

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

Eric Helms, Ag Source, Stratford, 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

Glen Woychik, AMPI, Blair, WI

Speakers

Donn DeVelder, Sr. VP AMPI, New Ulm, MN

Lance Fox, foxeverest.com, New London, WI

Peter Haase, WDATCP, Bureau of Food Safety & Inspection, Madison, WI

Jason Hoffman, DeLaval Area Representative

Robert Klika, Milk Certification, DATCP, Madison, WI

Nick Kunkel, VMS Plan Specialist

Brian Moyer, DATCP, Madison, WI

JR Neu, Sartori Foods, Plymouth, WI

Jacqueline Owens, DATCP, Madison, WI

David Ratajczak, FBI Milwaukee WMD Coordinator

Dr. Dave Rhoda, Evansville, WI

Bruce Roytek, President, Mondovi Dairy Systems Inc., Mondovi, WI

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 February 1)

\$105 Per person (after February 1)

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 5, 2013, 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

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 25, 2013**, 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 29, 2013**. Cancellations received after January 29 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

ENROLLMENT FORM

Wisconsin Dairy Field Representatives Conference

February 12-13, 2013

MAIL TO: CALS Conference Services
640 Babcock Drive
Madison, WI 53706

FAX: (608) 262-5088

OR ONLINE: <http://www.dairyfoods.wisc.edu>

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 February 1)

\$105 Per person (after February 1)

\$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 _____

University of Wisconsin - Madison
College of Agricultural and Life Sciences
CALS Conference Services
640 Babcock Drive
Madison, WI 53706

Nonprofit Org.
U.S. Postage
PAID
Madison, WI
Permit No. 658



Quality Milk Conference

February 12-13, 2013

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

Crowne Plaza Hotel • Madison, Wisconsin

University of Wisconsin-Madison

College of Agricultural and Life Sciences • Wisconsin Center for Dairy Research

Wisconsin Dairy Field Representatives Conference Program Schedule

TUESDAY, FEBRUARY 12

- 9:45 **Welcome and Comments**
Moderator - Roger Hallberg
- 10:00 **Klebsiella, Serratia and Prototheca - What We Know and Don't Know**
Pamela Ruegg
- 11:00 **Drug Residue Prevention**
Dave Rhoda
- 12:00 **Lunch**
- Afternoon Session**
Moderator - Glen Woychik
- 1:00 **State of the Dairy Industry**
Donn DeVelder
- 2:00 **Bioterrorism**
David Ratajczak
- 3:00 **Break**
- 3:15 **Telling the Dairy Story with the Consumer - Tested Key Messages**
Dave Pelzer
- 4:00 **Robotic Milker Panel**
Nick Kunkel - VMS Plan Specialist
Jason Hoffman - DeLaval Area Representative
Bruce Roytek - President, Mondovi Dairy Systems, Inc.
TBA - Farmer Perspective
- 4:45 **Business Meeting**
- 5:15 **Social Meeting**

WEDNESDAY, FEBRUARY 13

- 7:30 **Breakfast**
- Regulatory Updates and Emerging Issues**
Moderator - Eric Helms
- 8:30 **WDATCP Update**
Jacqueline Owens
- 9:00 **Milk Certification Update**
Robert Klika
- 9:45 **IMS Inspections - Communicating to the Producer**
Glen Woychik
Roger Hallberg
JR Neu
Brian Moyer
- 10:30 **No Place but Up!**
Lance Fox
- 11:30 **Adjourn**
Have a safe trip home!

