



FOR IMMEDIATE RELEASE
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Sponsor Call for the 2009 Great Lakes Regional Dairy Conference

Dairy industry businesses and associations are invited to become sponsors of the 7th annual [Great Lakes Regional Dairy Conference \(GLRDC\)](#) scheduled for February 5-7 in Grand Rapids, Mich.

The 2009 conference schedule promises another motivating and inspiring program that attendees have come to expect from the GLRDC. Leading experts will make presentations on topics ranging from cow comfort to genomics to employee relations to managing your margins to opportunities for the U.S. dairy industry in world markets. This year's program will also feature two producer panel discussions, a special herdsman's session on Thursday evening, and the fourth annual Great Lakes Commercial Heifer Extravaganza Sale managed by United Producers, Inc. Four bonus workshops will be offered on the second afternoon of the conference.

The popular spouse's program, the Partners Program, will feature a variety of engaging talks on topics ranging from the future of youth in agriculture to creating habitats for hummingbirds in your own backyard to learning to understand social media terms. In addition, the purebred association program will feature breed association annual meetings, a new fun and educational session for youth, and a talk presented by Lorilee Schultz and her grandfather, Bob Miller, of the Mil-R-Mor Farm, spotlighting the transition of a legendary farm known around the world from one generation to the next.

Dairy industry groups who want to be a part of the conference are invited to become an event sponsor or trade show exhibitor.

"The success of the GLRDC is dependent on support from industry sponsors," says Brian Troyer, GLRDC executive committee member and sponsorship

chairman. “Each year businesses and associations affiliated with the dairy industry provide financial support to the event. Their support helps offset the costs associated with the conference, allowing us to draw experts on a variety of priority topics to speak and share their knowledge with producers, while still keeping individual registration costs affordable.”

The GLRDC offers a variety of sponsorship levels and an industry trade show; sponsor packages can also be customized to meet the needs of an individual business. Contributions of “in-kind” products or services are also accepted.

“Becoming a GLRDC sponsor is a great way to show customers and clients that you want to be involved in their business success,” Troyer says. “Being able to draw high caliber speakers like Drs. Nigel Cook, Bennett Cassell and Gordon Atkins would not be possible without the generous support of our sponsors. They are truly the backbone of this event.”

Individuals interested in becoming a sponsor of or an exhibitor at the 2009 GLRDC should contact Troyer at (517) 278-3119 or email him at btroy@cbpu.com. Additional information is also available on the conference Web site, www.glrdc.msu.edu.

The 2009 Great Lakes Regional Dairy Conference takes place Feb. 5-7 at the Crowne Plaza Hotel and Conference Center on 28th St. in Grand Rapids. Organizers of the annual conference expect to draw more than 400 producers from the Midwest and Canada. For complete scheduling and registration information, visit www.glrdc.msu.edu or contact Meghan Honke at (517) 353-3175, ext. 229.

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