Program Committee
Jon August, Grande Cheese Company, Brownsville, WI
Ron Brenner, Swiss Valley Farms, Sparta, WI
Gaylen Guyer, Land O’ Lakes, Kiel, WI
Roger Hallberg, Land O’ Lakes, Kiel, WI
Mike Mountain, Dairy Farmers of America, Kansas City, MO
Scott Rankin, Ph.D., Department of Food Science, UW-Madison, Conference Co-Chair
Pamela Ruegg, DVM, MPVM, Department of Dairy Science, UW-Madison, Conference Co-Chair
Glenn Woychik, AMPI, Blair, WI

Speakers
Donald Goldsmith, PHS/FDA Milk Specialist, Minneapolis, MN
Peter Haase, WDATCP, Bureau of Food Safety & Inspection, Madison, WI
Rich Joseph, Vi-Cor Regional Manager, Mason City, IA
Robert Kilia, Milk Certification, DHFS, Madison, WI
Greg Larson, Lely USA, Naples, FL
Dr. Gary Neubauer, Senior Manager, Dairy Veterinary Operations, Pfizer, Minneapolis, MN
Roxann Richert, DVM, Research Assistant, Department of Dairy Science, UW-Madison
Pamela Ruegg, DVM, MPVM, Professor, Department of Dairy Science, UW-Madison
Rick Rugg, Lely USA, Naples, FL
Dan Schultz, Dairy Producer, Taylor, WI
Gary Sipiorski, Dairy Development Manager, Vita Plus Corporation, Madison, WI
Marko Sosa, Vi-Cor Customer Support Specialist, Mason City, IA

Sponsors
UW-Madison, Dept. of Food Science and Dairy Science, Wisconsin Center for Dairy Research
UW-Extension, Cooperative Extension
Wisconsin Association of Dairy Plant Field Representatives

Provide complete information for each registrant.

Use separate forms or copies for additional registrants.
Print clearly or type.

Name ___________________________
Company ___________________________
Address ___________________________
Mailing Address Circle one: Home Business
City/State/Zip ___________________________
Telephone during the day ___________________________
Email ___________________________

$95 Per person (on or before January 24)
$105 Per person (after January 24)
$20 Annual Membership Dues to the WI Assn. of Dairy Plant Representatives (optional)

TOTAL DUE: ___________________________

ENCLOSE FEE: Checks payable to UW-Madison.

Please charge to the following account:
Mastercard ___   Visa ____   AMEX ____   DISC ____  Exp date ______________
Credit Card Number ___________________________
Name on Credit Card ___________________________
Signature ___________________________

GENERAL INFORMATION
Registration Fee:
$95 Per person (on or before January 24)
$105 Per person (after January 24)
Fine Includes: Speaker expenses, lunch on Tuesday, breakfast on Wednesday morning, refreshment breaks, and registration. Lodging and other meals are NOT included.

How to Register: Register by Tuesday, January 31, 2012, to guarantee registration and meal counts. No confirmation will be mailed; receipts will be distributed during program check-in.

Mail or Fax to: CALS Conference Services
640 Babcock Drive
Madison, WI 53706
(608) 262-5088 FAX
http://www.dairyfoods.wisc.edu

Lodging: Make your own lodging reservations directly with the hotel/motel you select. As a convenience, a block of rooms has been reserved at the Crowne Plaza Hotel until February 3, 2012, after which rooms will be sold on a first-come basis. Mention that you will be attending the Dairy Field Representatives Conference at the time you make reservations.

Crowne Plaza Hotel
4402 East Washington Avenue
Madison, WI 53704
(608) 244-4703 or (800) 404-7630
$104 single/double (plus city/state taxes)

Cancellations/Refunds: In order to receive a full refund, you must cancel your registration by contacting CALS Conference Services no later than Tuesday, January 24, 2012. Cancellations received after January 24 will receive no refund. Substitutions are welcome at any time. To make a cancellation or substitution, contact CALS Conference Services at (608) 263-1672 or at conference@cals.wisc.edu.

Registration Information
CALS Conference Services (608) 263-1672

Program Information
Scott Rankin (608) 263-2008
Pamela Ruegg (608) 263-3495

Please advise us at time of registration if you have a disability and desire special accommodations. Requests will be kept confidential.
<table>
<thead>
<tr>
<th>TUESDAY, FEBRUARY 7</th>
<th>WEDNESDAY, FEBRUARY 8</th>
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<tbody>
<tr>
<td><strong>Back to the Basics</strong>&lt;br&gt;Moderator - Mike Mountain&lt;br&gt;9:45 <strong>Antibiotics Use: FDA Testing</strong>&lt;br&gt;Gary Neubauer</td>
<td><strong>Breakfast</strong>&lt;br&gt;7:30 Regulatory Updates and Emerging Issues&lt;br&gt;Moderator - Roger Hallberg</td>
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<td>11:00 <strong>Tools for the Progressive Field Rep:</strong>&lt;br&gt;- The New WADPFR Website and It’s Links&lt;br&gt;- Tour These and Other Must See Websites&lt;br&gt;Glen Woychik&lt;br&gt;Gaylen Guyer</td>
<td><strong>WDATCP Update</strong>&lt;br&gt;8:30 Peter Haase</td>
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<td>12:00 Lunch</td>
<td><strong>Milk Certification Update</strong>&lt;br&gt;9:00 Robert Klika</td>
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<td><strong>New Developments</strong>&lt;br&gt;Moderator - Glen Woychik&lt;br&gt;1:00 <strong>Financial State of Dairying</strong>&lt;br&gt;Gary Sipiorski</td>
<td><strong>Udder Dissection</strong>&lt;br&gt;10:00 Rich Joseph&lt;br&gt;Marko Sosa</td>
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<tr>
<td>2:00 <strong>Milk Quality and Mastitis Treatments on Organic and Small Conventional Dairy Herds</strong>&lt;br&gt;Roxann Richert</td>
<td>11:30 <strong>Adjourn</strong>&lt;br&gt;Have a safe trip home!</td>
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<td>3:00 Break</td>
<td>4:15 <strong>Robotic Milking Perspectives: 10 Minutes + Panel Discussion</strong>&lt;br&gt;Inspector: Donald Goldsmith&lt;br&gt;Producer: Dan Schultz&lt;br&gt;Dealer: Greg Larson&lt;br&gt;Manufacturer: Rick Rugg</td>
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<tr>
<td>4:45 <strong>Business Meeting</strong></td>
<td>5:15 <strong>Social Meeting</strong></td>
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