DCHA ANNUAL CONFERENCE

ONE TEAM. GOLD DREAMS.

APRIL 10 – 12, 2018 | MILWAUKEE, WI

REGISTRATION INFORMATION
There’s only one. One conference and one association focused on calves and heifers. Don’t miss out on the exciting lineup at the DCHA conference held April 10-12, 2018 in Milwaukee, Wis. Themed “One team. Gold dreams.” the conference will offer unmatched networking opportunities and highlight the latest practices, technology and research.

REGISTRATION
Register for the conference today! Choose one of the following methods:
- Mail: Return the registration form, found on the last page to: P.O. Box 1752, Madison, WI 53701
- Email: info@calfandheifer.org
- Call: (855) 400-DCHA (3242)

TRADE SHOW
- There will be numerous opportunities throughout the event to browse the calf and heifer industry-focused trade show
- Network and relax at the trade show receptions on Tuesday and Wednesday evenings

HOTEL ACCOMMODATIONS
The conference will take place at the Potawatomi Hotel and Casino, 1721 West Canal Street, Milwaukee, Wis. 53233.

Group block reservation deadline is March 16:
- Room rate is $135 a night
- To book your reservation online (preferred), visit: bit.ly/DCHAhotel
- If you would like to book by phone, call (800) 729-7244 and let the receptionist know that you are with the Dairy Calf and Heifer Association.

PARKING & AIRPORT TRANSFERS
Conference attendees may use free ramp parking at the Potawatomi Hotel and Casino:
- Parking is complimentary for conference attendees
- Valet parking is complimentary for hotel guests
- Airport transfers are available through General Mitchell International Airport website (mitchellairport.com).

SPECIAL EVENTS
Farm and industry tours will be held Tuesday, April 10:
- A behind-the-scenes tour of milk replacer manufacturing at Milk Products, Inc. in Chilton, Wis.
- Gain insights on genetics, genomic testing and sexing technology at STgenetics in Fond du Lac, Wis.
- Exceptional calf care protocols will be featured at Vir-Clar Farms in Fond du Lac, Wis.

SPECIAL ACCOMMODATIONS
If you require additional assistance or have special meal requirements for the conference, please contact DCHA by March 30, 2018.

ARPAS CREDIT
The conference has been pre-approved by the American Registry of Professional Animal Scientists for 11 ARPAS CEUs. Participants should request credits for this event at arpas.org.
## TUESDAY, APRIL 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:00 am – 6:00 pm</td>
<td>Attendee and trade show registration desk open</td>
</tr>
<tr>
<td>8:30 – 9:30 am</td>
<td>Pre-conference seminar — Sponsored by Zoetis</td>
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<tr>
<td>9:30 – 9:45 am</td>
<td>Morning break</td>
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<tr>
<td>9:45 – 10:45 am</td>
<td>Pre-conference seminar — Sponsored by STgenetics</td>
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<tr>
<td>12:15 – 1:00 pm</td>
<td>Lunch at STgenetics</td>
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<tr>
<td>1:00 – 4:45 pm</td>
<td><strong>Farm and industry tours</strong></td>
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<td><em>Select one industry tour:</em></td>
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<td>• <strong>Industry Stop A: STgenetics, Fond du Lac, Wis.</strong></td>
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<td>As a leader in bovine genetics, you will get a glimpse into the research and technology that supports the growing industry. Hear from the experts on the latest in genomic testing and sexing technology.</td>
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<td>• <strong>Industry Stop B: Milk Products, Chilton, Wis.</strong></td>
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<td>A behind-the-scenes tour of milk replacer manufacturing. Learn about the research and expertise that goes into calf milk replacer, and milk replacer for a variety of species.</td>
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<tr>
<td>6:30 – 8:00 pm</td>
<td><strong>Trade show reception and entertainment</strong></td>
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<td><em>Soggy Prairie Boys</em></td>
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<td>Connect and relax with fellow conference attendees while enjoying the sounds of a homegrown Wisconsin band featuring acoustic country and bluegrass hits.</td>
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### CONFERENCE AGENDA

**WEDNESDAY, APRIL 11**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:15 – 8:15 am</td>
<td>Breakfast and welcome in the trade show</td>
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<tr>
<td>8:30 – 9:30 am</td>
<td><strong>The Power of Influence</strong>&lt;br&gt;Ty Bennett, founder of Leadership, Inc.&lt;br&gt;How do you become a good leader? Through influence. How do you become a great leader? By using influence and integrity to engage and inspire others.&lt;br&gt;Regardless of the type of company, or the role you play in it, you are in the business of people. Because of that, great leadership is the driving force behind growing your business. Based on his highly rated book, <em>The Power of Influence</em>, Ty shares his philosophies and tools for increasing your influence and impact as a leader. You’ll learn what leadership is all about, skills for becoming “interested” and not “interesting,” how to practice the Platinum Rule and specific ways to invest in your people.</td>
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<tr>
<td>9:45 – 10:45 am</td>
<td><strong>Track A: Producer Panel: Keep on truckin’ — Long-distance cattle hauling</strong>&lt;br&gt;<em>Moderator: Kristin Barlass-Paul, Jersey Marketing Service</em>&lt;br&gt;Get ready to hit the highway with insights from two producers and two professional cattle haulers. Learn how to effectively and safely prepare calves and heifers for long-distance transport.</td>
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<td><strong>Track B: The future of dairy beef in U.S. feedlots — Management, nutrition and marketing challenges</strong>&lt;br&gt;<em>Dr. Tom Peters, Superior Attitude Livestock Technologies, LLC</em>&lt;br&gt;This presentation will discuss global and U.S. feedlot issues covering management and marketing challenges. From crossbreeding dairy cows to producing high-quality feedlot cattle with limited packers that harvest dairy feedlot cattle, Dr. Peters will discuss the state of the industry.</td>
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<td><strong>Track C: Producer Panel — Your guide to group housing</strong>&lt;br&gt;<em>Moderator: Dr. Bob James, Professor Emeritus Virginia Tech University</em>&lt;br&gt;Three producers from across North America will share their tips, tricks and first-hand experience raising and managing preweaned calves in group housing.</td>
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<td><strong>Track D: Partnership is the new leadership</strong>&lt;br&gt;Ty Bennett, founder of Leadership, Inc.&lt;br&gt;What do leaders want from others? The answer: Commitment.&lt;br&gt;What builds commitment is the leader’s approach to building relationships, providing value, creating buy-in and communicating with influence. Using case studies of leaders and organizations whose culture and growth is built through partnership-based leadership, Ty Bennett will share proven strategies and techniques to increase the leadership and overall commitment of others.</td>
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<tr>
<td>11:00 am – 12:00 pm</td>
<td><strong>Track A: Producer Panel: Keep on truckin’ — Long-distance cattle hauling</strong>&lt;br&gt;<em>Moderator: Kristin Barlass-Paul, Jersey Marketing Service</em>&lt;br&gt;<strong>Track B: The future of dairy beef in U.S. feedlots — Management, nutrition and marketing challenges</strong>&lt;br&gt;<em>Dr. Tom Peters, Superior Attitude Livestock Technologies, LLC</em>&lt;br&gt;<strong>Track C: Producer Panel — Your guide to group housing</strong>&lt;br&gt;<em>Moderator: Dr. Bob James, Professor Emeritus Virginia Tech University</em>&lt;br&gt;<strong>Track D: Partnership is the new leadership</strong>&lt;br&gt;Ty Bennett, founder of Leadership, Inc.</td>
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<td>12:00 – 1:30 pm</td>
<td>Lunch in the trade show</td>
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<td>1:00 – 1:30 pm</td>
<td>Annual business meeting</td>
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<td>Time</td>
<td>Session</td>
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<tr>
<td>7:00 – 7:45 am</td>
<td>Breakfast in the trade show</td>
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<tr>
<td>8:00 – 9:00 am</td>
<td>Advances in colostrum management</td>
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<td>Dr. Sandra Godden, University of Minnesota</td>
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<td>Dr. Godden will discuss the key aspects of a successful colostrum management program including the old standbys, as well as recent advances in feeding clean colostrum. She will also discuss herd-level monitoring to evaluate success of the program.</td>
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<td>9:00 – 9:45 am</td>
<td>Break in the trade show</td>
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<tr>
<td>10:00 – 11:00 am</td>
<td>Track A: Getting the most out of your feeding operation investment</td>
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<td>David Greene, Diamond V</td>
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<td>The largest expense on your operation is centered around feeding animals. Every effort has to be taken to manage all areas of the feeding operation. It can be a complex area to manage. The main focus areas include: making sure the proper ration is being formulated and delivered for the target animal to meet its demands, managing the shrink around the forage and feed storage areas, and managing the efficiency of the actions around the feeding operation. Having check points for these areas will allow you to better manage this large expense of your business.</td>
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<td>Track B: Calf barns designed to enhance health</td>
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<td>Dr. Ken Nordlund, Emeritus Clinical Professor University of Wisconsin-Madison</td>
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<td>Calf barns can equal calf hutchies in terms of reduced risk for respiratory and enteric disease, but provide improved working conditions for calf caregivers. Key features include positive pressure tube ventilation systems to supplement natural ventilation, drainage below bedding, and all-in, all-out grouping systems.</td>
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<td>Track C: Vaccinating calves — What’s the latest?</td>
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<td>Dr. Amelia Woolums, Mississippi State University</td>
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<td>Do you ever wonder whether vaccines you give calves are actually helping? Or whether there are any new ideas about how to vaccinate calves effectively? This presentation might help answer those questions. We’ll briefly review the calf immune system, then guidelines for successful vaccination of calves will be presented.</td>
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<tr>
<td>1:45 – 2:45 pm</td>
<td>Select one</td>
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<tr>
<td></td>
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<td>Ty Bennett, founder of Leadership, Inc.</td>
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<tr>
<td>3:00 – 4:00 pm</td>
<td>The milk-fed calf: Social housing and animal welfare</td>
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<td>Dr. Marina von Keyserlingk, University of British Columbia</td>
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<td>Dr. von Keyserlingk will highlight some of her most recent work looking at calf behaviors associated with milk hunger and correlated perceptions of animal welfare. She will share how these behaviors can be useful in identifying milk-feeding practices that cause hunger in dairy calves.</td>
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<tr>
<td>4:00 – 6:00 pm</td>
<td>Reception in the trade show</td>
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<td>Connect with industry-leading companies, fellow producers, veterinarians and students. Unwind from day two, all while enjoying cheese, light appetizers and drinks.</td>
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</table>
11:15 am – 12:15 pm

**SELECT ONE**

**Track A: Getting the most out of your feeding operation investment**
David Greene, Diamond V

**Track B: Calf barns designed to enhance health**
Dr. Ken Nordlund, Emeritus Clinical Professor University of Wisconsin-Madison

**Track C: Vaccinating calves — What’s the latest?**
Dr. Amelia Woolums, Mississippi State University

12:15 pm – 1:30 pm

**Lunch in the trade show**

1:30 – 3:00 pm

**The fairlife® story**
Sue McCloskey, Fair Oaks Farms

It all started with “a belief in better.” This belief drove Mike and Sue McCloskey, after years in the dairy business, to break away and start Select Milk Producers with others who shared their vision for providing better nutrition for the world. Today, Select Milk Producers has grown and partnered with The Coca-Cola Company to create and distribute the fairlife® line of milk across the U.S. Join us for the final session to hear Sue McCloskey share how their vision became a reality and their plans to continue growth in the future.

Please note: Speakers are confirmed months before the event and are subject to change.

**THANK YOU SPONSORS**
The Dairy Calf and Heifer Association would not be possible without the generous support of our industry sponsors.

**DIAMOND SPONSORS**
- Hoard’s Dairyman
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- Merck Animal Health
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- Boehringer Ingelheim
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- DBC Ag Products
- Lifeline Nutrition Solutions - APC, Inc.
- Vita Plus
- Calf Solutions
- Morning Ag Clips

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- The Country Today
- CRI - GENEX
- FutureCow
- Golden Calf Company
- ImmuCell Corporation
- Lallemand Animal Nutrition
- Micronutrients
- Nutriad, Inc.
- Neogen

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info@calfandheifer.org
(855) 400-DCHA (3242)
Like us on
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CONTACT INFORMATION

Primary registrant (print name as badge should read):
First name: __________________________ Last name: __________________________
Company/farm name: __________________________
Address: __________________________ City: __________ State: __________ Zip: __________
Phone: __________________________ Email (required): __________________________

Additional 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 __________________________ Dairy beef calves __________________________
(birth to weaning)
Adolescent heifers __________________________ Dairy beef feeders __________________________
(weaned to springers)

RENEW MY MEMBERSHIP OR JOIN

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

REGISTRATION FEES

Member
Full conference primary registrant: # ___ x $395 $ ___
Full conference additional registrant(s): # ___ x $250 $ ___
One-day conference pass: # ___ x $200 $ ___
   Select day: □ Tuesday □ Wednesday □ Thursday

Non-member
Full conference primary registrant: # ___ x $495 $ ___
Full conference additional registrant(s): # ___ x $350 $ ___
One-day conference pass: # ___ x $300 $ ___
   Select day: □ Tuesday □ Wednesday □ Thursday

Farm and industry tours
(Included in Tuesday one-day conference pass)
Tour tickets: # ___ x $50 $ ___
   Select an industry tour: □ STgenetics □ Milk Products

GRAND TOTAL $ ___

To register for the conference, complete this form and return via mail, email or fax. You may also register online at calfandheifer.org or by calling 855-400-DCHA.
Registrations must be received by March 30. Online and on-site registrations are only available after that date.

PAYMENT

Send full amount and this completed form by March 30 to:
Dairy Calf and Heifer Association
P.O. Box 1752
Madison, WI 53701
To pay by credit card, fax this form to 866-346-9279 or email to info@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:
Cardholder name
__________________________
Cardholder address (if different from above)
__________________________
Card number
__________________________
V-code (3 or 4 digit number required) Exp. Date
__________________________
Signature
__________________________

Cancellations received by Friday, March 16 are refundable in full. Request for cancellation must be sent via email to:
info@calfandheifer.org. After March 16, 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.
REGISTER TODAY!

To register for the conference, fill out and return the enclosed registration form. Register online at calfandheifer.org under the “Conference” tab.