



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 2014, more than 350 producers and dairy industry representatives attended this 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 nutrition and genetics to the future of the dairy industry, dairy sustainability and economics.

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, as well as announce the 2015 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 discounted rates and help schedule tours to local dairy farms or processors. Call Megghan Honke at 517-884-7089 for more information.*

**Thursday, February 5, 2015**



- 9 a.m. **Registration Opens**
- 9:00 **Improve Your Labor Management Based On Employee Feedback**  
Michigan State University Extension educators will discuss tips for reducing employee turnover, increasing engagement and building teamwork on farms. Learn techniques for providing employee development. This input is invaluable for owners and managers who want to improve employee management and lead more effective teams.
- 9:30 **Exhibitor Showcase**
- 11:00 **Where Is the Dairy Industry Headed and How Will You Prepare for It?**  
As the dairy industry continues to advance, dairy producers face several tough management questions: What type of cow produces the most money for every dollar of input? How will water and feed supply affect dairy management decisions? How can you successfully manage volatile milk prices? Will future milk prices be driven by fluid or component markets? How will societal shifts change production practices in the future? Don Bennink, a Florida dairyman for more than 30 years, will share his experiences and what he is doing to prepare his farm for the many changes facing the industry.  
*Don Bennink, Florida Dairyman*
- Noon **Lunch and Dairy Challenge Presentation**
- 12:45 p.m. **A Global Dairy Outlook**  
Tim Hunt, the global strategist and team leader of the Rabobank Food & Agribusiness Research and Advisory Dairy Team, will share his insights into where the dairy industry is headed globally. Hunt 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. Discuss what these changes mean to your bottom line.

- 1:45 **Nutrition: the Key Ingredient in Successful Heifer Raising**  
The nutrition and management of dairy heifers requires a more systematic and individualized approach to meeting the targets for both body growth and energy utilization. Learn how to enhance your ability to successfully develop heifers with optimum milk-producing ability, improving not only your bottom line, but also contributing to a more sustainable farm.  
*Dr. Mike VanAmburgh, Cornell University*
- 2:30 **Break and Exhibitor Showcase**
- 3:00 **Feed and Reproduction Efficiencies: Focus on Margins Not Ratios**  
What combination of fluid milk, butterfat, protein, feed rations and genetics make the most sense for your farm? Learn what money-corrected milk really means and what changes are possible on your farm if you choose to focus on the margins and not the ratios. Understand and study your dairy to find the most financially beneficial to your farm and the environment.  
*Greg Bethard, CFO for Pagel's Ponderosa Dairy and Dairy Dreams, Kewaunee, Wis.*
- 3:45 **Expert Panel Discussion**  
Hear experts in nutrition, economics and dairying in general answer some of the toughest questions perplexing the industry.
- 5:00 **Reception and Exhibitor Showcase**
- Great Lakes Commercial Heifer Sale**
- 6:00 **Dinner and the Excellence in Dairy Award**
- 7:00 **Excelling in the Ever-Changing Dairy Industry**  
Dr. Mike Hutjens, professor emeritus, University of Illinois, will share his strategies for excelling in the ever-changing dairy industry. Learn how to stay ahead of the curve and what factors are most critical in evaluating decisions on your farm. Enjoy a lighthearted evening exploring examples of how to preserve today and the future in this challenging, but rewarding industry.

**Friday, February 6, 2015**

- 7 a.m. **Breakfast, Registration and Exhibitor Showcase**
- 8:00 **The Tangled Web of Physiology, Management, Genetics and Nutrition that Underlies Reproductive Efficiency in Dairy Cattle**  
Experience an intricate look at how management, genetics and nutrition impact the efficiency of reproduction in dairy. Hear solutions for improving conception rates in high-producing cows, as well as strategies and mechanisms for regulating ovarian function.  
*Milo Wiltbank, University of Wisconsin*
- 9:15 a.m. **Kernel Processing Technology Improving Nutritional Efficiency**  
Dr. Randy Shaver of the University of Wisconsin will share his silage Shredlage or improved kernel processing trials results and the improvements in the nutritional efficiency of dairy cattle. Learn simple techniques to check kernel processing scores and make changes. This new technology or improved processing can help improve your bottom line and make your dairy more sustainable.
- 10:30 **Break and Exhibitor Showcase**
- 11:00 **Sustainability and Stewardship is Key to the Future Success of the Industry**  
Hear national expert Bruce Knight discuss changing global demands and an ever-growing interconnected dairy system that is driving the need for continued change. All producers need to take responsibility to improve the stewardship of their own farms, care for the environment and communicate the work they do to consumers. Even simple changes can have a profound impact on reducing the industry's environmental footprint and producing a more desirable and profitable product.
- 12:30 p.m. **Lunch and the Exhibitor Showcase**



## GREAT LAKES REGIONAL DAIRY CONFERENCE

February 5-7, 2015

Bavarian Inn Lodge  
Frankenmuth, Michigan

Serving the dairy industry since 2003

### Friday, February 6, 2015 (continued)

1:30– 5 p.m.

**Workshops**  
**Easy, Affordable On-farm Energy Conservation to Boost Your Bottom Line**  
This workshop will provide you with a decision-support tool that will help improve your bottom line and environmental impact. Learn how to reduce energy expenses and gain access to utility rebates and federal dollars by implementing recommended energy conservation practices.  
*Roberta Osborne, Innovation Center for U.S. Dairy and Aluel Go, Michigan State University*

**On-farm Crisis Preparedness**  
We've all thought, "It won't happen to me, not on my farm, not to my family." But if a crisis does occur, who will you call, what steps will you take and how will you recover? A Michigan farm family recently faced the unexpected: a farm-related death. While they will share their story, they will focus on the resources that were helpful to their team, to help your farm and family prepare for a potential crisis. Learn tips from a local safety expert for developing a comprehensive crisis plan.  
*Craig Anderson, Michigan Farm Bureau and Jolene Griffin, Dairy management Inc.*

**Dairy Reproduction and Nutrition Question and Answer Session (1:30 – 3 p.m.)**  
Take the opportunity to ask in-depth questions about reproduction, the characteristics of the future dairy cow, genetics and more with Don Bennink, Milo Wiltbank and Mike Hutjens.

**Michigan Holstein Association Meeting (3:30 – 5p.m.)**

5:00 **Reception**

6:00 **Dairy Industry Recognition Night Banquet**  
Michigan Dairy Ambassador Program, Dairy Farmer of the Year, Judging Awards/Dairy Club Awards, Breed Association Top Awards

### Saturday, February 7, 2015

9:00 a.m. **Jersey Breed Association Meeting**

Register online at <http://events.anr.msu.edu/grldc/> or call 517-884-7089.

Register early and save! **Register before Jan. 16, 2015, and save up to \$25 per day! Online registration closes Feb. 1, 2015, at 11:59 p.m.** On-site registrations are subject to availability. Registration fees are non-refundable but can be transferred to another individual or farm. Call 517-884-7089 to make farm registration arrangements.

Adult Registration		
Early Rate	Regular Rate	Registration Details
\$199	\$230	Full Registration (Thursday – Saturday)
\$175	\$199	Conference/Workshops Only (Thursday – Friday Afternoon) (excluding Breed Program)
\$99	\$125	Thursday Only (includes lunch and reception)
\$30	\$30	General Session Dinner Only (Thursday)
\$99	\$125	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$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) (excluding Breed Program)
\$50	\$75	Thursday Only (includes lunch and reception)
\$30	\$30	General Session Dinner Only (Thursday)
\$50	\$75	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Breed Program (Friday or Saturday)
Farm Registration (Max 5 Per Farm) (for best deal call 517-884-7089)		
Early Rate	Regular Rate	Registration Details
\$650	\$680	Full Registration (Thursday – Saturday)
\$575	\$600	Conference/Workshops Only (Thursday – Friday Afternoon) (excluding Breed Program)
\$325	\$350	Thursday Only (includes lunch and reception)
\$30 x No. Attending		General Session Dinner Only (Thursday)
\$325	\$350	Friday Only (breakfast and lunch included) (excluding Breed Program)
\$30 x No. Attending		Friday Night Industry Banquet
\$20 x No. Attending		Breed Program (Friday or Saturday)
Make check payable to Michigan State University – GLRDC. Mail payment to: MSU ANR Event Services – GLRDC, Justin S. Morrill Hall of Agriculture, 446 W. Circle Drive, Rm 11, 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](http://www.bavarianinn.com)

Make reservations before Jan. 14, 2015, and specify the Great Lakes Regional Dairy Conference or group code 11Q8NT to receive the special conference rates of \$103 for a standard room and \$143 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. All 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 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 Wonderland, Zehnder's Splash Village Hotel and Waterpark, 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.