Noon Lunch with General Session
9 a.m. Registration and exhibit area opens
Thursday, Feb. 11
5:00 Social Hour and Exhibitor Showcase
Nicole Schaendorf, 2009 Senior Michigan Dairy
3:30 Networking Break and Exhibitor Showcase
Amanda Nolz, fifth generation rancher from South
2:00 Sara Long, communications manager, MSU
1 p.m. Tweet This: LinkedIn to the World of Social
Media
Sara Long, communications manager, MSU
Department of Agriculture and Natural Resources
The term “social media” means different things
to different people, but one thing is for certain:
- faster than the speed of light, it is transforming
- some of the most popular tools available, establish
which one(s) fit your style, goals and comfort
level, and evaluate different strategies, practices
and beliefs to help you navigate the sea of social
media efficiently and effectively.
2:00 Table Truths in a New York Minute
Australian Dairy Industries
Dairy Down Under: Comparing the U.S. and
Australia’s dairy industries on the move, and what
to expect. Nicole Schaendorf reviews how
industry issues and the impacts of their
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Since 2003, the Great Lakes Regional Dairy Conference 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 leaders only the GLRDC has earned a reputation as a top educational conference. In 2009, 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 dairy nutrition and reproduction to labor management and environmental stewardship. In addition to our quality line-up of educational speakers, spouses will not want to miss the popular Partners Program, which promises a variety of entertaining and educational sessions. We will once again be the home base for the fourth annual Michigan Dairy Industry Recognition Night where we will honor the industry’s leading producers, recognize dairy scholarship winners and dairy industry leaders, and announce the 2010 winners of the Michigan Dairy Ambassador Program.

This is your conference. Don’t miss it!

Thursday, Feb. 11
9 a.m. Registration and exhibit area opens
10:30 Opening session
Consumers are from Venus, Farms and... by Charlie Armbrust, CEO of the Center for Food Integrity and Director and Founder of CMA Consulting. As dairy continues to evolve in terms of scale and technology use, idealized beliefs of what farming “should be” create a gap between public expectations and the reality of today’s dairy industry. Armbrust will help us understand what consumers expect from today’s dairy farmers and illustrate how we as an industry can help build public trust and support between the two groups.

Separating Facts from Fiction: Unraveling the Truth Behind the Effects of Milk and Milk Fat on Human Health by Dr. Adam Lock, Michigan State University Assistant Professor of Animal Science

Noon Lunch
1 p.m. Lessons Learned from 2009 Feed and Milk Prices by Dr. Myrtille Hanten, University of Illinois Dairy Extension Specialist

2 p.m. Forage Quality is an Important Part of the Nutrition Equation by Dr. Michael Hutjens, University of Illinois Extension Specialist

3 p.m. Networking Break and Exhibitor Showcase

3:30 How High Performance Teams Achieve Top Results on Dairies by Barb Dartt, Simmons & Associates

4:15 Producer Panel: Effective Management Teams – How We Do It by Barb Dartt, Simmons Dairy, Chris and Ryan Spieß, Spieß Dairy, John Zvemmer and Ryan Hooper, Zvemmer’s Holsteins, and Moderator Jorge Estrada

5 p.m. Social Hour and Exhibitor Showcase

Great Lakes Commercial Heifer Extravaganza V Sale

6:15 Dinner Honoring for the HEART of Agriculture by Dr. Damian Mason, Damian Mason Dairy Consulting. Mason, a dairy industry leader with enthusiasm for the agricultural industry. He graduated from Purdue University with a degree in agricultural economics and an M.S. in global comedy writing and improvisation at the prestigious Second City Training Center in Chicago. Mason combines his farm background and knowledge with a brilliant sense of comedic timing. The result is a funny, relevant and uplifting presentation that connects with today’s ag industry. His funny stories and wit-observations connect with the listener on a personal – it’s people!

Herdperson Session (Bilingual) Closing the Cultural Gap with my Employees by Jorge Estrada

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Friday, Feb. 12
7 a.m. Breakfast
8 a.m. National Dairy FARM Program: Telling Our Animal Care Stories by Dr. Donna Kirk, Outreach Specialist, MSU Department of Biosecurity and Agricultural Engineering


9 a.m. Transition Cow Management: Big Challenges....Big Opportunities by Roger W. Thomson, DVM, Team Management Concepts

10 a.m. Lessons from 2009 Feed and Milk Prices by Dr. Myrtille Hanten, University of Illinois Dairy Extension Specialist

11 a.m. Lessons Learned from 2009 Feed and Milk Prices by Dr. Myrtille Hanten, University of Illinois Dairy Extension Specialist

11:30 Networking Break and Exhibitor Showcase

12 p.m. Lessons Learned from 2009 Feed and Milk Prices by Dr. Myrtille Hanten, University of Illinois Dairy Extension Specialist

12:30 Fresh Cow Producer Panel by Moderator Roger W. Thomson, DVM, Team Management Concepts

1:30 Fresh Cow Producer Panel by Moderator Roger W. Thomson, DVM, Team Management Concepts

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5 p.m. Fresh Cow Producer Panel by Moderator Roger W. Thomson, DVM, Team Management Concepts

6:15 Dinner Honoring for the HEART of Agriculture by General Session Speaker: Damian Mason Mason, a dairy industry leader with enthusiasm for the agricultural industry. He graduated from Purdue University with a degree in agricultural economics and an M.S. in global comedy writing and improvisation at the prestigious Second City Training Center in Chicago. Mason combines his farm background and knowledge with a brilliant sense of comedic timing. The result is a funny, relevant and uplifting presentation that connects with today’s ag industry. His funny stories and wit-observations connect with the listener on a personal – it’s people!

Saturday, Feb. 13
10 a.m. All-Breeds Bulletin

Michigan Parlor Dairy Cattle Association Meeting

Michigan Breed Association Meetings

• Brown Swiss Cattle Breeders

• Guernsey Cattle Breeders

• Holstein Association

• Jersey Cattle Club

Michigan Dairy Youth Activity

Agriculture in Action

Amanda Nolz, fifth generation rancher from South Dakota, former beef industry ambassador and agriculture advocate

12:30 p.m. Lunch

2 p.m. Conference concludes

Workshop Agenda

An economic surprise could be found around every corner during the first decade of the 21st century. Record commodity prices followed by rapidly increasing input costs have changed dairy business paradigms. As producers prepare for the next decade, they are wondering what the domestic and global economic has in store for them, from land values and alternative energy to interest rates, recessions, recovery and overall global competitiveness. Find out how one can position a business financially – and utilize good business management practices – to capitalize on the challenges and opportunities that will prevail in the next decade. Kohl, the seven million mile Road Warrior, will provide his high level perspective and answer questions from producers as they prepare their businesses for tomorrow and on towards the year 2020.

Noon Lunch with General Session / 1 p.m. Bonus Workshops! – Select one

1. The Good, the Bad and the Ugly of Sand Separation: Years of Experience from Four Farms by Dr. Dana Kirk, Outreach Specialist, MSU Department of Biosecurity and Agricultural Engineering


Moderator: Roger W. Thomson, DVM, Team Management Concepts

2. Strategies for Achieving Successful Family Business Succession by Barber Dartt and Matt Crouch, Lookout Ridge Farm


4. Mega Forces of Agriculture: Vision 2020 by Dr. David Kohl, President of AgriVisions, LLC, and Founder and President of CMA Consulting

5. Early bird registration ends Jan. 29, 2010. Refunds will not be given for cancellations received after that date. The policy applies to any and all cancellations regardless of registration received before Jan. 29, 2010. In addition, no refunds will be given for changes made at the conference. Substitutions will be allowed. Call (517) 353-3175 for more information.