# Wisconsin Dairy Field Representatives Conference

**February 7-8, 2017**

**Sponsored by:** Wisconsin Association of Dairy Plant Field Representatives

**Crowne Plaza Hotel • Madison, Wisconsin**

## Program Schedule

### TUESDAY, FEBRUARY 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30</td>
<td>Registration</td>
</tr>
<tr>
<td>11:00</td>
<td>Opening Keynote</td>
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<tr>
<td></td>
<td>Bryant Gill, Fabulous Farm Babe</td>
</tr>
<tr>
<td>11:30</td>
<td>Hot Topics in Agriculture Media</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
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<tr>
<td>1:15</td>
<td>Teat Dip Practices</td>
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<tr>
<td></td>
<td>Mark Puliafico, WEBCO Chemical</td>
</tr>
<tr>
<td>2:00</td>
<td>Antibiotic Use</td>
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<tr>
<td></td>
<td>Pam Ruegg, UW-Madison</td>
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<tr>
<td>3:00</td>
<td>Break</td>
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<tr>
<td>3:15</td>
<td>Peninsula Pride Farms</td>
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<td></td>
<td>Don Niles, Dairy Dreams, LLC</td>
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<tr>
<td>3:45</td>
<td>Market Update</td>
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<td></td>
<td>Mike North, Commodity Risk Management Group</td>
</tr>
<tr>
<td>4:30</td>
<td>Business Meeting</td>
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<tr>
<td>5:00</td>
<td>Cheese Social</td>
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</tbody>
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### WEDNESDAY, FEBRUARY 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00</td>
<td>Regulatory Updates</td>
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<tr>
<td></td>
<td>Tim Anderson, WDATCP</td>
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<td></td>
<td>Chris Theder, WDATCP</td>
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<tr>
<td>9:30</td>
<td>Break and Checkout</td>
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<tr>
<td>10:00</td>
<td>Antibiotic Rules</td>
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<td></td>
<td>Laura Traas, WDATCP</td>
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<tr>
<td>11:00</td>
<td>Closing Keynote</td>
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<tr>
<td></td>
<td>Bryant Gill, Fabulous Farm Babe</td>
</tr>
<tr>
<td>12:00</td>
<td>Door Prize Drawing and Adjourn</td>
</tr>
<tr>
<td></td>
<td>Have a safe trip home!</td>
</tr>
</tbody>
</table>
Program Committee

- Wendy Bautch, Grassland, Greenwood, WI
- Mike Dickman, IBA, Viroqua, WI
- Gaylen Guyer, DuPont Pioneer, Johnston, IA
- Eric Helms, AgSource, Marshfield, WI
- Dean Hines, Ellsworth Creamery, Ellsworth, WI
- Tom McCaulley, Land O’ Lakes, Kiel, WI
- JR Neu, Sartori Cheese, Plymouth, WI
- Scott Rankin, Ph.D., Professor, Department of Food Science, UW-Madison
- Pam Ruegg, DVM, MPVM, Professor, Department of Dairy Science, UW-Madison
- Glen Woychik, AMPI, Blair, WI

General Information

Registration Fee:
- $115 Per person (on or before January 24)
- $125 Per person (after January 24)

Fee Includes: Speaker expenses, lunch on Tuesday - day, breakfast on Wednesday morning, refreshment breaks, and registration. Also included is an annual membership to the WI Association of Dairy Plant Representatives. Lodging and other meals are NOT included.

How to Register: 
- Register by Tuesday, January 31, 2017, to guarantee registration and meal counts.
- Mail or Fax to: CALS Conference Services
  640 Babcock Drive
  Madison, WI 53706
  (608) 262-5088 FAX

- Online: 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 January 17, 2017, after which rooms will be sold on a first-come basis. Mention that you will be attending the Dairy Field Reps Conference Group at the time you make reservations. Reservations can also be made online at: https://resweb.passkey.com/Resweb.do?mode=welcome_new&groupID=58793440.

- Crowne Plaza Hotel
  4402 East Washington Avenue
  Madison, WI 53704
  Reservations: (888) 233-9527 or https://resweb.passkey.com/Resweb.do?mode=welcome_new&groupID=58793440
  $112 single/double (plus city/state taxes)

Cancellation/Substitution/Refunds: Cancellation of registration is subject to the entire registration fee. No refunds will be granted. Substitutions are welcome at any time. To make a cancellation or substitution, contact CALS Conference Services at (608) 263-1672 or at conference@cats.wisc.edu.

- Registration Information:
  CALS Conference Services (608) 263-1672 or conference@cats.wisc.edu

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

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MAIL/FAX TO: CALS Conference Services
640 Babcock Drive
Madison, Wisconsin 53706
Fax: (608) 262-5088

ONLINE: http://www.dairyfoods.wisc.edu

Use separate forms or copies for additional registrants.

Sponsors

Gold Sponsors: Ag Source, Farm First
Silver Sponsors: IBA, DBMMC
Bronze Sponsors: Idexx Laboratories

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

Enrollment Form

Name ___________________________________
Company ________________________________
Address _________________________________
City/State/Zip _____________________________
Daytime Phone ____________________________
Email ___________________________________

- Fee includes annual membership to the WI Association of Dairy Plant Representatives

TOTAL DUE: $__________________________

ORDINATE FEE: Payment must be made at time of registration. Make checks payable to UW-Madison.

Please charge to the following account:
- Visa 0450566
- MC 0450566
- AMEX 0450566
- DISC 0450566

Expiration Date ____________________________
Credit Card # ____________________________
Name on Card ____________________________
Signature ________________________________