The 20-Year Climb

Dairy Summit 2014

December 10 & 11 • Treasure Island Resort & Casino • Red Wing, Minnesota

Register for Dairy Summit

Go to **www.vitaplus.com/dairysummit.html** to register.
Registration opens October 6 and closes November 28.

Early Bird Registration

Registrations received by November 14 will be entered into a drawing for a free night's stay at Treasure Island Resort & Casino.

Registration Fees

☐ $95 (2 days) ☐ $75 (1 day)
☐ $75 for each additional person from the same farm (2 days)

Cancellations made after December 1 will be billed at the full registration fee of $95.

Hotel Information

Please make your own hotel room reservations.

Treasure Island Resort & Casino
5734 Sturgeon Lake Road, Welch, MN 55089 • 800.222.7077
(dial 0 and ask for reservations)

A special room rate of $69 plus tax for Tuesday through Thursday has been set for all attendees until December 1. Mention Vita Plus Dairy Summit to ensure this rate.

Additional Information

For more information, contact Katie Varney, Vita Plus marketing & event specialist, at 800.632.8334 or kvarney@vitaplus.com.

An Employee-Owned Company

dairyperformance.vitaplus.com

Dairy Summit 2014

Optional Activities

Tuesday, December 9

Dairy Farm Tours • 12:30 p.m.
Guided tours will depart from the hotel and return by 5:30 p.m. Featured farms include:
Clay View Dairy, LLP, *Goodhue, Minn.*
Fetzer Farms, *Elmwood, Wis.*
Son-Bow Farms, Inc., *Maiden Rock, Wis.*

Dinner Buffet • 7 p.m.
Join us for dinner, refreshments and networking offered until 9 p.m.

Bowling Bash • 7 p.m.
Party like it's 1994 and share a few laughs during open bowling until 11 p.m. Pack your Bugle Boys, Reeboks, scrunchies and jelly shoes - prizes (and bragging rights) will be given for the best 90s outfits and hairstyles.

Wednesday, December 10

Breakfast Buffet • 6:30 a.m.

Panel Discussion • 8:15 a.m.

Perspectives of the 20-Year Climb on Our Dairies
Vita Plus staff and producers highlight the dairy industry changes they've seen since 1994 as well as thoughts of what may lie ahead in the next 20 years. Featured producers include:
Jeff Opitz, *Opitz Dairy, Saukville, Wis.*
Blake Heller, *Heller Farms, Alma Center, Wis.*
Tom McClellan, *McClellan Farms, Delavan, Wis.*

Summit Schedule

Wednesday, December 10

General Session • 10:15 a.m.

Weather for Agriculture: What Will 2015 Bring?
Dr. Elwynn Taylor, *Iowa State University*

Dairy Policy Reforms and Advanced Dairy Risk Management Strategies
Dr. Marin Bozic, *University of Minnesota*

Lunch • 12:15 p.m.

Breakout Sessions • 1:30 p.m.
Attend 3 of 6 breakout sessions offered.

Double-cropping Options for Today's Dairies
Pat Hoffman, *Vita Plus*

What Does Being a Global Player Mean to the U.S. Dairy Sector?
Mary Keough Ledman,
Keough Ledman Associates, Inc.

Employment Management Programs on Dairies
Peter Coyne, *Vita Plus*

Assessing and Improving Animal Welfare on Your Dairy
Dr. Cassandra Tucker,
University of California-Davis

Feeding Holstein Steers: What is the Optimal Market Endpoint?
Dr. Ty Lawrence,
West Texas A&M University

Success Factors in Transition Cow Management and Lameness
Dr. Gerard Cramer,
University of Minnesota

Cocktails • 5:30 p.m.
Dinner • 7 p.m.

Thursday, December 11

Breakfast Buffet • 6:30 a.m.

Manure Management Panel • 8 a.m.

Framing the Rules: Understanding the Trade-offs
Dennis Frame,
University of Wisconsin Discovery Farms

Producer Perspective: Adapting Our Dairies
Chuck Ripp, *Ripp's Dairy Valley, Waunakee, Wis.*
Malachy Coyne, *Coyne Farms, Avon, N.Y.*

General Session • 10:15 a.m.

Top 10 Mistakes that Break Up a Family Business
Jolene Brown, *champion for agriculture*

Closing Comments • 11:45 a.m.

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VITA PLUS

Celebrating Our 20th Anniversary of the Vita Plus Dairy Summit