

Register by June 1!



Growing  
**CALVES**  
from the **inside** <sup>out</sup>



**CALF SUMMIT**

Green Bay, Wisconsin | June 19-21, 2018



# CALF SUMMIT

**Growing Calves  
from the Inside Out**



## PROGRAM SCHEDULE

**Wednesday, June 20**

**Breakfast buffet | 7:30 a.m.**

**Gut health symposium | 9 a.m.**

**Nutritional regulation of  
gastrointestinal function in calves  
pre-weaning**

*Dr. Michael Steele, University of  
Alberta*

**Guts and bugs: The good, the bad,  
the ugly**

*Dr. Jenn Rowntree, Vita Plus*

**Taking the inside-out approach to  
growing calves**

*Dr. Noah Litherland, Vita Plus*

**General session | 11:30 a.m.**

**Prefresh heifers:  
A might not equal B**

*Pat Hoffman, Vita Plus*

## OPTIONAL ACTIVITIES

**Tuesday, June 19**

**Farm School | 11 a.m.**

Gain hands-on training from farm staff and industry experts during Farm School at Pagel's Ponderosa Dairy. Bus transportation to and from the farm will be provided. *Learn more about Farm School on pages 4 and 5.*

**Social | 5:30 p.m.**

Network with fellow calf raisers from across the Midwest. The social will run until 10 p.m.

**Dinner buffet | 6 p.m.**

Enjoy a relaxed dinner. The buffet will be offered until 7:30 p.m.

**Wednesday, June 20**

**Jog with Jon | 6:30 a.m.**

Get the blood flowing as you look ahead to a jam-packed day! Join Vita Plus' Jon Rasmussen on a relaxed 30-minute jog.

**Insights® Discovery | 6 a.m.**

Effective communication has a huge impact on your calf team's efficiency and success. Develop skills to identify different communication styles and effectively communicate with a variety of personalities. *Learn more about Insights Discovery on pages 8 and 9.*

**Lunch | 12:30 p.m.**

**Breakout sessions | 2 p.m.**

*(Attend 2 of 4 sessions)*

**Built to last: Long-term effects  
of heifer rearing environments  
on hoof health**

*Travis Busman, Sure Step  
Consulting International, LLC*

**Field application of Vita Plus  
calf products**

*Dr. Zach Sawall, Vita Plus*

**Nutritional regulation of  
gastrointestinal function in  
calves post-weaning**

*Dr. Michael Steele, University of  
Alberta*

**Biosecurity: Is your farm  
protected?**

*Dr. Jenn Rowntree, Vita Plus*

**Social | 5 p.m.**

**Dinner & comedy | 6:30 p.m.**

**Tim the Dairy Farmer**



**Thursday, June 21**

**Breakfast buffet | 6:30 a.m.**

**Breakfast update | 7:30 a.m.**

**Does your future depend on  
social media?**

*Brenda Murphy, Dairy Farmers of Wisconsin*

**Breakout sessions | 8 a.m.**

*(Attend 2 of 4 sessions)*

**You hold the power of calf nutrition  
quality control**

*Ann Hoskins, Vita Plus*

**Trends and opportunities in calf and  
heifer rearing costs**

*Dr. Matt Akins, University of  
Wisconsin-Madison*

**Successfully using calf autofeeders**

*Jan Ziemerink, Foerster Technik North  
America*

**Beyond health: Considerations for  
promoting good welfare in dairy calves**

*Dr. Jennifer Van Os, University of  
Wisconsin-Madison*

**Panel discussion | 10:45 a.m.**

**Calf barns: The decision-making  
adventures of bringing calves inside**

*Heidi Fischer, Fischer-Clark Dairy, Inc.  
Kristan Opelt, River Crest Dairy, LLC  
Stacy Sosinsky, Ocooch Dairy*

**Adjourn | 12 p.m.**

# Vita Plus Farm School

Tuesday, June 19

Buses will depart from the hotel lobby at 11 a.m. on Tuesday, June 19. Lunch will be served on the bus. Attendees will travel to Pagel's Ponderosa Dairy in Kewaunee, Wisconsin for an afternoon full of practical insight at the home farm and calf ranch. Presenters will share their expertise on a wide variety of topics in a hands-on setting. Buses will return to the hotel by 5:30 p.m.

**Space is limited! Registration is required.** Attendees will be admitted to the Farm School on a first-come-first-served basis. Register early to secure your spot!



## Low-stress heifer handling & grouping strategies

*Jim Lewis, animal handling consultant*

Every interaction with an animal shapes its behavior and that starts with youngstock. Lewis will share several low-stress handling strategies. Lewis has a lifetime of experience working with diverse dairy farms and has shared his extensive background in animal handling techniques with farm owners and employees across the U.S.



## The art of pasteurizing & feeding calves

*Shawn Miller, Pagel's Ponderosa Calf Ranch*

Miller will share tips for managing a pasteurizer, designing feeding programs to maximize growth and performance, and other pre-weaned calf management strategies. Miller has been the calf manager at Pagel's Ponderosa Calf Ranch for eight years.



## Practice makes perfect

*J.J. Pagel, Pagel's Ponderosa Dairy*

From the first to the most recent calf barn built, Pagel will explain what the team has learned and the changes made to create the perfect pre-weaned calf barn. Pagel is the dairy manager and has worked at the Ponderosa his whole life. For the past 10 years, he has worked in a management role at several of the farm's locations.



## Managing maternity for the best results

*Chris Szydel, Pagel's Ponderosa Dairy*

It all starts here. Learn how the Pagel's Ponderosa team manages each calving to set the stage for future production. Szydel is the Pagel's Ponderosa Dairy herdsman and has worked at the farm more than 20 years.



## Dry cow programs for optimal performance

*Dr. Laurie Winkelman, Vita Plus*

Winkelman will highlight key strategies for nutrition, management, housing, and movement of dry cows to reduce risk of fresh cow issues and limit stress on the newborn calf.

Winkelman is a Vita Plus dairy technical specialist in eastern Wisconsin. She earned her Ph.D. at Cornell University.



## More than milking cows

*Jamie Witcpalek, Pagel's Ponderosa Dairy, and Bryan Pagel, Ron's Cheese LLC*

Learn how Pagel's Ponderosa Dairy has diversified its business by entering niche markets and connecting directly with consumers.

Witcpalek is the Pagel's Ponderosa Dairy chief operating officer. Pagel manages Ron's Cheese LLC in Luxemburg, Wisconsin.



## Smooth transitions

*Cody Yanzick, Vita Plus*

Yanzick will walk through ways to help calves smoothly transition to group housing in addition to management and feed considerations. Yanzick is a Vita Plus dairy specialist in eastern Wisconsin, focusing on nutrition and total dairy herd health.



## PAGEL'S PONDEROSA DAIRY

Established in 1946, Pagel's Ponderosa Dairy in Kewaunee is Wisconsin's largest family-owned dairy farm. The farm milks 5,400 cows. About 3,300 young calves are raised at the calf ranch 2 miles from the home farm and 2,150 older heifers are raised at the farm's heifer site in Coleman, Wisconsin.

**"Giving our best from our family to yours."**

- The mission of Pagel's Ponderosa Dairy





# THE SPEAKERS



**Dr. Matt Akins**, *University of Wisconsin-Madison*

Akins is an assistant scientist and UW-Extension dairy specialist based at the Marshfield Agricultural Research Station. He attended UW-Platteville for his bachelor's degree in dairy science and went on to the University of Arkansas for a master's in animal science. He earned his Ph.D. in dairy science from UW-Madison and previously worked as an assistant professor at UW-Platteville. *During his **breakout presentation**, Akins will share recent UW-Extension surveys on calf and heifer rearing costs. Heifers are a large investment in the future of the dairy herd and Akins will highlight opportunities to control these costs.*



**Travis Busman**, *Sure Step Consulting International, LLC*

Busman brings more than 17 years of experience to the hoof health industry. He is the primary instructor and director of the Dairyland Hoof Care Institute. He also lectures about lameness trends and develops strategic hoof health protocols for dairy managers. *During his **breakout presentation**, Busman will discuss the long-term impacts calf and heifer environments have on hoof health and cow productivity. He'll also suggest strategies to raise youngstock that are "built to last."*



**Pat Hoffman**, *Vita Plus*

Hoffman is a Vita Plus dairy technical support specialist. He received professor emeritus status after completing a 35-year career with the UW-Madison Department of Dairy Science. Based at the Marshfield Agricultural Research Station, his research focused on development of dairy replacement heifers and his extension services included application of dairy research and the development of dairy outreach education programs. *Prefresh heifers are often managed similarly to close-up dry cows, but there are differences between the two groups. During his **general session presentation**, Hoffman will share a few biology secrets that might make managing heifers easier.*



**Ann Hoskins**, *Vita Plus*

Hoskins is the Vita Plus calf products coordinator. She grew up on a dairy farm in southcentral Wisconsin and earned her dairy science degree at UW-Madison. For more than 12 years, she has helped calf raisers throughout the Midwest improve performance and reach the goals they have for their calf operations. *During her **breakout presentation**, Hoskins will focus on practical strategies to manage milk replacers, calf starters, pasteurizers and other calf tools. Use these tips to maximize the effectiveness of your farm's calf nutrition program.*



**Dr. Noah Litherland**, *Vita Plus*

Litherland is the Vita Plus dairy youngstock technical specialist. He earned his bachelor's, master's and Ph.D. from the University of Illinois, focusing on dairy cattle nutritional physiology. He worked as a dairy extension specialist at Oklahoma State University and as a dairy nutritionist at the University of Minnesota prior to joining Vita Plus. *During his **general session presentation**, Litherland will explore the long-lasting impacts nursery phase nutrition has on heifer development. The "inside-out" approach focuses on gastrointestinal tract development and functionality, productive microbial ecology, feeding behavior, and structural development.*



**Brenda Murphy**, *Dairy Farmers of Wisconsin*

Brenda Murphy grew up on a dairy farm and has spent her professional career in the dairy industry. Murphy works in farmer communications at Dairy Farmers of Wisconsin (formerly Wisconsin Milk Marketing Board) and assists with industry crisis response. *During her **breakfast update**, Murphy will discuss social media etiquette, and help attendees consider what they share on social media and whether it shapes their personal and professional brands in a positive way.*



**Dr. Jenn Rowntree**, *Vita Plus*

Rowntree is the Vita Plus calf and heifer specialist. She grew up on a registered Holstein farm in northwest Wisconsin and studied dairy science while she was a food animal veterinary medicine scholar at UW-Madison. She practiced veterinary medicine in southwest Wisconsin before joining Vita Plus. *During her **general session presentation**, Rowntree will discuss opportunities to optimize common calf management practices to allow for the development of a healthy, diverse gastrointestinal microbiome and robust immune system. Rowntree's **breakout presentation** will highlight practical preventative biosecurity and biocontainment measures to minimize the risk for disease transfer.*



**Dr. Zach Sawall**, *Vita Plus*

Sawall is a Vita Plus dairy nutritionist and technical service specialist in central Wisconsin. He grew up on a dairy farm in northeast Wisconsin and earned his bachelor's degree in animal science at the University of Minnesota. He continued there to earn his Ph.D. in ruminant nutrition. *During his **breakout presentation**, Sawall will discuss the science behind Vita Plus starter grains, milk replacers, milk additives, and electrolytes, and share practical strategies to put these products to work on your farm for improved calf performance.*



**Dr. Michael Steele**, *University of Alberta*

Steele is an assistant professor in agricultural food and nutritional science. His lab has contributed significantly to our understanding of gut health, gut barrier function, rumen development and function, and microbial impact on gut health. *Steele's **general session presentation** will cover the basics of how colostrum and milk feeding regimens can impact gut physiology and health. His **breakout presentation** will explore the principles of weaning calves from elevated levels of milk.*



# THE SPEAKERS *continued*



**Dr. Jennifer Van Os,**  
University of Wisconsin-Madison

Van Os is the newest faculty member of the UW-Madison Department of Dairy Science and an animal welfare extension specialist. She completed her Ph.D. in animal behavior at the University of California-Davis followed by postdoctoral research within the University of British Columbia Animal Welfare Program. *During her breakout presentation, Van Os will explore the definition of animal welfare, highlight current calf welfare research, and provide practical applications for assessing calf welfare on farm.*

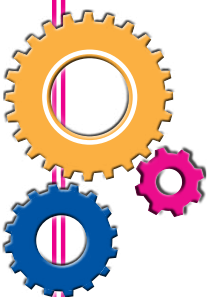


**Jan Ziemerink, Foerster Technik North America**  
As CEO, Ziemerink provides on-farm technical support worldwide for Foerster Technik. He went to agricultural school

in Holland and then worked on farms in Africa, Europe, and Texas. In 1987, he immigrated to Canada to manage a veal farm. For the last 25 years, he has worked to improve automatic calf feeders and make the machines more farmer-friendly. *During his breakout presentation, Ziemerink will discuss machine calibration, cleaning, and feeding schedules, as well as how to best prepare calves for aut feeder systems.*



## Insights® Discovery



No doubt, your calf team is made up of family members and employees with very diverse personalities. While this can be one of your biggest challenges, it can also be one of your greatest assets.

Through the Insights Discovery program, you will learn about your own communication style, preferences, strengths, and opportunities for growth, and also gain the skills to identify these traits in others. Use these self-awareness tools with your team to effectively recognize communication preferences, adapt, and connect for better efficiency and relationships.

## PRODUCER PANEL



**Heidi Fischer, Fischer-Clark Dairy, Inc. (Hatley, Wisconsin)**  
Fischer farms with her husband, Jon, their two daughters, and Jon's parents, Mike and Sue. She currently manages the farm's calf program in addition to numerous other responsibilities. *The Fischers raise calves in a four-row barn constructed in 2017. They chose this design to increase efficiency and build on the success they previously achieved with a two-row barn.*



**Kristan Opelt, River Crest Dairy, LLC (Greenwood, Wisconsin)**  
Opelt purchased her parents' herd in 2010 and formed an LLC with her husband and his parents in 2015. Opelt has a passion for registered cattle and provides daily management of the dairy. *The Opelts completed construction of a calf and heifer barn in 2017. It houses 20 to 30 calves on an Urban aut feeder plus 70 weaned calves on packs. They chose auto feeders for better labor efficiency.*



**Stacy Sosinsky, Ocooch Dairy (Hillsboro, Wisconsin)**  
Sosinsky farms with three of her family members and has worked as the farm's calf and heifer manager for seven years. *The Ocooch team built an aut feeder barn in October 2017. They chose auto feeders to capitalize on the benefits of group housing and constant access to milk replacer, starter, and water, as well as a better environment for the calf team.*

**Registration is required!** The cost of the program is \$100 per individual. To participate in this program, you will need to complete an online communication survey **by June 10** (a link will be sent to you after you register). The results of your personal survey will be confidential. You will receive and use the results during the Calf Summit Insights Discovery session, which will run from 6 to 8:30 a.m. on Wednesday, June 20. Breakfast will be included with the session.



**Aaron Tigert, Vita Plus**  
Aaron Tigert is the Vita Plus strategic investments manager and a certified Insights facilitator. He earned his bachelor's degree in agricultural business management and business administration at UW-Platteville and his master's in accounting at Edgewood College. He has worked in agricultural finance roles throughout his whole career.



## Join us in thanking our **SPONSORS**



Please join Vita Plus in thanking the following organizations for their support of Vita Plus Calf Summit and helping provide outstanding programming.

**Alltech, Inc.**

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**Elanco Animal Health**

**Kemin Industries**

**Milk Products, LLC**

**Milk Specialties Global**

**Animal Nutrition**

**Phileo Lesaffre Animal Care**

**Zinpro Performance Minerals**

## VISIT GREEN BAY

Looking to extend your Calf Summit trip into a mini-vacation? Visit [www.greenbay.com](http://www.greenbay.com) for an extensive list of attractions and activities for you and your family. A few highlights include:

### **Bay Beach Amusement Park**

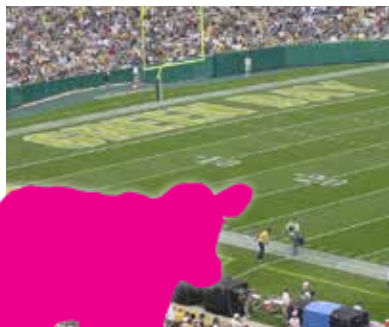
*Open 10 a.m. to 9 p.m.*

### **Bay Beach Wildlife Sanctuary**

*600 acres of live animal exhibits, educational displays and hiking*

### **Duck Creek Golf Center**

*Miniature golf and driving range*



### **Green Bay Bullfrogs Baseball Club**

*Collegiate summer baseball league*

### **Green Bay Botanical Garden**

*23+ acres of lush gardens and peaceful woods*

### **Green Bay Packers Hall of Fame**

*Open 9 a.m. to 6 p.m.*

### **Heritage Hill State Historical Park**

*54 acres with 24 historical buildings and education displays*

### **Lambeau Field Tours**

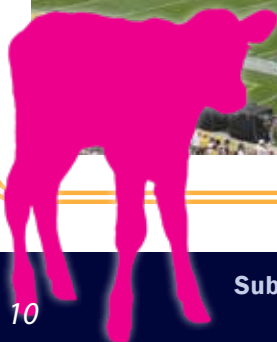
*Tours generally offered between 10 a.m. and 5:30 p.m.*

### **Neville Public Museum**

*Art, history and science displays*

### **NEW Zoo & Adventure Park**

*90 species of animals plus climbing and ziplining*



Subscribe to **Starting Strong** and other free resources at  
[www.vitaplus.com/our-online-resources](http://www.vitaplus.com/our-online-resources).



# REGISTER by June 1

## Register for Vita Plus Calf Summit 2018

Go to [www.vitaplus.com/calfsummit.html](http://www.vitaplus.com/calfsummit.html) to register. Registration opens April 25 and closes June 1.

### Registration fees

**Conference registration: \$125**

*Cancellations made after June 1 will be billed at the full registration fee of \$125.*

### Optional Insights Discovery

**registration: \$100**

### Bibs size

All Calf Summit attendees will receive a free pair of waterproof bibs. You will need to provide your size when you register at the above website.

### Additional information

For more information, contact Katie Varney, Vita Plus marketing & event specialist, at 608.250.4253 or [kvarney@vitaplus.com](mailto:kvarney@vitaplus.com).

## HOTEL INFORMATION

### Radisson Hotel & Conference Center

920.494.7300 | 2040 Airport Drive, Green Bay, WI 54313

**Please make your own hotel room reservations.** A special room rate of \$99 plus tax for Tuesday through Thursday has been set for all attendees until June 1. Mention Vita Plus Calf Summit to ensure this rate.

## Starting Strong

Our bimonthly calf care e-news provides calf raisers across the Midwest with emerging research and practical tips for calf and heifer nutrition and management.

The next issue of **Starting Strong** will feature full event coverage from Vita Plus Calf Summit 2018.

### American Registry of Professional Animal Scientists

Calf Summit presentations can count toward your ARPAS continuing education credits. Following the event, log into your profile and select your sessions to report your attendance.

### Dairy AdvanCE™

Are you participating in the new Dairy AdvanCE program offered by the Professional Dairy Producers® (PDPW)? If so, log into your profile following the event to report your attendance at Calf Summit and track your continuing education credits.



## **Vita Plus Calf Summit 2018**

***Register by June 1!***

### **Vita Plus**

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