Program Committee

Jon August, Grande Milk Marketing, LLC, Lomira, WI
Ron Brenner, Swiss Valley Farms, Sparta, WI
Brad Brusveen, Foremost Farms USA, Iron Ridge, WI
Gaylen Geyer, Land O’ Lakes, Kiel, WI
Mike Mountain, Dairy Farmers of America, Waupun, WI
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
Rachel Turgasen, National Farm Quality Manager - Organic Valley/CROPP Cooperative, LaFarge, WI

Speakers

Marni Bekkedal, Ph.D., Neuroscientist, Two Steps Forward LLC, Sun Prairie, WI
Darlene Coehoorn, Viewpoint Organic Acres, Rosendale, WI
Charles Czuprynski, Ph.D., Professor, Pathobiological Sciences, School of Veterinary Medicine and Director, Food Research Institute, UW-Madison
Randi Endres, Endres Berryridge Farms, Springfield, WI
Keith Engel, ProMilk Specialist, WestfaliaSurge, Inc., Naperville, IL
Betsy Flores, Director, Regulatory Affairs, National Milk Producers Federation, Washington, DC
Brian Gould, Ph.D., Associate Professor, Agricultural and Applied Economics, UW-Madison
Brian Holmes, Ph.D., Professor, Agricultural and Applied Economics, UW-Madison
Lloyd Holterman, Rosy-Lane Holsteins LLC, Watertown, WI
Robert Klka, Milk Certification, DHFS, Madison, WI
Franco Milani, Ph.D. Assistant Professor, Department of Food Science, UW-Madison
Mike Ontrop, Orion Ag, A Division of Orion Energy, Manitowoc, WI
Jacqueline Owens, R.S., Field Services Director, Bureau of Food Safety & Inspection, Madison, WI
Scott Rankin, Ph.D., Associate Professor, Department of Food Science, UW-Madison
Pamela Ruegg, DVM, MPVM, Professor, Department of Dairy Science, UW-Madison

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

Please advise us at time of registration if you have a disability and desire special accommodations. Requests will be kept confidential.

GENERAL INFORMATION

Registration Fee:
$95 Per person (on or before January 26)
$105 Per person (after January 26)

Fee 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 Monday, February 1, 2010, 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
620 Babcock Drive
Madison, WI 53706
(608) 262-5088 FAX

Online: www.peopleware.net/2723

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 27, 2010, 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
$102 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 26, 2009. Cancellations received by phone or postmarked later than January 26 will receive no refund.

Registration Information
CALS Conference Services (608) 263-1672

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

ENROLLMENT FORM

Wisconsin Dairy Field Representatives Conference
February 9-10, 2010

MAIL TO: CALS Conference Services
620 Babcock Drive
Madison, WI 53706
(608) 262-5088

FAX: (608) 262-5088

OR ONLINE: www.peopleware.net/2723

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 26)
$105 Per person (after January 26)
$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 ___ Exp date ______________

Credit Card Number ________________________________

Name on Credit Card ________________________________

Signature ________________________________
Wisconsin Dairy Field Representatives Conference
Program Schedule

TUESDAY, FEBRUARY 9

9:30 Welcome

9:45 Novel Mastitis Pathogens
    Pam Ruegg

10:30 Cleaning Orbeseal Residue
    Scott Rankin and Keith Engel

11:00 Elite Dairies
    Large, Lloyd Holterman
    Medium, Randy Endres
    Organic, Darlene Coehoorn

12:00 Lunch

1:00 New Developments
    Moderator - Ron Brenner

2:30 Break

3:30 Human Pathogens
    Chuck Czuprynski

4:00 Market Conditions/Risk Management
    Brian Gould

4:45 Business Meeting

5:00 Social Meeting

WEDNESDAY, FEBRUARY 10

7:30 Breakfast

8:30 WDATCP Update
    Jacqueline Owens

9:00 Milk Certification Update
    Robert Klika

9:45 New Technologies for Energy Efficiency
    Mike Ontrop

10:15 Effective Management of Ourselves and Other Difficult Situations
    Marni Bekkedal

11:15 Adjourn

Have a safe trip home!