

**Winter**

**Dairy Education Conference**



Wisconsin  
Association of  
Dairy Plant Field  
Representatives

**February 4-5, 2020**



**Madison Marriot West**

**1313 John Q Hammons Drive**

**Middleton, WI 53562**

**Tuesday**

**February 4**

- 10:45 Registration**
- 11:00 Selective Dry Cow Therapy – Why, When and Who? - Dr. Pam Ruegg – Michigan State University**
- 12:00 Lunch**
- 1:00 Milk Market Forecast and Global Markets – Mike North – President Commodity Risk Management Group**
- 2:00 A2 Milk, Novel Dairy, Butter Consumption and Flora – Dr. Scott Rankin – University of Wisconsin – Madison**
- 3:00 Break**
- 3:30 Milking Equipment Troubleshooting - Dennis Legatt – Technical Services Specialist – IBA**
- 4:30 WADPFR Business Meeting**
- 5:00 Cheese and Pizza Social**

**Wednesday**

**February 5**

- 7:00 Breakfast**
- 7:45 Regulatory Updates**
- 9:15 Washington DC Updates – Mary Knigge – VP of Government Relations, DFA**
- 10:00 Break**
- 10:15 Challenges and Opportunities in Animal Ag – Casey Kinler – Communications Manager – Animal Agriculture Alliance**
- 11:00 Never Stand Behind a Sneezing Cow (and other stories) – Mike Perry - NY Times Best Selling Author and Humorist**
- 12:00 Closing Remarks, Door Prizes and Adjourn**

## Closing Speaker

Michael Perry is a New York Times bestselling author, humorist, playwright, and radio show host from New Auburn, Wisconsin.



Raised on a small Midwestern dairy farm, Perry put himself through nursing school while working on a ranch in Wyoming, then detoured into writing. He lives with his wife and two daughters in rural Wisconsin, where he serves on the local volunteer fire and rescue service and is an intermittent pig farmer. He hosts the nationally-syndicated "Tent Show Radio," performs widely as a humorist, and tours with his band the Long Beds (currently recording their third album). His three live humor albums include Never Stand Behind A Sneezing Cow and The Clodhopper Monologues, and can be found online at [www.sneezingcow.com](http://www.sneezingcow.com).

## Sponsors

Gold—\$500



Silver—\$250



## Registration

\$125 before January 14th

\$135 January 14th or after

Register online at

<http://dairyfieldrep.org/>

## Lodging

Madison Marriot West  
1313 John Q Hammons Drive  
Middleton, WI 53562

Room Block Reserved until  
January 13, 2020.

Call 888-745-2032 or use the emailed link

Room rates:

\$131.00/night — tell them you are with  
WI Dairy Field Reps

\$82.00 for state employees — tell them  
you are with WI Dairy State Employee