



A M E R I C A N D A I R Y S C I E N C E A S S O C I A T I O N

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**ADSA Discover Conference Series**

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To: DC17 Speakers  
RE: Your role as a speaker

On behalf of the American Dairy Science Association thank you very much for agreeing to be a speaker at the upcoming 17<sup>th</sup> Discover Conference, "Dairy Herd Analytics" planned for August 24-27, 2009 at Brown County Inn, Nashville, Indiana. 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 Dave Galligan, University of Pennsylvania School of Veterinary Medicine and Albert DeVries, University of Florida, has 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: A key element to the success of our conference series is our ability to bring the exchange of timely and relevant topics to the industry while maintaining a very reasonable conference fee. Registration for Invited Speakers will be paid for by DISCOVER Conferences. We fully hope to be able to cover hotel & travel expenses as well. However, our ability to cover these additional expenses will depend on the success of outside sponsor contributions and registrations for this conference.

If reimbursement of these expenses is necessary for your participation, please let us know right away so we can plan accordingly. The Discover Conference Series abides by ADSA policy which states that prohibits payment of honorarium or speaker fees.

The \$395 Registration fee includes all registration expenses, plus most meals (Monday dinner, Tuesday breakfast and lunch, and Wednesday breakfast and lunch.)

Travel Info: Complete travel information, including driving directions to Brown County Inn can be found on the Discover web site. Transportation from and to the Indianapolis International Airport can be either by rental car (see list on web site, [www.adsa.org/discover/](http://www.adsa.org/discover/)), or by shuttle. Shuttles require advance reservations.

Plan to arrive in Nashville, Indiana by 4:00 PM on Monday, August 24 and depart after Noon on Thursday, August 27.

Lodging: I will make your lodging reservations at the Brown County Inn for you. Speakers who receive expense reimbursement are expected to be present for the entire conference, thus we have indicated your arrival at Brown County Inn to be Monday, August 24, 2009 and your departure to be Thursday, August 27, 2009. 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.

The Conference site is the Brown County Inn in Nashville, Indiana. The Inn boasts many amenities, including a full service lounge, wireless internet hot spots, an indoor pool, and many onsite recreational opportunities. Nearby is the 15,000 acre Brown County State Park. Hiking trails abound and there are two small lakes in the Park. Nashville, Indiana is a quaint, laid-back village featuring artists and craftsmen. Excellent golf courses are nearby and one is adjacent to the Park. The site is about one hour south of Indianapolis. Information is on the web site.

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 approximately 30 minutes, with additional time for question and answer, and further discussion. It is very important that speakers stay within their allotted time as indicated on the attached program so that the discussion component of the Conference can be fruitful.

**Information Needed by August 7:**

1. A copy of your final PowerPoint presentation emailed (or mailed on cd). Speakers are not required to provide full manuscripts. Instead, please note that 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 August 7 so we have time to duplicate and assemble presentation notebooks, and time to pre-load all presentations onto one computer. If you find your presentation is too large to email, we can make arrangements for you to email the presentation saved as "handouts, 6 per page" in PDF format. I can get the final presentation on site if need be.
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, Dave Galligan, Albert DeVries, or any of the program committee members if you want to discuss any 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.