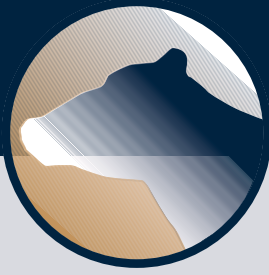


Eleven years of serving the dairy industry



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 sponsors, the GLRDC has earned a reputation as a top educational conference. In 2013, 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 and financial management and community connections to heifer raising 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 eighth annual Dairy Industry Recognition Night where we will honor the industry's leading producers, recognize dairy scholarship recipients and dairy judging team members, and announce the 2014 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 6, 2014

- 9 a.m. Registration Opens
- 9:00 **Shrink Your Feed Shrink**
This FREE program helps dairy producers reduce the loss of feed during storage, handling and feeding. Hear from MSU Extension educators, specialists and a panel of producers to help you feed more of what you harvest.
- 9:30 **Exhibitor Showcase**
- 11:00 **Dairying in the Midwest – What Does Your Future Look Like?**
After several years of great volatility, including record highs and extreme lows, what does the next decade hold for Midwest dairies? Dr. St-Pierre will forecast the future of dairying in the Midwest. What will you need to do to stay profitable?
Dr. Normand St-Pierre, Extension Dairy Specialist, The Ohio State University
- Noon **Lunch and the Excellence in Dairy Award and Dairy Challenge Presentation**
- 1:15 p.m. **Dairying in a Global Economy**
Tim Hunt is the global strategist and team leader of the Rabobank Food & Agribusiness Research and Advisory dairy team. He and his team are charged with analyzing developments in food and agricultural markets and industries, and advising the bank and its clients on strategic implications for their businesses. He will share these insights and real-world examples to help you boost your bottom line.
- 2:00 **Don't Overlook Drug Residue**
Dr. Ron Erskine, Michigan State University College of Veterinary Medicine, Department of Large Animal Clinical Sciences
- 2:45 **Break and Exhibitor Showcase**
- 3:15 **Are You a Professional Heifer Grower or Should You Contract With Someone Who Is?**
The youngstock enterprise represents a significant current cost of production, which has a substantial impact on herd growth and future



production. Frequently, producers focus on minimizing rearing costs rather than optimizing performance for the expense involved. The session covers the costs and benefits of various management decisions as well as considerations in evaluating the net benefits in contracting a progressive grower to raise your heifers.
Dr. Robert James, Dairy Extension Project Leader, Department of Dairy Science, Virginia Tech University

- 4 p.m. **Organizing Work for Increased Productivity and Efficiency on Your Dairy**
Reorganizing work on your dairy may be the key to increasing profit. Changing how work is done could improve outputs, reduce costs or both. To improve work requires that we understand it, analyze it and then change it. Dr. Fuhrmann will look at three categories of work with practical examples from your dairy. Participants will leave with a new awareness of opportunities to improve the productivity of their dairy operations and with tools to implement changes to accomplish this goal.
Dr. Tom Fuhrmann, DVM, Owner, DairyWorks

- 5:45 **Reception and Exhibitor Showcase Great Lakes Commercial Heifer Extravaganza IX Sale**

Friday, February 7, 2014

- 7 a.m. **Breakfast, Registration and Exhibitor Showcase**
- 8:00 **Protecting the Helping Hand**
This session will feature topics that will prove beneficial to not only producers, but also to farm owners, employee managers, financial managers and businesses that work directly with farms. This session will answer questions on topics critical to the success of farming today and in the future:
- Are you following the new labor laws?
 - Are you prepared for your next financial or human resources audit?

- What does the Affordable Care Act mean as it applies to your farm?
Rick Kornfeld, Partner, Recht & Kornfeld, P.C., Rocky Mountain Employers Immigration Alliance Legal Team

- 9:45 a.m. **Break and Exhibitor Showcase**
- 10:15 **Protecting the Helping Hand, continued**
- 11:30 **Connect With Your Community: Every Relationship Counts**
Establishing relationships with your neighbors and supporting community events can have a positive impact on your farm's future. When the public has a positive perception of dairy producers and dairy farm practices, it helps build trust and increase consumption of dairy products. Join us for a panel discussion on how you can use checkoff resources and dairy products to reach out to neighbors and community leaders to help them better understand the people behind the products. Leave with ideas on how to build consumer confidence in dairy and stay connected to your community.
Sponsored by the United Dairy Industry of Michigan (UDIM)

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

- 1:30 **Breakout Sessions**
- Protecting the Helping Hand Q & A**
Rick Kornfeld, Partner, Recht & Kornfeld, P.C., Rocky Mountain Employers Immigration Alliance Legal Team

Anticipate. Prepare. Protect. Understanding and Preparing for a Crisis on Your Farm
While we might not be able to predict a crisis, we can prepare for one. This workshop helps you prepare your family, management team and employees for a crisis, develop procedures for your farm and think through the internal and external relationships that will be key during a crisis. We'll begin by differentiating between

(continued on back)



GREAT LAKES REGIONAL DAIRY CONFERENCE

February 6-8, 2014

Soaring Eagle Casino and Resort
Mount Pleasant, Michigan

Serving the dairy industry since 2003

Friday, February 7, 2014 *(continued)*

an issue and a crisis. Then, review the core components of a crisis plan. This hands-on-workshop will help you assess vulnerabilities and crisis scenarios, develop your crisis response team, define roles and responsibilities, identify stakeholders, identify spokespeople and more.

Sponsored by UDIM

Jane Hillstrom, President HillstromPR, Inc.

Reduce Your Financial Risk Through Milk and Grain Marketing

Agriculture markets are more volatile than ever. For most farms, profits are largely determined by how well you market your production. Now more than ever, your farm's future success depends on your ability to understand the markets and use the basic marketing tools. Fred Hinkley, retired Michigan State University Extension educator and marketing specialist, will provide insight and outlook on the milk and grain markets, and suggest strategies to minimize financial risk.

Fred Hinkley, M.S., Associate Consultant, Dairy Strategies

2:45 **Break and Exhibitor Showcase**

3:15 **Breakouts Continue**

Michigan Holstein Association Meeting

5:00 **Reception**

6:00 **Dairy Industry Recognition Night Dinner and Banquet Program**

Michigan Dairy Ambassador Program

Dairy Farmer of the Year

Judging Awards/Dairy Club Awards

Breed Association Top Awards

Saturday, February 8, 2014

9 a.m. **Breed Association Meetings**

Jersey Association Meeting

Brown Swiss Association Meeting

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

Register early and save! **Register before Jan. 17, 2014, and save up to \$25 per day! Online registration closes Feb. 2, 2014, 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 farm registration 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 reception)
\$99	\$125	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Breed Program (Friday or Saturday)
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 reception)
\$50	\$75	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Breed Program (Friday or Saturday)
Farm Registration <i>(for best deal call 517-353-3175)</i>		
Early Rate	Regular Rate	Registration Details
\$650	\$680	Full Registration (Thursday – Saturday)
\$575	\$600	Conference/Workshops Only (Thursday – Friday Afternoon)
\$325	\$350	Thursday Only (includes lunch and reception)
\$325	\$350	Friday Only (breakfast and lunch included)
\$30 x No. Attending		Friday Night Industry Banquet
\$20 x No. Attending		Breed Program (Friday or Saturday)
<p>Make check payable to Michigan State University – GLRDC. Mail payment to: MSU – GLRDC c/o Megghan Honke, Justin S. Morrill Hall of Agriculture, 446 W. Circle Drive, Rm 11, East Lansing, MI 48824-1039</p>		

The official conference hotel is:

Soaring Eagle
6800 Soaring Eagle Blvd.
Mount Pleasant, MI 48858
877-232-4532

www.soaringeaglecasino.com

The Soaring Eagle Casino and Resort is located just off U.S. 127, exit 143.

Make reservations before Jan. 22, 2014, by going online to www.soaringeaglecasino.com or calling 888-732-4537 and specify the group code **DAIRY020514** to receive the special conference rates of \$107 for a first-class room (higher rates may apply on Saturday night).

Looking for family-friendly activities in the area?

Mount Pleasant boasts many family attractions and leisure activities. Whether it's taking a stroll through parks on a beautiful winter day or cheering on the Central Michigan University Chippewas, you can do it all in Mount Pleasant.

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

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 Ziiibiwing 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.