



ADSA Discover Conference Series

Molly Kelley, Conference Coordinator

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February 25, 2010

Dear ADSA Discover Conference Program Committee Member,

On behalf of the American Dairy Science Association thank you again for agreeing to be a speaker at the upcoming Discover Conference, “**Key Issues in Sustainability of the Dairy Industry**” planned for May 11 – 14, 2010 at the 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 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: It is our intent to provide free registration for the Program Committee if ample funding is obtained, but Program Committee members will be responsible for travel expenses including airfare, parking, lodging and meals not covered by registration. Note, if this inhibits your ability to participate in the conference, please let us know so we can discuss options.

Travel Info: If flying, we recommend you fly into Indianapolis International Airport. Transportation from and to the Indianapolis Airport can be either by rental car (see list on web site, www.adsa.org/discover/), or by limo. Limos require advance reservations. Plan to arrive in Nashville, Indiana by 4:00 PM on Tuesday, May 11 and depart after Noon on Friday, May 14, 2010. If you need assistance booking a limo, feel free to contact me.

Lodging: I will reserve a room for you at the Brown County Inn for arrival on Tuesday, May 11, 2010 and departure on Friday, May 14, 2010. If you have any changes to your arrival or departure dates, or any special needs related to your lodging at the conference, contact me or the Inn directly 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. Weather permitting, 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: For successful interaction and discussion, speakers, committee members and moderators are asked to be present for most, if not all, of the conference.

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 April 23, 2010:

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 2 weeks in advance so we have time to duplicate and assemble presentation notebooks, and time to pre-load all presentations onto one computer.

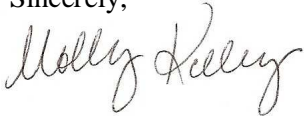
2. A brief biographical paragraph; this will be duplicated and inserted into the handout at the meeting. (for sample bio, go to the DISCOVER web site and click on "Information for Invited Speakers")
3. An Interpretive Summary of your presentation. As you know, in order to preserve the free flow of discussion, 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@asochq.org. Contact me, Larry Miller, Tom Overton, Mike Overton, 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.

Sincerely,



Molly Kelley
ADSA DISCOVER Conference Series

Attachments: DISCOVER Speaker Guidelines, Conference Program