

Ten years of serving the dairy industry



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 2011, 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 labor management and community connections to children's nutrition and global issues concerning the dairy industry.

In addition to our quality line-up of educational speakers, we will once again be the home base for the sixth 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 2012 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.

Workshop Agenda

Thursday, February 9

- 9:00 Registration and Exhibitor Showcase Opens a.m.
- 10:00 **Closing the Knowledge Gap Between Food Producers and Consumers**
Discover why applying knowledge of consumer marketing and perceptions to how we communicate is critical to achieving and maintaining consumer trust from the farm gate to the kitchen table.
Jennifer Garrett
President, JG Consulting Service, LLC
- Fuel Up To Play 60: Affecting Attitudes and Influencing Behaviors**
Learn how Fuel Up to Play 60 (FUTP 60), an in-school program launched by the National Football League (NFL) and the National Dairy Council, empowers students to make healthy nutrition choices and achieve 60 minutes of physical activity every day. Hear from United Dairy Industry of Michigan dietitians, school food service directors, and former Detroit Lions defensive tackle, Luther Ellis.
- Noon Lunch
- 1:00 **Capitalizing on Growing Global Dairy Demand**
Tom Suber
President, U.S. Dairy Export Council
Global demand for dairy products is booming. The proportion of the U.S. milk supply sold overseas is close to double what it was a decade ago, and the outlook remains strong. Learn about the latest efforts by the U.S. Dairy Export Council (USDEC) to assist suppliers in building the volume and value of U.S. dairy exports to help meet this growing demand.
- 1:45 **Are You Efficiently Replacing Your Herd?**
Dr. Greg Bethard
Assistant Director for Dairy Technology,
Dairy Records Management System (DRMS)

- 2:10 **Facility Improvements: Achieving the Biggest Bang for your Buck**
Paul Anderson
Chief Credit Officer, GreenStone Farm Credit Services
- 3:00 Break and Exhibitor Showcase
- 3:30 **10 Things to Ask Your Contractor**
Curt Gooch, Senior Extension Associate, Department of Biological and Environmental Engineering, Cornell University
Should you start from scratch or renovate? How can you ensure a cost-effective project? What are the latest concepts for new facilities and why? Learn the questions to ask your contractor before signing on the dotted line.
- 4:15 **What We Learned from Modifying Facilities: Producer Panel**
Swisslane Dairy (Oesch), Daybreak Dairy Farm (Elzinga) and Palm Boys, LLC (Vogel)
Facilitator: Curt Gooch
- 5:00 Tradeshow Exhibitor Showcase and Social Networking
Great Lakes Commercial Heifer Extravaganza VII Sale
- 6:15 **Dinner Program: Cash Cows Sometimes Make the Best Hamburger**
David Okerlund, Hall of Fame Speaker
The new millennium mandates reinventing oneself at the drop of a hat, embracing outside-the-box thinking and becoming comfortable – at feeling uncomfortable. Realizing that “the time to change is when you don't have to.” It serves as a personal and professional vista into what it takes to dance within this new world of chaos and, what tools you'll need to turn chaos into creativity. Change can be a positive and fulfilling partner if you're willing to learn a few new dance steps to stay in sync with the music!”

Friday, February 10

- 7:00 Breakfast a.m.
- 8:00 **The Value of a Pregnancy**
Albert DeVries
Associate Professor, University of Florida
- 9:00 **Improving Service Rate**
Dr. Ray Nebel
Senior Reproduction and Dairy Herd Management Specialist, Select Sires, Inc.
- 9:45 **Servicing More Cows – How We Do It: Producer Panel**
Goma Dairy, Double Eagle Dairy (Blair) and Sturgis Dairy, LLC (VanderHulst)
Facilitator: Dr. Ray Nebel
- 10:00 Break and Exhibitor Showcase
- 11:00 **Labor Training: Q & A**
Mary Kraft, Owner, CFO and Human Resources Director, Quail Ridge/Badger Creek Dairy Farm, and Dr. Noa Roman-Muniz, Assistant Professor of Animal Science, Colorado State University
Discover how developing mentoring and training programs to train the trainers in all areas of dairy and business operations about labor management can benefit your dairy and learn the roles owners and general managers should play in the process.
- Noon Lunch
- 1:15 Workshops
- p.m.
- **Your Employee Hiring Process: Can You Pass Inspection?**
Craig Anderson, Michigan Farm Bureau
 - **Connect with Your Community: Every Relationship Counts**
Jane Hillstrom, President, Hillstrom Communications, Inc.
Learn how to reach out to your neighbors, community leaders and other public influencers to help them understand how your dairy operates and why you implement certain farm practices.

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Workshop Agenda

- **The Economics of Getting Cows Pregnant**
Is it more important to achieve a good mating or get a cow pregnant?
Dr. Albert De Vries, University of Florida

2:45 Break and Exhibitor Showcase
p.m.

3:15 Workshops (Rotate)

- **Your Employee Hiring Process: Can You Pass Inspection?**
Craig Anderson, Michigan Farm Bureau

- **Leading the Conversation: How to Answer Difficult Questions from Curious Consumers**

Jane Hillstrom, President, Hillstrom Communications, Inc.

Learn tips on how to speak with neighbors, community leaders and others about how you care for your animals and the environment.

- **The Economics of Getting Cows Pregnant**
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Dr. Albert De Vries, University of Florida

Saturday, February 11

10:00 **Breed Association Meetings**
a.m. *Michigan Brown Swiss Association*
Michigan Holstein Association

Noon **Group lunch with PDCA update**
Joe Domecq, MSU Department of Animal Science

1:00 **Breed Association Meetings**
p.m. *Michigan Jersey Cattle Club*
Holstein Association USA Regional Member Meeting

Registration

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

Register early and save! Register before Jan. 20 and save up to \$50 per day! Online registration closes Jan. 27, 2012 at midnight. 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	Thursday General Session Dinner Only
\$50	\$75	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Saturday Breed 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 Megghan Honke • 312 Agriculture Hall
East Lansing, MI 48824-1039

Lodging

The official conference hotel is:

Soaring Eagle
6800 E. Soaring Eagle Blvd
Mount Pleasant, MI 48852
(877) 232-4532

www.soaringeaglecasino.com

The Soaring Eagle Casino and Resort is located just off North or South US 127, Exit 143.

Make reservations before Jan. 18, 2012 by going online to www.soaringeaglecasino.com or calling 1-877-2-eagle-2 and specify the group code 98S538 to receive the special conference rates of \$99 for a first class room (higher rates may apply on Saturday night).

Looking for family-friendly activities in the area?

Mount Pleasant is filled with many family attractions and leisure activities as well. Whether it's taking a stroll through parks on a beautiful winter day, or cheering on the Central Michigan University Chippewas, Mount Pleasant has it all.

Try your luck at the Soaring Eagle Casino, go back in time at Loafers Glory's Village of Yesteryear, or catch a musical attraction at the Dow Event Center.

Historic Downtown Mount Pleasant features fine dining, shopping, and the historic Broadway Theatre. Let your worries float away at a musical performance at Central Michigan University, or make the journey to the Zibiwing Center and learn more about the Saginaw Chippewa Indian Tribe. Whether it's a casino getaway or a relaxing stay, Mount Pleasant is the place to be!

Visit the Mount Pleasant Area Convention and Visitors Bureau at www.mountpleasantwow.com for more information!

Join us for the 10th annual



GREAT LAKES REGIONAL DAIRY CONFERENCE

February 9-11, 2012

Soaring Eagle
Casino and Resort
Mount Pleasant, MI

Serving the dairy industry since 2003