyexpo.com) or follow WDE on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) or [YouTube](#) for more information.