



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 2015, more than 350 producers and dairy industry representatives attended the three-day event. This year's conference builds on that momentum by delivering another high-impact experience. Leading experts will make presentations on topics ranging from labor management and genomics to the future of the dairy industry and from dairy nutrition and human health to the economic outlook on the global dairy industry.

In addition to the quality line-up of educational speakers, GLRDC will once again be the home base for the tenth annual Dairy Industry Recognition Night where the industry's leading producers will be honored, dairy scholarship recipients and dairy judging team members will be recognized, and the 2016 winners of the Michigan Dairy Ambassador Program will be announced.

Don't miss this conference – it was designed for you.

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 Megghan Honke Seidel at 517-884-7089 for more information.



Thursday, February 4, 2016

- 9 a.m. Registration Opens**
- 9:00 Learn How Michigan Producers Are Aggressively Managing Reproduction in Their Dairy Herds**
Richard Pursley, Ph.D., Michigan State University, will lead a panel of top Michigan dairy producers who will share tactics on how they manage cows for first artificial inseminations (AI), when they pregnancy check and how they manage cows for repeat AI services. They'll also share heifer reproduction strategies to maximize pregnancy rates.
- 9:30 Exhibitor Showcase**
- 11:00 Global Dairy Outlook From Christophe Lafougere of GIRA**
Today's U.S. dairy industry operates in a globalized world. Milk from one in seven trucks leaving American dairy farms ends up in products and ingredients sold overseas, making exports a vital growth path for farmers and processors. GIRA is a strategic consultancy and market research firm with more than 30 years of experience understanding and predicting agricultural outlooks. Christophe Lafougere will share GIRA's outlook on the global dairy industry. He will present volume and price forecasts for milk and commodity production, consumption and trade. In addition, he will provide an outlook on the European Union and discuss how the recent changes in policies will have an impact on the industry.
- Noon Lunch and Dairy Challenge Presentation**
- 1:30 p.m. Dairying in the West: Today and the Future**
Hear from one of the largest registered dairy farming operations in the nation. Stephen Maddox, owner of Maddox Dairy, will discuss his operation, the challenges facing the industry and the future of dairying in the West.
- 2:15 p.m. Break and Exhibitor Showcase**

- 2:45 Make the Most of the Human Resource Assets on Your Farm**
Overcome your labor challenges by learning how to implement labor leadership teams, effectively source and recruit employees, and meet new labor laws. Human resource experts will help you learn how to get the most out of your employees from entry level to management through personal leadership and best practices from other dairies. This session will allow ample time for all your tough questions on labor, possibly the most valuable asset on your farm.
Brandon Mallory, Ivan Jaramillo, Eduardo Rodriguez of Agri-Placement Services, Inc.
- 5 p.m. Reception and Exhibitor Showcase**
Great Lakes Commercial Heifer Extravaganza XI Sale

Friday, February 5, 2016

- 7 a.m. Breakfast, Registration and Exhibitor Showcase**
- 8:00 The Role of Genomics and IVF in the Commercial Dairy Industry Today and in the Future**
Learn new reproductive and genetic management techniques. Discover the role genomics and in vitro fertilization (IVF) can play in allowing dairy producers to raise animals that are healthy, have greater longevity, and are more efficient in providing meat and milk to feed the ever-increasing food needs of a growing world population.
John Metzger and Paul Loney, Trans Ova Genetics
- 8:45 Genomics Panel**
Lead: Corey Geiger, Managing Editor of Hoard's Dairyman
Panelists:
- Stephen Maddox, Maddox Dairy, California
 - Johnathan Lamb, Lamb Farms Inc., New York
 - Gary Blair, Double Eagle Dairy, Michigan
 - Luke Haywood, Sand Creek Dairy, Michigan

- 9:45 a.m. Break and Exhibitor Showcase**
- 10:15 Addressing Common Misperceptions About the Benefits of Dairy Foods**
Consumers are inundated every day with conflicting information about the food they eat and the way it was raised. This leaves most people with more questions than answers. As self-promoted experts voice their opinions and provide their answers about food and production practices, are you prepared to answer consumers' questions? We'll highlight consumers' dairy food nutrition concerns, and you'll learn how you can address them as you tell your dairy story.
Kathi Eckler, RDN, Nutrition Affairs and Marketing, United Dairy Industry of Michigan
- 11:00 Surviving and Continuing the Business During Lower Milk Prices**
Dairy financial and market expert Gary Siporski, Vita Plus Corp, will take a closer look at current dairy market conditions. He will examine what is causing it, what is to come and most importantly, what you should do about it. Walk away from this session with practical strategies to survive during these challenging financial times.
- 12:30 p.m. Lunch, Excellence in Dairy Award Presentation and Exhibitor Showcase**
- 1:30 - 4:30 Workshops**
Answering Consumer Questions about Dairy Farming Practices
Learn from United Dairy Industry of Michigan experts how to respectfully address consumers' questions about dairy farming practices. This session will leave you equipped with the tools, key messages and confidence to answer any questions about your livelihood, including becoming a pro at hosting your own farm tour.

Friday, February 5, 2016

- 1:30 - Workshop (continued)**
4:30 - Improving Feed Efficiency of Lactating Dairy Cows
p.m. Take this opportunity to learn more about effective strategies to improve feed efficiency using the latest findings and ideas in nutrition, genetics and grouping management from a panel of researchers, producers and nutritionists.
Mike Vandehaar, Ph.D., Michigan State University; Kent Weigel, Ph.D., University of Wisconsin
- 3:30 - Michigan Holstein Association Meeting**
5:00
- 5 p.m. 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 6, 2016

- 10 a.m. Jersey Breed Association Meeting**



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

Register early and save! **Register before Jan. 23, 2016, and save up to \$25 per day! Online registration closes Jan. 31, 2016, at midnight.** On-site registrations are subject to availability. Registration fees are non-refundable but can be transferred to another individual or farm. Call 517-884-7089 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 |
| Supported by Breed Associations | | Breed Meeting (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) |
| \$ 30 | \$ 30 | Thursday General Session Dinner Only |
| \$ 50 | \$ 75 | Friday Only (breakfast and lunch included) |
| \$ 30 | \$ 30 | Friday Night Industry Banquet |
| Supported by Breed Associations | | Breed Meeting (Friday or Saturday) |
| Farm Registration (5 or more from same 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) |
| \$325 | \$350 | Thursday Only (includes lunch and reception) |
| \$325 | \$350 | Friday Only (breakfast and lunch included) |
| \$30 x No. Attending | | Friday Night Industry Banquet |
| Supported by Breed Associations | | Breed Meeting (Friday or Saturday) |
| Make check payable to Michigan State University – GLRDC. Mail payment to: MSU – GLRDC, Justin S. Morrill Hall of Agriculture, 446 W. Circle Drive, Rm 11, East Lansing, MI 48824-1039 | | |

The official conference hotel is:

Soaring Eagle
 6800 Soaring Eagle Blvd.
 Mount Pleasant, MI 48858
 888-7EAGLE7
www.soaringeaglecasino.com

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

Make reservations before Jan. 20, 2016, by going online to www.soaringeaglecasino.com or calling 888-732-4537 and specify the group code DAIRY020316 to receive the special conference rates of \$107 for a first-class room. (Higher rates may apply on Saturday night.)

Looking for other 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 the 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 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.



GREAT LAKES REGIONAL DAIRY CONFERENCE

February 4-6, 2016

Soaring Eagle Casino and Resort
 Mount Pleasant, Michigan

Serving the dairy industry since 2003