

## Program Committee

**Wendy Bautch**, Grassland Dairy Products, Greenwood, WI

**Mike Dickman**, IBA, Viroqua, WI

**Gaylen Guyer**, Lely NA, Stratford, WI

**Roger Hallberg**, Land O' Lakes, Kiel, WI

**Eric Helms**, Ag Source, Marshfield, WI

**Scott Rankin**, Ph.D., Department of Food Science, UW-Madison, Conference Co-Chair

**Pamela Ruegg**, DVM, MPVM, Department of Dairy Science, UW-Madison, Conference Co-Chair

**Glen Woychik**, AMPI, Blair, WI

## Speakers

**Todd Charnetzki**, District Manager, DeLaval, Onalaska, WI

**Patrick Geoghegan**, Senior Vice President, Corporate Communications Wisconsin Milk Marketing Board, Madison, WI

**John Marks**, DVM, Rural Electric Power Services, WDATCP, Madison, WI

**Jacqueline Owens**, Director of Field Services, WDATCP, Madison, WI

**Ty Rohloff**, Rural Electric Power Services, WDATCP, Madison, WI

**Pamela Ruegg**, DVM, MPVM, Professor, Department of Dairy Science, UW-Madison

**Glen Schlueter**, Environmental Engineer, Department of Safety and Professional Services, Madison, WI

**Jim Sleper**, Vice President of Member Services & Milk Marketing, Foremost Farms USA, Baraboo, WI

**Tony Spaeth**, Milk Quality Solutions, BouMatic, Boyd, WI

**Christopher Theder**, MSRO-Milk Certification Group, WDATCP, Madison, WI

## Sponsors

**UW-Madison**, Dept. of Food Science and Dairy Science, Wisconsin Center for Dairy Research

**UW-Extension**, Cooperative Extension

**Wisconsin Association of Dairy Plant Field Representatives**

*Please advise us at time of registration if you have a disability and desire special accommodations.  
Requests will be kept confidential.*

## GENERAL INFORMATION

### Registration Fee:

**\$115** Per person (on or before February 1)

**\$125** Per person (after February 1)

**Fee Includes:** Speaker expenses, lunch on Tuesday, breakfast on Wednesday morning, refreshment breaks, and registration. Also included is an annual membership to the WI Assn. of Dairy Plant Representatives. Lodging and other meals are NOT included.

**How to Register:** Register by Tuesday, February 3, 2015, to guarantee registration and meal counts.

**Mail or Fax to:** CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706  
(608) 262-5088 FAX

**Online:** <http://www.dairyfoods.wisc.edu>

**Lodging:** Make your own lodging reservations directly with the hotel/motel you select. As a convenience, a block of rooms has been reserved at the Crowne Plaza Hotel until **January 17, 2015**, after which rooms will be sold on a first-come basis. Mention that you will be attending the **Dairy Field Reps Conference 2015** at the time you make reservations.

**Crowne Plaza Hotel**  
4402 East Washington Avenue  
Madison, WI 53704  
**Reservations:** (888) 233-9527  
\$106 single/double (plus city/state taxes)

**Cancellations/Refunds:** In order to receive a full refund, you must cancel your registration by contacting CALS Conference Services **no later than Tuesday, January 27, 2015**. Cancellations received after January 27 will receive no refund. Substitutions are welcome at any time. To make a cancellation or substitution, contact CALS Conference Services at (608) 263-1672 or at [conference@cals.wisc.edu](mailto:conference@cals.wisc.edu).

### Registration Information

CALS Conference Services (608) 263-1672

### Program Information

Scott Rankin (608) 263-2008

Pamela Ruegg (608) 263-3495

## ENROLLMENT FORM

### Wisconsin Dairy Field Representatives Conference February 10-11, 2015

**MAIL TO:** CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706  
(608) 262-5088

**FAX:** (608) 262-5088  
**OR ONLINE:** <http://www.dairyfoods.wisc.edu>

**Provide complete information for each registrant.**  
Use separate forms or copies for additional registrants.

Print clearly or type.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
Mailing Address Circle one: Home Business

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

Telephone during the day \_\_\_\_\_

Email \_\_\_\_\_

**\$115** Per person (on or before February 1)

**\$125** Per person (after February 1)

**\* fee includes annual membership to the WI  
Assn. of Dairy Plant Representatives**

**TOTAL DUE:** \_\_\_\_\_

**ENCLOSE FEE:** Checks payable to **UW-Madison**.

Please charge to the following account:

Mastercard \_\_\_ Visa \_\_\_ AMEX \_\_\_ DISC \_\_\_

Exp date \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

University of Wisconsin - Madison  
College of Agricultural and Life Sciences  
CALS Conference Services  
640 Babcock Drive  
Madison, WI 53706

Nonprofit Org.  
U.S. Postage  
**PAID**  
Madison, WI  
Permit No. 658



# Quality Milk Conference

February 10-11, 2015

Sponsored By: Wisconsin Association of Dairy Plant Field Representatives

Crowne Plaza Hotel • Madison, Wisconsin

University of Wisconsin-Madison

College of Agricultural and Life Sciences • Wisconsin Center for Dairy Research

## Wisconsin Dairy Field Representatives Conference Program Schedule

### TUESDAY, FEBRUARY 10

- 9:45 **Welcome and Comments**  
Moderator - Eric Helms
- 10:00 **Comparison of Teat Sanitation and Stimulation of Automated Teat Scrubbers and Conventional Milking Preparation**  
Pamela Ruegg
- 11:00 **A Systematic Approach to Milk Quality**  
Tony Spaeth
- 12:00 **Lunch**
- Afternoon Session**  
Moderator - Mike Dickman
- 1:00 **Vet Program and Farm Center Overview**  
John Marks  
Ty Rohloff
- 2:00 **Making Each Tanker Golden**  
Todd Charnetzki
- 3:00 **Break**
- 3:15 **Dairy Innovation and Economic Impact**  
Patrick Geoghegan
- 4:00 **Water Treatment via Chemical Injection**  
Glen Schlueter
- 4:45 **Business Meeting**
- 5:15 **Social Meeting**

### WEDNESDAY, FEBRUARY 11

- 7:30 **Breakfast**
- Regulatory Updates and Emerging Issues**  
Moderator - Wendy Bautch
- 8:30 **WDATCP Update**  
Jacqueline Owens
- 9:00 **Milk Certification Update**  
Chris Theder
- 10:15 **Market Outlook and Update**  
Jim Sleper
- 11:30 **Adjourn**  
Have a safe trip home!

