

The Annual Event
For PA's 7,500+
Dairy Operations

2010 Pennsylvania Dairy Summit

Wednesday, February 3

Thursday, February 4

Sustainability & Feeding the World

Jeff Simmons, Elanco



In the next 50 years, the world will have to feed 100 percent more people with only about 1 percent more available land. Hear Simmons' observations on the solutions and the importance of technology, which must contribute 70 percent of the additional food needed to feed our world.

Taking Strategy to Action: Building for the Future

Jim Austin, Decisions Strategies International



More than 60 Fortune 500 companies, including eight of the Fortune 10, have relied on Decisions Strategies International for their high impact strategies to profit from uncertainty. Jim Austin has more than 25 years experience in business strategy. He is well known for the article he published in the spring 2008 *Progressive Dairyman* on "2016 Future Scenarios for the Dairy Industry and Their Implications Today." Mr. Austin can help farm families understand the fine balance between strategy and action to build a "living, flexible plan" for the future of their business.

Producer Showcase: Rosendale Dairy

Jim Ostrom, Rosendale, WI



Set on 2,000 acres near Rosendale in Fond du Lac County, Rosendale Dairy is a 4,000 cow dairy being developed as one of Wisconsin's most environmentally sound, modern and efficient farms. Ostrom and his partners have 15 years of success operating large farms and share a long-standing commitment to animal health. From the farm's free-stall barn architecture to the high-efficiency ventilation system, natural sand bedding and custom feed mixing, this Dairy is designed to maximize individual cow comfort.

Plus, Breakouts on These Hot Dairy Topics

- ▶ Immigration Policies and Your Dairy Business
- ▶ Are You Prepared for Deregulation?
A Look at Alternative Energy
- ▶ Is Your Forage Maximizing Your Herd's Potential?
BMRs, Quality, Storage & the Latest Technology
- ▶ Is there life after farming for you?

Rather than a formal banquet, Wednesday evening will feature a more relaxed reception-style dinner in the exhibit area followed by a special open discussion session:

New! The Late Show (Dairy Style) Dairy & The News Beat

Turn on the TV, surf the Internet, or listen to the radio, and you'll find someone who is disputing the benefits of dairy products and dairy farms. What should we do to get our story heard in a world that often puts sensationalism before fact? Kirk Sattazahn will facilitate a discussion with Harold Brubaker, *Philadelphia Inquirer* business reporter, and Kim Lehman, director of public relations at Pavone, a world-class PR firm, to get their perspective on this sensitive issue. A local broadcast news reporter has also been invited.

Producer Showcase: Kulp Family Farm, LLC

Phil Kulp, Martinsburg, PA



This family has grown their dairy operation over the years to its present size of more than 2,000 cows, while they remain committed to stewardship of their animals, the environment, and their financials.

Retailing Dairy

McDonald's - Sofia Therios- Director of Marketing, U.S.

The McDonald's franchise is known for its ability to reinvent itself to meet finicky and changing demands of the consumer. Its latest reinvention has been very positive for the dairy industry, launching the new line of McCafe coffee drinks, which include a significant amount of milk. Hear McDonald's perspective on the new line, the role dairy plays in their business and how they see their business and the relationship growing.

Wegman's - Ken Cassara, VP Dairy/Frozen Foods

Dairy farmers weren't the only ones who took new ideas away from last year's Summit. After attending the entire two-day Summit, Ken Cassara developed a passion for sharing the dairy farmer's story through Wegman's Food Markets. During this session, Ken will share what has resulted from that passion -- a multi-leveled, cross-franchise campaign to connect Wegman's consumers with where their milk comes from and with the local dairy farm families supplying their stores.

Milk Pricing: What Went Wrong & How It Can Be Fixed

In 18 short months, milk prices went from all-time highs to all-time lows, leaving dairy producers across the country reeling from the losses. In his role at Blimling & Associates, Bill Curley has seen the dairy debacle of 2009 play out first hand and will put the puzzle together to show what happened to milk prices, both domestically and internationally. Also invited is Matt McKnight from the U.S. Dairy Export Council, an organization that represents the interests of U.S. producers and processors overseas. He will discuss the export and import piece and how that affected domestic milk prices.

Thursday's Closing Luncheon Features An Inspiring Message of Hope

Overcoming Obstacles With Resiliency Expert Roger Crawford



Roger Crawford was born with severe physical disabilities, and against all odds, became a tennis champion. With passion, humor and hard-won wisdom, Roger inspires audiences to reevaluate their own limitations, real or imagined. The skills he imparts help others to develop a resiliency and strength to turn adversity into ambition. Roger Crawford is a living example that all of us have the capacity to achieve great success, despite the obstacles. As a speaker, he is a once in a lifetime experience, not to be missed.

REGISTER NOW FOR THE 2010 PENNSYLVANIA DAIRY SUMMIT

Advance Registration is Due by **Monday, January 25, 2010**

You'll Attend Two of These Hot Breakout Topics

Immigration Policies and Your Dairy Business

Thomas Maloney, Cornell University, will lead a discussion on workplace enforcement and immigration reform. In his discussion, Tom will address employer rights in relation to immigration enforcement and will discuss legislative plans to re-introduce an immigration reform bill in 2010.

Are You Prepared for Deregulation? A Look at Alternative Energy

Higher energy prices in store for 2010 are pushing many farm families to consider green alternatives for producing their electricity. Hear from three local farmers who are producing alternative energy (wind, solar and methane) on their farms to find out what they did, how they did it, and how it has benefited their operation and the local community.

Is Your Forage Maximizing Your Herd's Potential? BMRs, Quality, Storage and the Latest Technology

Dr. Gabriella Varga, Dr. Ken Griswold and Paul Craig from Penn State will cover new research coming out of the University and will show producers how to better maximize the herd's potential through better managing forage type, quality and storage.

Is There Life after Farming for You?

Each dairy farm family facing this question is challenged to honestly evaluate possible answers and their consequences. In this session, Dr. Bernie Erven, Ohio State University, will discuss the family, personal and business reasons that can cause problems and make it difficult for dairy farmers to figure out what are the right answers for them, addressing the issues that can lead to avoiding or postponing plans and providing practical guidelines to work through what can be a difficult decision.

Bonus for Conference Registrants —

Arrive Wednesday at 8:00 am for a **FREE** Workshop

The Dairy Herd Benchmark Program

How does your dairy compare to dairies down the road and across the state? Using benchmarks to assess your operation's performance can lead to greater discovery of key bottleneck areas. Three producers who participated in the Large Dairy Herd Benchmark Program tell what they've learned about their dairy and how comparing their operation to others has helped them improve and become more profitable.

REGISTRATION DETAILS

What Does Registration For the Full Summit Include?

The full conference fee includes the entire program with breaks, as well as four meals: lunch and dinner on Wednesday, and the continental breakfast and closing lunch on Thursday.

What Is Included In One-Day Registration?

One-day fees include the program and breaks just for the specific day you select. Lunch and dinner are included in the Wednesday registration. Thursday registration includes the continental breakfast and lunch.

Accommodations for Individuals With Special Needs

If you have a disability that requires special accommodations or have questions about the physical access provided at the meeting site, please contact us at least one week prior to the Dairy Summit. We will also endeavor to accommodate special dietary needs if we are notified in advance of the Summit. To discuss special needs, call 877-326-5993 or email info@padairysummit.org.

Meeting Attire

You will be among dairy friends, so casual attire is the norm. Meeting room temperatures and personal comfort levels vary widely. Each year some people find rooms too warm, while others say the same rooms were cool. Please come prepared to assure your personal comfort.

HOTEL RESERVATIONS

Lancaster Host Resort & Conference Center
2300 Lincoln Highway East (Route 30), Lancaster, PA 17602
Direct Phone: 717-299-5500 / www.lancasterhost.com

**Our Discounted Group Rate is \$110 per night
for a single or double, plus taxes (currently 11%)**

Rooms will be reserved on a first come first served basis and the Summit room block could be used up before the discount deadline. The reduced group rate is only available as long as there are rooms remaining within the group block. After **Monday, January 4** there will be no discount. Reservations are secured with one night's deposit. Room cancellations must be made at least 48 hours prior to arrival for full refund. Check-in: 4:00 pm & Check-out: 11:00 am.

To Make Reservations Call 800-233-0121
To receive the group discount, you must mention the Dairy Summit. The group rate cannot be booked online.

HOSTED BY:



SUPPORTING PARTNERS:



Information at: www.padairysummit.org or Call 877-326-5993

2010 PENNSYLVANIA DAIRY SUMMIT REGISTRATION

(Please print or type. Make a copy of this form for your records. Confirmations are only sent by email.)

Please Reply by January 26, 2010
For Registration Information Call 877-326-5993

Media Registration

Although you will be our guest for this event, we request that you RSVP by completing the information below and returning this form. Your cooperation will help to ensure that we are prepared for your visit and have an accurate count for materials, seating, and food service.

FAX YOUR RESPONSE TO: 814-355-2452

Publication Name

Registrant's Name & Title (give name as it should appear on press credentials)

Mailing Address

City

State

Zip Code

Daytime Phone

Daytime Fax

Email

Web Address

If possible provide notice of cancellation by Monday, February 1, 2010.

Help us plan accurate seating and counts for meals.

Will you be joining us for the meals included in this complimentary registration?

Wednesday, Feb. 3

People for Lunch
 People for Dinner

Thursday, Feb. 4

People for Breakfast
 People for Lunch

Total Amount of Payment \$ 0

Please email me a receipt for my records.

PDMP's Federal ID #: 23-3066186

To **MAIL** payment, send completed registration form with check or money order payable to PDMP:

**Registration Office, 174 Crestview Dr., Bellefonte, PA 16823
Toll Free: 877-326-5993 • Email: info@padairysummit.org**

or **FAX** the completed form and provide credit card information:

Registration Office Fax: 814-355-2452

Credit Card Information: Visa MasterCard

Name on card (print)

Account Number

Exp. Date

Signature

Complimentary



Attend The 2010 Pennsylvania Dairy Summit

Wednesday, February 3 & Thursday, February 4, 2010
Lancaster Host Resort & Conference Center, Lancaster, PA

Wednesday, February 3

7:00 am	Registration Opens
8:00 - 9:00 am	Pre-Conference Bonus Session ▶ The Dairy Herd Benchmark Program
9:00 am - Noon	Opening and General Session ▶ Sustainability & Feeding the World ▶ Taking Strategy to Action: Building for the Future
Noon - 12:15 pm	Awards Ceremony
12:15 - 1:45 pm	Lunch followed by Desserts in Exhibit Area
1:50 - 3:15 pm	Farm Showcase by Jim Ostrom of WI
3:15 - 3:45 pm	Break in the Exhibit Area
3:45 - 4:45 pm	First Round of Breakout Sessions ▶ Immigration Policies and Your Dairy ▶ Deregulation: Alternative Energy ▶ Forage: Maximizing Your Herd's Potential ▶ Is There Life After Farming for You?
4:55 - 5:55 pm	Second Round of Breakout Sessions ▶ Each Topic Repeats
6:00 - 7:30 pm	Reception-Style Dinner in Exhibit Area
7:30 - 8:30 pm	The Late Show - Dairy Style

Thursday, February 4

7:00 am	Registration Opens
7:00 - 8:00 am	Continental Breakfast in Exhibit Area
8:00 - 10:45 am	General Session ▶ Farm Showcase by Phil Kulp from PA ▶ Retailing Dairy: McDonalds and Wegmans
10:45 - 11:15 am	Break in the Exhibit Area
10:45 - 12:30 pm	Milk Pricing: What Went Wrong & How It Can Be Fixed
12:30 - 3:00 pm	Closing Lunch with Presentation on Overcoming Obstacles Featuring Roger Crawford, Resiliency Expert

Last Year There Were 68 Exhibitors

Use Dairy Summit exhibits as another learning opportunity and build your dairy network while you enjoy fun and food among the exhibitors.

- ◆ The latest in technology
- ◆ Top product experts
- ◆ The newest services
- ◆ New Ideas

Find Exhibitors Listed at www.padairysummit.org

Who Should Attend? — Register All Key Dairy Personnel, in Addition to Owners

Thanks to WIB discounts you can bring your entire management team and obtain the greatest benefit by training everyone at the same time. One of the best parts is networking. The Summit is about everyone's enthusiasm for dairy, not about the size of your herd and it is planned by people who know your needs from the inside: fellow producers, dairy suppliers and supporters, and dairy organizations.

Big Discounts Apply for Dairy Producers And Their Employees!

You can save \$120 on each registration. Through a grant from the PA Department of Labor and Industry, administered by the Lancaster County Workforce Investment Board (WIB), dairy producers and their employees pay a significantly discounted registration fee. To help producers take advantage of the huge WIB discounts, the registration form has a special area for people who qualify. WIB requires producers using the discount to provide all the requested information including a valid Social Security number for each person. By using the WIB discount, you pay only \$80 for the full conference including four meals, that's a savings of \$120. The WIB one-day registration fee is \$55.

Scholarships Are Available For People Ages 17 - 25

To encourage young adults and students to register for the Dairy Summit, Scholarships are available for people 17 to 25 years of age through an \$8,000 fund established by the Pennsylvania Dairymen's Association and the Pennsylvania Dairy Stakeholders. You need not be a student to apply. These \$55 "Dairy Leader Scholarships" can be combined with the \$120 WIB discount (see above), leaving scholarship recipients responsible for only \$25 of the Summit registration. Recipients of these scholarships may also apply for stipends to cover hotel costs during attendance at the Summit. Scholarship details and application forms are on the Summit website. The scholarship application deadline is December 31, 2009.