

# HEIFER NOTES

Growing Our Future™



**DCHA**

DAIRY CALF & HEIFER ASSOCIATION

## Dairy Calf and Heifer Association annual conference comes to Green Bay, Wis.

*Annual conference, set for April 1-3, 2014, brings new educational opportunities to farm managers and employees.*

**EXCITING THINGS ARE** in store for the 2014 Dairy Calf and Heifer Association Conference. This year's lineup includes hands-on educational seminars for both farm managers and employees, an inside look at industry-leading dairy operations and a keynote presentation from a renowned leader, both on and off the field.

That's according to Vickie Franken, chair of this year's conference, who says that the conference is a testament to the organization's renewed focus of producer education and networking.

"When we set out to develop the agenda for this year's conference, we knew we wanted it to be unique, exciting and an event that anyone involved in raising calves could learn something from," says Franken, owner of City View Farms, a 10,000-head heifer-growing facility near Sutherland, Iowa. "Our planning committee is made up of dairy producers, industry and academia and the conference agenda reflects challenges and experiences that we, as dairy producers and calf and heifer raisers face on the farm each day. We're excited to share this information with others as we work to move our industry forward."

Franken reflects that putting together the 2014 conference agenda has been fun, particularly since the organization is in the middle of a revitalization process. "The conference will be one of the first chances that the dairy industry will get to see some of these changes first-hand," she says.

### INDUSTRY-LEADING EDUCATIONAL SEMINARS

The 2014 DCHA Conference will welcome a wide variety of industry experts to Wisconsin to share research, expertise and advice on calf and heifer management. The goal of these seminars is to help producers improve productivity and profitability on their operations.

New this year, the conference sessions will be split between classroom settings and on-farm visits, with research shared in the classroom and management practices demonstrated on area farms.

"The afternoon on-farm sessions will offer hands-on learning opportunities that will complement the morning classroom sessions," says Franken. "The afternoon sessions will also give attendees the opportunity to get on farm and see what other dairy producers and calf and heifer raisers are doing and what works for them."

In addition to valuable information for farm managers, an educational employee track will also be offered at the

conference. In these special training sessions, industry experts will help train calf and heifer employees and team members on strategic heifer growing practices.

### UNMATCHED NETWORKING OPPORTUNITIES

The DCHA conference audience is filled with calf and heifer growers from across the country – offering unmatched networking opportunities.

Franken and her husband, Ken, have regularly attended the DCHA annual conference since the 1997 event in Atlanta, Georgia, and say that the impact of producer conversations is unparalleled.

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*Vickie Franken, 2014 DCHA Conference Chair*

"One of the biggest benefits we've found over the years is networking and learning from other producers who have similar experiences," she says. "When you go onto a facility with an open mind, you might see something that sparks an idea and you leave with a take-home lesson you never anticipated. These types of take-away moments have benefitted our farm."

Franken says, she learned several years ago the true value of the connections made through DCHA. "We suddenly found ourselves in a situation where our source of cattle had changed and we were unsure of how to move forward. Because we had made so many connections through attending DCHA conferences, we were able to phone the people we met and get advice. These contacts were very much a part of how our business changed. DCHA helped us get to where our business is today," she says.

The networking opportunity between producers brings her back to the DCHA conference each year, Franken says.

"Maybe it's a conversation you have in the hallways during breaks, or someone you sit next to during a classroom session or at lunch – there will surely be someone that you can learn

something from at the DCHA conference," says Franken. "The conference is also a safe place to visit with others who might be struggling with similar issues."

### KEYNOTE ADDRESS FROM A RENOWNED LEADER

Donald Driver will keynote this year's event, offering his advice on leadership and sharing his experiences and recommendations for success – a story that relates well to calf and heifer growers.

Driver is the Green Bay Packers' all-time leading receiver, a Super Bowl Champion and the only player in Packers history to record seven 1,000 yard receiving seasons. After retiring from his historic football career, Driver parlayed his on-field success into a spot on ABC's 'Dancing with the Stars,' winning the reality television show and then appearing as a correspondent on 'Good Morning America', 'Katie' and as a celebrity guest at the 2013 White House Correspondent's Dinner.

Driver will share his story and path to success at the conference, including his childhood struggles with homelessness and steps he took to become – and remain – successful as an athlete, entertainer and humanitarian.

"Members of DCHA are champions in the agriculture industry, so Donald Driver is the perfect addition to our 2014 conference," explains Franken.

Other highlights for the 2014 conference include a trade show focused specifically on calf and heifer products and services, and a behind the scenes tour and networking social event at Lambeau Field.

All are invited to attend the 2014 DCHA conference in Green Bay, Wis. and can register by going online at [www.calfandheifer.org](http://www.calfandheifer.org) or calling 855-400-DCHA (3242). Sponsorship opportunities are also available for this can't miss event.



*Vickie Franken and her husband, Ken own City View Farms. Franken's sons, Jody and Jamie, along with Kevin Vonk, co-manage the business, which consists of two facilities: City View East and City View West. The facilities are about 40 miles apart and combined they raise 10,000 to 14,000 head of cattle with 12 employees.*

You won't want to miss this year's conference being held on April 1-3, 2014 in Green Bay, Wis. Themed "Be a Driver of Change," the conference will highlight the latest practices, technology and research in the calf and heifer industry – wrapped in the exciting, renewed vision and identity of DCHA.

## TUESDAY, APRIL 1

The first day of the conference will offer both a track for farm employees and one for owners and managers. Producers are encouraged to bring their employees to help expose important personnel to insights that will help them improve their performance and that of the calves for which they care.

### Manager sessions will focus on:

- Calf health and housing
- Feed management

### Employee sessions will focus on:

- Watching for signs of wellness in the calf pens
- Improving employee leadership performance

**NEW IN 2014!** This year, on-farm tours will return with the addition of break-out demonstrations to further illustrate the topics discussed in the classroom presentations.

- **TOUR STOP A** will be one of the largest and most successful calf-focused operations in the Midwest. Featured topics will include ventilation, sanitation and health diagnostic considerations.
- **TOUR STOP B** will focus on what goes in and what comes out. Featured topics will include NIR technology and monitoring dry matter levels in forages, TMR audit and manure management strategies (specific to calf and heifer raising).

A casual networking reception held within the only calf-specific industry trade show will conclude the first day.

## WEDNESDAY, APRIL 2

The second day of the conference will include presentations relevant to all involved in the calf and heifer industry.

### Sessions will focus on:

- Engaging and positive human resource management
- Use of telemedicine in disease surveillance
- Current events affecting our business and industry
- Annual business luncheon program

The pinnacle of the day will be keynote speaker, Donald Driver as he discusses experiences and challenges he himself had to overcome to be a success. Donald Driver will discuss his experiences from growing up homeless and how he was able to overcome seemingly every obstacle to become the Green Bay Packers all-time leading wide receiver, a Super Bowl Champion, "Dancing with the Stars" winner, 2013 AMVETS Humanitarian of the Year and New York Times bestselling author.

The evening will wind down with a networking reception at Lambeau Field and optional behind-the-scenes tour.

## THURSDAY, APRIL 3

The third and final day will begin with a producer panel discussing how and why they seek to increase the value of what they do in raising and caring for dairy calves and heifers.

Industry experts in breeding programs and the use of genetic technology will share thoughts at the conference center before final tours commence.

- **TOUR STOP C** will be a visit to one of the industry's major artificial insemination and breeding technologies headquarters.
- **TOUR STOP D** will be a full scope dairy operation, featuring on-site demos that will help anyone raising calves and heifers understand the value they put into the young animals leads to a more productive dairy animal.

To view the full conference agenda and to register, visit [www.calfandheifer.org](http://www.calfandheifer.org), call 855-400-DCHA (3242), or email [info@calfandheifer.org](mailto:info@calfandheifer.org).

Heifer Notes is published quarterly by the Dairy Calf and Heifer Association and distributed to all DCHA members and associated organizations through a partnership with Hoard's Dairyman.



## 2014 DCHA CONFERENCE REGISTRATION FORM

### CONTACT INFORMATION

**Primary registrant** (print name as badge should read):

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Company/farm name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email (required): \_\_\_\_\_

**Spouse/employee registrant(s)** (if applicable):

Name: \_\_\_\_\_ Email: \_\_\_\_\_

### REGISTRATION FEES

DCHA Member	# ___ x \$395	\$ _____
Non-Member	# ___ x \$495	\$ _____
Spouse/Employee – Member	# ___ x \$175	\$ _____
Spouse/Employee – Non-Member	# ___ x \$275	\$ _____
One-Day Pass – Member or Member's Employee	# ___ x \$195	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday		
One-Day Pass – Non-Member	# ___ x \$295	\$ _____
Select Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday		
<b>Total registration fees</b>		\$ _____

### SPECIAL EVENTS

#### Lambeau Field Reception | Wednesday, April 2

Join conference attendees and fellow exhibitors for a casual networking reception! This reception is free of charge to all registered conference attendees (including registered spouses and employees). Additional tickets for non-conference attendees are available for \$50 each.

Registered attendees # \_\_\_ x \$0 \$ \_\_\_\_\_  
(Confirm number attending)

Additional tickets # \_\_\_ x \$50 \$ \_\_\_\_\_

#### Green Bay Packers Hall of Fame and Lambeau Field Tour | Wednesday, April 2

Experience the Packers' history-rich facility first-hand and see several behind-the-scenes areas during an optional Lambeau Field stadium tour! Tickets are only available to conference registrants in advance and are on a first-come, first-served basis.

Tour tickets # \_\_\_ x \$15 \$ \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

## BE A DRIVER OF CHANGE

To register for the conference, simply fill out this application and return via mail, email or fax. You may also register online at [www.calfandheifer.org](http://www.calfandheifer.org) or by calling 855-400-DCHA.

**Registrations must be received by March 17; on-site registration only after that date.**

### INDICATE THE FOLLOWING

- |   |  |
|---|--|
| <input type="checkbox"/> Academia                 | <input type="checkbox"/> Veterinarian          |
| <input type="checkbox"/> Contract Grower/Producer | <input type="checkbox"/> Media/Publishing      |
| <input type="checkbox"/> Dairy Beef Producer      | <input type="checkbox"/> Extension             |
| <input type="checkbox"/> Milk Cows                | <input type="checkbox"/> Consultant/Researcher |
| <input type="checkbox"/> Farm Employee            | <input type="checkbox"/> Nutritionist          |
| <input type="checkbox"/> Industry Representative  | <input type="checkbox"/> Student               |

### PAYMENT

Send full amount and this completed form by **March 17** to:

Dairy Calf and Heifer Association  
P.O. Box 1752  
Madison, WI 53701

If paying by credit card, you may fax this form to 608-310-5336 or email to [meganr@filamentmarketing.com](mailto:meganr@filamentmarketing.com).

### Payment information:

\_\_Check\*: # \_\_\_\_\_

\*There will be a \$25 fee on all returned checks.

\_\_Credit card (check one):

Mastercard  Visa

### Credit card information:

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Cardholder zip code (if different from above): \_\_\_\_\_

Signature: \_\_\_\_\_