

World Dairy Expo: Behnke named communications manager

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MADISON, WIS. – World Dairy Expo® is pleased to announce Lisa Behnke, New Glarus, Wis., as their Communications Manager. Behnke began her duties on February 27, 2023. In this role, Behnke will coordinate strategic marketing and manage internal and external communications for the world's premier dairy event.

Behnke holds a bachelor's degree from the University of Wisconsin-Madison, where she majored in dairy science with a specialization in agricultural journalism. During her career, she has held marketing and communications positions with the Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin Milk Marketing Board, The Cattle Connection, Ag Source Cooperative Services and World Dairy Expo. Most recently, she served as the Marketing Director for Indiana-based Egg Innovations.

"I'm excited to step back into this position after 12 years, states Behnke. "To be certain, the dairy industry has undergone many changes in the last decade and, at the same time, so have our modes of communication. I welcome the opportunity to be part of the team that identifies and executes the steps needed to ensure World Dairy Expo has not just a viable but a vibrant future."

World Dairy Expo General Manager, Laura Herschleb, notes, "Lisa's 40+ year history with WDE, both as a volunteer and staff member, coupled with a lifetime of communications experience will allow her to hit the ground running. We're thrilled to have her rejoin our team."

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 global dairy industry will return to Madison, Wis. for the 56th event, October 1-6,

2023, 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 or follow WDE on [Facebook](#), [Twitter](#), [LinkedIn](#), [Spotify](#), [Instagram](#) or [YouTube](#) for more information.