



DCHA

DAIRY CALF & HEIFER ASSOCIATION

2014 ANNUAL
CONFERENCE



BE A

DRIVER

OF CHANGE

GREEN BAY, WIS.

APRIL 1-3

2014

BE A **DRIVER** OF CHANGE



You won't want to miss this year's conference being held **APRIL 1-3** in Green Bay, Wis. Themed "Be a Driver of Change," the conference will highlight the latest practices, technology, and research in the calf and heifer industry – wrapped in the exciting, renewed vision and identity of DCHA.

REGISTRATION

To register for the conference, simply fill out and return the enclosed registration form. You may also register online at www.calfandheifer.org under the "Conference" tab. Registrations must be received by **March 17**; on-site registration only after that date. For registration questions, please contact DCHA at (855) 400-DCHA (3242) or info@calfandheifer.org.

TRADE SHOW

The conference trade show will be available to attendees during the entire conference. There will also be scheduled breakfasts, breaks and a networking reception – allowing ample time to browse the trade

show. Listed below are active hours of the trade show where all exhibitors will be present. The trade show will be open and staffed all day on Wednesday.

TUESDAY, APRIL 1

9:30-10:00 AM

6:00-9:00 PM (trade show reception)

WEDNESDAY, APRIL 2

7:30-8:30 AM (continental breakfast)

10:15-11:00 AM

1:30-2:00 PM

THURSDAY, APRIL 3

8:30-9:00 AM

HOTEL ACCOMMODATIONS

The conference will take place at the Hyatt on Main Green Bay/KI Convention Center. A reserved block of rooms is available for the conference at a price of \$120 a night. A limited number of rooms for Thursday, April 3 are also available for those that may need to stay an additional night.

To book your reservations online

(the preferred manner), please visit:

<https://resweb.passkey.com/go/DairyCalf2014>.

If you would like to book by phone, please call

888-421-1442 and let the reservationist know that you are with the Dairy Calf and Heifer Association.

TRAVEL & PARKING

The Hyatt on Main Green Bay is located at 333 Main Street, Green Bay, WI 54301. For travel directions, please visit the DCHA website at www.calfandheifer.org. The hotel can be reached at (920) 432-1234.

The hotel does offer a shuttle available to those flying into Green Bay's Austin Straubel International Airport. Reservations should be made in advance by calling the hotel operator, (920) 432-1234. Reservations based on shuttle availability.

Conference attendees may park in the Hyatt on Main hotel parking lot. Once that lot is full, attendees will need to park in the public parking ramp across the street. Parking in the ramp is complimentary if attendee is staying at the hotel. If not staying at the hotel, parking in the ramp is \$0.55 per hour. However, if attendees leave after 6 pm, parking is complimentary as the ramp is not monitored.

SPECIAL EVENTS

A networking reception will be held at Lambeau Field on Wednesday, April 2. This reception is free of charge to all registered conference attendees (includes registered spouses and employees). Additional tickets for non-conference attendees may be purchased on the registration form. A Green Bay Packers Hall of Fame and Lambeau Field tour will be held concurrently with this reception. Tickets are only available to conference registrants in advance, and are on a first-come, first served basis. Tickets may be purchased on the registration form.

SPECIAL NEEDS

If you require additional help or have special meal requirements for the conference, please contact DCHA at least two weeks prior to the conference.

REGISTER TODAY!

To register for the conference, fill out and return the enclosed registration form. Register online at www.calfandheifer.org under the "Conference" tab.



TUESDAY, APRIL 1

6:00 AM	Registration Open
7:45 – 8:30 AM	Breakfast & Welcome Join all registered attendees and exhibitors to kick off the conference.
8:30 – 9:30 AM	Manager Session: Calf Health and Housing Producer Panel <i>J P Hall, Halls Calf Ranch; Mike Larson, Larson Acres Dairy; Joel Sutter, Fertile Ridge Dairy</i> Dairy producers and calf growers share the same challenges and priorities when it comes to raising calves. A producer panel will share an overview of their operations and their experiences of what has worked – and what has not – in their calf management. Employee Session: Consider the Ways You Can Improve Calf Wellness <i>Gary Geisler, Purina Animal Nutrition</i> When it comes to taking care of the calves on your operation, keeping your eyes open for early warning signs is one of the first steps to prevent problems. Attendees will walk away from this session with insights on what to look for, how often to evaluate calves, and strategies that can be implemented to get calves back on track and head disease off at the pass.
9:30 – 10:00 AM	Break – Trade Show
10:00 – 11:00 AM	Manager Session: Feed Management <i>Dr. Limin Kung, University of Delaware, Dairy Nutrition and Silage Fermentation Lab</i> This talk will cover the importance of forage quality in the field, and how moisture, chop length, processing and other aspects of silo management affect silage quality. Employee Session: Improving Employee Performance Through Leadership <i>PeopleFirst</i> Engaged employees are a dairy’s greatest asset. Every employee has the ability to impact the productivity, retention, growth and the operation’s bottom line. Engagement is key to improving performance. During this interactive session, experts in the subject will be discussing ways for employees to become better leaders in the business, develop relationships with supervisors and managers, enhance communication and improve accountability and teamwork. Come prepared to share experiences and ask questions to find out if everyone at your dairy is doing their part to help maximize success.
11:15 AM	On-Farm Demos & Tour Departure <i>Box lunch provided to tour participants.</i>
12:00 – 2:00 PM	Tour Stop A With a visit to one of the largest dairy calf and heifer-specific operations in the Midwest, you’ll see how size and scale does not compromise the priority given to rearing excellence. You’ll learn more and see how ventilation, sanitation, and early symptom discovery all work together to keep a calf healthy and thrifty.
3:00 – 5:00 PM	Tour Stop B At this tour stop, we’ll focus on what goes in and what comes out. You’ll learn about near infrared (NIR) technology and monitoring dry matter levels in forage, manure management, and get a high level overview of a TMR audit.
6:00 – 9:00 PM	DRIVING CONNECTIONS – Trade Show Reception Drive connections with fellow calf and heifer raisers, industry professionals and exhibitors during this casual networking reception. Attendees will have a chance to win prizes based on their connections made!

WEDNESDAY, APRIL 2

6:30 AM	Registration Open
7:30 – 8:30 AM	Continental Breakfast – Trade Show
8:30 – 9:15 AM	<p>Blue Print for Bosses – Employee Management Simplified <i>Tom Wall, Dairy Interactive, LLC and Language Links, LLC</i></p> <p>Employee management doesn't have to be complicated. You'll learn about the five essential principles you need to manage your team more effectively, and also take home a few simple details you can start implementing as soon as you get back to your team.</p>
9:30 – 10:15 AM	<p>Use of Telemedicine in Disease Surveillance <i>Dr. Scott Nordstrom, Merck Animal Health</i></p> <p>In this session, attendees will learn about a new system called DVMdx. This system utilizes the technology of smart phones and the digital cloud for disease surveillance, diagnosis and decision making.</p>
10:15 – 11:00 AM	Break – Trade Show
11:00 – 11:45 AM	<p>Federal Policy & the Dairy Industry: How Washington, D.C. Affects Your Customers <i>Charlie Garrison, The Garrison Group</i></p> <p>An update on the farm bill, immigration reform, tax reform, international trade agreements, environmental and renewable energy policy, and the cumulative impact those all have on the U.S. dairy industry will be given.</p>
12:00 – 1:30 PM	<p>Annual Business Luncheon Program</p> <p>Learn about and contribute to the future direction of DCHA. The annual business luncheon program is open and free of charge to all registered attendees.</p>
1:30 – 2:15 PM	Dessert Break – Trade Show
2:30 – 4:00 PM	<p>Driven; From Homeless to Hero</p> <p>Donald Driver will keynote this year's event, offering his advice on leadership and sharing his experiences and recommendations for success – a story that relates well to calf and heifer growers. Driver will discuss his experiences from growing up homeless and how he was able to overcome seemingly every obstacle to become the Green Bay Packers all-time leading wide receiver, a Super Bowl Champion, "Dancing with the Stars" winner, 2013 AMVETS Humanitarian of the Year and New York Times bestselling author.</p> <p>Following the keynote presentation, Donald will be signing copies of his autobiography - <i>DRIVEN</i>.</p>
4:15 PM	Lambeau Field Reception Departure
5:00 PM	<p>Reception Welcome <i>Jack Banker, DCHA President</i></p>
5:00-7:30 PM	<p>Lambeau Field Reception & Stadium Tours</p> <p>Join conference attendees for a casual networking reception! Experience the Packers' history-rich facility first-hand and see several behind the scenes areas during an optional Lambeau Field stadium tour!</p>
6:30 PM	Buses Begin Departing



Donald Driver, 2014 DCHA conference keynote speaker

THURSDAY, APRIL 3

6:00 AM	Registration Open
6:30 – 7:30 AM	Continental Breakfast
7:30 – 8:30 AM	<p>Producer Panel: Increasing the Value of What We Do <i>Laura Daniels, Star Blends; Brett Barlass, Yosemite Dairy; Lane Sollenberger, Dream Farms</i></p> <p>Industry research confirms that calves with maintained health and growth will deliver greater performance and value as adults. But how do you make dollars and sense with the added investment early in life? You'll hear three managers from across the U.S. answer that question, and learn new ideas to build your confidence in the added value you put into the developing life stages of a dairy calf.</p>
8:30 – 9:00 AM	Break – Trade Show
9:00 – 9:45 AM	<p>Heifer Breeding Strategies & the Role of Genomics <i>Dr. Kim Egan, Genex Cooperative</i></p> <p>In this session you will learn more about sexed semen and the value of heifers, genomic data for breeding strategy and the impact of genomic traits.</p>
9:45 – 10:30 AM	<p>Genetic Trends & the Role of Genomics <i>Tami Smith, Neogen Corporation</i></p> <p>Many commercial dairy operations are finding a great return on investment by using genomic screening to choose replacement heifers. You'll learn more about the latest advances in genomic testing, the advantages of utilizing genomics to improve your dairy herd, and explore the future of genomic testing in the dairy industry.</p>
10:45 AM	<p>On-Farm Demos & Tour Departure <i>Box lunch provided to tour participants.</i></p>
11:45 AM – 1:15 PM	<p>Tour Stop C</p> <p>With a stop to one of the industry's major artificial insemination and breeding technologies headquarters, you will get a look at their bull collection process, semen processing, and a tour of their distribution site that can house up to eight million units of semen and ship to over 60 countries.</p>
2:00 – 3:30 PM	<p>Tour Stop D</p> <p>No one can appreciate the added performance and economics gained from early calf investments more than a dairy producer focused on optimizing lifetime production and genetic expression. At this tour stop, you'll experience the complete spectrum – from a full potential feeding approach to high performance heifers entering the milking string.</p>
4:00 PM	Return to Hotel



CONNECT WITH DCHA

www.calfandheifer.org
info@calfandheifer.org
 (855) 400-DCHA (3242)

Like us on





2014 DCHA CONFERENCE REGISTRATION FORM

CONTACT INFORMATION

Primary registrant (print name as badge should read):

First name: _____ Last name: _____

Company/farm name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email (required): _____

Spouse/employee registrant(s) (if applicable):

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

REGISTRATION FEES

DCHA Member	# ___ x \$395	\$ _____
Non-Member	# ___ x \$495	\$ _____
Spouse/Employee – Member	# ___ x \$175	\$ _____
Spouse/Employee – Non-Member	# ___ x \$275	\$ _____
One-Day Pass – Member or Member’s Employee	# ___ x \$195	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday		
One-Day Pass – Non-Member	# ___ x \$295	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday		
Total registration fees		\$ _____

SPECIAL EVENTS

Lambeau Field Reception | Wednesday, April 2

Join conference attendees and fellow exhibitors for a casual networking reception!

This reception is free of charge to all registered conference attendees (including registered spouses and employees). Additional tickets for non-conference attendees are available for \$50 each.

Registered attendees	# ___ x \$0	\$ _____
(Confirm number attending)		
Additional tickets	# ___ x \$50	\$ _____

Green Bay Packers Hall of Fame and Lambeau Field Tour | Wednesday, April 2

Experience the Packers’ history-rich facility first-hand and see several behind-the-scenes areas during an optional Lambeau Field stadium tour! Tickets are only available to conference registrants in advance and are on a first-come, first-served basis.

Tour tickets	# ___ x \$15	\$ _____
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GRAND TOTAL \$ _____

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To register for the conference, simply fill out this application and return via mail, email or fax. You may also register online at www.calfandheifer.org or by calling **855-400-DCHA**.

Registrations must be received by March 17; on-site registration only after that date.

INDICATE THE FOLLOWING

- Academia Veterinarian
- Contract Grower/Producer Media/Publishing
- Dairy Beef Producer Extension
- Milk Cows Consultant/Researcher
- Farm Employee Nutritionist
- Industry Representative Student

PAYMENT

Send full amount and this completed form **by March 17** to:

Dairy Calf and Heifer Association
P.O. Box 1752
Madison, WI 53701

If paying by credit card, you may fax this form to **608-310-5336** or email to meganr@filamentmarketing.com.

Payment information:

__Check*: # _____

*There will be a \$25 fee on all returned checks.

__Credit card (check one):

- Mastercard Visa

Credit card information:

Card number: _____ Expiration date: _____

Name on card: _____

Cardholder zip code (if different from above): _____

Signature: _____



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