

# Eleven years of serving the dairy industry



Since 2003, the Great Lakes Regional Dairy Conference (GLRDC) 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 2012, 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 calf 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 seventh 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 2013 winners of the Michigan Dairy Ambassador Program.

This is your conference. To help show our support to the industry and the many challenges you have been facing this past year with the drought, high input prices and the low price of milk, GLRDC is offering a one time special reduced registration rate. 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 7, 2013

- 9 a.m. Registration opens
- 9:30 **Pre-Conference Session: Good, Safe Food: Producing Antibiotic-free Milk and Meat**  
Designed to help producers understand USDA's surveillance, this session will also show them how to change their practices to avoid antibiotic residues and have healthier cattle.  
*This free session concludes at noon.*
- 10:30 **Exhibitor Showcase Begins**
- Noon **Lunch**
- 1 p.m. **Accepting Technology and Feeding the World**  
What is the balance between technologies, society's acceptance of technology and feeding the world? What role does society play in achieving this balance? How do producers manage these challenges locally? How does the dairy industry work globally to meet the growing need of feeding the world according to society's rules? Where can technology take the industry if society allows it?  
*Dr. Dale Bauman, Liberty Hyde Bailey Professor Emeritus, Cornell University*
- 2:00 **Concurrent Sessions**
- Feeding Cows in 2012-2013: What Has Been Learned, What Are We Still Learning and How Do Dairy Farmers Move Forward?**  
Hear about challenges and opportunities on both local and national levels from nutrition experts.  
*Dr. Mike Hutjens, Dairy Extension Specialist Emeritus, University of Illinois, and Greg Zuver, Dairy Nutritionist, Caledonia Farmers Elevator*
- The Latest in Calf Nutrition**  
Learn about the latest research findings for managing groups, using robotic calf feeders and meeting nutrition requirements.  
*Dr. Tom Earleywine, Director of Nutritional Services, Land O'Lakes*

- 3:00 **Break and Exhibitor Showcase**
- 3:30 **Concurrent Sessions**
- Feeding Cows in 2012-2013: (Repeat)**

#### Newborn Calf Diseases and Health Management

Hear about the management of calf diseases in newborn to three-week old calves and learn the best practices to ensure healthy calves from the start.  
*Dr. Donald Sockett, DVM, Wisconsin Veterinary Diagnostic Laboratory*

- 4:30 **A Closer Look at Calf-Raising in California**  
*Brian Schaap, Ranch Manager, Visser Calf Ranch, Strathmore, California*
- 4:50 **Panel Discussion: Calf Care and Health**  
Learn the management practices and strategies producers use to enhance calf health.  
Panelists: *Nathan Elzinga, Daybreak Dairy, Zeeland; Dr. Lou Neuder, DVM, Green Meadow Farms, Elsie; and Brian Schaap, Visser Calf Ranch, Strathmore, California*  
Facilitator: *Tom Earleywine*
- 5:30 **Reception and Exhibitor Showcase**
- Great Lakes Commercial Heifer Extravaganza VIII Sale**
- 6:30 **Dinner Program: Dairy Check-off and Domino's: An Innovative Partnership**  
Dairy has been a major part of Domino's business transformation over the last several years, benefitting both Domino's and America's dairy farmers. Learn what they've accomplished together and, more importantly, where they are going and what they have in store for the future.

### Friday, February 8, 2013

- 7 a.m. **Breakfast, Registration, Exhibitor Showcase**
- 8:00 **Nutrition in Fresh Cows**  
Fresh cows have specific nutritional needs. Learn what you can do to ensure achieving peak performance from yours.  
*Dr. Tom Overton, Associate Professor, Dairy Nutrition, Cornell University*
- 9:00 **Treat Them or Eat Them: Prevention and Treatment Critical to Milk Quality and Animal Health**

Learn why and how practicing prevention is always preferable to using drugs as the cure-all. This session will also offer tips for avoiding drug residue when treatment is the only option.  
*Dr. Ron Erskine, Michigan State University College of Veterinary Medicine, Dept. of Large Animal Clinical Sciences, and Dr. Roger S. Thomson, DVM, Team Management Concepts*

- 10:00 **Exhibitor Showcase**
- 10:30 **Improving the Bottom Line: Producers Making the Most of Milk Quality**  
Learn what producers from around the state are doing to improve milk quality and the bottom line. Panelists: *Dave Schroder, Cary Dairy, Battle Creek; Steven Vander Hoff, Bebow Dairy, St. Louis; and Tom Oesch, Swisslane Dairy, Alto.*  
Moderators: *Roger Thomson and Ronald Erskine*
- 11:30 **Dairying in the 2013 Economy**  
With the increased volatility of milk prices and escalating feed and fuel prices, dairy producers have never endured a more challenging time. Yet increases in global demand, price margins and new technologies present many promising opportunities. This session will provide you with tips on learning how to survive – and thrive – in this new global dairy industry.  
*Gary Sipiorski, Development Manager, Vita Plus Corporation*

- 12:30 **Lunch and Exhibitor Showcase**  
p.m.
- 1:30 **Workshops**

**Business Planning for Your Dairy Succession**  
Learn the steps necessary to ensure a successful transition of your dairy for all parties.  
*Dennis Stein, Farm Business Management Educator, Michigan State University Extension*

**Connect With Consumers From Your Couch: Social Media 101**  
Consumers now expect brands and companies to connect with them online. This session explores three of the most popular places online for consumers to connect: Facebook, Twitter and YouTube. We'll help you learn how to set up a

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## Workshop Agenda

Facebook page for your dairy farm and share best practices for engaging with the public.

*Jane Hillstrom and Samantha Baudhuin, HillstromPR*

### Dairying in 2013 Question and Answer Follow-up

*Gary Sipiorski, Development Manager, Vita Plus Corporation*

### A Robotic Comparison (1:30 – 5 p.m.)

Hear from producers of herds of varying sizes with different robotic systems. Learn why they selected specific robotic milking systems, what systems they selected and how the systems work for their farms.

Panelists: *Amy Martin, Gingrich Meadows, Le Roy; Tom Oesch, Swisslane Dairy, Alto; Margie Weiss, Weiss Farms, Frankenmuth; and Ben Schaendorf, Schaendorf Dairy, Hopkins*

Moderator: *Phil Durst, Dairy Educator, Michigan State University Extension*

### 3:00 Break and Exhibitor Showcase

### 3:30 Business Planning for Your Dairy Succession (Repeat)

#### Shooting On-farm Videos: Telling Dairy's Story From Your Cows' Best Side

In this session, learn how to use your smart-phones and digital cameras to shoot on-farm videos that will make your dairy – and cows – shine.

*Jane Hillstrom and Samantha Baudhuin, HillstromPR*

### 5:00 Reception

### 5:30 Dinner and Banquet Program

## Saturday, February 9, 2013

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

Noon **Group Lunch with PDCA Update**

1 p.m. **Breed Association Meetings**  
*Michigan Jersey Cattle Club*

## Registration



Register online at [www.glrdc.msu.edu](http://www.glrdc.msu.edu) or call (517) 353-3175.

Register early and save! Register before Jan. 18 and save up to \$50 per day! Online registration closes Jan. 25, 2013 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
\$175	\$200	Full Registration (Thursday – Saturday)
\$150	\$175	Conference/Workshops Only (Thursday – Friday Afternoon)
\$75	\$100	Thursday Only (includes lunch and dinner)
\$30	\$30	General Session Dinner Only
\$75	\$100	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
\$75	\$100	Full Registration (Thursday – Saturday)
\$60	\$85	Conference/Workshops Only (Thursday – Friday Afternoon)
\$25	\$50	Thursday Only (includes lunch and dinner)
\$30	\$30	General Session Dinner Only
\$25	\$50	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 (minimum of three people)
\$145	\$175	Full Registration (Thursday – Saturday)
\$125	\$150	Conference/Workshops Only (Thursday – Friday Afternoon)
\$65	\$90	Thursday Only (includes lunch and dinner)
\$30	\$30	General Session Dinner Only
\$65	\$90	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Saturday Breed Program

Make check payable to Michigan State University – GLRDC.

Mail payment to:  
MSU-GLRDC c/o Megghan Honke • 446 W. Circle Drive,  
312 Agriculture Hall • East Lansing, MI 48824

## Lodging

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](http://www.bavarianinn.com)

Make reservations before Jan. 18, 2013 and specify the Great Lakes Regional Dairy Conference or group code 11J8TK to receive the special conference rates of \$99 for a standard room and \$139 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](http://www.frankenmuth.org), or call (800) FUN-TOWN.

Join us for the 11th annual



# GREAT LAKES REGIONAL DAIRY CONFERENCE

February 7-9, 2013

Bavarian Inn  
and Conference Center  
Frankenmuth, Mich.

Serving the dairy industry since 2003