

The Virginia State Feed Association and the Department of Dairy Science are pleased to announce their 2015 jointly sponsored convention. The convention features topics of interest to nutritionists, feed mill managers and progressive dairy producers. Learn about animal nutrition, feed grain markets, risk management strategies for grain and milk, and the Washington, DC scene. The dairy nutrition focus features nationally known speakers in dairy herd and dairy nutrition management. Focus topics include dairy calf health and management, forage evaluation, labor management, feed management and nutritional strategies to improve milk production and dairy cattle health. The Thursday evening session will address feeding management topics for the dairy herd.

### Who Should Attend

- Feed industry personnel
- Nutritional consultants
- Dairy producers
- Anyone working with dairy farm feeding

### Conference Focus

- Global insights into milk, meat and commodity prices.
- Forecasts by nationally recognized speakers on issues affecting animal agriculture.
- Current strategies for improving dairy herd nutrition through improved ration formulation, feed management and dairy calf management.
- Research reports from nationally recognized experts in energy, protein and trace mineral nutrition

### Location and Lodging

The program will be held at The Hotel Roanoke and Conference Center located at 110 Shenandoah Avenue in Roanoke Virginia. Lodging rooms are being held at the hotel at a special lodging rate of \$124 for single/double (plus taxes). Please make your reservations by **January 20, 2015** by calling the hotel directly at (540) 985-5900 or toll free at (866) 594-4722. Be sure to mention the Virginia State Feed Association/2015 Block when making your reservations.

Driving from North or South I-81 Exit 143 (I-581S) to Exit 5. Cross Wells Avenue and continue to the main entrance of the hotel. From 220N (Martinsville), 220 becomes I-581N. Take exit 4E (Orange Avenue). Take first right at traffic light onto Williamson Road. After the third traffic light, turn right on

Shenandoah Avenue. Take the first right to main entrance of the hotel. From 460W (Lynchburg), 460 becomes Orange Avenue. Turn left at the traffic light at Williamson Road and Orange Avenue. After the third traffic light, turn right on Shenandoah Avenue. Take the first right to main entrance of the hotel.

### Registration

	Early Registration ends January 23	General Registration after January 23
<b>All Three Days</b> (reception on Wednesday evening, continental breakfast and lunch on Thursday, continental breakfast on Friday, and refreshment breaks)	\$275	\$325
<b>Two Days</b> (for two consecutive days)	\$225	\$275
<b>Guest fee</b> (attendance to all meals)	\$100	\$100
<b>Student</b>	\$0	\$0
<b>Dairy Producers</b>	\$75	\$75
<b>Thursday Evening Session and Dinner</b>	\$20	\$20

The Thursday evening session and dinner is not included in your registration fee. If you plan on attending the Thursday evening session and dinner, you must register and pay the \$20 fee by the registration deadline date.

To register online, go to [www.cpe.vt.edu/vsfa](http://www.cpe.vt.edu/vsfa) or return the attached registration form with payment no later than **February 11, 2015**. Late registration (those after February 11) should be confirmed with the Conference Registrar at (540) 231-5182. General registration fees will be applied for those wishing to register on-site.

### Additional Information

For more information about the content of the course, please contact Mr. Bob Threewitts at (540) 908-7767, email: [vsfa@hotmail.com](mailto:vsfa@hotmail.com), or Dr. Bob James at (540) 231-4770, email: [jamesre@vt.edu](mailto:jamesre@vt.edu). For more information about registration, call the Conference Registrar, Continuing and Professional Education at (540) 231-5182.

Conference Registrar  
Continuing and Professional Education  
Virginia Polytechnic Institute and State University  
702 University City Boulevard, Mail Code 0272  
Blacksburg, VA 24061

Non-Profit Org.  
U.S. POSTAGE  
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Blacksburg, VA 24060  
Permit No. 28

69<sup>th</sup> Annual Convention  
Virginia State Feed Association  
and  
Nutritional Management "Cow"  
College  
February 18-20, 2015  
[www.cpe.vt.edu/vsfa](http://www.cpe.vt.edu/vsfa)

Virginia State Feed Association and  
Virginia Tech Department of Dairy Science  
present

*The latest in feed industry issues, animal nutrition  
research with emphasis on dairy cattle nutrition and  
improving nutrient management of the dairy farm.*

# 69<sup>th</sup> Annual Convention Virginia State Feed Association & Nutritional Management "Cow" College

**February 18-20, 2015**

The Hotel Roanoke & Conference Center  
Roanoke, Virginia

 **VirginiaTech**  
*Invent the Future*

[www.cpe.vt.edu/vsfa](http://www.cpe.vt.edu/vsfa)

*Sponsored by:*

Virginia State Feed Association  
Virginia Tech Department of Dairy Science  
Virginia Cooperative Extension  
Virginia Tech Continuing and Professional Education



## Agenda

### Wednesday, February 18, 2015

1:00 p.m. **Welcome**  
Patrick French, *R P Feed Components, LLC*

1:10 p.m. **Everyday Illusions in Livestock Production—Wrong, Dangerous and Counter-productive**  
Dr. Don Hoglund, *NC State College of Veterinary Medicine; dairystockmanship.com; nobodysorses.com*

2:00 p.m. **What's new in Washington, D. C.?**  
Richard Sellers, *AFIA*  
David Fairfield, *NGFA*

3:00 p.m. **Ice Cream Break & Research Posters**  
*Virginia Tech Animal and Dairy Science Departments*

3:30 p.m. **What's Expected in the Feed Grain Markets for 2015?**  
Henry Graves, *BUNGE*

4:15 p.m. **Tyson, History, Today's Business and the Challenges of the Future**  
Charlie Solomon, *Senior Vice President, Small Bird / Value Added Business Unit*

6:00 p.m. **Social hour**

### Thursday, February 19, 2015

8:00 a.m. **Welcome**  
F. E. Carter, *Southern States Cooperative*

8:05 a.m. **Dealing with the New 'Norm' in the Beef Business**  
Troy Marshall, *Colorado Beef Producer*

9:00 a.m. **Pasture Based Nutrition for Horses**  
Dr. Bridgett McIntosh, *Virginia Tech Animal & Poultry Science*

9:40 a.m. **Break**

10:20 a.m. **Challenges in Animal Agriculture**  
Dr. Richard Wilkes, *Virginia State Veterinarian*

11:00 a.m. **Transportation Speaker**  
TBD

12:00 p.m. **Lunch**

1:45 p.m. **Dr. Bob James, Virginia Tech Dairy Science**

1:50 p.m. **Leading and Managing Your Dairy Employees**  
Dr. Tom Fuhrmann, *Dairy Works Management System*

2:45 p.m. **Trends in Dairy Calf Nutrition**  
Dr. Tom Earleywine, *Land O Lakes Animal Milk*

3:30 p.m. **Break**

4:00 p.m. **Panel Discussion: Novel Calf Feeding Systems**  
Laura Flory, *Hillside Dairy, VA*; Terry Shuey, *Little Hill Farm, PA*; Rachel Smith, *Stony Run Farm, VA*

6:00 p.m. **Dinner for Attendees of the Evening Program The New Dairy Center at Virginia Tech—Plans for Future Teaching and Research Facilities**  
Dr. Bob James, *Virginia Tech Dairy Science*

7:00 p.m. **Advances in Colostrum Management**  
Dr. Sandra Godden, *University of Minnesota*

8:00 p.m. **Calf Management in the First 60 Days: Opportunities to Improve Health and Performance**  
Dr. Sheila McGuirk, *University of Wisconsin*

9:00 p.m. **Questions**

### Friday, February 20, 2015

8:00 a.m. **Welcome**  
Dr. Gonzalo Ferreira, *Virginia Tech Dairy Science*

8:05 a.m. **Feed Evaluation: Moving from Polaroid to High Resolution Imaging**  
Ralph Ward, *Cumberland Valley Analytical Services*

8:45 a.m. **Purchased Forages: How Do We Decide What to Buy?**  
Dr. Gonzalo Ferreira, *Virginia Tech Dairy Science*

9:30 a.m. **Rumen Development Research Updates**  
Dr. Kristy Daniels, *Virginia Tech Dairy Science*

10:10 a.m. **Break**

10:30 a.m. **Management of Calf Autofeeders – What Have We Learned?**  
Alyssa Dietrich, *Virginia Tech Dairy Science Graduate Student*

11:30 a.m. **Balancing Amino Acids in the Ration of Dairy Cows Producing Milk for a Fluid Market**  
Dr. Patrick French, *Feed Components*

American Registry of Professional Animal Scientists (ARPAS) will award 14 ARPAS continuing education credits for this course to ARPAS members attending the entire program.

Members may request credit using the ARPAS website ([www.arpas.org](http://www.arpas.org)) or by contacting Jeremy Holzner at [jeremyh@assoqh.org](mailto:jeremyh@assoqh.org).

Persons interested in taking the ARPAS exam should notify Dr. Bob James no later than February 1, 2015.

[www.cpe.vt.edu/vsfa](http://www.cpe.vt.edu/vsfa)

## VSFA Membership Dues

VSFA membership dues may be paid with conference fees. However, VSFA membership is not required to attend this conference.

## Refund and Cancellation Policy

Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.

**Refund Policy:** Requests for refunds will be honored when received seven calendar days prior to the program. However, another person may be substituted at any time for this program. A \$60 administrative fee will be deducted for cancellations. In the unlikely event that this program is cancelled or postponed due to insufficient enrollments or unforeseen circumstances, the university will fully refund registration fees but cannot be held responsible for any other expenses, including cancellation or change charges assessed by airlines, hotels, travel agencies, or other organizations.

Virginia Tech does not discriminate against employees, students, or applicants for admission or employment on the basis of race, gender, disability, age, veteran status, national origin, religion, sexual orientation, or political affiliation. Anyone having questions concerning discrimination should contact the Office for Equal Opportunity.

If you are a person with a disability and require any auxiliary aids, services, or other accommodations for this workshop, please discuss your accommodation needs with Donna Raines at (540) 231-5241 or TDD at (800) 828-1120 at your earliest convenience.

VT/170/1114/825

## Registration

### 69<sup>th</sup> Annual Convention Virginia State Feed Association and Nutritional Management "Cow" College February 18-20, 2015

Please print or type—complete a separate form for each participant or register online at [www.cpe.vt.edu/vsfa](http://www.cpe.vt.edu/vsfa).

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_ \*FID # \_\_\_\_\_

Address \_\_\_\_\_

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

Daytime Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Email Address \_\_\_\_\_ Signature \_\_\_\_\_

**Registration Fees:** (*Registration will be processed when payment is received.*)

- \$275 Three Days (Wednesday, Thursday, & Friday) (*\$325 after January 23, 2015*)
- \$225 Two Days (Wednesday & Thursday) (*\$275 after January 23, 2015*)
- \$225 Two Days (Thursday & Friday) (*\$275 after January 23, 2015*)
- \$75 Dairy Producers
- \$0 Student (1 day or Thursday afternoon/Friday morning)

**Optional Fee:**  \$100 Guest  
 \$20 Thursday Evening Session and Dinner

**VSFA Membership Dues:**  \$200

Do you have any medically necessary (or vegetarian) dietary needs? If so, please indicate: \_\_\_\_\_

If you are paying for a guest to attend, please include his/her first and last names: \_\_\_\_\_

Does your guest have any medically necessary (or vegetarian) dietary needs? If so, please indicate: \_\_\_\_\_

Return with payment by **February 11, 2015**, to: (*no staples, tape or paper clips, please*)

Conference Registrar, Continuing and Professional Education,  
702 University City Boulevard, Mail Code 0272,  
Virginia Tech, Blacksburg, VA 24061, phone: (540) 231-5182,  
fax: (540) 231-3306 (for credit card registrations only)

**Method of payment:** Payment of registration fees is required prior to program attendance. Registration will be processed when payment is received.

- Check enclosed (Make payable to: Treasurer, Virginia Tech CE)  
Checks must be drawn on U.S. bank in U.S. dollars.  
(*There will be a \$50 processing fee for all returned checks.*)
- Credit Card:  Visa  MC  AmEx  
(*Credit Card payment may be mailed, faxed, or given to registrar over the phone. No credit card information will be processed by voice mail or email.*)

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_ Date \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

*\*Necessary to process a refund payable to any company, agency or government.*

*The information you provide is subject to the Freedom of Information Act guidelines.*

FOR OFFICE USE ONLY	
ENTERED	AMNT: _____
	CC/CHK#: _____
	DATE: _____

