

2011 Joint Annual Meeting Is Rapidly Approaching

The 2011 Joint Annual Meeting (JAM) is rapidly approaching, and the JAM program committee encourages you to make plans now to attend this excellent, one-of-a-kind scientific meeting, which will be held in New Orleans, Louisiana, July 11–14. Over 2,400 abstracts have been submitted—a 17% increase over the previous record for a two-society meeting! An exciting program will be presented.

More than 40 symposia are planned, including many that will be of special interest to ADSA members:

- Agri-Medical Research: Providing Dual Benefit for Agriculture and Human Health—A joint preconference symposium sponsored by the American Society of Nutrition, ADSA, and ASAS.
- The Triennial Lactation Symposium/Biology of Lactation of Farm Animals: Lactation Biology Training for the Next Generation—A tribute to Dr. H. Allen Tucker.
- Producing Quality Milk in the Hot, Humid Climates—sponsored by the ADSA Southern Branch.
- Dairy Foods Symposium: Technological Advancements in the Reduction of Pathogens and Spoilage Organisms in Milk—sponsored by the Dairy Research Institute.
- Lactation Biology: Circadian Clocks and Photoperiod in Mammary Development And Lactation—sponsored by the Lactation Biology program committee.
- Extension Education: Reinventing Extension as a Resource—What Does the Future Hold?—sponsored by the Extension Education program committee.
- Environmental Impact of Beef and Dairy Systems—sponsored by the Production, Management and the Environment, and the Forages and Pasture program committees in conjunction with the Innovation Center for U.S. Dairy and Dairy Research Institute.
- Innovations in Dairy Processing Unit Operations—sponsored by the Dairy Foods program committee.
- Current and Future Determinants of Dairy Product Pricing—ADSA Production Division symposium.
- Mycotoxins—Prevalence, Impact, and Control Strategies in Ruminant Diets—sponsored by the Ruminant Nutrition program committee.
- Really Big Data: Processing and Analysis of Very Large Data Sets—sponsored by the Breeding and Genetics program committee.
- Modulation of Metabolism Through Nutrition and Management—sponsored by the Ruminant Nutrition program committee.
- Becoming Your Own Best Advocate: How to Expand and Communicate Your Skills and Qualifications—a symposium especially suited to graduate students.

These and many other symposia and workshops, such as the Mixed Models workshop, along with a broad, discipline-based scientific program, promise to make this year's meeting truly outstanding.

Graduate student oral and poster competitions as well as Student Affiliate Division competitions and activities will be featured in the program. These activities provide an excellent way for students to highlight their scientific achievements and to network with other students and professionals. I encourage you to stop by these competitions—you will be impressed by the quality of papers and the information presented by our students.

I am honored to serve as the JAM program chair for 2011, but the real work of organizing the meeting is done by our program committees; they develop the ideas for the symposia, review the abstracts (more than 2,400 this year), and construct the oral and poster sessions. The FASS staff, the executive directors of ADSA and ASAS, and the member societies also do a fantastic job with the logistics of the meeting that makes everything run smoothly. Please join me in thanking these volunteers and staff who have worked so diligently to get these tasks done in a timely manner.

As you make your summer plans, be sure to mark July 10–14 on your calendar and plan to join us at the 2011 Joint Annual Meeting. It promises to be a meeting with a great scientific program and plenty of time for networking. We will see you in New Orleans in July!

David P. Casper
JAM Overall Program Chair

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2011 JAM Symposia Schedule

Sunday, July 10

All Day

- The Triennial Lactation Symposium/Biology of Lactation of Farm Animals: Lactation Biology Training for the Next Generation—A tribute to Dr. H. Allen Tucker

Monday, July 11

Morning

- Animal Behavior and Well Being: Novel techniques for euthanasia
- Beef Species and Ruminant Nutrition Joint Symposium: Cow size and sensibility/nutrition, genetics, and management considerations for beef cattle under grazing conditions
- Extension Education: Reinventing extension as a resource—What does the future hold?
- Food Safety: Safe food production: Zoonotic disease-control, responsibility, and liability
- Lactation Biology: Circadian clocks and photoperiod in mammary development and lactation

Afternoon

- ADSA Southern Section: Production quality milk in the hot, humid climates
- Breeding and Genetics: Really Big Data: Processing and analysis of very large datasets
- Cell Biology Symposium
- Dairy Foods: Technological advancements in the reduction of pathogens and spoilage organisms in milk
- Graduate Student: Becoming your own best advocate: How to expand and communicate your skills and qualifications

Tuesday, July 12

All day

- Production, Management and the Environment, Forages and Pastures & Innovation Center for U.S. Dairy Joint Symposium: Environmental impact of beef and dairy systems (full day)

Morning

- Animal Health: Viral swine diseases: Prevalence, prevention, and their impact on production
- ARPAS: Understanding meta-analysis
- Companion Animals: Promoting companion animal biology and research in animal sciences
- Contemporary and Emerging Issues: Emerging animal welfare issues
- Meat Science and Muscle Biology: Meat in the diet
- Milk Protein and Enzymes: Milk proteins and peptides: Bioactivity and digestion

Afternoon

- Bioethics: The ethical food movement: What does it mean for animal agriculture?
- Companion Animals: Living beyond 20: Discoveries in geriatric companion animal biology
- Dairy Foods: Innovations in dairy processing unit operations
- Growth and Development: Understanding and mitigating the impacts of inflammation on animal growth and development
- Physiology and Endocrinology: Factors controlling puberty in beef heifers
- Nonruminant Nutrition: Nutrient and neuroendocrine regulation of gastrointestinal function

Wednesday, July 13

Morning

- Animal Health: Lipid metabolism—Inflammation interactions
- Breeding and Genetics: Is there space for genomic selection in small population?
- Extension Education: Enhancing educational approaches for future changes in biosecurity and antibiotic use in animal agriculture

Continued on next page

- Meat Science and Muscle Biology: Biochemical mechanisms influencing postmortem proteolysis and the identification of protein markers for predicting tenderness
- Nonruminant Nutrition: Nutrition's role in environmental management and meeting government regulations
- Ruminant Nutrition: Modulation of metabolism through nutrition and management

Afternoon

- ADSA Production Division: Current and future determinants of dairy product pricing
- Alpha Beef Cattle Nutrition: Enhancing beef production efficiency with new knowledge and technologies: Building the bridges for future collaboration
- Nonruminant Nutrition: Nutrition and gut microbiome
- Small Ruminant: Advancements in genetic selection of small ruminants for performance and parasite resistance
- Teaching/Undergraduate and Graduate Education: Adapting our teaching to meet current and emerging societal needs

Thursday, July 14

Morning

- Horse Species: Disaster preparedness—Insights to aid the equine and livestock industries
- Meat Science and Muscle Biology: Extracellular matrix in skeletal muscle development and meat quality
- Ruminant Nutrition: Mycotoxins—Prevalence, impact, and control strategies in ruminant diets

Letter from the ADSA® President

Jim Linn



Greetings to all ADSA members. This has been a very busy and productive year for your society. ADSA remains one of the premier professional societies and the accomplishments this year have made your society even better and stronger. I want to thank the membership for the opportunity to serve this great organization. It has been a pleasure to work with so many outstanding people who believe in ADSA and are dedicated to ADSA's vision of providing science, education, and service to the dairy industry. A huge thank you goes to the staff, board of directors, program committees, and all the other ADSA committee representatives and volunteers who serve ADSA. The success of ADSA is directly attributable to and reflective of your contributions and efforts.

In this article, I want to highlight just a few of the many exciting things that have occurred in ADSA the last six months. There are many more activities than these and I encourage you to read the many other articles in this newsletter that describe the activities of ADSA this year.

The *Journal of Dairy Science*® (JDS) remains highly ranked and financially sound, thanks to our previous editor-in-chief, Gary Rogers, and now the new editor-in-chief, Roger Shanks. Also, your previous leadership made a very timely and highly favorable co-publishing contract with Elsevier. Elsevier is a highly regarded and recognized international publisher connecting 11 million people at institutions around the world through Elsevier's Science Direct platform. This has resulted in JDS becoming even more international and helps ameliorate the looming threat of open access to journal revenues. In addition, the financial arrangement with Elsevier covers FASS editorial and production costs and most effectively addresses the emphasis on maintaining institutional subscribers around the globe. By Impact Factor, JDS was ranked number 3 of 50 for 2009, but number 1 on a new 5-year measure, amongst journals in the agricultural, dairy, and animal sciences. The Eigenfactor (which removes self-citations) ranked JDS number 1 this past year. In 2010, 634 articles were published in JDS with an average page length of 9.5 pages per article. Through the first four issues of 2011, we are on track again to publish more than 6,000 pages. By all hallmarks, JDS remains the premier scientific journal delivering science and education to our membership and other readers.

Our publications and information communication have expanded beyond JDS this past year. The interpretive summaries from articles in JDS are now being translated into Spanish and published in *Hoard's en Español*. Through *Hoard's en Español*, more than 11,000 people in 26 countries are reading the excellent research being reported by dairy scientists in JDS. The other new communication is the weekly *Dair-e-news*, bringing you timely information on current activities in the dairy sciences along with news, notes, and announcements from ADSA. Thanks to Ken Olson for making *Dair-e-news* possible. In addition, S-PAC continues to grow in subscriptions along with adding new conferences and features. S-PAC is now readily available to students and others through an institutional subscription.

Students have been the focus of many ADSA activities this year. First, a new Western Student Affiliate Division (SAD) was formed; they held their inaugural meeting March 5–6 in Fresno, California. The meeting attracted 44 students and advisors from 5 universities along with several industry professionals. Thanks to Kimmi Devaney, a past SAD president, for all her efforts

Continued on next page

and leadership in forming this new division. The other regional SADs were also very active this year and I know Jake Anderson and his officers are planning a very exciting and fun time in New Orleans this summer.

The formation of a Graduate Student Division (GSD) in ADSA is now complete and many exciting activities are planned for their inaugural event at the Joint Annual Meeting this summer. With the formation of the GSD comes a position on the ADSA Board of Directors. The president of GSD, along with the president of SAD, will be participating in Board meetings and helping set the vision for ADSA into the future. The GSD and its activities are meant to provide a means for graduate students and post-docs in ADSA to become better connected across institutions and learn about their various research projects.

Another new and exciting opportunity for graduate students is the graduate student speaker exchange with the European Association of Animal Production (EAAP). The winner of the ADSA PhD oral competition at JAM will have the opportunity to present his or her research at the EAAP meeting the following year. In exchange, the winning graduate student at the EAAP meeting will have the opportunity to come and present at JAM. In addition to presenting at the respective scientific meeting, each student will meet with leaders in the dairy sciences and learn about dairying and agriculture in the respective countries. Thank you to Gary Hartnell for leading this program effort and to Novus International for funding this outstanding opportunity for our young scientists.

Financial performance for the Association and Foundation this past year has been very good. Revenues exceeded budget and expenses came in at budget. Investments across all portfolios made money this past year and resulted in a very nice paper gain. Because of the solid financial position of ADSA, the Board was able to put more into the JDS Superfund to help it grow towards the goal of offsetting page charges for member publishing in JDS.

The future of ADSA is very bright. The organization has great people and many activities and benefits to serve the membership. The organization has accomplished much and has the potential and resources to accomplish even more. There is no better indication of this than what is shaping up to be another outstanding Joint Annual Meeting—I look forward to seeing everyone in New Orleans.

Jim Linn
ADSA President

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Report from the JDS Editor-in-Chief

Roger D. Shanks

*Professor Emeritus of Genetics,
University of Illinois*



Please read my 2010 Editorial report in the April issue of the *Journal of Dairy Science*[®] (Shanks, 2011, *J. Dairy Sci.* 94:1643–1645). Highlights include a report of increased submissions of 91 per month and a relatively constant 58% acceptance rate. Also, visit the journal's website (<http://www.journalofdairyscience.org/>) to read the *Journal of Dairy Science* online. Check out the “Featured Article” of the month or read the Interpretive Summaries. Tremendous information is available on a large variety of topics in dairy science.

The excitement this spring has been the development of new awards associated with the journal—the *Journal of Dairy Science*[®] Most Cited Award. The purpose of the award is to reward authors for contributing outstanding articles to the *Journal of Dairy Science*[®]. Elsevier is currently contributing \$2000 per year to fund the award. The FASS staff is assisting in collecting data on citations to determine the award recipients. Details of the criteria and recognition are identified below:

Authors of the most-cited articles published in *Journal of Dairy Science*[®] are to be recognized at the annual meeting of the American Dairy Science Association.

Criteria are as follows:

- 1) For July 2011 recognition, the article was published during calendar year 2008.
- 2) (For July 2012 recognition, article was published during calendar year 2009, and so on)
- 3) Authors of four articles will be selected for recognition each year, one from each of the four sections of the journal: Dairy Foods; Physiology and Management; Nutrition, Feeding, and Calves; and Genetics and Breeding. (Articles published in the Our Industry Today section will be eligible for recognition within the science section that handled the peer-review process.)
- 4) Articles within section with the most citations from the date of publication to April 15 of recognition year will be honored at the annual meeting of the American Dairy Science Association. Every article in the *Journal of Dairy Science* published during 2008 (or during 2009 for 2012) will have the opportunity for citations for more than two full years (all of 2009 and 2010 plus three months in 2011; citations after publication during 2008 will also be included in total citations).
- 5) All articles within a section are eligible.
- 6) Authors may be repeat winners if they authored different “most-cited” articles in different years or in different sections.

Recognition

- 7) Identified on *Journal of Dairy Science* website as most-cited articles within section published in 2008.
- 8) Recognized at the annual ADSA awards ceremony and on the ADSA award poster boards.
- 9) Check for USD \$500.00 for each most-cited article within section will be presented to corresponding author at the annual American Dairy Science Association awards ceremony.

These new awards mean that you, as authors, now have at least one more reason to publish in the *Journal of Dairy Science*.

I look forward to seeing all of you at the annual meeting in New Orleans this July. Maybe you will be one of the first recipients of the *Journal of Dairy Science*[®] Most Cited Awards.

ADSA Launches Graduate Student Division

Wouldn't it be ideal if graduate students studying in a dairy science discipline were offered **leadership experiences, professional development opportunities, award and travel scholarships, and networking chances**, similar to the experiences currently offered to undergraduates in the Student Affiliate Division?

Well, now they can.

ADSA has launched a Graduate Student Division (GSD) to do just that, and more. In the past year, the ADSA Board of Directors acted on survey results that showed graduate students wanted more career and networking support. They formed an advisory group comprising current graduate students and ADSA leaders (Board representative Ric Grummer, Executive Director Peter Studney, and new liaison to the group Janet Brown). The advisory group collaboratively developed a graduate student constitution, proposed changes to the ADSA constitution, created a graduate student program for JAM 2011, and launched a graduate student division website (www.adsa.org/gradstudent). ADSA members approved the changes to their constitution in January, and the Board approved appointment of the inaugural Graduate Student Advisory Council Officer Team at the March Board of Directors conference call. What follows is the purpose of the division, as described in the GSD constitution:

Purpose of the division shall be to provide professional development and networking opportunities; offer programs, including novel opportunities at meetings and through online environments to enhance communication skills of graduate students; work closely with ADSA to develop leaders for ADSA and the dairy industry; promote scholarship and relationships among graduate students throughout the world, and to foster continued membership in ADSA beyond the student experience.

Past Support, Future Leadership

The solid foundation upon which this division stands would not be possible without the efforts of the working group members. These members deserve much credit for their time, ideas, and effort:

Valerie Eubanks, University of Georgia
Elizabeth French, University of Wisconsin, Madison
Daryl Malfaur, Penn State University
Emily Yeiser, Virginia Tech

Future leaders, as described in the GSD constitution, will make up the Graduate Student Advisory Council and include the following officers and directors: president, vice president, secretary, treasurer, and directors, one from Dairy Foods and one from Production. Officer and director positions are split evenly between the Production and Dairy Foods divisions and all terms are for one year, except the vice president, who will succeed to the presidency at the expiration of the president's term. The working group recommended that terms last no longer than two years so that leadership opportunities exist for students in Master's programs in addition to PhD candidates. Officer terms would begin at the time of their installation, during the national meeting. However, in this inaugural year, officer terms will begin in March 2011 and conclude in June 2012 so that the work of the division can begin immediately. The approved Graduate Student Advisory Council, listed below, comprises graduate students, recommended by ADSA leaders, who expressed interest in serving.

March 2011–June 2012 Graduate Student Advisory Council:

President

Katy Proudfoot
University of British Columbia
Production

Vice President

Rachel Campbell
North Carolina State University
Dairy Foods

Secretary

Fabio Lima
University of Florida
Production

Treasurer

Emily Hurt
Cornell University
Dairy Foods

Production Director

Elizabeth French
University of Wisconsin-Madison

Dairy Foods Director

Prafulle Salunke

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The president will be responsible for coordinating the programs and activities of the GSD; represent the Division to the Board of Directors as a nonvoting member; conduct the business meeting at the annual meeting; and solicit officer candidates for each office. The vice-president will coordinate the communication to GSD members; advise the president; and succeed to president at the end of their term. The secretary will record minutes from officer meetings and conference calls and help with the membership recruitment and retention of GSD members. Preparing budgets and overseeing financials will be the responsibility of the treasurer. Directors will work with the president on planning workshops or seminars at the annual meeting and virtual events during the year, to meet the interests of dairy foods and dairy production graduate students. Janet Brown will assist the Graduate Student Advisory Group in the same way that the SAD Liaison supports the Student Affiliate Division.

JAM 2011 Programs and Events

Graduate students should make plans now to attend JAM 2011 and participate in the inaugural business meeting, grant-writing workshop, and career development workshops. In consultation with the working group, the following activities have been planned:

Sunday, July 10: Grant-writing workshop

Monday, July 11: Inaugural business meeting

Tuesday, July 12: Career workshop with Joe Tringali

Wednesday, July 13: Graduate student career roundtable

Other highlights include a job resource center and a graduate student mixer on Monday evening. If you are a graduate student, talk to your advisor and fellow graduate students about attending! For professional ADSA members, strongly encourage your graduate students to attend and participate.

Future Plans Include Year-Round Support

In the next year, the GSD plans to provide year-round career and professional development support delivered online (via webinars); an online career resource center; and other opportunities to grow future leaders of ADSA and the dairy industry. Celebrate this momentous achievement and learn more at www.adsa.org/gradstudent

DAIReXNET Update

What is DAIReXNET?

DAIReXNET is a nationally available source for science-based, peer-reviewed information for the dairy community, provided through national eXtension (www.extension.org) collaboration. We continue to expand our resources and education opportunities to better serve our users' needs and to provide new content from you, the dairy experts. Our collaborations with ADSA, other organizations, and researchers all enhance our effectiveness and ability to provide top-quality information to the dairy community.

DAIReXNET Collaboration with Researchers

As Agriculture and Food Research Initiative (AFRI) funding becomes more and more competitive, DAIReXNET can be a valuable partner in national integration of research and extension. This national integration is becoming more highly valued compared with regional or local collaborations, as a reflection of the information technologies now available.

We are currently serving as a collaborator to two separate AFRI-funded research projects, and are open to new partnerships as well. This collaboration can include webinars, decision-aids, learning modules, and lay summaries of the outcomes of these research projects, to name just a few delivery methods. Please contact Dr. Donna Amaral-Phillips at damaral@uky.edu for more information.

National Extension Webinar Series

Our current webinar series, directed at extension educators, veterinarians, allied industry professionals, university faculty, and dairy producers, began on October 12, 2010. To date, we have conducted six successful webinars on topics vital to the dairy industry:

- Public Perception of Dairy Farms
- Managing Somatic Cell Counts
- Optimizing Facilities for Transition Cow Success
- Precision Phosphorus Feeding for Dairy Farms
- How Low Can We Go: Nitrogen in Dairy Rations
- Impact on Air Quality and Climate Change—Where the Dairy Industry Stands

All of these sessions have been recorded and are available at http://www.extension.org/pages/Archived_Dairy_Cattle_Webinars

Resource Materials

The main feature of our effort is resource materials, all of which are peer-reviewed. This includes various pieces from conference proceedings, extension publications, and other sources. We are currently in the process of reviewing the materials we have available and determining what we need to incorporate to complete the knowledge base in a given subject. Our mastitis and milking management, nutrition, and calf management materials are well formed and useful



DAIReXNET Update

for a variety of educational endeavors. If you need materials for a class or training, consider DAIReXNET's articles. Our recorded webinars and learning lessons also make excellent classroom and training tools.

As always, if you have an article, factsheet, or decision aid that could be beneficial to our audience, please submit it to the appropriate subject area leader. A list of subject areas and subject area leaders may be found at http://www.extension.org/pages/Subject_Area_Leaders.

FAQs and Ask the Expert

eXtension provides an excellent system for users to pose questions to area experts. This allows us to efficiently address incoming questions and gives us access to a diverse audience of consumers, producers, and professionals. If you would like to contribute to these educational efforts, please visit <http://www.extension.org/aae>. Don't have an eXtension ID? Visit <http://about.extension.org/get-an-id> to get started!

Visit DAIReXNET today and explore this resource at [www.extension.org/dairy + cattle](http://www.extension.org/dairy+cattle)

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ADSA Corporate Sustaining Member Benefits

- ***Journal of Dairy Science***[®]

Two options to meet your needs are available; an additional fee is required for each:

Option A: Corporations may choose to reimburse the professional dues of one or more employees, who would then have individual electronic access to the *Journal of Dairy Science* (JDS). Professional members may purchase a paper copy of the journal, for an additional fee, and have access to all other individual member benefits.

Option B: Corporate access through a site or multi-site license. Contact Elsevier Customer Service for more information:

North America and the rest of the world: JournalsOnlineSupport-usa@elsevier.com

Europe: eurosupport@elsevier.com

- ***S-PAC Subscription at the Member Rate***

ADSA's latest, high-value product, S-PAC (Searchable Proceedings of Animal Conferences) is the most comprehensive animal production and management conference proceedings database in the world. This unique collection of conference proceedings and presentations is a must-have resource for animal scientists, veterinarians, academicians, consultants, and members of industry around the world. **S-PAC is available to ADSA Corporate Sustaining members at a deep discount.** A corporate subscription allows for three concurrent users, and multiple subscriptions may be purchased. Try S-PAC at no risk—five days for only five dollars—to see the power of this unique tool.

- ***Joint Annual Meeting Benefits***

- One free Joint Annual Meeting registration—a \$375 value for this benefit alone!
- Listing of corporate name at the ADSA membership booth.
- Exhibit booth discount for interior or corner booth.

- ***Corporate Sponsor Recognition***

- A listing on ADSA's website, with a link to your home page.
- Your company name on the back cover of the *Journal of Dairy Science*[®]—that gives your company twelve prominent worldwide exposures per year!
- Your company name prominently displayed in every weekly issue of ADSA's *Dair-e-News*.
- Your company name on the *Journal of Dairy Science*[®] website (About the Journal) and in the Joint Annual Meeting program book.

Contact Vicki Paden (vickip@assoqhq.org) today to become a Corporate Sustaining Member

ADSA Student Affiliate Division Update

This has been a busy year for the Student Affiliate Division (SAD). The ADSA-SAD officer/advisor team has been working hard to plan an extraordinary meeting in New Orleans, July 9–12, 2011. Regional meetings again provided many benefits for SAD members, and the newly formed Western Region saw its inaugural meeting.

The SAD meeting will kick off with an authentic Cajun Swamp Tour on Saturday, July 9. Meet your 2011–2012 national officer candidates at Sunday's midday mixer, and prepare for another exciting afternoon of quiz bowl competition. Monday brings the first of two business meetings, followed by research paper presentations, an activities symposium, and a dance at the student hotel on Monday night. Elect your new national officer/advisor team at the Tuesday morning business meeting, and network with dairy industry professionals at the career roundtable discussions. The annual awards banquet caps the meeting with an always-entertaining Udderly Ultimate Quiz Bowl competition featuring your 2010–2011 officer team and the ADSA board. The luncheon is packed with award recognition and will conclude with the announcement of your new national officer team.

Regional meetings in the Midwest, Northeast, and Southern regions were a success as members of SAD met for a few days of quiz bowl competition, research paper presentations, tours, and more. Regional meetings are a fantastic way to get dairy club members from across the United States excited about the national meeting, and a national officer or advisor was present at each of the meetings to promote the activities for the national meeting. The inaugural Western region meeting also went well, with good participation and discussion on how to further advance activities in the region.

We, the national officer/advisor team, are all very excited about the opportunity to serve ADSA-SAD and the national meeting.

For more information about ADSA-SAD, we invite you to visit www.adsa.org/sad.

Discover Conference Series

The **20th Discover Conference**, *The Transition Cow: Biology and Management*, held September 20–23, 2010, in Champaign, Illinois, received tremendous interest, especially from industry and international participants. The conference co-chairs were James Drackley, University of Illinois, and Nina von Keyserlingk, University of British Columbia. The conference, supported by 14 sponsors, attracted 158 registrants representing 17 countries, 21 US states, 23 universities, and more than 50 companies or consulting organizations. Unique aspects of this Discover Conference included a presentation of two case studies and posters on innovative research findings.

The **21st Discover Conference**, *Improving Reproductive Efficiency of Lactating Dairy Cattle*, is scheduled for May 9–12, 2011, at the Eaglewood Resort and Spa, Itasca, Illinois (near O'Hare international airport). This conference is designed to bring key individuals together to discuss recent results and design methods to apply this information practically to commercial dairy farms. Professionals from academia and companies, veterinarians, private consultants, producers, dairy managers, and others with an interest in dairy reproduction would benefit from the interactive conference program being organized by the conference co-chairs, Milo Wiltbank, University of Wisconsin, and William Thatcher, University of Florida. There is already great interest in this conference, with many international registrants.

Topics for the 21st Discover Conference include:

- Current state of reproductive efficiency in dairy cattle
- Specific reproductive changes in dairy cattle
- Physiology of embryo development
- Ovarian function in dairy cattle
- Designing protocols based on physiological principles
- Optimizing the economics of reproduction on a dairy herd
- Effects of nutrition on reproduction.

The **22nd Discover Conference**, *Milk Components: Opportunities for Maximizing Farm-Gate Returns and Meeting Manufacturing Needs*, is scheduled for October 10–13, 2011, at the Eaglewood Resort and Spa, Itasca, Illinois.

This conference will emphasize influences on milk components, both fat and protein, during production with input from processing, foods, and economics. Attendees will explore ways to improve linkages between milk components at the farm level and milk processing characteristics to better understand what happens on farm and how this may affect processing. In addition, the conference will look at ways to help suppliers of raw materials, including milk producers and nutritionists, be aware of changes in the global situation that affect the need for milk components and future economic opportunities and challenges.

Continued on next page

The themes for the 22nd Discover Conference include:

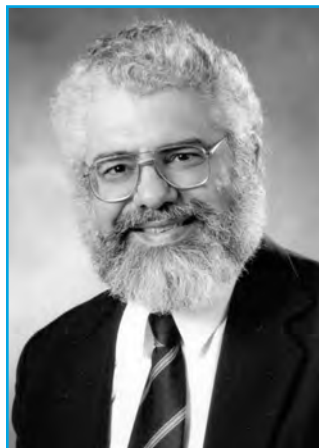
- Present and future opportunities for maximizing milk fat and protein yields
- Addressing on farm milk component challenges
- Milk component economics
- What are the processor and manufacturer looking for?
- Commercial analysis of milk components—Challenges and new innovations
- Global situation: Present and future outlook for supply and demand

ADSA Discover Conference topics and issues for 2012 are being reviewed. Check the ADSA Discover website (<http://www.adsa.org/discover/>) for more information on Discover conferences, including program and registration materials.

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Letter from the ADSA® Foundation Chair

Dave Barbano



As of December 31, 2010, the ADSA Foundation had net income of \$78,400 for the year, due to the strong performance of investments and the ADSA Foundation Discover Conference Program under the leadership of Larry Miller and Molly Kelley.

Through the efforts of Ken Olson, S-PAC® subscriptions continue to grow, from 279 subscribers in December 2009 to 480 subscribers in December 2010. S-PAC produced net income in 2010, thereby contributing to growth of the Foundation's unrestricted net assets. In addition to subscriber growth, more proceedings were added to the database, making it a more valuable tool for users. During the coming year we will continue to add conferences and proceedings, and look for additional ways to make it a more user-friendly system, and use various promotion tools to get the word out about this unique and powerful resource.

The ADSA Foundation will sponsor the SAD Quiz Bowl, the Foundation Scholar Awards, and the Genevieve Christensen Award at the 2011 Joint Annual Meeting in New Orleans.

ADSA Foundation Fundraising

Two ADSA Foundation fundraising efforts were launched last year: the Annual Giving Campaign and the Planned Giving Campaign. Both served to increase the total net assets of the Foundation in a year that saw significant reductions in donations nationwide. If you didn't get a chance to make a contribution, please do this when the Annual Giving appeal is made in May.

Discover Conferences Held in 2010

The **19th Discover Conference**, *Key Issues in the Sustainability of the Dairy Industry*, was held May 11–14, 2010 in Nashville, Indiana. The conference co-chairs were Thomas Overton, College of Agriculture and Life Sciences, Cornell University, and Michael Overton, College of Veterinary Medicine, University of Georgia. The 19th Discover conference was attended by 67 conference registrants from 23 states, 19 universities, and 20 companies or consulting organizations.

The **20th Discover Conference**, *The Transition Cow: Biology and Management*, held September 20–23, 2010, in Champaign, Illinois, was a great success, including a quality program, excellent discussion and interaction, large attendance, and good sponsorship. The conference co chairs were James Drackley, University of Illinois, and Marina (Nina) von Keyserlingk, University of British Columbia.

The 20th Discover conference was attended by 158 conference registrants (more than for any previous Discover conference), 81 international registrants representing 16 countries, 21 US states, 23 universities, and more than 50 companies or consulting organizations.

Upcoming Discover Conferences:

The **21st Discover Conference**, *Improving Reproductive Efficiency of Lactating Dairy Cattle*, is scheduled for May 9–12, 2011, in Itasca, Illinois (near Chicago's O'Hare airport). The conference co chairs are Milo Wiltbank, University of Wisconsin, and William Thatcher, University of Florida. Conference participants will be treated to a very interactive conference program that will include posters and abstracts, use of clickers, presentation of recent research data, and small group discussions to encourage participation by all attendees. Excellent attendance

Continued on next page

is anticipated. The conference will focus on three main questions related to reproductive efficiency of lactating dairy cows:

1. What is reducing reproductive efficiency of lactating dairy cows?
2. What tools are currently available to improve reproductive efficiency of dairy cows?
3. What tools and knowledge are needed in the future to better address reproductive efficiency of lactating dairy cows?

The **22nd ADSA Discover Conference**, *Milk Components: Opportunities for Maximizing Farm Gate Returns and Meeting Manufacturing Needs*, is scheduled for October 10–13, 2011, at the Eaglewood Resort and Spa, Itasca, Illinois. The conference will emphasize influences on milk components (fat and protein) during production with input from processing, foods, and economics. The interest in this topic will attract participants from academia, milk co operatives, industry representing nutrition and milk processing companies, dairy consultants, graduate students, and international representatives from both academia and industry.

Please note that the new Discover Conference location makes it easy to fly non-stop from many more locations, is a short cab ride from the terminals, and provides more dining options. If you've not attended a Discover Conference in the past, make this the year.

Thanks to officers Cindie Luhman (vice chair), Jim Moran (secretary), and Al Kertz (treasurer), and to Foundation Board trustees Allan Schultz, Peter Hansen, Dave McCoy, Karen Schmidt, and Mike Hutjens.

Dave Barbano
ADSA Foundation Board of Trustees
dmb37@cornell.edu

What's Up With S-PAC®?

Kenneth E. Olson, PhD, PAS

In case you haven't checked lately, S-PAC® (Searchable Proceedings of Animal Conferences) has been growing in both content and ease of use. We regularly add proceedings from our existing conferences as they become available and continue to add new conferences. Since the first of the year, the ***Southern Dairy Conference***, with proceedings from 1999 to 2011, and the ***I-29 Dairy Conference***, with its 2010 and 2011 proceedings, have joined our growing list of cooperating conferences. This brings the number of partner conferences to 39 and the total number of proceedings included in the database to 370—a world of information at your command.

While the look and feel of S-PAC remains similar to what it has always been, we continually look for ways to make it more user friendly. Users now have several search options from the opening page. Remember, this is the only site on the Internet where you can, in a single step, search all ADSA abstracts as well as recent proceedings from AABP, the Western Dairy Management Conference, the Cornell Nutrition Conference, and 35 other major conferences, for the specific information you need. Do this by checking the "Include Abstracts" box and simply entering the word or phrase you want to search on in the search engine. This checks all publications in the database for the information you want. If you want to exclude abstracts and search all other publications, just don't check the "Include Abstracts" box. If you want to focus on proceedings from a single conference, that option is also available. Simply enter the word or phrase that you wish to search for and then use the drop-down list of conferences to select the one that you want to search.

Continued on next page

Advanced Search Search Tips

Title

Author

Conference

- Year Range

Keywords *

Full Article

Any above boxes must match

If you want a more targeted search, the “**Advanced Search**” option is a great tool. Check it out if you haven’t used it yet. You get there by clicking on “**Go to Advanced Search**” on the opening page. A sample of the tool is provided here. As you can see, it allows a much more targeted search. For example, you can limit your search to a single author over a specific time range or to a limited number of conferences in a specific time frame. The options are almost limitless. The “**Search Tips**” link provides additional advice on searching.

Visit <http://spac.adsa.org/> to check out S-PAC. In addition to the list of all current proceedings and the basic search tool, you will find a calendar of upcoming conferences and links to websites for many of them. You can also test drive the system at the special rate of \$5 for 5 days.

This allows you full access to the system as many times as you would like during those 5 days. You can sign up for this offer repeatedly. To sign up for the special offer or if you are ready to add S-PAC to your tool kit for the coming year, go to the “**Subscribe to S-PAC**” page and follow the links (to the Federation of FASS e-commerce site) to become an S-PAC subscriber. Subscription is open to the public; however, members of ADSA, ASAS, the Poultry Science Association, and several partner organizations may subscribe at member rates.

S-PAC is also a great resource for the classroom and we encourage student use. We do this in two ways. An undergraduate student rate of \$5 per year or a graduate student rate of \$10 per year are available to ADSA student members, so the total cost of ADSA membership and an S-PAC subscription is \$10 per year for an undergraduate and \$20 for a graduate student. Few textbooks are this inexpensive and none will have the range and depth of current information available on S-PAC.

S-PAC is also available through an institutional library subscription. Several institutions are now making S-PAC available on a campus-wide basis using this new option—encourage your library to check it out.

If you have questions about S-PAC or suggestions of ways we might make it better, please contact Ken Olson (keolson@prodigy.net) or Peter Studney (peters@assoq.org).

ADSA Professional Membership Profile

For the first time last year, ADSA compiled demographic information on its professional members. This information will enable ADSA to better target programming and messaging and detect important trends over time. ADSA is a global and diverse knowledge transfer organization!

Responses came from members in 58 countries, with 65 % of the professional members residing in the United States:

Production Division	82 %	Male	78 %
Dairy Foods Division	13 %	Female	16 %
Academic	38 %	Cattle	88 %
Corporate/Company	35 %	Sheep	15 %
Independent	11 %	Goat	15 %
Small Business	7 %	Buffalo	3 %
Government	7 %		

Note: More than one Job Function, Discipline, and Area of Concentration was allowed in survey. Categories with less than 10 % of responses are not shown due to space limitations.

Job Function

Research	49 %
Nutritionist	36 %
Teaching	24 %
Consultant	21 %
Management	19 %
Academic advisor	17 %
Technical services	17 %
Veterinarian	16 %
Graduate education	14 %
Product development	12 %
Undergraduate education	12 %
Extension	11 %

Area of Concentration

Dairy cows	69 %
Dairy management	46 %
Dairy heifers	41 %
Dairy calves	39 %
Dairy health	34 %
Feed and pastures	33 %
Forages and pastures	23 %
Milk	23 %
Dairy economics	18 %
Dairy bulls	13 %

Discipline

Nutrition and metabolism	54 %
Health	24 %
Reproduction	21 %
Forages and pastures	21 %
Animal behavior and well being	17 %
Environment and management	16 %
Physiology and endocrinology	14 %
Dairy foods	13 %
Growth and development	13 %
Milking management	13 %
Breeding and genetics	13 %
Housing/facilities	13 %
Lactation biology	12 %
Microbiology	10 %

ADSA Midwest Branch Report

The 44th annual meeting of the Midwestern Section of the American Society of Animal Science and the Midwest Branch of the American Dairy Science Association was held March 14–16, 2011, at the Polk County Convention Complex in Des Moines, Iowa. The attendance was the second highest in recent years, with more than 1,000 registrants. The program was arranged to accommodate 358 abstracts among the oral and poster sessions. Seventy abstracts represented research papers presented in graduate (51) and undergraduate (19) competitions.

The Young Scholar program was held for the second time for animal science students in addition to the sixth year for the dairy science students. Eight ASAS and five ADSA Young Scholar members of the Midwest region were invited to highlight their efforts for their recent or finishing PhDs. Nine excellent symposia were given during the meeting, which were well attended.

The Midwest Academic Quadrathlon (AQ) was again very successful, with 15 teams competing in lab practical, oral presentation, written exam, and quiz bowl. This year was special in that our keynote speaker was Mark Mayfield. Mark gave an enlightening and inspirational address to all attendees just before the quiz bowl final. Mark's message was to look at problems from a different perspective and with humor in order to bring innovative solutions to the problems facing us in the future. Many thanks are extended to all the sponsors of the 2011 meeting events and program sessions.

Newly elected board members for ASAS are President-Elect John Patience, Iowa State University, and Section Director Neal Merchen, University of Illinois, and for ADSA, Secretary Mike Brouk, Kansas State University.

The dairy science abstracts, both current and previous, can be found by searching the S-PAC database or under the publications tab on the home page: <http://www.adsa.org/meetingabs.asp>. Details on ASAS Midwest Section and ADSA Midwest Branch meetings can be found here: <http://www.adsa.asas.org/midwest/meetings.asp>.

Those receiving awards at the 2011 Midwest meeting included the following:

Young Animal/Dairy Science Leader Outstanding Researcher Award

(sponsored by DSM Nutritional Products Inc.)
Kimberly A. Vonnahme, North Dakota State University

Young Animal/Dairy Science Leader Outstanding Teacher Award

(sponsored by ADM Alliance Nutrition Inc.)
Sarah A. Wagner, North Dakota State University

Young Animal/Dairy Science Leader Outstanding Extension Award

(sponsored by Land O'Lakes, Purina Mills LLC)
George Perry, South Dakota State University

Outstanding Early Career Agribusiness Award

(sponsored by BASF Plant Science)
Aaron Gaines, The Maschhoffs Inc.

Innovation in Dairy Research Award

(sponsored by Land O'Lakes, Purina Mills LLC)
Daniel Graugnard, University of Illinois

National Pork Board Research Award

(sponsored by National Pork Board)
Ashley E. DeDecker, University of Illinois
Maria-Pierre Letourneau Montminy, Agriculture and Agri-Food Canada

National Pork Board Education Award

(sponsored by National Pork Board)
No Award

Continued on next page

Tim S. Stahly Outstanding Swine Nutrition Midwest Graduate Student Award

(sponsored by Tim S. Stahly Memorial and Tribute Fund)

Jonathan R. Bergstrom, Kansas State University

2011 Young Dairy Scholars

Matias J. Aguerre, University of Wisconsin-Madison

Nora M. Bello, Michigan State University

Gregory L. Golombeski, University of Minnesota

Daniel E. Graugnard, University of Illinois

Heather M. White, Purdue University

2011 Animal Science Young Scholars

Jonathan R. Bergstrom, Kansas State University

Dustin D. Boler, University of Illinois

Ashley E. DeDecker, University of Illinois

Monica R. P. Elmore, Purdue University

Allison M. Meyer, North Dakota State University

Bryan W. Neville, North Dakota State University

Christina E. Phillips, University of Minnesota

Pedro E. Urriola, University of Illinois

Undergraduate Student Paper Competition – Oral Division

(sponsored by Ralco Nutrition, Inc.) – 14 students

1st: Renee L. Wangler, Michigan State University

2nd: Chelsea Pike, Michigan State University

3rd: Kaycee Gebhart, South Dakota State University

Undergraduate Student Paper Competition – Poster Division

(sponsored by ASAS-ADSA Midwest Board) – 5 students

1st: Sara J. Morine, Iowa State University

2nd: Kristen M. Matuch, Wilmington College of Ohio

3rd: Molly R. Stafne, University of Wisconsin-River Falls

Graduate Student Paper Competition – MS Oral Division

(sponsored by DeKalb Feeds Inc.) – 20 students

1st: Jocelyn A. Bishop, North Carolina State University

2nd: Lee Anne Huber, University of Guelph

3rd: Erika D. Downey, Iowa State University

Graduate Student Paper Competition – MS Poster Division

(sponsored by Cargill Animal Nutrition) – 8 students

1st: Katherine E. Boesche, The Ohio State University

2nd: Jason M. Warner, University of Nebraska

3rd: Jennifer K. Grant, South Dakota State University

Graduate Student Paper Competition – PhD Oral Division

(sponsored by Akey) – 16 students

1st: Yan Zhao, North Carolina State University

2nd: Jhones O. Sarturi, University of Nebraska

3rd: Nicholas Boddicker, Kansas State University

Graduate Student Paper Competition – PhD Poster Division

(sponsored by Cargill Animal Nutrition) – 8 students

1st: Patrick Gunn, Purdue University

2nd: Alexandra Chaytor, North Carolina State University

3rd: Hector Martinez-Ramirez, University of Guelph

Continued on next page

Academic Quadrathlon

The top four teams in each division are shown below:

Rank	Lab practical	Oral presentation	Written exam	Quiz bowl	Overall
1	Michigan State University	North Dakota State University	University of Missouri	Michigan State University	Michigan State University
2	Ohio State University	Tie for 2nd: The Ohio State University and West Virginia University	Tie for 2nd: North Dakota State University and Michigan State University	University of Wisconsin, Madison	The Ohio State University
3	Kansas State University			University of Wisconsin, River Falls	North Dakota State University
4	University of Wisconsin, River Falls	University of Nebraska	The Ohio State University	University of Nebraska	University of Wisconsin, Madison

David P. Casper
President
ADSA Midwest Branch

ADSA/ASAS Northeast Section Report

The Northeast region of ADSA-ASAS will hold its business meeting in July during the national meetings in New Orleans. Again, we will have our graduate student paper competition in which each participant will receive a \$150 travel award and a complimentary ticket for the Northeast ADSA-ASAS awards luncheon (Tuesday, July 12, 12:30–2:00 pm), where winners of the competition will be announced. Students participating in the competition are expected to attend the luncheon and their advisors are encouraged to attend as well. The competition is being coordinated by Kristen Govoni (CT) and is planned for the morning session on Monday, July 11. Cash prizes will be awarded in the amounts of \$300 for first place, \$200 for second place, and \$100 for third place. The travel and competition awards are provided primarily from regional dues and reserve funds. The Northeast officers are still seeking financial assistance through corporate and private donations to support the contest in years to come.

The Northeast Board is working with the ASAS executive director, Meghan Wulster-Radcliffe, to develop a survey for the Northeast ADSA-ASAS membership. The purpose of the survey is to collect information on ways to improve the financial state of the Northeast ADSA-ASAS section and to determine the overall value for maintaining for the section. The goal is to have the survey developed and data collected so it can be shared at the meeting on July 12.

Tom Hoagland (CT) is the Northeast ASAS Director and he will participate in the New Orleans meetings. We are seeking nominations for the Northeast officer position of secretary-treasurer. In addition, the call for nominations for the Northeast ADSA-ASAS Distinguished Service and Young Scientist awards will be sent to regional members very soon. Please be thinking of whom you would like to nominate!

If you have suggestions, questions, or comments, please contact me or members of the board: Heather Dann (vice president; dann@whminer.com) or Matt Wilson (secretary/treasurer; mwilso25@wvu.edu). We're looking forward to seeing everyone in New Orleans!

Doug Waterman
ADSA Northeast Branch President
doug.waterman@nutreco.ca

ADSA News **April 2011**

ADSA Southern Branch Report

Southern Branch Student Affiliate Division

One hundred two dairy club members and their advisors from ten southeastern universities congregated in Gainesville, Florida, February 24–26, 2011, to participate in the Southern Regional ADSA Student Affiliate Division (S-ADSA-SAD) annual meeting. Members of the University of Florida Dairy Science Club hosted the event. Participating universities included Clemson, Louisiana State, Mississippi State, North Carolina State, Southern Illinois, Florida, Georgia, Kentucky, Virginia Tech, and West Virginia.

Following is a summary of awards:

Outstanding Chapter: Virginia Tech

Outstanding Student Affiliate Member: Jake Anderson, Louisiana State University

Dairy Quiz Bowl Winner: Virginia Tech

First place Undergraduate Production Paper Competition: Elizabeth Eckelkamp, Louisiana State University

First place Undergraduate Dairy Foods Paper Competition: Emma Schaffel, Clemson University.

The 2012 S-ADSA-SAD meeting will be held in Raleigh, North Carolina, hosted by the North Carolina State Dairy Science Club.

Southern Regional Dairy Challenge

A total of 54 students from 14 southern colleges and universities participated in the fifth annual Southern Regional Dairy Challenge held November 18–20, 2010, in Tupelo, Mississippi. Mississippi State University hosted the contest, which drew participants from Alabama A&M University, Berry College, Clemson University, Eastern Kentucky University, Louisiana State University, Middle Tennessee State University, Mississippi State University, North Carolina State University, Santa Fe College, Southern Illinois University, University of Florida, University of Kentucky, Virginia Tech, and West Virginia University.

The University of Florida will host the 2011 Southern Regional Dairy Challenge on November 17–19.

Southern Branch Activities in New Orleans

Southern Branch activities during the upcoming 2011 Joint Annual Meeting will include the graduate student paper contest, symposium, and annual business meeting. Agenda items for the business meeting include minutes and financial report, winners of the graduate student paper contest, Student Affiliate Division news, Dairy Challenge update, Honor Award, resolutions, nominations, necrology, and dairy youth activities updates.

Nominations for 2011 Honor Award

The Honor Award is made annually to a member of S-ADSA for distinguished service to the dairy industry. Southern-ADSA has been presenting the Honor Award since 1940. Nominations for the 2011 S-ADSA Honor Award should be sent to John K. Bernard, Department of Animal and Dairy Science, University of Georgia, PO Box 748, Tifton, GA 31793; phone: (229) 391-6856; e-mail: jbernard@uga.edu.

2011 S-ADSA Symposium

The theme for the 2011 S-ADSA Symposium to be held in New Orleans is “Producing Quality Milk in Hot, Humid Climates.” Early last year, European Union (EU) officials informed the USDA that the legal limit of 400,000 somatic cells/mL of milk would be enforced on a per-farm basis. Currently, the EU allows import of US dairy products and ingredients from commingled milk that meet the limit of 400,000 cells/mL. Although this change will affect a minority of milk in the United States, it will disproportionately affect milk produced in the southeast. Five invited speakers will address innovative strategies for milk quality and mastitis management. The S-ADSA Symposium will be held on Monday afternoon, July 11.

Patrick French
ADSA Southern Branch President
Patrick.French@comcast.net

S-PAC Continues to Grow!

ADSA Annual Meeting Abstracts

[2010, 2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996, 1995, 1994, 1993, 1992, 1991, 1990, 1989, 1988, 1987, 1986, 1985, 1984, 1983, 1982, 1981, 1980, 1979, 1978, 1977, 1976, 1975, 1974, 1973, 1972, 1971, 1970, 1969, 1968, 1967, 1966, 1965, 1964, 1963, 1962, 1961, 1960, 1959, 1958, 1957, 1956, 1955, 1954, 1953, 1952, 1951, 1950, 1949, 1948, 1947, 1946, 1943, 1942, 1941, 1940, 1939, 1938, 1937, 1936, 1935]

ADSA Divisional Meeting Abstracts

[1989, 1976, 1975, 1974, 1973, 1972, 1971, 1970, 1969, 1968, 1967, 1966, 1965, 1964, 1963, 1962, 1961, 1960, 1959, 1958, 1957, 1956]

Alternative Feeds for Livestock and Poultry

[2003]

Annual Convention of the American Association of Bovine Practitioners

[2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997]

Annual Meeting of the United States Animal Health Association

[2009, 2008, 2007, 2006, 2005, 2004, 2003, 2002]

Arizona Dairy Production Conference

[2009, 2007, 2006, 2005, 2004, 2003]

Bioethics Symposium

[2007]

S-PAC (Searchable Proceedings of Animal Conferences) continues to grow—now at 39 conferences and 370 proceedings. S-PAC is the most comprehensive animal production and management conference proceedings database in the world. This unique collection of conference proceedings and presentations is a must-have resource for animal scientists, veterinarians, academicians, consultants, and members of industry around the world. The value of S-PAC increases every time a conference or a set of proceedings is added. Your value to your organization increases every time you efficiently provide information using this powerful database tool. If you can't attend the multitude of conferences that S-PAC spans, do the next best thing: subscribe to S-PAC (<http://spac.adsa.org/>) today!

Welcome to S-PAC, the animal database that really counts!

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ADSA Sponsoring 2nd International Symposium on Dairy Cattle Nutrition and Milk Quality

In the fall of 2008, Dr. Jiaqi Wang, deputy-director general of the Institute of Animal Science and head of the Ruminant Nutrition Laboratory in the People's Republic of China, entered into discussions with Dr. Trevor Tomkins, chief executive officer of Milk Specialties Global in the United States regarding organizing a symposium on dairy cattle nutrition and milk quality. With remarkable speed and organization, the 1st International Symposium on Dairy Cow Nutrition and Milk Quality was held in Beijing May 5–7, 2009. The American Dairy Science Association was represented de facto by Board Members Jim Drackley and Al Kertz with a letter of greetings and support from then ADSA President Don Beitz. Milk Specialties Global was the main corporate sponsor of the symposium. The response was striking: "... attended by over 520 participants including 32 foreign experts from other countries and international organizations such as the US, Canada, UK, FAO, and leaders and scientists from China's 119 colleges or universities, 52 research institutes, 39 ministerial or provincial inspection centers on the quality and safety of dairy food and 143 extension agencies for dairy cow technology; as well as 140 dairy food or feed enterprises at home and from abroad attended the symposium" (excerpted from Newsletter of 1st Symposium).

China's modern dairy industry is on a rapid growth track to help meet growing demand to "provide every Chinese, especially children, sufficient milk each day" which was the dream of Chinese Premier Wen Jiabao in 2007. In 2001, per capita milk consumption was 6.6 kg per year. This is projected to increase to about 40 kg per capita in 2015. In comparison, US average consumption of milk and dairy products per capita in the United States is about 270 kg per year. Thus, emphasis on milk production and consumption in China continues.

The 2nd Symposium, which is being held May 8–9, 2011, in Beijing, is jointly sponsored by the American Dairy Science Association and the Ruminant Nutrition Laboratory, Institute of Animal Science, Chinese Academy of Agricultural Sciences, Ministry of Agriculture, State Key Laboratory of Animal Nutrition, and Dairy Association of China. Milk Specialties Global will be a major corporate financial supporter. Topics will include more basic research findings as well as technical information for field application. Major subject areas are nutrient utilization, milk synthesis, milk quality and safety, and feeding and management of all segments of the life cycle of dairy cows. For more information, visit the website <http://www.dairy973.com/>, and click "The 2nd International Symposium" on the right side of the top bar, or e-mail dairy973@iascaas.net.cn.

This second symposium promises to have greater attendance than the first symposium two years ago. Anyone interested in learning about the Chinese dairy industry and interested in networking opportunities should definitely plan to attend this symposium. It is being held at The Beijing Friendship Hotel (<http://www.bjfriendshiphotel.com/>), which is conveniently situated and easy to get to from Beijing Airport.

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2011 JOINT ANNUAL MEETING REGISTRATION FORM

ADSA® and ASAS Professional Members: Save \$50.00 on your registration fees by registering online by 11:59 pm on April 1, 2011, at http://adsa.asas.org/meetings/2011

Member ID# _____ ADSA® ASAS First-time attendee

Name _____
Last (Family) First Middle Initial

Preferred first name on badge _____ E-mail _____

Institution/company _____

Business address _____

City _____ State/province _____

Country _____ Zip/postal code _____

Phone _____ Fax _____

Spouses and children are not required to register. To receive a name badge, please provide name(s) below:

Emergency contact name and phone number _____

Following registration, to facilitate networking we list the names of attendees on the meeting web site. If you do not want your name listed, please check the box below:

Do not list my name as a meeting attendee on the website

REGISTRATION FEES

- ADSA-ASAS Professional Member
Nonmember
Retiree/Fellow/Emeritus/Life Member
Postdoc Member
Postdoc Nonmember**
Graduate Student Member
Graduate Student Nonmember**
Undergraduate Student Member
Undergraduate Student Nonmember**
One-day registration

By June 8

- \$400
\$550
\$150
\$150
\$225
\$100
\$200
\$0
\$200
\$350*

After June 8

- \$550
\$650
\$175
\$200
\$375
\$175
\$250
\$150
\$250
\$350*

ABSTRACT CD

If you would like to purchase an additional abstract CD, please check the box below:

Additional Abstract CD \$25

*Please note: The 1-day option is single price and nonrefundable, and cannot be exchanged for another registration option.

**Nonmember Students and Postdocs: Become a member of ADSA or ASAS and save on meeting registration fees. Simply mark the society that you would like to join. Then, in a single payment, include the Student Membership dues with the appropriate Student Member registration fee for the 2011 Joint Annual Meeting. Membership will be valid through 12/31/2011.

ADSA Undergraduate Student Membership Dues \$5

ADSA Graduate Student Membership Dues \$10

ADSA Postdoc Membership Dues \$55

ASAS Undergraduate Student Membership Dues \$0
(must send signed letter from professor/advisor verifying student status)

ASAS Graduate Student Membership Dues \$20
(must send signed letter from professor/advisor verifying student status)

ASAS Postdoc Membership Dues \$65



ADSA-ASAS Joint Annual Meeting 2011

July 10 - 14, 2011
Ernest N Morial Convention Center
New Orleans, LA

Four Ways to Book

- www.adsa.asas.org/meetings/2011
- jam2011@onpeakevents.com
- (800) 505 9604 US Toll-free
(312) 527 7300 Local
- (312) 329 9513 Fax

1 Contact Information

You can expect to receive a confirmation within 72 hours. If you do not, please contact us.

Name: _____

Company: _____

Address: _____

City: _____ State: _____

ZIP/Postal Code: _____ Country: _____

Phone: _____

Fax: _____

Email: _____

2 Category

- ADSA Member ASAS Member ADSA-ASAS Member Nonmember Exhibitor

Official Hotels, Rates & Map



- ▶ The lowest available room rates at event hotels have been specially negotiated.
- ▶ Other booking channels are continuously monitored to track down rival rates.
- ▶ Event rates are re-negotiated when necessary and the lower rates are applied to already-booked rooms.

ADSA HEADQUARTER HOTEL

1. New Orleans Marriott
555 Canal St
Single/Double \$149
\$3 occupancy fee per room

STUDENT HEADQUARTER HOTEL

3. Westin New Orleans Canal Place
100 Rue Iberville
Single/Double \$129
\$2 occupancy fee per room

ASAS HEADQUARTER HOTEL

2. Sheraton New Orleans
500 Canal St
Single/Double \$149
\$3 occupancy fee per room

4. New Orleans Marriott

Convention Center
859 Convention Center Blvd
Single/Double \$159
\$2 occupancy fee per room

Rates do not include current tax of 13% or applicable surcharges, subject to change.



Map used to indicate approximate locations only.

3 Hotels

Reservations are by request and will be processed on a first-come, first-served basis. Enter your hotel choices in order of preference

1: _____ Rewards Number _____

2: _____ Rewards Number _____

Special Requests

- I am in need of an ADA-accessible room; I may need special assistance from my hotel in the event of an emergency.
- I am interested in discounted airfares or car rental rates.

4 Booking Details

Name: _____ Non-Smoking

Company: _____ Smoking

This is an Individual Booking 1 Room _____

Arrival Date: _____ Departure Date: _____
MM / DD / YY MM / DD / YY

Name of person(s) sharing the room: _____

Room Type: Single Double 1 Bed Double 2 Beds Triple Quad

This is a Group Booking 2+ Rooms _____
Use this grid to indicate your room type(s) and number of rooms you are requesting per night. For more space, log on to www.adsa.asas.org/meetings/2011 where you can easily make your group booking through our online system.

Room Type	Fri, July 8	Sat, July 9	Sun, July 10	Mon, July 11
			←	Event Dates →
Room Type	Tue, July 12	Wed, July 13	Thurs, July 14	Fri, July 15
	←	Event Dates →		

Names can be added to rooms at a later time. Please note that all names must be provided by May 19, 2011

5 Payment Information & Cancellation Policy

Deposit Policy: A \$150 deposit is required. Credit card will be charged at the time of booking.

Cancellation Policy: Reservations cancelled prior to June 8, 2011 will receive a full refund of the deposit. Reservations cancelled after June 8, 2011 up to 72 hours prior to the confirmed arrival date will be refunded the deposit amount less a \$20.00 service fee. Reservations cancelled within 72 hours of the confirmed arrival date will forfeit the entire deposit amount.

Payment Method

Credit Card

Card Type: _____
American Express, Diners Club, Discover, MasterCard and Visa cards are accepted

#: _____ Expiration Date: _____
MM/YY

Name: _____
As it appears on card

Signature: _____

Check

#: _____ \$ _____
Check Enclosed

Credit Card information *must* be provided to guarantee reservation until check arrives. Check must arrive no later than May 19, 2011. Make check payable to onPeak. Add current tax of 13%, subject to change. Mail to: ADSA/ASAS Joint Annual Meeting 2011 c/o onPeak; 350 N Clark St, Ste 200; Chicago, IL 60654.

Future Meeting Dates

2011

21st Discover Conference
Improving Reproductive Efficiency of Lactating Dairy Cattle
May 9–12, 2011
Eaglewood Resort and Spa, Itasca, Illinois

ADSA-ASAS Joint Annual Meeting
July 10–14, 2011
New Orleans, Louisiana

22nd Discover Conference
*Milk Components: Opportunities for Maximizing Farm-Gate Returns and
Meeting Manufacturing Needs*
October 10–13, 2011
Eaglewood Resort and Spa, Itasca, Illinois

2012

ADSA-ASAS Joint Annual Meeting
July 15–19, 2012
Phoenix, Arizona

2013

ADSA-ASAS Joint Annual Meeting
July 8–12, 2013
Indianapolis, Indiana

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