



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 help from generous industry supporters, the GLRDC has earned a reputation as a top educational conference. This year, we're building on that momentum by delivering another high-impact conference.

In addition to our quality line-up of educational speakers, we will once again be the home base for the 13th 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 winners from the 2018 Michigan Dairy Ambassador Program.

This is your conference. Don't miss it.

## Preconference Session

### Wednesday, February 6, 2019

7:00 p.m. **Dinner and Dairy Promotion 101**  
Representatives from the United Dairy Industry of Michigan (UDIM) will provide an overview of dairy promotion activities at this dinner session.. The informal meeting will give you a chance to learn how UDIM staff members work to promote dairy across the state and to ask questions about UDIM programs. This session is free and open to people who aren't registered for the whole conference. Please bring a guest!

### Thursday, February 7, 2019

9:00 a.m. **Developing Your Employees Into More Productive Partners** -Michigan State University Extension  
Now more than ever, agricultural producers need to transform the productivity of their farm operations using an inside resource: their employees. Find out how to encourage your employees to become more engaged, productive work partners. You'll learn about tools you can use to include your employees in goal setting, developing employee training programs, and self-directed learning. The goal is to start your farm on a path to successful employee development.

10:45 *Exhibitor Showcase*

11:00 **Trade Relations and the U.S. Dairy Industry**  
*Tom Vilsack, CEO, U.S. Dairy Export Council (USDEC)*  
Tom Vilsack will share his outlook on U.S. trade relations for agriculture in general and the dairy industry specifically. Vilsack will discuss the current state of trade relations, where trade is headed and what it all means for the agriculture and dairy industries.

Noon *Lunch*

1:15 p.m. **Unique Partnerships – The Future for Success in Agriculture?** - *Rob Rettig, Partner, New Vision Farms*  
New Vision Farms is a multi-family farming operation spanning three generations that is located in Henry County, Ohio. He will provide an overview of the operation's unique approach to partnerships to succeed now and as the landscape of agriculture changes. (Learn more during a later breakout session.)

1:45 Breakout Sessions

**In-depth Discussion on Unique Partnerships – The Future for Success in Agriculture?**

**Shockproof Your Farm Finances for Leaner Times Ahead** – *John Blanchfield, Agricultural Banking Advisory Services*  
At the beginning of the 21st Century, prices and profitability in agriculture reached historical highs and producers expanded their farms accordingly. Today, farm economics have changed and producers need to make sure their farm finances are as shockproof as possible. Hear Blanchfield's insights, tips, and takeaways on how to improve your farm finances and communicate with your banker.

1:45 p.m. **Predicting Forage Quality to Improve Your Bottom Line** – *Ev Thomas, President, Oak Point Agronomics*  
Join Ev Thomas as he discusses influences on forage quality (such as climate and harvest management) and genetic efforts at improving forage digestibility including growing BMR (brown midrib) corn and reduced lignin alfalfa varieties. You'll also learn strategies to better manage forage quality and improve your bottom lines.

3:00 *Break and Exhibitor Showcase*

3:30 **Repeat Breakout Sessions (see 1:45 p.m.)**

4:45 **Producer Perspective: An Inside Look at a Texas Dairy** – *Donald DeJong, Owner and CEO, AgriVision Farm Management LLC, and Natural Prairie Dairy*  
AgriVision Farm Management oversees 25 family-owned and operated agricultural businesses. Natural Prairie Dairy, based in Hartley, Texas, is one of the largest family-operated organic dairy farms in the U.S. Donald DeJong will share his perspective on these operations and explain a bit about how they work to enhance the dairy industry.

5:30 **Reception, Exhibitor Showcase and Great Lakes Commercial Heifer Extravaganza XIII Sale**  
**Dairy Girl Network Program**

### Friday, February 8, 2019

7:00 a.m. *Breakfast*  
*Exhibitor Showcase*

8:00 **Learn From the Aggregate Industry to Expand Your Margins** – *Ross Veltema, Top Grade Aggregates, and Allen Bonthuis, AIS Equipment*  
Farms are similar to the aggregate industry in that they spend a significant amount of time handling materials – from feed and manure to sand and livestock. Experts Ross Veltema and Allen Bonthuis will provide a brief look into how the aggregate industry works to trim eight types of waste to expand margins and improve their bottom line. (These experts will also dig deeper during their afternoon workshop.)

8:30 a.m. **Basic Dairy Economics: A Specific Look at the Economics of Marginal Milk** – *Kevin Dhuyvetter, Dairy Technical Consultant, Elanco Animal Health*  
Explore how economic principles relate to trends in the dairy industry. Kevin Dhuyvetter, Ph.D., will explain how these economic principles lead to the “macro-micro conundrum”; that is, what might be optimal for the industry isn't necessarily optimal for individual producers, and vice versa. He will also share examples to demonstrate the economics of marginal milk.

9:15 **Precision Dairy That Pays** – *Elizabeth Eckelkamp, Dairy Extension Specialist and Assistant Professor, University of Tennessee*  
Learn about current and emerging precision dairy technologies and how they relate to management, herd health, and estrus. Elizabeth Eckelkamp, Ph.D., will highlight the economic impact that precision technologies can make, and what you still need to know to make wise decisions for your dairy.

10:00 *Break and Exhibitor Showcase*

10:15 **Management of Young Calves for 2020 and Beyond** – *Drew Vermeire, President and Consulting Nutritionist, Nouriche Nutrition Ltd.*  
It's been more than 20 years since Israeli research started a revolution in calf management and nutrition by demonstrating the profound impact of early calf nutrition on lifetime milk production in dairy cows. Learn about where we are now and where we should be headed from internationally recognized animal nutritionist Drew Vermeire, Ph.D. He'll discuss economic strategies for producing healthy, productive calves that are the future of your dairy operation.

11:15 **Beyond Survival: Rediscovering How to Thrive in Tough Times**- *Mark Jewell, Mark Jewell Speaking and Training*  
If there's one thing Mark Jewell is intimately familiar with, it's living in survival mode. During childhood alone, his family was touched by a series of events ranging from parental illness to the fallout of animal activism – it was enough to make anyone say, “We're just trying to keep our heads above water.”

# Workshop Agenda

## Friday, February 8, 2019 *(continued)*

What Mark has come to learn, though, is that it doesn't have to be this way. We can discover how to thrive, even in the worst of situations. In his address, Mark will share with you his "surviving to thriving" stories – and uncover the ways we all can find light in the darkest of times.

12:15 p.m. *Lunch with a MSU Animal Science Update from Pam Ruegg, Chair, MSU Department of Animal Science*

2:00 **Workshops:**  
**Dairy Research at MSU: Michigan Alliance for Animal Agriculture Projects** – *Adam Lock, Associate Professor, MSU Department of Animal Science*

In this session, you'll learn about the results of projects funded by the Michigan Alliance for Animal Agriculture program on topics such as dairy cow nutrition, health, welfare, and reproduction, as well as on dairy farm management and workforce development.

**Learn From the Aggregate Industry to Expand Your Margins** – *Ross Veltema, Top Grade Aggregates, and Allen Bonthuis, AIS Equipment*

In this follow-up to their earlier presentation, Veltema and Bonthuis will discuss how economic analysis and waste trimming strategies from the aggregate industry translate to agriculture. You'll have a chance to ask questions and learn key strategies to expand your margins.

**Economic Considerations for Raising and Culling Dairy Replacement Heifers** – *Michael Overton, Advisor on Dairy Informatics, Elanco Animal Health*

Explore the estimated cost of raising dairy replacement heifers from birth through calving, including the impact of mortality and elective culling. Michael Overton, D.V.M., will review an economic model that includes the contrasting effects of herd size, liquid diet and housing type. He will also provide an economic evaluation of a heifer culling strategy that includes both the extra cost and potential increase in value.

2:45 *Break and Exhibitor Showcase*

3:00 **Repeat Workshops (see 1:30 p.m.)**

4:15 **Reception and Ambassador Silent Auction**

5:00 **Dinner and Award Program**

# Breed Meetings

## Saturday, February 9, 2019

9:00 a.m. Michigan Jersey Association Meeting  
Michigan Junior Holstein Association Workshop

10:30 Michigan Holstein Association Meeting

Noon Lunch and Speaker

1:30 p.m. Conference Concludes

## Lodging

**The official conference hotel is:**

Bavarian Inn and Conference Center  
1 Covered Bridge Rd  
Frankenmuth, MI 48734  
www.bavarianinn.com

Historic Frankenmuth is located on M-83, 6 miles east of I-75 and 5 miles south of M-46.

Make reservations before Jan. 22, 2019 by calling 855-652-7200 and specify the group code 12H55I to receive the special conference rates of \$105 for a standard double, \$115 for a premium double or king and \$145 per suite. (Higher rates may apply on Saturday night.) You must call the reservation line to receive conference 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 other activities in the area?**

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.

Cover photo courtesy of the United Dairy Industry of Michigan.

# Register early and save!

Register online at [events.anr.msu.edu/GLRDC2019/](http://events.anr.msu.edu/GLRDC2019/) or call 517-884-7089.

Register before Jan. 25, 2019, and save up to \$25 per day! Online registration closes Feb. 3, 2019, 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 Program 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

### 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

### 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

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

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 Seidel at 517-884-7089 for more information.

## Join us for the 17<sup>th</sup> annual

# GREAT LAKES REGIONAL DAIRY CONFERENCE



## February 7–9, 2019

### Bavarian Inn & Conference Center Frankenmuth, Michigan

### Serving the dairy industry since 2003