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.

**Workshop Agenda**

**Thursday, February 6, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 a.m.</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>9:00</td>
<td>Shrink Your Feed Shrink</td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td>9:30</td>
<td>Exhibitor Showcase</td>
</tr>
<tr>
<td>11:00</td>
<td>Dairying in the Midwest – What Does Your Future Look Like?</td>
</tr>
<tr>
<td></td>
<td>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?</td>
</tr>
<tr>
<td>Noon</td>
<td>Lunch and the Excellence in Dairy Award and Dairy Challenge Presentation</td>
</tr>
<tr>
<td>1:15</td>
<td>Dairying in a Global Economy</td>
</tr>
<tr>
<td></td>
<td>Tim Hunt is the global strategist and team leader of the Rabobank Food &amp; 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.</td>
</tr>
<tr>
<td>5:45</td>
<td>Reception and Exhibitor Showcase</td>
</tr>
<tr>
<td></td>
<td>Great Lakes Commercial Heifer Extravaganza IX Sale</td>
</tr>
</tbody>
</table>

**Friday, February 7, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.</td>
<td>Breakfast, Registration and Exhibitor Showcase</td>
</tr>
<tr>
<td>8:00</td>
<td>Protecting the Helping Hand</td>
</tr>
<tr>
<td></td>
<td>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:</td>
</tr>
<tr>
<td></td>
<td>• Are you following the new labor laws?</td>
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<td></td>
<td>• Are you prepared for your next financial or human resources audit?</td>
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<tr>
<td>2:00</td>
<td>Don’t Overlook Drug Residue</td>
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<tr>
<td></td>
<td>Dr. Ron Erskine, Michigan State University College of Veterinary Medicine, Department of Large Animal Clinical Sciences</td>
</tr>
<tr>
<td>2:45</td>
<td>Break and Exhibitor Showcase</td>
</tr>
<tr>
<td>3:15</td>
<td>Are You a Professional Heifer Grower or Should You Contract With Someone Who Is?</td>
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<td></td>
<td>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</td>
</tr>
</tbody>
</table>

**Breakout Sessions**

**Protecting the Helping Hand, continued**

**Protecting the Helping Hand**

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

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**Note:** Check with Megghan before printing. PMS 289 C blue/gray, PMS 465 C beige. 7/27/12.
### Workshop Agenda (continued)

**Friday, February 7, 2014**

- 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

**Saturday, February 8, 2014**

- 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. 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.

### Lodging

**The official conference hotel is:**

- Soaring Eagle
  - 6800 Soaring Eagle Blvd.
  - Mount Pleasant, MI 48858
  - 877-232-4532
  - [www.soaringeaglecasino.com](http://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](http://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).

### Registration

- Farm Registration (for best deal call 517-353-3175)
  - Early Rate $850
  - Regular Rate $975
  - Registration Details
    - Full Registration (Thursday – Saturday)

- 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

- Breakfast and Exhibitor Showcase

- Breakouts Continue

<table>
<thead>
<tr>
<th>Farm Registration (for best deal call 517-353-3175)</th>
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<th>Regular Rate</th>
<th>Registration Details</th>
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<tbody>
<tr>
<td>$850</td>
<td>$975</td>
<td>Full Registration (Thursday – Saturday)</td>
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<tr>
<td>$775</td>
<td>$915</td>
<td>Conference/Workshops Only (Thursday – Friday Afternoon)</td>
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<tr>
<td>$899</td>
<td>$1,125</td>
<td>Thursday Only (excludes lunch and reception)</td>
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  - Regular Rate $1,125
  - Registration Details
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  - Regular Rate $1,125
  - Registration Details
    - Saturday Only (including breakfast and lunch)

### 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 Ziibiwing 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](http://www.mountpleasantwow.com) for more information.

### Student Registration

<table>
<thead>
<tr>
<th>Student Registration</th>
<th>Early Rate</th>
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<td>$855</td>
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<td>Conference/Workshops Only (Thursday – Friday Afternoon)</td>
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  - Registration Details
    - Friday Only (including breakfast and lunch)

- Early Rate $850
  - Regular Rate $1,125
  - Registration Details
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### Michigan Holstein Association Meeting

- 6:00
  - Breakfast and Exhibitor Showcase

- 7:30
  - Breakouts Continue

### Jersey Association Meeting

- 9:00
  - Breakfast and Exhibitor Showcase

- 10:00
  - Breakouts Continue

- 11:00
  - Breakouts Continue

- 12:00
  - Lunch and Awards Ceremony

- 1:00
  - Farm Tours

- 2:00
  - Jersey Show

- 4:00
  - Awards Ceremony

### Lodging

- The Soaring Eagle Casino and Resort
  - Mount Pleasant, Michigan

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