



9:00 a.m. **From Cow Pies to Clear Skies: Curds of Wisdom on Sustainability, Making a Difference, and Cheese**

The Crave brothers – Charles, George, Thomas and Mark – were raised on a 40-cow dairy farm near Beloit, Wisconsin. In 1978, the brothers started farming together in Mount Horeb where they milked 57 cows on a rented farm. Today, the brothers farm 1,700 acres and their dairy herd consists of 950 cows.

The brothers produce and promote high quality milk and cheese. Through their dairy farm and cheese factory, they tell the story of dairy farming that emphasizes cow comfort, quality milk and working in harmony with the land to produce quality milk and award winning cheeses.

The Crave Brothers Dairy Farm has won numerous awards including 2008 Dairymen of the Year from World Dairy Expo. *George Crave, Crave Brothers Farmstead Cheese, Waterloo, Wisconsin*

Michigan Purebred Dairy Cattle Association Update

Joe Domecq, Michigan State University Dept. Animal Science

10:00 **Breed Association Meetings**

*Michigan Brown Swiss Cattle Breeders Association
Michigan Holstein Association*

Noon Lunch

1 p.m. **Michigan Jersey Cattle Club Annual Meeting**

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10:00 **Youth Program: Preparing to Win**

Presented by the Michigan Junior Holstein Association

All youth interested in learning how to select a dairy animal to show, discovering the steps involved in preparing an animal for show, and becoming familiar with the rules of showmanship and sportsmanship are invited to attend.

Noon Lunch

Register online at www.glrdc.msu.edu or call (517) 353-3175.

Register early and save! Register before Jan. 21 and save up to \$50 per day! Online registration closes Jan. 28, 2011. On-site registrations are subject to availability. Registration fees are non-refundable but can be transferred to another individual or farm. Call (517) 353-3175 to make arrangements.

Adult Program Registration		
Early Rate	Regular Rate	Registration Details
\$199	\$230	Full Registration (Thursday – Saturday)
\$175	\$199	Conference/Workshops Only (Thursday – Friday Afternoon)
\$99	\$125	Thursday Only (includes lunch and dinner)
\$30	\$30	General Session Dinner Only
\$99	\$125	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Saturday Breed Program

Student Registration		
Early Rate	Regular Rate	Registration Details
\$99	\$130	Full Registration (Thursday – Saturday)
\$85	\$110	Conference/Workshops Only (Thursday – Friday Afternoon)
\$50	\$75	Thursday Only (includes lunch and dinner)
\$30	\$30	General Session Dinner Only
\$50	\$75	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
		Saturday Lunch (no charge for Youth Program)

Farm Registration (for best deal call 517-353-3175)		
Early Rate	Regular Rate	Registration Details (up to five people)
\$650	\$680	Full Registration (Thursday – Saturday)
\$575	\$600	Conference/Workshops Only (Thursday – Friday Afternoon)
\$325	\$350	Thursday Only (includes lunch and dinner)
	\$30 x No. Attending	General Session Dinner Only
\$325	\$350	Friday Only (breakfast and lunch included)
	\$30 x No. Attending	Friday Night Industry Banquet
	\$20 x No. Attending	Saturday Breed Program

Make check payable to Michigan State University – GLRDC. Mail payment to: MSU-GLRDC c/o Georgette Kennedy • 312 Agriculture Hall East Lansing, MI 48824-1039

Historic Frankenmuth is located on M-83, six miles east of I-75 and five miles south of M-46.

The official conference hotel is:
Bavarian Inn Lodge
One Covered Bridge Lane
Frankenmuth, MI 48734
www.bavarianinn.com

Make reservations before Jan. 3, 2011 and specify the Great Lakes Regional Dairy Conference or group code 1142EB to receive the special conference rates of \$99 for a standard room and \$135 for suites (higher rates apply on Saturday night). You must call the reservation line at 1-888-775-6343 to receive the conference rates.

Reservations made via the Internet will be subject to regular room rates. Rates are subject to 11 percent tax. Rollaway beds and cribs are available for a nominal fee. An additional fee applies for rooms with more than four people.

Other lodging options are available in the Frankenmuth and Birch Run area.

Looking for family-friendly activities in the area?

Nestled neatly in the midst of Michigan’s fertile Thumb, Frankenmuth offers numerous activities for the whole family. You and the children can enjoy one of five indoor pools, soak in one of three whirlpools, enjoy 18 holes of indoor mini-golf or do some light shopping, all without leaving the comfort of the Bavarian Inn Lodge.

Venture outside and you’ll find the famous Bronner’s Christmas Village, Zehnder’s Splash Down Water Park, two popular regional micro-breweries, a relaxing day spa and a plethora of inviting specialty shops. Within a short drive you’ll find museums and the area’s largest outlet mall.

Learn more about Michigan’s Little Bavaria at Frankenmuth’s official visitor center: www.frankenmuth.org, or call (800) FUN-TOWN.

Join us for the 9th annual



GREAT LAKES REGIONAL DAIRY CONFERENCE

February 3-5, 2011

Bavarian Inn Lodge and Conference Center Frankenmuth, Mich.



Since 2003, the Great Lakes Regional Dairy Conference has been dedicated to helping dairy producers learn new ways of increasing their profitability by doing more with less.

Thanks to support from generous industry supporters, the GLRDC has earned a reputation as a top educational conference. In 2010, we welcomed more than 350 producers and dairy industry representatives over the three-day event. This year, we're building on that momentum by delivering another high impact conference.

Leading experts will make presentations on topics ranging from animal health and innovative uses of dairy products to milk pricing policy development and lessons learned from 2009.

In addition to our quality line-up of educational speakers, we will once again be the home base for the fifth annual Dairy Industry Recognition Night where we will honor the industry's leading producers, recognize dairy scholarship winners and dairy judging team members, and announce the 2011 winners of the Michigan Dairy Ambassador Program.

This is your conference. Don't miss it!

Are you planning to bring a group of 10 or more to the GLRDC? We can offer you a discounted rate and help schedule tours to local dairy farms or processors. Call (517) 353-3175 for more information.

Thursday, February 3

- 9:00 a.m. **Registration opens**
- 10:30 **Dairy in the Fast Food Lane!**
Discover how partnerships through the dairy checkoff program bring additional resources and innovations to grow dairy sales.
The Dairy Pipeline: It's More Than Groceries
Diane Leonard, Vice President of Strategic Initiatives, Dairy Management, Inc.
- 11:15 **Would You Like Milk With That? Using Product Innovation to Drive Sales**
Deborah McDaniels, Senior Director, Product Innovation and Development, McDonald's USA
- Noon Lunch
- Focus on Animal Health**
- 1:00 p.m. **Team Work Spells Success in Racing – and in Farming**
Mark Thomas retired as a seven-time International Hot Rod Association (IHRA) World Champion and the first person to drive an alcohol funny car entirely powered by ethanol and lubricated with corn oil. Mark readily admits that collecting the most wins in IHRA history takes a great team – as does running his family's 340-cow dairy farm. Mark will share his team approach to farming. He will also share how this approach has improved productivity and profitability on his dairy farm.
Mark Thomas, Dairy Producer and 7-time IHRA Funny Car Champion, Ohio
- 1:30 **Leukosis Research Update**
Dr. Ron Erskine, College of Veterinary Medicine, Dept. of Large Animal Clinical Sciences, Michigan State University
- 2:00 **Johne's Disease Research Report**
Dr. Dan Grooms, College of Veterinary Medicine, Dept. of Large Animal Clinical Sciences, Michigan State University

- 2:30 p.m. **Optimizing Newborn Calf Health Management**
Dr. Sam Leadley, Calf and Heifer Specialist, Attica Veterinary Associates, P.C.
- 3:00 Break and Exhibitor Showcase
- 3:30 **Herd Health Panel Discussion**
Facilitator: Dr. Mark Fox, Deckerville Veterinary Clinic
Panelists: Mark Thomas, Dr. Ron Erskine, Dr. Dan Grooms, Dr. Sam Leadley
- 5:00 **Tradeshow Exhibitor Showcase and Social Hour**
Great Lakes Commercial Heifer Extravaganza VI Sale
- 6:15 **Dinner Program: Normal Doesn't Live Here Anymore**
The pace...the people...the process...the products...It's obvious for those in agriculture that "normal no longer exists." Shift happens. During this upbeat presentation, we'll be reminded of the importance of increased vision, quality and adaptability as we market to diverse, deserving and demanding customers. Together, we'll laugh while we learn how to keep a positive perspective in a rapidly changing world.
Jolene Brown, C.S.P.
- 9:00-Midnight **Young, Savvy and into Dairy Hospitality**
Hospitality hosted by the Young, Savvy & into Dairy young producer society for those age 35 or younger.

Friday, February 4

- 7:00 a.m. **Breakfast**
- 8:00 **Milk Pricing Policy Development: Where It's At, Where It's Going**
Hear the latest on where federal dairy policy issues are headed as discussion of the 2012 Farm Bill begins to take place. Learn more about the components of the Foundation for the Future program and why changes to federal dairy policy are needed.
Jim Tillison, Senior Vice President, Marketing & Economic Research/Chief Operating Officer, CWT
- 9:00 **Bottlenecks in Reproduction**
Dr. Jeffrey Stevenson, Professor of Animal Science, Kansas State University
- 10:00 Break and Exhibitor Showcase
- 10:30 **Dairy Forage Alternatives: Grass-Legume Mixtures in Dairy Rations**
Dr. Dan Undersander, Professor of Agronomy, University of Wisconsin
- 11:30 **Preparing for the Next 2009: Learning Lessons and Moving Forward**
Could the dairy industry survive another year like 2009? Learn the lessons 2009 taught us and discover what steps producers can take moving forward to keep their operations viable.
Gary Sipiorski, Dairy Development Manager, Vita Plus Corporation
- 12:30 p.m. Lunch
- 1:30 **Concurrent Workshops:**
Calf and Heifer Management Strategies
Dr. Sam Leadley, Calf and Heifer Specialist, Attica Veterinary Associates, P.C.
Milk Marketing Risk Management & Positioning Your Dairy for the Future
Dr. Chris Wolf, Michigan State University Dept. of Agriculture, Food, and Resource Economics

- 1:30 p.m. **Spartan Dairy 3 Training Workshop**
Dr. Mike VandeHaar, Michigan State University Dept. of Animal Science
The Facts of Life: When Family and Business Collide
There's nothing better or more frustrating than working with "genetics!" Farming with family is a challenge! Combining personalities, differing goals and multiple generations creates a collision course. To reach an outcome of productivity, profitability and collaborative families, intentional actions must be taken. This includes communication tools in place, documents in writing, and a commitment to transition the leadership and ownership of a business. This session is for those less interested in dealing with stress, cussing and ulcers – and more interested in becoming a successful "business-first family."
Jolene Brown, C.S.P.
- Vertical Integration of Dairy Farms – Producer/Retailer Panel**
Facilitator: Dr. John Partridge, Michigan State University Dept. of Food Science and Human Nutrition
Panelists: Doug Westendorp, Mooville Creamery; George Crave, Crave Brothers Farmstead Cheese; Jon Plummer, Moomers Ice Cream; and Wendell Van Gunst, Country Dairy, Inc.
- 3:00 Break and Exhibitor Showcase
- 3:30 **Workshops Continue**
- 5 p.m. Social Hour and Cash Bar
Michigan Dairy Ambassador Scholarship & Leadership Program Silent Auction
- 6:00 **Michigan Dairy Industry Recognition Night Banquet and Program**