Program Committee
Ron Brenner, Swiss Valley Farms, Sparta, WI
Brad Brusveen, Foremost Farms USA, Iron Ridge, 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

Speakers
James Baerwolf, Sassy Cow Creamery, Columbus, WI
Nigel Cook, Clinical Associate Professor, School of Veterinary Medicine, UW-Madison
George Crave, Crave Brothers Farmstead Cheese, Waterloo, WI
Keith Engel, ProMilk Specialist, WestfaliaSurge, Inc., Naperville, IL
Robert Klika, Milk Certification, DHFS, Madison, WI
Norm Monsen, WDATCP, Madison, WI
Jay Noble, Noble Dairy, Kansassville, 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
Jim Tillison, Senior Vice President, National Milk Producers Federation, Arlington, VA
Chuck West, Faculty Associate, School of Business, 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

GENERAL INFORMATION

Registration Fee:
$95  Per person (on or before January 25)
$105 Per person (after January 25)

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 Tuesday, February 1, 2011, 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 February 4, 2011, 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 25, 2011. Cancellations received by phone or postmarked later than January 25 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 8-9, 2011

MAIL TO: CALS Conference Services
620 Babcock Drive
Madison, WI 53706
(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 25)
$105 Per person (after January 25)
$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 ____________________________

Please advise us at time of registration if you have a disability and desire special accommodations. Requests will be kept confidential.
**Wisconsin Dairy Field Representatives Conference**

**Program Schedule**

**TUESDAY, FEBRUARY 8**

- **9:45**  Welcome
- **10:00** The Big Four: SPC, LPC, PI, Coliform
  - The Lab Perspective, Scott Rankin
  - The Field Perspective, Keith Engel
- **11:00** Lowering the Bar: SCC
  - Pam Ruegg
- **12:00** Lunch
- **1:00** New Developments
  - Moderator - Mike Mountain
- **1:00** Dairyland Initiative, Cow Comfort in Practice
  - Nigel Cook
- **2:00** Producer/Processors Panel Discussion
  - Introductions - Norm Monsen
    - George Crave
    - Jay Noble
    - James Baerwolf
- **3:00** Break
- **3:15** Foundation for the Future
  - Jim Tillison
- **4:15** Business Meeting
- **5:15** Social Meeting

**WEDNESDAY, FEBRUARY 9**

- **7:30** Breakfast
- **8:30** WDATCP Update
  - Moderated by Roger Hallberg
  - Jacqueline Owens
- **9:00** Milk Certification Update
  - Robert Kilka
- **9:45** Listening with Purpose
  - Chuck West
- **11:00** Adjourn
  - Have a safe trip home!