



**DCHA**

DAIRY CALF & HEIFER ASSOCIATION

**ANNUAL CONFERENCE**



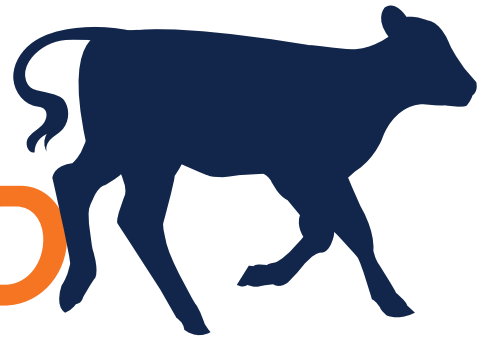
**MOVING  
FORWARD**

**APRIL 11-13, 2016**

**MADISON, WIS.**

**REGISTRATION INFORMATION**

# MOVING FORWARD



Don't miss out on the exciting line-up at this year's conference being held **April 11 – 13, 2016** in Madison, Wis. Themed "Moving Forward," the conference will offer unmatched networking opportunities and highlight the latest practices, technology and research in the calf and heifer industry.

## REGISTRATION

To register for the conference, simply fill out and return the enclosed registration form. You may also register online at [www.calfandheifer.org](http://www.calfandheifer.org) under the "Conference" tab. Registrations must be received by **April 1st**; online or on-site registration only after that date. For registration questions, please contact DCHA at (855) 400-DCHA (3242) or [info@calfandheifer.org](mailto:info@calfandheifer.org).

## TRADE SHOW

The conference trade show will be held throughout the conference. There will be numerous opportunities throughout the event to browse the trade show, in addition to receptions in the trade show both Monday and Tuesday evenings.

## HOTEL ACCOMMODATIONS

**Group block reservation deadline is March 10.**

The conference will take place at the Madison Marriott West. A reserved block of rooms is available for the conference at a price of \$131 a night. A limited number of rooms for Wednesday, April 13 are also available for those that may need to stay an additional night.

To book your reservations online (the preferred manner), please visit: <http://bit.ly/2016DCHAHotel>.

If you would like to book by phone, please call (888) 745-2032 and let the reservationist know that you are with the Dairy Calf and Heifer Association.

The hotel is located at 1313 John Q Hammons Drive, Middleton, WI 53562. For travel directions, please visit the DCHA website at [www.calfandheifer.org](http://www.calfandheifer.org). The hotel can be reached at (608) 831-2000.

## PARKING

Conference attendees may park in the Madison Marriott West hotel parking lot. Parking is complimentary for all conference attendees.

## SPECIAL EVENTS

Farm tours will be held on **Monday, April 11**. Tours will feature a look at the calf and heifer facilities and on-farm demonstrations at two local dairies - Kutz Dairy Farm and Rosy-Lane Holsteins, LLC. A separate \$50 registration is required for the farm tour portion of the conference, which also includes lunch.

A tour and lab demonstrations at the Wisconsin Veterinary Diagnostic Lab and University of Wisconsin – School of Veterinary Medicine will take place on **Wednesday, April 13**. This post-conference event is open to a limited number of attendees only. Registration is on a first-come, first-served basis for full conference registrants at an additional \$100.

Once tour capacity has been reached, a waiting list will be started. Attendees will need to check-in at the Madison Marriott West prior to the event and will be provided transportation to the event.

## SPECIAL NEEDS

If you require additional help or have special meal requirements for the conference, please contact DCHA at least one week prior to the conference.

## ARPAS CREDIT

The conference has been pre-approved by the American Registry of Professional Animal Scientists for up to 8 CEUs. Participants should request credits for this event at [www.arpas.org](http://www.arpas.org) or by emailing [kelseyg@assoqh.org](mailto:kelseyg@assoqh.org).

# MONDAY, APRIL 11

9:00 am – 6:00 pm	<b>Registration Desk Open</b>
11:00 am – 12:00 pm	<b>Lunch and Networking</b>
12:30 – 6:00 pm	<b>Farm Tours &amp; Demonstrations</b> <b>Tour Stop A: Rosy-Lane Holsteins LLC</b> Paying attention to fresh water, ventilation and precise feeding practices has been a key focus of Rosy-Lane Holsteins calf barn management, where they house 130 head of calves. Open front gates to plastic calf cubicles has been beneficial for easy calf access, better observation and air flow for the calves. After weaning, calves are moved to small groups of 10 to 12 in the same barn. This tour will also feature an on-farm demonstration focusing on sanitation. <b>Tour Stop B: Kutz Dairy Farm</b> Growing calves to their peak potential is a vital element of success for Kutz Dairy Farm. This 2,200-head Jersey dairy pays very close attention to nutrition and the environment of their calves. They are fed pasteurized whole milk supplemented with a pasteurizer balancer. Calves and heifers are fed on the farm until reaching ~300 lb. after which they are sent to their heifer rearing facility in Nebraska. This tour will also feature an on-farm demonstration highlighting the best practices of pasteurizing waste milk.
6:30 – 7:30 pm	<b>Advocating Agriculture through Social Media</b> <i>Greg Peterson, Peterson Farm Brothers</i> With Peterson Farm Brothers video views in the millions and over a quarter of a million fans on Facebook, Greg Peterson offers a unique insight into the role of social media on agriculture. Don't miss out on a behind-the-scenes look at what goes into making a social media hit!



# TUESDAY, APRIL 12

7:15 – 8:00 am	<p><b>Breakfast &amp; Welcome in the Trade Show</b> Join all attendees and exhibitors to kick off the conference.</p>
8:15 – 9:15 am	<p><b>Keynote Address: Energize the Enthusiasm...that Exists Within</b> <i>Paul Vitale, Vital Communications, Inc.</i> Being able to define enthusiasm, identify your passions and what can be done to make those passions shine are keys to maintaining enthusiasm in the whirlwind of life. This seminar will not only reinforce why enthusiasm works, but also provide the tools necessary to embrace it each day.</p>
9:30 – 10:30 am	<p><b>Leading Successful Teams</b> <i>Dr. Bernie Erven, Ohio State University</i> Functioning as a successful team is a major challenge for those who lead teams and those who are team members. Learn how you can overcome roadblocks and lead successful teams through insights on team building, leadership and delegation.</p>
10:30 – 11:00 am	<p><b>Break in the Trade Show</b></p>
11:15 am – 12:00 pm	<p><b>Developing a Quality Heifer: Management, Economic and Biological Factors to Consider</b> <i>Dr. Mike Van Amburgh, Cornell University</i> Most - if not all - dairies have increased management pressure on the lactating animals in order to optimize milk yield and return on investment. This session will touch on benchmarks important to maximize the resulting productive animal in the milking herd.</p>
12:15 – 1:00 pm	<p><b>Lunch in the Trade Show</b></p>
1:15 – 1:45 pm	<p><b>DCHA Annual Business Meeting</b> Celebrating 20 years of DCHA as the source of calf and heifer information for the industry.</p>
1:45 – 2:30 pm	<p><b>Inspired Teamwork and Leadership</b> <i>Paul Vitale, Vital Communications, Inc.</i> Uniting for a common cause, understanding and respecting diversity, and encouraging individuals through positive actions are all key elements of this empowering presentation.</p>
2:45 – 3:30 pm <b>SELECT ONE</b>	<p><b>Track A: Antibiotics and Calves: Current and Future Considerations</b> <i>Danielle Mzyk, North Carolina State University</i> This session will discuss current and upcoming issues of antibiotic use in calf and heifer management including feeding of waste milk, antibiotic resistance, residue avoidance and implications of the veterinary feed directive on raising calves.</p> <p><b>Track B: Nutrition in the Post-Weaned Calf</b> <i>Dr. Tamilee Nennich, Famo Feeds</i> Learn more about the numerous recently conducted research studies that highlight the importance of feeding post-weaned heifers quality, grain-based diets as a way to increase growth and improve feed efficiency.</p> <p><b>Track C: Making the Transition to an Organic Heifer Raising System</b> <i>Ray Williams, Williams Dairy Heifer Raising</i> Going organic can be an exciting challenge. Hear how this producer made the switch and the lessons learned through the process.</p>
3:30 – 4:00 pm	<p><b>Break in the Trade Show</b></p>

4:15 – 5:00 pm

SELECT ONE

**Track A: Dairy Beef Producer Panel**

A panel of producers will discuss their experiences, successes and challenges raising dairy feeders for the beef market. Learning from peers has never been more important, and that is exactly what this panel will provide to conference attendees.

**Track B: Building Client Relationships Producer Panel**

This panel of producers will share their insights on building relationships with the producer-clients they serve. This candid discussion on successes and opportunities to learn from one another will be a unique conference offering.

5:00 – 6:30 pm

**Mixer in the Trade Show**

Attendees will have the chance to connect with industry-leading companies, fellow producers, veterinarians and student attendees. Unwind from an eventful conference day two, all while enjoying appetizers and drinks.

WEDNESDAY, APRIL 13

7:00 – 7:45 am

**Breakfast in the Trade Show**

8:00 – 9:00 am

**Importance of a Quality Dairy Replacement Heifer**

*Dr. Mike Overton, Elanco*

A quality replacement is the future of a dairy operation. This presentation will discuss the economic and performance impact of common health issues in dairy replacement heifers.

9:15 – 10:00 am

SELECT ONE

**Track A: Opportunities and Challenges in Heifer Reproduction and Monitoring**

*Dr. Mike Overton, Elanco*

This session will focus on the opportunities and management options regarding reproductive performance in virgin heifers.

**Track B: Group Housing and Feeding Programs Producer Panel**

*Moderated by Dr. Bob James, Virginia Tech University*

Producers with a variety of housing and feeding systems will share their operation challenges and successes learned over time.

**Track C: TMR Audits for Improved Feeding Management and Profit**

*Dr. Tom Oelberg, Diamond V*

Discuss strategies on a key factor in feeding management - reducing variation during the TMR mixing process.

10:00 – 10:30 am

**Break in the Trade Show**

10:45 – 11:30 am

SELECT ONE

**Track A: Opportunities and Challenges in Heifer Repro and Monitoring**

*Dr. Mike Overton, Elanco*

**Track B: Group Housing and Feeding Programs Producer Panel**

*Moderated by Dr. Bob James, Virginia Tech University*

**Track C: TMR Audits for Improved Feeding Management and Profit**

*Dr. Tom Oelberg, Diamond V*

11:30 am – 12:15 pm	<b>Lunch in the Trade Show</b>
12:30 – 1:30 pm	<p><b>Animal Welfare: Wading Through the Controversy</b>  <i>Sandy Stokes Goff, Stagecoach Consulting Services</i></p> <p>Find out how good animal welfare programs facilitate better environments for dairy cattle; as well as, a better work environment for employees, all while increasing consumer confidence.</p>
1:45 – 2:30 pm <b>SELECT ONE</b>	<p><b>Track A: Welfare Programs Producer Panel</b>  <i>Moderated by Sandy Stokes Goff, Stagecoach Consulting Services</i></p> <p>Listen, learn and ask questions of producers who have implemented animal welfare programs in their operation. They will share what that has meant for their supply chain partners, employees and consumer confidence.</p> <p><b>Track B: Using Knowledge of Calf Behavior to Improve Growth, Health and Welfare</b>  <i>Dr. Trevor de Vries, University of Guelph</i></p> <p>This presentation will identify some of the key welfare challenges and how we can use knowledge of calf behavior to identify housing and feeding programs that optimize growth, health and welfare.</p> <p><b>Track C: Question Everything</b>  <i>Dr. Dave Sjeklocha, Cattle Empire</i></p> <p>Calf raising is steeped in traditions and paradigms that may not be as correct as we would like to think. We will examine some of these processes as they pertain to animal welfare, antibiotic use and animal performance.</p>
2:30 – 3:00 pm	<p><b>Building Consumer Confidence in Dairy!</b>  <i>Stan Erwine, Dairy Management Inc.</i></p> <p>Whose job is it? What's your role? What's at risk if you don't engage with consumers? Join us for answers to these questions and more!</p>
3:00 – 6:00 pm	<p><b>Post-Conference Tour &amp; Lab Demonstrations</b>  <i>Dr. Don Sockett, Wisconsin Veterinary Diagnostic Lab; Dr. Theresa Ollivett, UW School of Veterinary Medicine; Dr. Keith Poulsen, Wisconsin Veterinary Diagnostic Lab</i></p> <p>Exclusive tours of the Wisconsin Veterinary Diagnostic Lab and University of Wisconsin – School of Veterinary Medicine will be combined with sessions and demonstrations on cleaning and sanitizing automated calf feeders, evaluating scouring calves and treating dehydrated calves.</p>

*Please note: Speakers are confirmed months before the event and are subject to change. DCHA will work to assure a comparable speaker is in place for respective topics.*



CONNECT WITH DCHA

www.calfandheifer.org  
 info@calfandheifer.org  
 (855) 400-DCHA (3242)

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# 2016 DCHA CONFERENCE REGISTRATION FORM

## CONTACT INFORMATION

**Primary registrant** (print name as badge should read):

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Company/Farm name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email (required): \_\_\_\_\_

**Spouse/employee registrant(s)** (if applicable):

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

## FARM INFORMATION

Please indicate your number of head per year. Numbers are used for overall conference statistics; your name and farm will remain confidential.

Heifer Calves \_\_\_\_\_  
*(birth to weaning)*

Dairy Beef Calves \_\_\_\_\_  
*(steers - birth to weaning)*

Adolescent Heifers \_\_\_\_\_  
*(weaned to springers)*

Dairy Beef Feeders \_\_\_\_\_  
*(weaned and older)*

## REGISTRATION FEES

DCHA Member	# _____ x \$395	\$ _____
Spouse/Employee - Member	# _____ x \$250	\$ _____
Non-Member	# _____ x \$495	\$ _____
Spouse/Employee - Non-Member	# _____ x \$350	\$ _____
One-Day Pass - Member or Member's Employee	# _____ x \$200	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		
One-Day Pass - Non-Member	# _____ x \$300	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		
<b>Total registration fees</b>		\$ _____

## SPECIAL EVENTS

### Farm Tours | Monday, April 11

Join us for farm tours and on-farm demonstrations at two industry-leading facilities. Lunch and transportation is included.

Tour tickets # \_\_\_\_\_ x \$50 \$ \_\_\_\_\_

### UW Tour and Lab Demonstrations | Wednesday, April 13

Attend a post-conference tour and lab demonstrations at the Wisconsin Veterinary Diagnostic Laboratory and the University of Wisconsin - School of Veterinary Medicine. Must be registered for the full conference.

Registration is on a first-come, first-served basis. Registered attendees # \_\_\_\_\_ x \$100 \$ \_\_\_\_\_  
*(Confirm number attending)*

*\*After event is filled to capacity a waiting list will be started.*

PROMO CODE \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

Cancellations received by Friday, March 18 are refundable in full. Request for cancellation must be sent via email to: info@calfandheifer.org. After March 18, cancellations are subject to a fee equal to 50% of the booked conference registration. Please note if you do not cancel and do not attend you are still responsible for payment. Substitutions may be made at any time.



To register for the conference, simply fill out this form and return via mail, email or fax. You may also register online at [www.calfandheifer.org](http://www.calfandheifer.org) or by calling **855-400-DCHA**.

**Registrations must be received by April 1st; online and on-site registration only after that date.**

## RENEW MY MEMBERSHIP FOR 2016

- Producer (\$200)
- Allied Professional (200)
- Individual Company (\$250)
- Corporate (\$1,000)

## PAYMENT

Send full amount and this completed form by **April 1st** to:

Dairy Calf and Heifer Association  
P.O. Box 1752  
Madison, WI 53701

If paying by credit card, you may fax this form to **866-346-9279** or email to [mrobson@calfandheifer.org](mailto:mrobson@calfandheifer.org).

### Payment information:

\_\_ Check\*: # \_\_\_\_\_

\*There will be a \$25 fee on all returned checks.

\_\_ Credit card (check one):

- Mastercard
- Visa
- American Express

### Credit card information:

Name on Card

\_\_\_\_\_

Cardholder Address (if different from above)

\_\_\_\_\_

\_\_\_\_\_

Card Number

\_\_\_\_\_

V-code (3 or 4 digit number required) Exp. Date

\_\_\_\_\_

Signature

\_\_\_\_\_



# DCHA

DAIRY CALF & HEIFER ASSOCIATION

P.O. Box 1752, Madison, WI 53701

[www.calfandheifer.org](http://www.calfandheifer.org)

## REGISTER TODAY!

To register for the conference, fill out and return the enclosed registration form. Register online at [www.calfandheifer.org](http://www.calfandheifer.org) under the "Conference" tab.

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