

# Grant provides savings to attend Summit Feb. 3-4

By SHERRY BUNTING  
Special for Farmshine

LANCASTER, Pa.—Ripped from the headlines, topics and speakers on tap at the 2010 Pennsylvania Dairy Summit Feb. 3 and 4 at the Lancaster Host Resort will help dairy producers bolster their businesses for the future.

The great news is that producers and their employees can attend at a discounted rate of just \$80.

This savings of \$120 makes the annual two-day event affordable. The savings are made possible through a grant from the Pennsylvania Department of Labor and Industry, administered through the Lancaster County Workforce Investment Board (WIB). The producer owner/manager or any dairy employee can qualify for the discount by simply providing a social security number to fulfill the grant requirements.

Producers do not have to live in Lancaster County to benefit. Any dairy farmer or dairy



Wegman's vice president of dairy and frozen foods Ken Cassara (second from left) is pictured here at the 2009 Dairy Summit. He will return this year as a featured speaker—along with Sophia Therios, director of U.S. marketing for McDonalds—during the discussion on “Retailing Dairy” on Thursday morning, Feb. 4.

farm employee within the Commonwealth can take advantage of these savings to participate in this dynamic event. (See form below.)

This year's program builds on themes and relationships from prior Summits. For exam-

ple, a favorite session last year was the presentation by Wegman's vice president of dairy and frozen foods Ken Cassara. This year, he returns to talk about the connections Wegman's is making with dairy producers as part of their

commitment to “local food.”

The Thursday morning session (Feb. 4), will feature Cassara along with Sophia Therios, director of U.S. marketing for McDonalds. They will talk about retailing dairy.

Following the retail discussion, milk pricing will be the subject of a panel featuring Bill Curley of Blimling and Associates and Matt McKnight from the U.S. Dairy Export Council.

On Wednesday night, after a buffet-style dinner in the exhibit hall, media themes from the past two Summits will be expanded on. A favorite session two years ago dealt with how dairy farmers can “tell their story” in these times of increased media attention. Last year, a favorite topic was the speaker who helped attendees understand how animal rights activists think, and how today's consumers view animal agriculture.

Turn on the television, surf the Internet, or listen to the radio, and there will be someone who is disputing the benefits of dairy products and dairy farms. How do producers get a positive message heard in a world that often puts sensationalism before fact?

Dairy Summit attendees will find out during the Wednesday evening roundtable media discussion. Kirk Sattazahn will facilitate this important discussion featuring *Philadelphia Inquirer* business reporter Harold Brubaker, and Kim Lehman, director of public relations at Pavone, a world-class public relations firm.

This session will have timely relevance as the dairy industry awaits the airing of an investigative report on dairy farming by ABC's *Nightline*. The show was expected to air January 20, but has been postponed to possibly next week.

Pennsylvania and New York are expected to be in the spotlight stemming from an undercover video provided to media outlets by PETA in October.

As part of ABC's research for the yet-to-be-aired story, the Graybeal family was interviewed at their Graywood Farms, Peach Bottom, Pa. Byron Graybeal confirms that an ABC *Nightline* crew spent several hours at their Lancaster County dairy farm in mid-December.

“We answered their questions and gave them the facts of what we do. And they seemed very satisfied,” Graybeal reported in a phone interview with *Farmshine* this week.

“The interview was kind of geared toward the question of: ‘Do you think your cows are happy cows?’ he added. “While the term ‘happy’ is a human emotion, we focused on how our farm provides a calm, quiet, comfortable environment for our cows to live in and be milked in.”

How much of this positive interview is used in the story ABC ultimately airs remains to be seen, but Graybeal noted they welcomed the television crew because they wanted them to “see a farm that is typical of the dairy industry and how cows are responsibly milked and cared for.”

On Wednesday morning, “sustainability” of the dairy industry will be the lead-off topic. Surprising details about world food needs in the future will be discussed, along with strategies for how the dairy industry can prepare for the future. Wednesday also offers a variety of breakout sessions on topics of day-to-day importance on the dairy farm. Thursday morning's program will feature the dairy showcase farms discussed on this page in last week's *Farmshine*.

Join the large group of producers with farms of all sizes that have already taken advantage of the greatly reduced fee to register for Summit.

Online registration, along with a complete brochure of the Summit agenda, are available online at [www.padairysummit.org](http://www.padairysummit.org). A special hotline for Dairy Summit questions has been set up via email at: [info@padairysummit.org](mailto:info@padairysummit.org). Producers can also call PDMP at 877.326.5993 to learn more.

## 2010 PENNSYLVANIA DAIRY SUMMIT REGISTRATION

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

**Dairy Producers Use This Side For WIB Discount**  
(WIB requires that you supply all the information below, including a Social Security Number for each person.)

Farm Name \_\_\_\_\_

County \_\_\_\_\_ Employer ID (if available) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Daytime Fax \_\_\_\_\_

**First Person** \_\_\_\_\_

SS# (Required) \_\_\_\_\_

Male \_\_\_\_\_ or Female \_\_\_\_\_ / New Hire \_\_\_\_\_ or Current Worker \_\_\_\_\_

Email \_\_\_\_\_

**2nd Person** \_\_\_\_\_

SS# (Required) \_\_\_\_\_

Male \_\_\_\_\_ or Female \_\_\_\_\_ / New Hire \_\_\_\_\_ or Current Worker \_\_\_\_\_

Email \_\_\_\_\_

**3rd Person** \_\_\_\_\_

SS# (Required) \_\_\_\_\_

Male \_\_\_\_\_ or Female \_\_\_\_\_ / New Hire \_\_\_\_\_ or Current Worker \_\_\_\_\_

Email \_\_\_\_\_

*This form may be photocopied to add more names.*

**Producer Registration to Attend the Full Summit:**

**WIB discount does not apply unless SS# Is Provided Above**

\_\_\_\_\_ people at \$80 = \$ \_\_\_\_\_

*This fee represents a \$120 per person WIB Discount.*

**Producer Registration to Attend One Day of the Summit:**

**Wednesday Only** \_\_\_\_\_ people at \$55 = \$ \_\_\_\_\_

**Thursday Only** \_\_\_\_\_ people at \$55 = \$ \_\_\_\_\_

*This fee represents a \$80 per person WIB Discount.*

**TOTAL PAYMENT DUE FOR REGISTRATION \$ \_\_\_\_\_**

**All Others Register Here**

(WIB discounts can only be used by dairy producers.)

Business/Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Daytime Fax \_\_\_\_\_

**First Person** \_\_\_\_\_

Title or Position \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**2nd Person** \_\_\_\_\_

Title or Position \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**3rd Person** \_\_\_\_\_

Title or Position \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

*This form may be photocopied to add more names.*

**Registration to Attend the Full Summit:**

First Person at \$200 = \$ \_\_\_\_\_

\_\_\_\_\_ Additional people at \$150 per person = \$ \_\_\_\_\_

**Registration to Attend One Day of the Summit:**

**Wednesday Only**

First person at \$135 \$ \_\_\_\_\_

\_\_\_\_\_ Additional people at \$100 per person = \$ \_\_\_\_\_

**Thursday Only**

First person at \$135 \$ \_\_\_\_\_

\_\_\_\_\_ Additional people at \$100 per person = \$ \_\_\_\_\_

**TOTAL PAYMENT DUE FOR REGISTRATION \$ \_\_\_\_\_**

**Help us plan accurate seating and meal counts.**

How many of the people registered on this form will eat the meals included in their registration?

**Wednesday, Feb. 3**

\_\_\_\_\_ People for Lunch

\_\_\_\_\_ People for Dinner

**Thursday, Feb. 4**

\_\_\_\_\_ People for Breakfast

\_\_\_\_\_ People for Lunch

**Total Amount of Payment \$ \_\_\_\_\_**

\_\_\_\_\_ 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](mailto: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 \_\_\_\_\_

Refunds will only be made if cancellation is received by Monday, January 25, 2010.