

NMCC
A global organization
for mastitis control
and milk quality

421 S. Nine Mound Rd.
Verona, WI 53593 USA

NMCC
2008
August
12-13
**Regional
Meeting**
Green Bay
Wisconsin

**NMC**
2008
Regional Meeting
August
12-13
Green Bay
Wisconsin



NMC Regional Meeting

“Heat, Humidity and High Quality Milk:
Tackling the Summertime Blues”

August 12-13, 2008
Hotel Sierra, Green Bay, Wis.

About the Conference

The goal of the NMC Regional Meeting is to disseminate information on practical, on-farm aspects of udder health, mastitis control, milking management and milk quality.

The program is directed toward dairy producers and other dairy industry professionals who deal with mastitis and milk quality issues on a daily basis. The conference provides an excellent opportunity for everyone interested in quality milk production to keep up-to-date and network with other dairy producers, veterinarians and industry personnel who share a common interest.

The theme of this year’s conference, “Heat, Humidity and High Quality Milk: Tackling the Summertime Blues,” will focus on topics relative to managing the environment, the cow and the people involved with preventing mastitis and producing quality milk. The agenda also includes specialized short courses, a farm tour and a reception at Lambeau Field.

This year the meeting features something new – a special seminar for Spanish-speaking farm employees. This seminar will be taught entirely in Spanish and is targeted toward individuals involved in the milking process.



Phone: (608) 848-4615 / Fax: (608) 848-4671 / E-mail: nmc@nmconline.org

Table of Contents

Program/Schedule	4
Location and Accommodations	6
Maps	7
Registration Form	8
How to Get There	10
Things to Do	10
Short Course Information	11
Farm Tour Information	13
Spanish Seminar	14
Lambeau Field Tour and Reception	15



Program and Schedule

Tuesday, August 12

8:30 am Registration Opens

Pre-Conference Short Courses, Farm Tour and Social Activities

The short courses, farm tour and Lambeau Field tour have limited enrollment, require pre-registration and an additional fee. The reception is open to all registered attendees for no additional charge. See details on pages 11 through 15.

10:00 am - 4:00 pm Farm Tour

10:00 am - 4:00 pm Short Course 1: Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond (on-farm course)

1:00 pm - 4:00 pm Short Course 2: How to Setup and Use On-Farm Culture Systems to Make Smarter Mastitis Treatment Decisions

1:00 pm - 4:00 pm Short Course 3: Creating Your Playbook for Success - A Course for Parlor Managers

1:00 pm - 4:00 pm Short Course 4: Managing and Interpreting Mastitis and Milk Quality Information on the Dairy

5:00 pm - 6:00 pm Tour of Lambeau Field

6:00 pm - 7:30 pm NMC Reception at Lambeau Field

Wednesday, August 13

8:00 am Registration opens

Spanish Seminar for Parlor Personnel (Milkers)

Seminario en Español para Personal de Ordeño

Note: This session, taught entirely in Spanish, is held separately from the main program. See details on page 14.

9:30 am Seminar begins

11:00 am Break

12:30 pm Adjourn Spanish Seminar

12:45 pm Lunch (with the Main General Session group)

Wednesday, August 13 (cont.)

Main General Session Program

Session I - The Environment

Moderator: Zen Miller, University of Wisconsin Extension, Appleton, Wis.

8:00 am Registration Opens

9:30 am Environmental Mastitis: Know Your Opponent — Larry Smith, Ohio State University, Wooster, Ohio

10:00 am Standing Room Only: Effects of Overcrowding — Peter Krawczel, William H. Miner Agricultural Research Institute, Chazy, N.Y. and University of Vermont, Burlington, Vt.

10:30 am Pastured Cows, Mastitis and Milk Quality: What Happens in the New Zealand Seasonal System — Eric Hillerton, DairyNZ, Hamilton, New Zealand

11:00 am Break

Session II - The People

Moderator: Joan Behr, Foremost Farms USA, Baraboo, Wis.

11:30 am Creating a Culture on Your Dairy — Pete Kappelman, Meadow Brook Farms, Manitowoc, Wis.

12:00 pm Observations on Building a Winning Team — Greg Squires, Dairy Enterprise Services, Ashland, Ohio

12:45 pm Lunch

Session III - The Cow

Moderator: Ken Bolton, University of Wisconsin Extension, Jefferson, Wis.

1:45 pm Heat, Humidity and Quality Milk: Are You Running a Summer Camp for Mastitis Pathogens? — Jeff Reneau, University of Minnesota, St. Paul, Minn.

2:15 pm Vaccination Against Coliform Mastitis: Herd Manager as Defensive Coordinator — Ron Erskine, Michigan State University, East Lansing, Mich.

2:45 pm Building and Implementing Treatment Protocols — Don Niles, Dairy Dreams Dairy, Casco, Wis.

3:15 pm Questions and Answers, Informal Discussion

3:30 pm Adjourn for Ice Cream

Location and Accommodations

The NMC Regional Meeting will be held at the newly remodeled Hotel Sierra (formerly the Regency Suites) in Green Bay, Wis. Located in northeastern Wisconsin, Green Bay is just a short distance from many of the most dairy-rich regions of America's Dairyland. The city is also home to the famous Green Bay Packers.

Room rates at the Hotel Sierra are \$115 for the standard double suite and \$125 for king suites. To obtain the conference rate for hotel rooms, reservations must be made by July 11. Reservation requests made after the cut-off date will be accepted on a space and rate availability basis. Check-in time is 3:00 pm and check-out time is 11:00 am. Cancellations must be made by 6:00 pm of the scheduled day of arrival.

Hotel guests are provided with a complimentary breakfast and evening social hour. The hotel also offers a pool and fitness center as well as complimentary wired and wireless Internet. The hotel is 100% smoke-free.

To make reservations, contact the hotel directly. Be sure to tell the hotel you will be attending the NMC meeting. It is advisable to make your room reservations early as the room block may fill fast!!

Hotel Sierra (formerly the Regency Suites)
333 Main Street
Green Bay, WI 54301
Phone: (920) 432-4555 or Toll Free: (800) 236-3330

Note: Online hotel reservations are not available for meeting attendees.

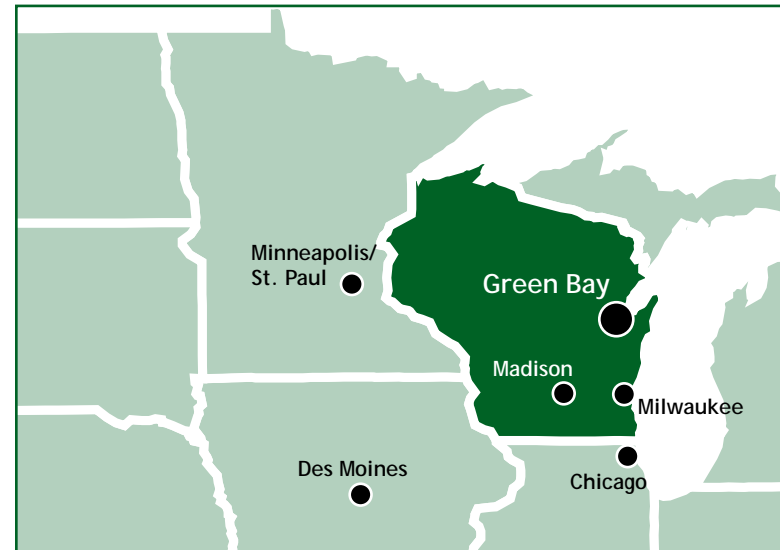
Hotel Sierra offers free parking for overnight guests who drive to the meeting. Additional parking (at the prevailing rate) is located at the Main Street Parking Ramp connected via a 2nd level skywalk to the hotel. Any fees for the use of this parking facility will not be reimbursed.

Complimentary shuttle service is available between the hotel and Austin Straubel International Airport in Green Bay when arranged in advance. Taxi fare is about \$15 one way to the hotel, which is located about 15-20 minutes from the airport in downtown Green Bay.

For directions, please see page 10.



Green Bay Street Map



Regional Map

NMC 2008 Regional Meeting Registration Form

Register online at www.nmconline.org

Name: _____

Nickname for Badge: _____

Organization: _____

Address: _____

City/State/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Please indicate your affiliation:

- dairy farm dairy supplies co. veterinary clinic university
 media consultant cooperative/processor government
 student other _____

Are you an NMC member? ____ Yes ____ No

REGISTRATION FEES To pre-register, forms must be RECEIVED by August 4

August 12 - Short Courses and Farm Tour:

Pre-Conference Short Courses and Farm Tour: (select only one)

Enrollment is limited and subject to first come, first served basis. See attendance limit and description under appropriate course and tour inside the brochure.

Registration closes August 4.

- ____ Short Course 1: Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond (10:00 am - 4:00 pm) \$75
____ Short Course 2: How to Setup and Use On-Farm Culture Systems to Make Smarter Mastitis Treatment Decisions (1:00 pm - 4:00 pm) \$45
____ Short Course 3: Creating Your Playbook for Success - A Course for Parlor Managers (1:00 pm - 4:00 pm) \$45
____ Short Course 4: Managing and Interpreting Mastitis and Milk Quality Information on the Dairy (1:00 pm - 4:00 pm) \$45
____ Farm Tour (10:00 am - 4:00 pm) \$35
____ I am not registering for a short course or the farm tour

Evening Social Activities:

- ____ Private Tour of Lambeau Field (5:00 pm - 6:00 pm) \$15
____ Reception at Lambeau Field (6:00 pm - 7:30 pm)
(no charge but requires registration)
____ I do not plan to attend the reception or tour

August 13 Sessions - General Session Program and Spanish Seminar [Pre-register by August 4. After that date, register onsite.]

General Session Program (9:30 am - 3:30 pm)

____ Pre-Registration: \$75 in advance; \$85 at the door

Seminar for Spanish-Speaking Milkers (concurrent session, 9:30 am - 12:30 pm)

____ Milking is a Specialist's Job (El Ordeño es un Trabajo para Especialistas) \$35

____ I am not registering for any sessions on August 13;
only the activities on August 12 indicated above

____ **TOTAL FEES FOR BOTH DAYS**

Paid By: Check (Make check payable to NMC)

Visa Master Card (other cards not accepted)

Acct. No.: _____ Exp.: _____

Signature: _____

Registration Information

- The August 12 pre-conference courses and tours have limited enrollment (first-come, first-served basis) and require pre-registration and an additional fee. The pre-registration deadline is August 4. Limited on-site registration will be accepted ONLY if space is still available. Please check with the NMC office.
- The August 12 reception has no charge, but requires pre-registration.
- The August 13 general session program does not have limited enrollment. To pre-register, forms must be received at the NMC office by August 4. After that date, please register onsite.
- The August 13 seminar for Spanish-speaking milkers does not have limited enrollment. To pre-register, forms must be received at the NMC office by August 4. After that date, please register onsite. Note: this seminar is taught entirely in Spanish.
- A \$25 administrative fee will be assessed on all cancellations after August 1. No refunds after August 8. Requests must be made online or in writing.

Return this form and payment to:

NMC
421 S. Nine Mound Rd.
Verona, WI 53593 USA

Phone: (608) 848-4615 / Fax: (608) 848-4671 / E-mail: nmc@nmconline.org

Payment **MUST** accompany form. Fax registration accepted with credit cards only.
Phone-in registrations **NOT** accepted.

How to Get There

Green Bay is located between Interstate 43 and U.S. Highway 41, 120 miles north of Milwaukee and 140 miles northeast of Madison.

Air Travel

The Austin Straubel International Airport is the third largest airport in Wisconsin and is currently served by seven major airlines with nine direct service cities including Milwaukee, Chicago O'Hare, Minneapolis, Detroit, Cincinnati and Cleveland.

Directions to the Hotel

From Milwaukee: I-43 North to WI-141 Exit. Follow WI-141 North to hotel.

From Madison: 41 North to WI-172 East. Exit onto Riverside Drive and continue to follow WI-57 North to hotel.

From the Airport: Head east on WI-172 E toward Airport Rd. Take the Riverside Dr/WI-57 Exit. Turn right at Riverside Dr/WI-57N, continue to follow WI-57N. Turn left at Main Street.

Things to Do

Green Bay is home to Lambeau Field, the Green Bay Packers Hall of Fame Museum and Packers Training Camp, which opens on July 28, 2008. The National Railroad Museum, the oldest and largest of its kind in the country, is among many other attractions in the city.

Green Bay is also the gateway to Wisconsin's Door County, which has been called one of the top 10 vacation spots in North America by *Money Magazine*. With more than 300 miles of scenic shoreline along Lake Michigan dotted with bustling harbors and quiet coves, Door County is a popular summertime destination featuring 5 state parks, 10 lighthouses, 11 golf courses and a wealth of hiking, biking and sightseeing opportunities.

The NMC website includes links to additional information about activities in the Green Bay area.

Short Course Information

Short Course 1: ***Seek and Ye Shall Find: Visual Inspection Techniques for the Parlor and Beyond***

Date and Time: Tuesday, August 12, 10:00 am - 4:00 pm

Instructors: Scott Hughes, BouMatic, Stephenville, Tex., and Brandon Treichler, BouMatic, Kuhtztown, Pa.

Course Size Limit: 18 people. Course fee: \$75

This on-farm course is designed to teach principles of dairy evaluation without using test equipment. An emphasis will be directed toward milk quality but also look at areas that can be modified to improve the productivity of the dairy operation.

Too often mastitis consultants look specifically at the milking facility and ignore the other important aspects of dairies that have large effects on cow health, milk quality and productivity. Dairy producers and herdspersons fail to identify these issues because they work around them 365 days a year. The focus of this course will be the honing of the individual's observation techniques with a whole dairy focus. This course will develop your ability to recognize when the abnormal becomes normal and to offer commonsense advice to dairies.

The class will be split into two evaluation teams of no more than nine people each. Participants will have the opportunity to observe all areas of a dairy. Time will be spent visually appraising the milking equipment and its overall installation and maintenance. An assessment of the overall cow comfort, cow handling techniques and cow traffic patterns will also be made during the complete farm walkthrough. After performing a thorough evaluation of the facilities, each team will interpret what they see and relate their observations to the overall milk quality of the dairy. Additionally, the groups will be given guidance on how to prioritize and present their findings to decision makers. The goal of this seminar is for participants to leave with a better understanding of how all areas of the dairy are interrelated to both the milk quality and overall dairy profitability, and to appreciate how to begin to better "see" what's actually happening on a real dairy. Lunch and transportation to and from the dairy will be provided.

This course is targeted toward people with some experience in evaluating dairies. If you enjoy a challenge and an opportunity to advance your skills, this is where the manure meets the alley scraper!

Short Course 2: ***How to Setup and Use On-Farm Culture Systems to Make Smarter Mastitis Treatment Decisions***

Date and Time: Tuesday, August 12, 1:00 pm - 4:00 pm

Instructors: Sandra Godden, Alfonso Lago, Paul Rapnicki, University of Minnesota, St. Paul, Minn.

Course Size Limit: 25 people. Course fee: \$45

It is evident that not all clinical mastitis cases may benefit from treatment with intramammary antibiotics. On-farm culture systems may represent a useful on-farm tool to allow producers to rapidly diagnose the bacterial cause of mastitis infections, thus allowing us to make more rational treatment decisions.

This program will begin by reviewing the rationale for making strategic antibiotic treatment decisions for clinical mastitis cases. We will then discuss how on-farm culture systems work and how they may be integrated into the mastitis treatment decision protocols on farms. Results from previous and ongoing studies investigating the efficacy and potential benefits of using on-farm culture systems to guide mastitis treatment decisions will be reviewed.

Emphasis will be placed on how to set up and successfully operate an on-farm culture system on a commercial dairy farm. A wet-lab will allow participants to practice milk plating techniques as well as interpretation of mastitis culture results. This applied course is targeted toward dairy veterinarians and producers interested in setting up on-farm culture systems on dairies. No previous experience is necessary.

Short Course 3: ***Creating Your Playbook for Success -
A Course for Parlor Managers***

Date and Time: Tuesday, August 12, 1:00 pm - 4:00 pm

Instructors: Jeff Bleck, Kettle Moraine Large Animal Clinic,
Plymouth, Wis., Keith L. Engel, WestfaliaSurge,
Madison, Wis. and Dean Kohler, WestfaliaSurge,
Tyrone, Pa.

Course Size Limit: 30 people. Course fee: \$45

Successfully managing a milking parlor must start with specific goals defined by management to be achieved and maintained in place. Monitoring performance indicators specific to these goals makes it possible to measure success or need for improvement. This course is specifically geared to parlor managers implementing and evaluating processes, monitoring performance indicators, and managing equipment maintenance.

The program will review evaluation tools for monitoring performance such as milk quality data, parlor performance, routines, teat cleanliness, udder hygiene and teat condition. How to measure success or failure with the tools available will be discussed. Establishing and implementing protocols to show your employees the rules of the game, training and coaching your team, evaluating performance of people, processes, equipment, udder health and hygiene and managing equipment maintenance will also be covered.

Experience with maintaining the milking parlor and implementing parlor procedures is preferred for participants enrolling in this intermediate-level course. Handouts include course presentation and evaluation tools for monitoring performance indicators.

Short Course 4: ***Managing and Interpreting Mastitis and
Milk Quality Information on the Dairy***

Date and Time: Tuesday, August 12, 1:00 pm - 4:00 pm

Instructor: Leo Timms, Iowa State University, Ames, Iowa

Course Size Limit: 30 people. Course fee: \$45

This course will focus on using somatic cell counts, clinical mastitis data, culture results and differential bacteria counts to troubleshoot mastitis and milk quality problems on dairies. Case studies from actual herds will be used, in an interactive approach, to review cow health and management data that are available to farm managers and consultants, and to develop strategies for targeted troubleshooting and prevention/therapy strategies.

Determining how to best use the data as well as how to look at other areas besides numbers will be covered. Participants will learn how to capture and manage information before making recommendations. This course will benefit rookies and challenge seasoned veterans.

Farm Tour Information

Date and Time: Tuesday, August 12, 10:00 am - 4:00 pm

Tour Size Limit: 40 people. Tour fee: \$35

Three dairies in the Green Bay area will be featured on the farm tour, which will depart the hotel promptly at 10:00 am and will return by 4:00 pm. Lunch will be provided.

Tinedale Farms, Wrightstown, is a fourth-generation family farm operated by Carl and Sharon Theunis, and their four sons and wives: Scott and Cindy Theunis, Todd and Jackie Theunis, Jim and Carie Theunis, and Mike Theunis. The milking herd consists of 1,850 cows and 150 springing heifers. Cropping acres total 4,500 where corn, soybeans, alfalfa and wheat are grown. The Theunis family members are believers in reinvesting in their operation and appropriately incorporating new technology. In recent years, they made changes to their barns that have helped improve cow comfort and milk quality.

Dan, Paul and Jeremy Natzke, Wayside Dairy Farm in Greenleaf, are the latest in fourth and fifth generations of Natzkes dairying at the Wayside location. Today, 1,400 cows are milked three times per day in a double-20 basement parlor. Rolling herd averages over 28,000 pounds. The farm has 2,400 acres of corn, alfalfa, and winter wheat. Freestall barns are four-row configurations with sand bedding. Manure is stored in a two-stage pit with a total capacity of 12 million gallons. The farm recently installed a mechanical sand separator. The operation includes 15 full-time and 10 part-time seasonal employees.

Holsum Dairies, LLC, is located in Hilbert. The first dairy was built in 2001 and a second dairy was added in 2006. The dairies employ 65 full-time individuals who care for 8,000 cows and harvest 550,000 lbs. milk per day. Holsum Dairies partner with approximately 40 local farmers for its forage needs and supply plant nutrients (manure) back to these farmers for their crop production. The dairy is managed and designed to conserve resources, produce renewable energy, protect surface and ground water, and balance nutrients applied to the land with uptake by the crops grown. Holsum Dairies participates with the Department of Natural Resources "Green Tier" program and has a 14001 ISO certified Environmental Management System.

Information About the Spanish Seminar for Parlor Personnel (Milkers)

[Seminario en Español para Personal de Ordeño]

Milking is a Specialist's Job [El Ordeño es un Trabajo para Especialistas]

Instructors: Lilibian Sotomayor, veterinarian and milk quality consultant, Quito, Ecuador and David Gomez, BouMatic, Madison, Wis.

Date and Time: Wednesday, August 13, 9:30 am - 12:30 pm

Course Size Limit: (No limit) Fee: \$35

Note: This seminar will be given entirely in Spanish. Instructors are native Spanish speakers and have experience in training of milking personnel.

This seminar is designed for Spanish-speaking personnel in charge of milking. Subjects discussed will be related to milk production basics, its harvest and efficiency and cow management in the parlor. Students will gain an understanding of the factors that affect parlor throughput and quality of milk harvested. Discussion of the importance of a milking routine and udder hygiene is stimulated among the attendees. Basic concepts relating to the causes of mastitis and its prevention are thoroughly reviewed.

The objective of the course is for students to relate their job performance in the parlor with basic indicators of udder health such as somatic cell counts, bacterial counts and mastitis incidence rates.

El seminario será enteramente en español y dictado por instructores cuya lengua nativa es el español y quienes tienen experiencia en entrenamiento del personal de ordeño.

Este seminario está diseñado para personal que trabaja en el ordeño de las vacas. Se tratarán temas relacionados con los conceptos básicos de la producción de la leche, su cosecha y eficiencia en el ordeño y manejo de la vaca en la sala. Los estudiantes lograrán un entendimiento de los factores que afectan la eficiencia de la sala de ordeño y la calidad de la leche. Se discutirán los conceptos básicos sobre las causas de la mastitis y su prevención.

El objetivo del curso es que los estudiantes relacionen su desempeño en su trabajo con los indicadores básicos de salud de la ubre como el conteo de células somáticas, conteo total de bacterias e incidencia de mastitis.

Social Activity Information

Tour of Lambeau Field (NMC private tour)

Date and Time: Tuesday, August 12, 5:00 pm - 6:00 pm

Fee: \$15 (includes transportation)

Don't fumble the opportunity to walk through the Green Bay Packers players' tunnel, sit in Lambeau Field's bleachers, pass through a private box or learn about the incredible history of football's greatest franchise.

Sign up for the NMC private tour, which starts in Harlan Plaza at the statues of Curly Lambeau and Vince Lombardi (north side of Lambeau, just off of Lombardi Ave.). As you journey through this hallowed ground, you'll feel the unconquerable spirit and impassioned energy that makes the Green Bay Packers and Lambeau Field so endearing. (Spots are limited in the private tour, so sign up early.) A bus will leave the Hotel Sierra at 4:30 p.m. for those participating in the Lambeau Field Tour and will return to the hotel after the NMC reception in Lambeau Field. Public Lambeau Field tours are also available, with groups leaving on the hour and half hour (reservations must be made directly through the stadium).

NMC Reception at Lambeau Field

Date and Time: Tuesday August 12, 6:00 pm - 7:30 pm

Fee: No charge (but requires registration)

Join NMC in Lambeau Field — home of the Green Bay Packers — for a wine, beer and cheese reception. From local brews to world-winning cheeses, savor some of the finest from America's Dairyland. The longest-tenured facility in the National Football League, Lambeau ranks as one of the most recognized and envied locales in all of professional sports, a fact recognized in 1999 when Sports Illustrated named it the eighth-best venue in the world to watch sports — and the lone NFL stadium to make the magazine's list of 20.

A bus will leave the Hotel Sierra at 5:30 pm for those attending the wine, beer and cheese reception (but not the Lambeau Field tour). A bus will also take participants back to the hotel following the reception.