

Partners Program

Thursday, Feb. 11

- 9 a.m. Registration and exhibit area opens
- 10:30 **Consumers are from Venus, Farms are from Mars**
Charlie Arnot, CEO of the Center for Food Integrity and Founder and President of CMA Consulting
- 11:15 **Separating Fats from Fiction: Unraveling the Truth Behind the Effects of Milk and Milk Fat on Human Health**
Dr. Adam Lock, Michigan State University Assistant Professor of Animal Science
- Noon Lunch with General Session
- 1 p.m. **Tweet This: LinkedIn to the World of Social Media**
Sara Long, communications manager, MSU Department of Agriculture and Natural Resources Communications
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 how we talk, who we talk to and what we say. In this session, learn how to differentiate between some of the most popular tools available, establish which one(s) fit your style, goals and comfort level, and evaluate different strategies, practices and philosophies to help you navigate the sea of social media efficiently and effectively.
- 2:00 **Table Truths in a New York Minute**
Amanda Nolz, fifth generation rancher from South Dakota, former beef industry ambassador and agriculture advocate
- 3:00 Networking Break and Exhibitor Showcase
- 3:30 **Student Panel: Issues, Engagement, Impact**
University students will share how they have become engaged on the front lines to speak up about industry issues and the impacts of their actions.
Moderator: Amanda Nolz
- 4:20 **Dairy Down Under: Comparing the U.S. and Australian Dairy Industries**
Nicole Schaendorf, 2009 Senior Michigan Dairy Ambassador
- 5:00 Social Hour and Exhibitor Showcase
- 6:15 Dinner with General Session

Friday, Feb. 12

- 7 a.m. Breakfast
- 8:00 **National Dairy FARM Program: Telling Our Animal Care Stories**
Jamie Jonker, Director of Regulatory Affairs at the National Milk Producers Federation
- 8:45 Meet in hotel lobby to travel to the Bavarian Inn Restaurant
- 9:00 **Apple Strudel-Making at the Bavarian Inn**
Thousands of guests each year enjoy Dorothy Zehnder’s apple strudel. Go behind the scenes and try your hand at making the restaurant’s signature dessert! (Participants will each make an apple or cherry strudel. Included in the session will be a history of the Bavarian Inn.)
- 10:00 Leave to return to the Bavarian Inn Lodge and Conference Center
- 10:15 Networking Break and Exhibitor Showcase
- 10:30 **Mega Forces of Agriculture: Vision 2020**
Dr. David Kohl, President of AgriVisions, LLC, and Professor Emeritus of Agricultural Finance and Small Business Management, Virginia Polytechnic and State University
- Noon Lunch with General Session
- 1 p.m. **The Rules of Engagement: Telling Our Story as the World Continues to Change Around Us**
Deborah Lee Reinhart, New Holstein Dairy farm manager and 2007 World Dairy Expo Dairy Woman of the Year
- 2:00 **Off the Record: Helping Media Help You Promote a Farm Event**
Tom Oesch, Swisslane Farm
- 3:00 Networking Break and Exhibitor Showcase
- 3:30 **Breakfast on the Farm Panel: Same Message, Different Audiences**
- Tony and Patti Jandernoa, Dutch Meadows Dairy - Bruce and Jennifer Lewis, Pleasant View Dairy
Moderator: Faith Cullens, MSU Extension Dairy educator
- 4:30 **What Resources are Available to Help Me Tell My Story?**
Roundtable Discussion with Partner Program Expert Speakers
- 5:00 Partners Program concludes

Registration

Register online at www.glrdc.msu.edu or call (517) 353-3175.

Register early and save! **Register before Jan. 29 and save up to \$50 per day! Online registration closes Feb. 8, 2010.** 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 arrangements.

Adult or Partners 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 dinner)
\$30	\$30	Herdsperson Dinner Only (Bilingual)
\$30	\$30	General Session Dinner Only
\$99	\$125	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Saturday Breed Program

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 dinner)
\$30	\$30	Herdsperson Dinner Only (Bilingual)
\$30	\$30	General Session Dinner Only
\$50	\$75	Friday Only (breakfast and lunch included)
\$30	\$30	Friday Night Industry Banquet
\$20	\$20	Saturday Breed Program or Youth Program

Farm Registration (for best deal call 517-353-3175)		
Early Rate	Regular Rate	Registration Details (up to five people)
\$650	\$680	Full Registration (Thursday – Saturday)
\$575	\$600	Conference/Workshops Only (Thursday – Friday Afternoon)
\$325	\$350	Thursday Only (includes lunch and dinner)
\$30 x No. Attending		Herdsperson Dinner Only (Bilingual)
\$30 x No. Attending		General Session Dinner Only
\$325	\$350	Friday Only (breakfast and lunch included)
\$30 x No. Attending		Friday Night Industry Banquet
\$20 x No. Attending		Saturday Breed Program

Make check payable to Michigan State University – GLRDC. Mail payment to: MSU-GLRDC • c/o Georgette Kennedy • 312 Agriculture Hall • East Lansing, MI 48824-1039

Lodging

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
(888) 775-6343
www.bavarianinn.com

Make reservations before Jan. 11, 2010 and specify the Great Lakes Regional Dairy Conference or group code 10T3U0 to receive the special conference rates of \$99 for a standard room and \$135 for suites (higher rates apply on Saturday night). You must call the reservation line at 888-775-6343 to receive the conference rates.

Reservations made via the Internet will be subject to regular room rates. 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 neatly 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 Village, Zehnder’s Splash Down Water Park, 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, or call (800) FUN-TOWN.

Join us for the 8th annual



GREAT LAKES REGIONAL DAIRY CONFERENCE

February 11-13, 2010

Bavarian Inn Lodge and Conference Center
Frankenmuth, Mich.

Serving the dairy industry since 2003

Eight years of serving the dairy industry



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 supporters, 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 Dairy Industry Recognition Night where we'll honor the industry's leading producers, recognize dairy scholarship winners and dairy judging team members, and announce the 2010 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? Ike Hunt or Sara Long can offer you discounted rates and help schedule tours to local dairy farms or processors. Call (517) 353-3175 for more information.

Workshop Agenda

Thursday, Feb. 11

- 9 a.m. Registration and exhibit area opens
- 10:30 Opening session
Consumers are from Venus, Farms are from Mars
Charlie Arnot, CEO of the Center for Food Integrity and Founder and President of CMA Consulting
 As dairying continues to evolve in terms of size, 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. Arnot 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.
- 11:15 **Separating Fats from Fiction: Unraveling the Truth Behind the Effects of Milk and Milk Fat on Human Health**
Dr. Adam Lock, Michigan State University Assistant Professor of Animal Science
- Noon Lunch
- 1 p.m. **Lessons Learned from 2009 Feed and Milk Prices**
Dr. Michael Hutjens, University of Illinois Dairy Extension Specialist
- 2:00 **Forage Quality is an Important Part of the Nutrition Equation**
Dr. Michael Allen, University Distinguished Professor, MSU Department of Animal Science
- 3:00 Networking Break and Exhibitor Showcase
- 3:30 **How High Performance Teams Achieve Top Results on Dairies**
Jorge Estrada, Estrada, Simmonds & Associates
- 4:15 **Producer Panel: Effective Management Teams – How We Do It**
 - Larry and Brett Simmon, Simmon's Dairy
 - Chris and Ryan Spitzley, Spitzley Dairy
 - Jake Zwemmer and Ryan Hooper, Zwemmer's Dairy
 Moderator: Jorge Estrada

- 5:00 Social Hour and Exhibitor Showcase
Great Lakes Commercial Heifer Extravaganza V Sale

- 6:15 Dinner
Humor for the HEART of Agriculture
General Session Speaker: Damian Mason
Damian Mason is a comedian with enthusiasm for the agricultural industry. He graduated from Purdue University with a degree in agricultural economics and has since studied comedy writing and improvisation at the prestigious The 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 resonates with today's ag industry. His funny stories and witty observations connect with the HEART of agriculture – its people!
Herdsperson Session (Bilingual)
Closing the Cultural Gap with my Employees to Get the Best Results
Jorge Estrada

Friday, Feb. 12

- 7 a.m. Breakfast
- 8:00 **National Dairy FARM Program: Telling Our Animal Care Stories**
 The National Dairy FARM Program: Farmers Assuring Responsible Management provides a verifiable platform for dairy producers to provide a consistent message to customers and consumers about animal care on modern dairy farms.
Jamie Jonker, Director of Regulatory Affairs at the National Milk Producers Federation
- 8:45 **Transition Cow Management: Big Challenges....Big Opportunities**
 - Roger W. Thomson, DVM, Team Management Concepts
- 9:30 **Fresh Cow Producer Panel**
 Moderator: Roger W. Thomson, DVM
 Panelists:
 - Bruce Bloom, Bloom Dairy
 - Aubrey Lettinga, Walnutdale Farm
 - John Ver Haar, Aquila Farms
- 10:15 Networking Break and Exhibitor Showcase
- 10:45 **Mega Forces of Agriculture: Vision 2020**
Dr. David Kohl, President of AgriVisions, LLC, and Professor Emeritus of Agricultural Finance and Small Business Management, Virginia Polytechnic and State University

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 business paradigms. As producers prepare for the next decade, they are wondering what the domestic and global economy 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 proactively position a business financially – and utilize good business management practices – to capitalize on the challenges and opportunities that will be even more prevalent in the next decade. Kohl, the seven million mile Road Warrior, will provide his high-energy 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

- The Good, Bad and Ugly of Sand Separation: Years of Experience from Four Farms**
Dr. Dana Kirk, Outreach Specialist, MSU Department of Biosystems and Agricultural Engineering
 Producer Panel:
 - Galen Schalk
 - Leon Weaver, Bridgewater Dairy
 - Steve Cary, Cary Dairy
 - Jeff Oesch, Swisslane Dairy Farm
 Moderator: Dana Kirk
- Strategies for Achieving Successful Family Business Succession**
Barb Dartt and Matt Oesch, Lookout Ridge Consulting
- Environmental Updates Land, Air, and Sea: A National Environmental Round-Up**
 The environmental regulatory and legislative landscape in Washington, DC is taking shape as President Obama completes one year in office. Old, revised, and new challenges and opportunities await the dairy industry.
Jamie Jonker

4. Telling the Dairy Farming Story – join the Partners Program for three sessions on ways to communicate and connect with consumers, media and others regarding dairy farming.

3:00 Networking Break and Exhibitor Showcase

5:00 **Social Hour**
 Michigan Dairy Ambassador Program Silent Auction Opens

6:00 **Michigan Dairy Industry Recognition Night**

Breed Association and Youth Programs

Saturday, Feb. 13

- 10 a.m. **All-Breeds Bulletin**
Michigan Purebred Dairy Cattle Association
- 10:30 **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
- 2:00 Conference concludes

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 explanation received after Jan. 29, 2010. In addition, no refunds will be given for changes made at the conference; substitutions will be allowed. Call (517) 353-3175 to make arrangements.