



It's Jersey Week at World Dairy Expo

Here's where to spend your time this year in Madison ...

Tuesday, September 30

9:00 a.m. Top of the World Jersey Silent Auction opens
International Lounge Landing, Jersey Marketing Service

Wednesday, October 1

9:00 a.m. Equity Growth Potential Achieved: James Ahlem Dairy
Virtual Farm Tour presented by USJersey, Exhibition Hall

2:00 p.m. Central National Jersey Show, Coliseum

6:30 p.m. World Dairy Expo's Dinner with the Stars, Exhibition Hall
Honoring Industry Person of the Year, Calvin Covington

Thursday, October 2

8:00 a.m. Central National Jersey Show, Coliseum

3:00 p.m. Top of the World Jersey Silent Auction closes

6:30 p.m. National Dairy Shrine Banquet
*Honoring Distinguished Dairy Cattle Breeders for 2003
Bill, Barbara and David Mason*

Friday, October 3

12:00 noon Dairyland Protein Jersey Sale
Rock County Fairgrounds, Janesville, Jersey Marketing Service

Tuesday through Saturday, visit the USJersey exhibit, Arena Level 101

Jersey Marketing Service catalogs, call 614.755.5857, ext. 325.

Banquet tickets and information, call 614.755.5857, ext. 332.

