

# *15<sup>th</sup> Discover Conference on Food Animal Agriculture:* **Biology of the Calf: Birth to 4 Months**

## **Preparing for a Conference**

On behalf of the American Dairy Science Association thank you very much for agreeing to be a speaker at the upcoming Discover Conference, "Biology of the Calf: Birth to 4 Months," planned for November 16-19, 2008 at the Hotel Roanoke and Conference Center in Roanoke, Virginia. Your participation is very important to the overall success of this Conference and we appreciate your taking the time and effort to contribute. I am confident that you will find this to be a rewarding and exciting opportunity!

The program committee for this conference, under the leadership of Dr. Bob James of Virginia Tech and Dr. Sandra Godden of University of Minnesota, have done an excellent job of developing key topics and identifying appropriate speakers and moderators. The ADSA Discover Conference (DC) series addresses topics of contemporary importance to food animal agriculture. Meaningful interaction in a relaxing atmosphere is a key feature. Conferences are held in an informal, retreat-type setting, and provide an environment and format that fosters stimulating interactions among all participants. Information about the Discover Conferences, including the program for this specific Conference, can be found on the ADSA web site at <http://www.adsa.org/discover/>

I urge you to carefully read the enclosed abbreviated version of *Speaker Guidelines*, which covers some of the important aspects of your participation as a speaker. In this letter I want to communicate **some key points** and ask that you contact me if you have any questions or additional needs. You will also find this material posted on the conference web site at <http://www.adsa.org/discover/>.

Registration & Travel Expenses: As an Invited Speaker, the \$395 registration fee and travel expenses will be paid for by the conference. The registration for the Conference includes the reception and conference dinner on Sunday evening, three light breakfasts, and two buffet lunches.

Please note travel expenses submitted for reimbursement require advance approval from ADSA. Please make your travel plans early, allowing a few days for ADSA approval of your estimate of travel before booking. You may email your estimated expenses to me at [adsa-discover@assochq.org](mailto:adsa-discover@assochq.org). To take advantage of reasonable rates, please make your travel plans early considering both flying and driving (whichever is most cost & time effective). Complete travel information, including driving directions to Hotel Roanoke can be found on the Discover web site.

Travel: Plan to arrive in Roanoke by 4:00 PM on Sunday, November 16 and depart after Noon on Wednesday, November 19. Speakers who receive expense reimbursement are expected to be present for the entire conference.

Transportation from and to the Roanoke airport is provided at no charge by the hotel. A list of rental car agencies is available on our web site, [www.adsa.org/discover/](http://www.adsa.org/discover/).

Lodging: A reservation has been made in your name at the Hotel Roanoke. We have indicated your arrival to be the start of the conference on Sunday, November 16 and departure at the end of the conference on Wednesday, November 19, 2008. If you have any changes to your arrival or departure dates, or any special needs related to your lodging at the conference, it is important you contact me at your earliest convenience. See *Guidelines* for specific information.

The Conference site is the historic Hotel Roanoke and Conference Center is situated alongside downtown Roanoke in the heart of Virginia's Blue Ridge Mountains, just minutes from Roanoke Regional Airport. The Roanoke Valley boasts a wide variety of golf and tennis facilities, as well as great outdoor recreation with hiking, biking, boating and fishing in the surrounding Blue Ridge Mountains. And those who would like to adventure closer to the hotel can head downtown for its galleries, shops and a famous Roanoke Farmer's Market which offers the best in cultural arts and culinary specialties. The hotel offers full amenities including wireless internet throughout the hotel, a business center, a fitness center and an outdoor pool.

Attendance: Speakers and moderators are expected to be present for most, if not all, of the conference. See **Guidelines** for specific information.

Your Role as a Speaker:

All speaker presentations for this conference are 30 minutes, with additional time for question and answer, and further discussion. It is very important that speakers stay within their allotted time so that the discussion component of the Conference can be fruitful.

**Information Needed by October 31:**

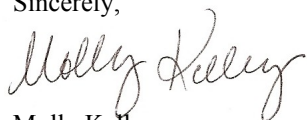
1. A copy of your final PowerPoint presentation emailed (or mailed on cd). Speakers are not required to provide full manuscripts. Instead, copies of speaker visuals are assembled for inclusion in a handout booklet for registrants. If you are using something other than PowerPoint, handouts of key tables and figures will be fine. We request these by October 31 so we have time to duplicate and assemble presentation notebooks, and time to pre-load all presentations onto one computer.
2. A brief biographical paragraph; this will be duplicated and inserted into the handout at the meeting. (for sample bio, go to the DISCOVER web site and click on "Information for Invited Speakers")
3. An Interpretive Summary of your presentation. As you know, in order to preserve the free flow of discussion, we do not publish proceedings of the conference. We do however receive numerous requests for information both during and after the conference about topics presented. The Interpretive Summaries fill that need. Summaries should not exceed one page (single spaced, 12 pt). At the top of the page should be the title (all caps), and beneath it your name and institution/affiliation. The summary should address the following:
  - a. What is the nature and scope of the problem or phenomenon that you discussed, and the impact or importance it has for the environment and for society?
  - b. What remedies, solutions, improvements, or understandings are envisioned that will reflect progress in dealing with the problems or in understanding the phenomenon?
  - c. If the remedies, solutions, improvements or understandings are achieved, how will this impact the environment and society?

Feel free to include a summary table or figure if it helps communicate your basic message. The Interpretive Summary should be free of jargon and technical terms/details. A lay person reading the summary should be able to know what the core message of the presentation was. At the end of the summary, include your contact information (name, title, institution/affiliation, address, phone, fax, email). We plan to include copies of the Interpretive Summaries in the program booklet given to each registrant and to post them on the DISCOVER web site. A sample Interpretive Summary can be found on the DISCOVER Web site. Click on "Information for Invited Speakers."

The above materials can be sent to my attention: Molly Kelley, ADSA Headquarters, 1111 North Dunlap Avenue, Savoy, IL 61874; ph: 217/356-5146, e-mail: [adsa-discover@assochq.org](mailto:adsa-discover@assochq.org). Contact me, Larry Miller, Bob James, Sandra Godden, or any of the program committee members if you want to discuss this aspect of your responsibilities.

Again, thank you very much for your willingness to participate in this conference. We are looking forward to another stimulating DISCOVER Conference.

Sincerely,



Molly Kelley  
ADSA DISCOVER Conference Series

Attachments: DISCOVER Speaker Guidelines  
Conference Flyer