

# YOUR CONFERENCE PRESENTERS



**Paul Fricke**, PhD, is a Professor of Dairy Science at the University of Wisconsin-Madison. His research focuses on developing and improving methods for dairy cattle reproductive management. The goal of his extension program is maximizing dairy cattle reproductive efficiency by applying knowledge gained through scientific research while developing management programs and technologies for use in production dairy cattle operations.



**Trevor DeVries**, PhD, is a Professor and Canada Research Chair in Dairy Cattle Behavior and welfare in the department of Animal Biosciences at the University of Guelph. Dr. DeVries leads a highly productive research program focused on dairy cattle nutrition, management, behavior and welfare.



**Thomas Overton**, PhD, is a Professor and Director of PRO-DAIRY at Cornell University whose emphasis is on transition-cow nutrition and management. He researches practical strategies producers and industry professionals can use to improve animal wellbeing and profitability. Dr. Overton provides leadership within statewide and regional efforts to positively impact the dairy industry in rural New York communities.



**Hank Wagner**, dairy producer and founder of Wagner Leadership Training, owns a 650-cow dairy in northeastern Wisconsin with his family. A John Maxwell certified speaker, trainer and coach, Hank formed Wagner Leadership Training to help individuals, families, organizations and businesses be their best.

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# HERDSPERSON CONFERENCE

Designed for herd  
managers, nutritionists  
and veterinarians

Oct. 31 - Marshfield, WI  
Nov. 1 - Arlington, WI

Program brought to you by Professional Dairy Producers®  
2018





# HERDSPERSON CONFERENCE

8:45 am Registration I 9:00 am General Session I 3:45 pm Conclusion

## GENERAL SESSION

### Maximize reproductive efficiency – Dr. Paul Fricke

Times are changing. Getting cows pregnant quickly - without added expense - is the end game. Dr. Paul Fricke will help your dairy overcome reproductive challenges by sharing practical, on-farm reproductive management strategies. Learn new tactics to implement on your dairy today to boost tomorrow's reproductive performance.

### 10 steps to a healthier transition – Dr. Thomas Overton

Move past minimizing risks with transition cows and capitalize on opportunity. This session digs into critical factors to set up fresh cows for strong starts.

Dr. Overton will give you a 10-point checklist to focus on; you'll see facilities, rations and management protocols through new lenses. Get ready for more productive and healthier fresh cows.

### Understand your #1 customer: the dairy cow – Dr. Trevor DeVries

Cows are complicated. And your dairy's bottom-line depends on your ability to meet her needs on every level. Dr. DeVries translates what research has proven and what our cows have been trying to tell us. He'll explain the details about why cows respond differently to the same ration. You'll never look at your procedures or operation the same. Dr. DeVries will give you a job performance evaluation from your cows' perspectives.

### Keep the light on – Hank Wagner

The cows are counting on your A-game every day. Easier said than done some days, but the truth remains. During this over-lunch discussion, dairy farmer and John C. Maxwell certified speaker and trainer, Hank Wagner sprinkles in some humor with helpful hints on staying motivated while motivating others and keeping all the tasks of the farm going.

### 1:00 pm BREAKOUT SESSIONS Select 2 of the 3 sessions.

#### Continuing Education Credit opportunities available:



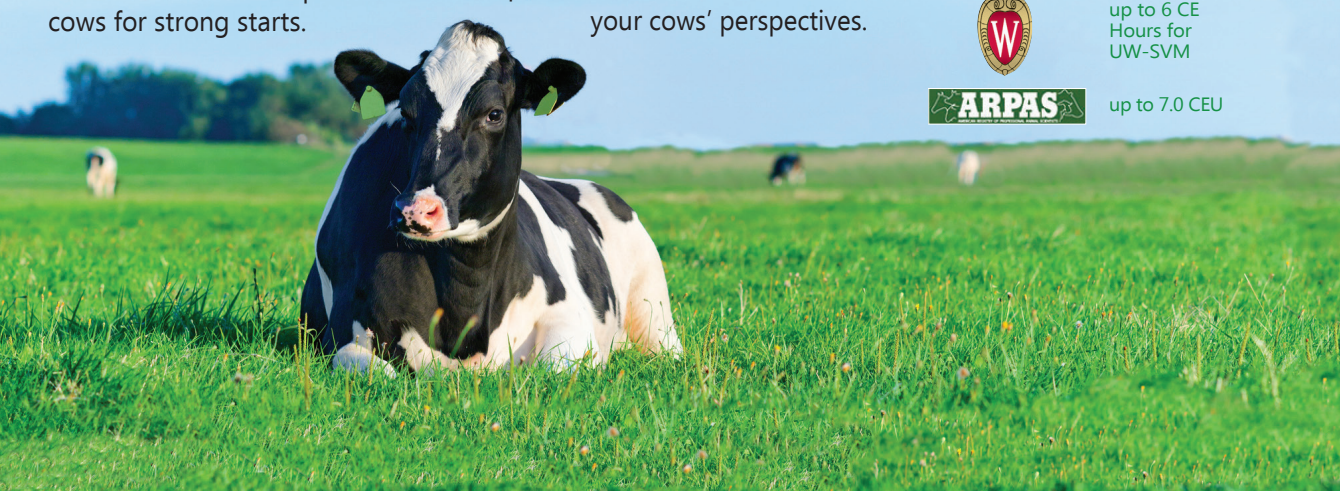
up to 5 CEU



up to 6 CE  
Hours for  
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Wednesday, October 31  
Marshfield Agricultural Research Station  
2611 Yellowstone Drive, Marshfield, Wis.

Thursday, November 1  
Arlington Agricultural Research Station  
Public Events Building, N695 Hopkins Road,  
Arlington, Wis.

## BREAKOUT SESSIONS

### Trouble-shooting reproduction – Dr. Paul Fricke

Roll up your sleeves and learn to better pinpoint key factors affecting fertility. Learn through case studies how to better identify and resolve costly reproductive bottlenecks. Equip yourself with specific strategies to resolve herd fertility issues.

### Optimize transition nutrition – Dr. Thomas Overton

Feeding transition cows is tricky business. From energy to metabolizable protein levels and mineral balancing, this session focuses on new research and practical delivery. Dr. Overton goes into detail on critical nutrition areas that produce game-winning results when done right.

### Optimizing cow behavior for success – Dr. Trevor DeVries

Understanding when to feed, where to house and how to manage dairy cows is critical to profitability. Dr. DeVries has dedicated his entire career to connecting cow behavior to health and production; he'll translate his learnings to us and show us how knowledge of cow behavior can be used to maximize nutrition, management, and housing.

# Herdsperson Conference

Name \_\_\_\_\_

Business/Farm Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (with area code) \_\_\_\_\_

Email \_\_\_\_\_

## Check the date and location attending:

\_\_\_\_ Wednesday, October 31 Marshfield, Wis.

\_\_\_\_ Thursday, November 1 Arlington, Wis.

**Registration fee covers workshop, materials and lunch**  
Members: \$125 each; \$75/add'l individuals from same dairy.  
Non-members: \$250 each; \$75/add'l individuals from same dairy.

	Member	Non-member
First Participant	\$125 each	\$250 each
_____	\$_____	\$_____
Add'l Participants	\$75 each	\$75 each
_____	\$_____	\$_____
_____	\$_____	\$_____
TOTAL	\$_____	\$_____

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