



2017 Dairy Strong Conference

Call for Presenters: Breakout Seminar Proposal

The organizers of Dairy Strong are looking for relevant, innovative and valuable topics and speakers for breakout seminars at the 2017 Dairy Strong Conference.

The following seminars were presented at the conference this past January:

- **“Angel Funding . . . An investment opportunity and a way to stimulate development of new solutions and technologies for Wisconsin’s dairy farmers?”** – Various faculty from UW-Madison, Dairy Science department. *Sponsored by: Merial*
- **“Fan Testing at the BESS Lab – The Importance of Ventilation Testing for the Dairy Industry”.** Steve Ford, UI- Urbana Champaign. *Sponsored by: Munters Corporation*
- **“High Immune Response Technology and Breeding Selection”.** Dr. Bonnie Mallard, University of Guelph. *Sponsored by: Semex USA*
- **“Understanding Your Rights When Regulators Come Knocking”.** Tom Janczewski, Attorney, Michael Best & Friedrich, LLP. *Sponsored by: Quality Liquid Feeds*
- **“The evolving relationship between veterinarians and farmers”.** John Borzillo, DVM & Cody Heller, CWAS. *Sponsored by: Central Wisconsin Agricultural Services*

Plans are underway for another robust schedule that includes nationally recognized keynote speakers, invited guests and seminars.

WHO CAN APPLY?

Dairy Strong is accepting proposals for breakout seminar topics, presenters and sponsors for each seminar. This request is open to organizations that wish to:

- 1) Propose and sponsor a topic/speaker
- 2) Sponsor a seminar but prefer to collaborate with Dairy Strong organizers on topic/speaker
- 3) Propose a topic/speaker without a corresponding sponsorship (Non-profits or gov. agencies only).

Individuals, companies, universities, organizations and government agencies may submit proposals.

HOW TO APPLY/APPLICATION FORMAT

Proposals should be submitted using the [online proposal submission form](#) by June 13, 2016. Proposals should be no more than two typed pages and should address the topic’s relevance to the dairy community and any other special aspects related to the importance of the subject.

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SEMINAR SELECTION TIMELINE:

- **May 16, 2016** – Release and distribution of “Call for Presenters”
- **June 13, 2016** – Deadline to submit proposal
- **July 8, 2016** – Topics selected, notifications sent

ABOUT DAIRY STRONG

Dairy Strong is held at the Monona Terrace and Convention Center in Madison, Wis, in mid-January. More than 600 dairy professionals and farmers from numerous states and four countries attended in 2016 - representing nearly 135,000 cows.

Coordinated by the Dairy Business Association and its partners, Dairy Strong organizers are working hard to continue the momentum from the 2016 conference. Dairy Strong 2017 is scheduled for Jan. 18-19 again at the Monona Terrace Community and Convention Center.

This event provides farmers and industry leaders with the opportunity to hear from inspirational speakers, improve their business acumen through educational sessions and network with the nation’s leading industry suppliers on the trade show floor.

TYPES OF PROPOSALS:

Breakout seminars (50 minutes): Offered Wednesday, Jan. 18, presented twice, back-to-back. Each breakout room comfortably accommodates about 50-75 people. Traditional AV equipment is available – screen, projector and laptop. We suggest that presenters bring their own laptops to prevent presentation formatting issues. Presentations will be recorded and posted to our website and YouTube.

Innovation Stage (20 Minutes): New in 2017, a smaller “Innovation Stage” will be added to the trade show floor. Area will feature classroom seating for 15-20 people in a public setting. A schedule of presentations will be published online and in conference materials. Large flat screen (rolling) TV will be available with a cable to connect to presenter’s laptop. Presentations may feature new products, innovations or related content. Due to logistics, these presentations will not be recorded.

SPONSORSHIPS COSTS

The fee to sponsor a breakout seminar is \$2,500. The fee to sponsor an Innovation Stage presentation is \$1,500. Sponsors will be listed in all printed materials, on the Dairy Strong website, signage and on social media. Speaker costs (if any) are covered by the sponsorship fee.

Questions?

If you have questions or comments, please contact Maria Wolدت, Director of Industry Relations at mwoldt@widba.com or (608) 577-4345. Proposals are being accepted using the [online proposal submission form](#) and are due by June 13, 2016.

Thank you in advance for participating in the proposal process. We look forward to your ideas.
