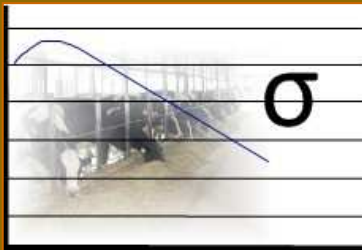


**17th ADSA Discover Conference on
Food Animal Agriculture:**



Dairy Herd Analytics

August 24-27, 2009
Brown County Inn, Nashville, IN
Sponsored by American Dairy Science Association

Conference Format

The Discover Conference Series was designed to provide a format and venue that encourages in-depth discussion of cutting-edge science.

ADSA Discover ConferencesSM focus on topics of importance to the science of food animal agriculture and are held in a relaxed, informal setting. Sessions for this conference will allow ample time for discussion, networking and relaxation.

Program Committee:

Albert De Vries, University of Florida, Co-chair
David Galligan, University of Pennsylvania, Co-chair
Buzz Burhans, Dairy-Tech Group
John Clay, Dairy Records Management Systems
Jim Ehrlich, Dairy Veterinarians Group
Ray Nebel, Select Sires, Inc.
Ken Nordlund, University of Wisconsin
Mike Tomaszewski, Texas A & M University
Larry R. Miller, ADSA Discover Conferences
Molly Kelley, ADSA Discover Conferences

American Dairy Science Association
Discover Conference Series
Phone: 217/356-5146 Fax: 217/398-4119
Email: adsa-discover@assochna.org

17th ADSA Discover Conference on Food Animal Agriculture: Dairy Herd Analytics

Conference Topics:

- Best practices and emerging ways of dairy herd analyses
- What, when and how to measure performance indicators
- New modalities of presenting information
- Basic attributes of metrics
- Emerging technologies
- Data exchange synergies and issues
- Integration of information
- Economic value of analysis
- Applications in focus areas: milk production, disease, reproduction, welfare, replacement, environment, nutrition, heifer rearing.

Conference Objectives:

This conference will provide a platform for discussion of issues pertaining to the science of dairy herd analysis. It will comprise focused discussions in the major areas of what, when and how to measure dairy herd performance indicators, ways of summarizing information and aspects of presentation, economic value of information, and emerging technologies. Applications in focus areas will be discussed.

Who should attend?

Target group for this Conference are dairy producers, allied industry, veterinary practitioners, extension educators, dairy scientists, and others who are involved with dairy herd analysis. Students and early career professionals are especially encouraged to attend.

Registration postmarked by July 24, 2009 is \$395.00, which includes sessions and most meals. After July 24, the registration fee will be \$495.00 and will be accepted on an availability basis. To optimize interaction among participants, registration will be limited to the first 120 applications received.

Accommodations

The conference will be held at the Brown County Inn in Nashville, Indiana. All participants are responsible for making their own lodging reservations.

Travel

The Brown County Inn in Nashville, Indiana is about one hour south of the Indianapolis International Airport and is easily accessible from I-65. Shuttle service and rental cars are available at the airport. Advance reservations are necessary for shuttle service. Nashville is 15 miles off I-65 and is midway between Columbus and Bloomington, Indiana.



For complete conference information, including the latest program and registration materials, go to:
<http://www.adsa.org/discover/>