



THE BREED FOR THE 21st CENTURY

INTERNATIONAL CONFERENCE OF THE
WORLD JERSEY CATTLE BUREAU

The United States of America—*home of the largest and fastest-growing population of Jersey cattle in the world*—hosts the **21st International Conference of the World Jersey Cattle Bureau, June 23-30, 2018** in conjunction with the **150th Anniversary of the American Jersey Cattle Association**.

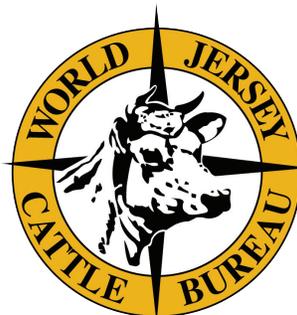
More than 80 persons from 16 countries will arrive June 23 in Columbus, Ohio. From June 24 to 26, they will visit the American Jersey Cattle Association office, Select Sires Inc., Waterman Dairy at Ohio State University, ST-Ohio Heifer Center, and tour herds using robotic milking systems: Bar-Lee Jerseys and Albright Jerseys LLC.

Over 400 people are expected for the conference, meetings, and more Jersey farm tours June

27 through 30 in Canton, Ohio. Presenters include Larry Schirm, IVB Strategic Account Manager with ABS Global; Andrew Le Gallais, Chairman of the Jersey Milk Marketing Board; Dennis Savaiano, Virginia C. Meredith Professor of Nutrition Policy at Purdue University; Francis Fluharty, University of Georgia; Kent Weigel, University of Wisconsin–Madison; Jørn Rind Thomasen, Aarhus University, Denmark; Glenn Fischer, Allflex USA, Inc.; and João W. Dürr, CEO of the Council on Dairy Cattle Breeding, plus the team behind TV Jersey from Brazil.

It's a program of unmatched opportunities to connect with progressive producers and marketers of Jersey genetics, milk and food

products.



MAIN CONFERENCE

JUNE 23-30, 2018

SATURDAY, JUNE 23: ARRIVE COLUMBUS, OHIO

Conference delegates arrive individually and check-in at the Embassy Suites Columbus Airport hotel, conveniently located near the John Glenn Columbus International Airport (CMH). Hotel offers complimentary 24-hour transportation.

Upon arrival: Register and pickup credentials. Conference portfolio courtesy of Allflex USA.

6:30 p.m. WJCB Officers Meeting. Upper Arlington Room

Evening: Manager's Reception at the hotel (complimentary drinks and snacks). Hotel provides complimentary shuttle to Easton Town Center, offering many choices for shopping and dining on your own account. Restaurant guide will be provided, and reservations are encouraged.

EMBASSY SUITES COLUMBUS AIRPORT
2886 Airport Dr, Columbus, OH 43219
Tel: +1 (614) 536-0500

SUNDAY, JUNE 24: COLUMBUS (B/D)

Breakfast at the hotel.

7:00 a.m. Registration for overnight arrivals.

7:30 a.m. **Business Meeting of the World Jersey Cattle Bureau.** Bexley Ballroom. This will be followed immediately by the first meeting of the **WJCB Council**, in the same meeting room, to be concluded by 10:30 a.m.

10:00 a.m. First bus will depart Embassy Suites for **ST-Ohio Heifer Center**, South Charleston. Group will have driving tour of the facilities then proceed to Center's office building for hosted lunch.

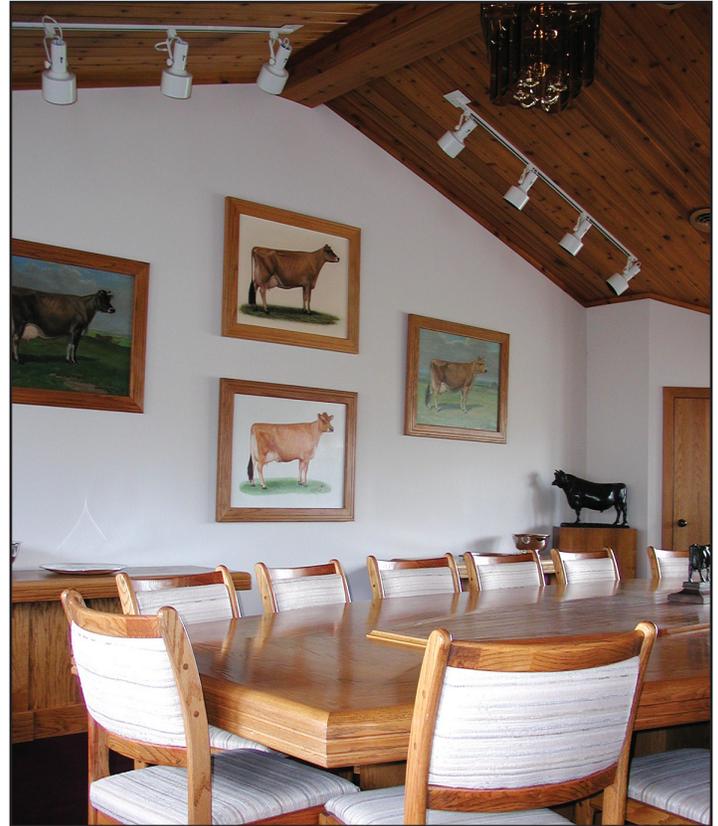
10:45 a.m. Second bus will depart Embassy Suites and go directly to lunch at Center's office building at 12:00 noon, followed by presentation.

Ohio Heifer Center is the largest of five farms operated by Sexing Technologies, housing 5,000 animals. ST bulls are born, genomic tested and placed on feed efficiency trials at this facility. Females are either donor dams or recipients, and also placed on feed efficiency trials as heifers. A robotic milking parlor is under construction.

1:45 p.m. First bus will depart for Franklin Park Conservatory, Columbus (arrival 3:00 p.m.).

1:45 p.m. Second bus will have its driving tour of the ST-Ohio Heifer Center facilities, then depart for Franklin Park Conservatory (arrival 3:45 p.m.).

At the Franklin Park Conservatory and Botanical Gardens, tour on your own the glass house, butterfly garden, Chihuly glasswork installations, and other exhibitions. The Conservatory features exceptional plant collections in its indoor and outdoor gardens. Each year artwork by internationally acclaimed artists is on display throughout the Conservatory.



CONFERENCE ROOM AT AJCA-NAJ OFFICES

4:30 p.m. Social on the lawn of the Wells Barn, hosted by U.S. Livestock Genetics Export, Inc., followed by welcome dinner and program with John B. Cole, Research Geneticist and Acting Research Leader of the Animal Genomics and Improvement Laboratory, ARS, USDA.

8:00 p.m. Buses depart the Franklin Park Observatory and return to the Embassy Suites Hotel. Informal focus session with Dr. Cole in the atrium for **Young Breeder Congress** attendees (age 40 and under).

MONDAY, JUNE 25: COLUMBUS (B/L/D)

Breakfast at the hotel.

7:30 a.m. – 9:30 a.m. **Special Meeting of the World Jersey Cattle Bureau Council.** Bexley Ballroom.

8:15 a.m. **All Others.** Buses depart the Embassy Suites Hotel for tour at offices of the **American Jersey Cattle Association and National All-Jersey Inc.**

10:00 a.m. At conclusion of special meeting, Council members depart Embassy Suites Hotel and go directly to Waterman Dairy Farm, Ohio State University.

10:30 a.m. **Waterman Dairy Farm** tour, including interactive demonstration of AJCA linear type evaluation program conducted by senior appraiser Ron Mosser. Lunch hosted by Ohio State alumni.

The Waterman Dairy Farm consists of 122 acres of crop

MAIN CONFERENCE

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land and 45 acres of pasture in the middle of Columbus, Ohio, the 15th largest metropolitan area in the United States. The farm transitioned from primarily Holsteins to Jersey cattle in 2010 to sustain herd numbers with a dairy cow that consumes less feed produced from the farm's limited crop and pasture ground. Herd numbers 120 cows in milk; all replacements raised on-site with 50-60 excess heifers marketed annually.

1:30 p.m. Depart Waterman Dairy for Plain City.

2:30 p.m. **Select Sires, Inc.** Welcome, followed by small group tours, program and hosted dinner.

Select Sires Inc. was formed in 1965 when four farmer-owned cooperatives joined forces to offer a wider variety of genetic options to their members and improve efficiencies. Since then, Select Sires has grown into the largest A.I. organization in North America and markets semen worldwide to more than 95 countries. The facilities at Plain City comprise the world's largest bull housing facility.

8:00 p.m. Buses depart Plain City and return to the Embassy Suites Hotel in Columbus.

TUESDAY, JUNE 26: COLUMBUS – CANTON (B/L)

Breakfast at the hotel and check-out.

8:30 a.m. Depart Columbus for a full day of herd visits.

10:30 a.m. Open house, including program, tour and lunch at **Bar-Lee Jerseys**, Willard.

Gary and Amy Nuhfer and son Jason Nuhfer are the fourth and fifth generation to milk and breed registered Jersey cattle. A robotic milking system (two Lely Astronaut A4 Robots and Lely Juno) has been in place since December of 2015 for the herd of 135 cows and 120 heifers.

2:00 p.m. Depart for **Albright Jerseys LLC**, Willard

Father and son, Fred and Joel Albright milk 465 head of Jerseys and farm 400 acres of corn, alfalfa and wheat. The double-16 milking parlor is being replaced by a robotic system that will come online in February 2018.

3:30 p.m. Depart for Canton.

5:30 p.m. Arrive Hilton Garden Inn Akron-Canton Airport, which is our home for the next five nights. Evening on your own. Dine in the hotel restaurant or a restaurant served by the hotel's transportation service.

6:30 p.m. **Young Breeder Congress** (age 40 and under) dinner and program in the *Hall of Fame Room* with independent nutritionists James S. Huffard III (*Rationale Inc.*) and Sherry B. Smith (*Cows Come First consulting group*) to discuss requirements and practical feeding strategies for high-producing Jerseys.

HILTON GARDEN INN AKRON-CANTON AIRPORT
5251 Landmark Boulevard, North Canton, Ohio, 44720
TEL: +1-330-966-4907

WEDNESDAY, JUNE 27: CANTON (B/L/D)

Breakfast at the hotel.

8:00 a.m. - 11:15 a.m. First WJCB shuttle departs Hilton Garden Inn for Embassy Suites Hotel, with continuous service throughout the morning.

8:30 a.m. Call to Order: **21st International Conference of the World Jersey Cattle Bureau**. Session 1 presentations and keynote talk. Embassy Suites Hotel, Salon Ballroom 1

12:00 p.m. **Jersey Educational Travel Awards Recognition Luncheon**. Presentations by the five JETA winners, one from each region of the WJCB. Embassy Suites Hotel, Salon Ballroom 2-3.

12:00 p.m. – 4:00 p.m. Organized by the Ohio hosts, buses will leave from the Embassy Suites for self-directed tours of the First Ladies National Historic Museum, Canton Classic Car Museum, Harry London Chocolate Factory, and other area sites of interest. *Note: Entry fees are on your own account, to be paid upon admission.*

2:00 p.m. International Conference resumes with Session 2 presentations. Embassy Suites Hotel, Salon Ballroom 1

4:30 p.m. Adjourn. Return by WJCB shuttle to the Hilton Garden Inn to change for evening festivities.

5:00 p.m. Buses will shuttle between the Hilton Garden Inn and the **MAPS Air Museum** for tour on your own, followed by reception and dinner.

The museum run by the all-volunteer Military Aviation Preservation Society (MAPS) has over 47 aircraft and a collection of rare artifacts. The gondola from the "Spirit of Akron," a Goodyear blimp, is on display in the hangar. Most of the aircraft are on loan from the US Air Force or Navy for restoration purposes. The museum also has a display room with detailed models and period items on loan from service veterans to be put on display.

6:00 p.m. **The Presidents' Reception and Celebration of the 150th Anniversary of the American Jersey Cattle Association**

Unveiling of commissioned portraits of the *Ideal Jersey Cow for the 21st Century* by artist Bonnie Mohr

7:00 p.m. **Breeder Awards Banquet**

9:30 p.m. Bus departure for hotel.

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THURSDAY, JUNE 28: CANTON (B/L/D)

Breakfast at the hotel

7:30 a.m. Buses depart from our hotel for Amish Experience Tour to the **Amish & Mennonite Heritage Center** (Behalt Cyclorama) and **Lehman's Hardware** in Kidron, in the morning. Mid-day arrival at **Scenic View Jerseys**, Fredericksburg, for Amish harvest feast meal and herd tour, then continue to visit **Clover Patch Dairy** near Millersburg.

4:00 p.m. Arrive at **Scenic Valley Farm**, West Salem. View consignments for the evening sale.

4:30 p.m. **Taste of Ohio Reception and Meet The Artist: Bonnie Mohr**, and dinner.

6:00 p.m. **61st National Heifer Sale**, managed by Jersey Marketing Service and broadcast worldwide on Jersey Auction Live.

9:00 p.m. Bus departure for hotel.

FRIDAY, JUNE 29: CANTON (B/L/D)

Breakfast at the hotel.

7:30 a.m. – 10:30 a.m. **Concluding Meeting of the WJCB Council**. Hall of Fame Room, Hilton Garden Inn.

8:00 a.m. WJCB shuttle departs Hilton Garden Inn for Embassy Suites Hotel to drop off those wishing to attend the **60th Annual Meeting of National All-Jersey Inc.** and hear *special guest speaker*, Dr. Roger Cady, retired Global Sustainability Lead for Elanco Animal Health and co-author of seminar dairy sustainability research with Dr. Jude Capper.

8:30 a.m. *Optional Partner Program*: Those not participating in the meetings can choose to go with Jersey youth participating in “Fuel Up To Play 60” on the playing field of the **Pro Football Hall of Fame**.

11:00 a.m. At conclusion of Council meeting, buses will pick up at the Hilton Garden Inn and Embassy Suites, then travel to **Cold Run Jerseys LLC** for lunch and farm tour. Buses will then make the short journey to visit **Nature View Farms LLC** located nearby.

Carl E. Herron started milking Jerseys under the Welcome View prefix in 1945. In 2006, his son David and grandson Jim formed an LLC under the name of Cold Run Jerseys. The 275-cow herd ranked second for fat production among U.S. herds for 2016 and 2017.

There are 135 cows in the Nature View herd owned by Jay and Paul Herron. Polled genetics predominate in this herd, which ranked sixth for fat production among U.S. herds with 80-149 records (2017).

3:30 p.m. Buses return to Hilton Garden Inn to change for evening activities, with shuttle service between hotels starting at 5:00 p.m.

5:30 p.m. Buffet dinner with cash bar and ice cream social, Embassy Suites Hotel.

7:00 p.m. **AJCC Research Foundation Benefit Auction**, a fun and action packed event featuring Jersey collectibles and memorabilia. Lot 1 is the framed giclée prints on canvas of the *Ideal Jersey Cow for the 21st Century* paintings, the same size as the originals.

During the evening: **Young Breeder Congress** (age 40 and under) focus session on Jerseys and sustainability with Dr. Roger Cady, and also networking event with AJCA Young Jersey Breeder Award recipients (*previous and current*).

Until 9:30 p.m. WJCB shuttle provides continuous service between hotels throughout the evening.

SATURDAY, JUNE 30: CANTON (B/L/D)

Breakfast at the hotel. All events at the Embassy Suites Hotel.

6:45 a.m. First shuttle departs Hilton Garden Inn for Embassy Suites, continuous shuttle service throughout the morning.

7:30 a.m. **World Jersey Cattle Bureau Annual Meeting**. Salon 1

8:30 a.m. **150th Annual Meeting of the American Jersey Cattle Association**. Salon 1

9:30 a.m. *Program*: Dairy Advocacy: How to Handle the Media (*to be repeated at 10:30 a.m.*). Conference Center Meeting Room

12:00 p.m. **Young Jersey Breeders Awards Luncheon**. Salon Ballrooms

2:30 p.m. **21st International Conference of the World Jersey Cattle Bureau** reconvenes with Session III presentations. Salon Ballrooms

4:30 p.m. Conference adjourns. Shuttle service between the hotels will commence and continue until last transfer at 10:00 p.m.

7:00 p.m. **WJCB President's Gala Banquet**. Salon Ballroom

SUNDAY, JULY 1: DEPART CANTON

Breakfast on your own.

For those booked on flights departing from Akron-Canton Regional Airport (CAK), the Hilton Garden Inn provides frequent shuttle service. Ask the Reception Desk for schedule.

For those continuing the program, see **Post-Conference Study Tour** for description of travel arrangements.

PRE-CONFERENCE TOUR A

June 19-23, 2018: San Francisco and Hilmar, California

TUESDAY, JUNE 19: ARRIVE SAN FRANCISCO

Independent arrivals at San Francisco International Airport (SFO). Transfer on your own to our hotel. The day is free to enjoy the sights and sounds and aromas of our beautiful “City by the Bay.” Fisherman’s Wharf and Pier 39 are within an easy walk of our hotel.

HOLIDAY INN FISHERMAN’S WHARF
1300 Columbus Avenue, San Francisco, CA 94133
Tel: +1 415 771-9000

WEDNESDAY, JUNE 20: SAN FRANCISCO (B)

Breakfast at the hotel.

9:00 a.m. Gather with others in our group for a morning narrated city tour to learn about the city’s history as a gold rush town in the mid-1800s, and the impact the 1906 earthquake and the resulting fire had on how the city looks today. Our tour includes Civic Center, the Financial District, the Opera House and Old Mission Dolores (where San Francisco was founded). We visit Twin Peaks for a panoramic view of San Francisco, the bay and the hills beyond, and drive through Golden Gate Park and across the Golden Gate Bridge for fabulous views.

You are free to spend the afternoon riding a cable car to Union Square for world-class shopping, or visit Alcatraz (this requires reservations made well in advance; reservations may be made up to 90 days ahead); or purchase a tour to beautiful Muir Woods to see 200 ft. tall old growth coastal redwood trees and to hike through the dense forest. Both Alcatraz and Muir Woods tours take upwards to 3 hours, so please plan these trips in the afternoon after 2:00 p.m.

Dinner is at your own expense this evening.

THURSDAY, JUNE 21: SAN FRANCISCO TO HILMAR (B, L, D)

Breakfast at the hotel.

8:00 a.m. We leave San Francisco and drive across the recently completed eastern span of the Oakland/San Francisco Bay Bridge, damaged, as some may recall, in the 1989 Loma Prieta earthquake. At the far end is Oakland, the largest of the cities in the nine counties that form the East Bay Region of about seven million people. Our drive continues eastward, up and over the windmill-covered Altamont pass, arriving in the San Joaquin Valley, California’s premier agriculture-producing region, producing more agricultural products than any other region in the country. California leads the U.S. in milk production, producing nearly 20% of the nation’s milk supply in 2015. Of the top five commodities produced in California, milk and cream is #1, followed by almonds, grapes, cattle & calves, and lettuce.

Our destination is Hilmar, home to **Hilmar Cheese**

Company. Established in 1984, the company is privately held by eleven Jersey dairy farming families, including first, second and third generations. Over the years the company has grown and expanded, opening a second manufacturing facility in Dalhart, Texas, in 2007, followed by a third facility in Turlock, California, in 2016. The Hilmar facility is the largest single site cheese and whey manufacturing operation in the world.

Surrounding Hilmar are dairies with more than 40,000 Jersey cows. Four herds will be visited today: **Clauss Dairy Farms, Yosemite Jersey Dairy, Wickstrom Jersey Farms, and Valsigna Farms.** Lunch will be at the café in the Visitor Center at Hilmar Cheese Company. Dinner at the Dust Bowl Brewery.

HOLIDAY INN EXPRESS
3001 Hotel Drive, Turlock, CA 95380
Tel: +1 209 664-9999

FRIDAY, JUNE 22: HILMAR TO SAN FRANCISCO (B, L)

Breakfast at the hotel.

7:00 a.m. We will start our second day in Hilmar with a visit to **Ahlem Farms Partnership**, recognized as the 2015 Distinguished Dairy Cattle Breeder by National Dairy Shrine. Afterwards we will visit the nearby **Charles Ahlem Dairy**, which was recognized by the International Dairy Foods Association as the Innovative Dairy Farmer of 2015.

We will return to tour Hilmar Cheese. The driving tour around the facility, which features the first dairy industry LEED Platinum certified building in the United States, will be followed by a video presentation in the Visitor Center. Lunch will be hosted by Jerseyland Sires, which will share its vision for Jersey sire development through genomic selection.

After lunch, we will head for the Newman Company Store of **Stewart & Jasper**. The first almond orchards were planted more than 60 years ago. From that modest beginning, Stewart & Jasper gradually expanded and became a leader in hulling, shelling, processing and marketing almonds.

The group will return to San Francisco for dinner and an evening on your own. Accommodations are at the full-service Holiday Inn hotel, with restaurant, bar, and free wi-fi for guests.

HOLIDAY INN
SAN FRANCISCO INTERNATIONAL AIRPORT
275 S. Airport Blvd., South San Francisco, CA 94080
Tel: +1 650 873-3550

SATURDAY, JUNE 23: FLY TO COLUMBUS, OHIO

Breakfast is on your own account this morning. Individual transfers to San Francisco International Airport.

PRE-CONFERENCE TOUR B

June 18-23, 2018: Portland and Tillamook, Oregon

MONDAY, JUNE 18: ARRIVE PORTLAND

Arrive independently at Portland International Airport (PDX). Transfer to our hotel. The day is free to enjoy the city, noted for its parks and gardens and the river that runs through it.

DUNIWAY HILTON HOTEL DOWNTOWN
545 SW Taylor St., Portland, OR 97204.
Tel: +1 503 220-2565

TUESDAY, JUNE 19: PORTLAND (B/L)

Breakfast at the hotel.

9:00 a.m. Gather with others in our group for a morning narrated city tour. Portland is a big city with the charm and graciousness of a small town. Tucked between the Willamette and the Columbia rivers, the city enjoys a vibrant economy and an active cultural scene. This morning's tour includes the world-renowned Rose Garden, a favorite stop for visitors to Portland.

No visit to Portland would be complete without experiencing the magnificent Columbia River Gorge, a canyon of the Columbia River that stretches 80 miles (130 km). The Columbia River forms a natural boundary between the states of Oregon and Washington and provides the only navigable route from the Cascade Mountains and the Pacific Ocean. We visit beautiful Multnomah Falls, a cascade of falling water as pretty as you will find anywhere in the country. Lunch at Multnomah Falls Lodge.

Return to Portland. A lovely way to spend the evening is to wander along the riverwalk, stopping for drinks and dinner while overlooking the Willamette River.

WEDNESDAY, JUNE 20: PORTLAND TO GRAND RONDE (B/L)

Breakfast at the hotel.

8:00 a.m. Depart Portland for the Willamette Valley, blessed with rich volcanic and glacial soil deposited at the end of the last ice age, some 15,000-30,000 years ago. According to the *2017 Facts and Figures for Oregon Agriculture*, Oregon has 124,000 milk cows. We will see quite a lot of them in the next two days.

In the morning, we will visit **Lady-Lane Farm** owned by Garry J. Hansen. This herd of 100 Registered Jerseys is a producer-distributor of All-Jersey/Queen of Quality® milk. Milk is vat pasteurized, non-homogenized and sold in glass bottles at nearly 50 retail stores in and around Portland.

We will then travel south for lunch and a visit to **Forest Glen Jerseys**, established in 1946 by Stanley and Dora Bansen and today headed up by their son Dan and his daughter Jamie. There are 2,500 cows in two separate herds, both certified organic. This has been a prominent source of top genetics for

many years, headlined by the widely used bull Forest Glen Avery Action-ET.

From Forest Glen's barns, we can see the **Evergreen Aviation and Space Museum**, where we will stop to see the famous Spruce Goose, the largest airplane ever constructed entirely of wood (birch, as it turns out, not spruce). The giant airplane flew only once - at an altitude of 70 feet for one minute - proving that the airplane could fly.

The day ends at Spirit Mountain Casino and Lodge, Oregon's largest entertainment destination. Dinner will be on our own at the Cedar Plank Buffet or another dining location in the casino.

SPIRIT MOUNTAIN LODGE
27100 Salmon River Hwy, Grand Ronde, OR 97347
Tel: +1 (503) 879-3764

THURSDAY, JUNE 21: GRAND RONDE TO TILLAMOOK (B/L/D)

Breakfast buffet in the Cedar Plank Restaurant.

8:00 a.m. Depart Grand Ronde and proceed with our program of herd visits. The first stop at 9:00 a.m. will be at **Sun Valley Jerseys** in Cloverdale, owned by Beryl "Smokey" and Joanne Seals, recipients of the 2016 Distinguished Dairy Cattle Breeder Award from National Dairy Shrine. The herd of over 500 cows is operated with sons Dave and Jeff and their families.

Next we visit and have lunch hosted by **Legendairy Farms LLC**, owned by Tom and Jenny Seals and their son Coltan. This 300-cow dairy was established in 2013 with 140 cows taken out of the Sun Valley herd. It has become established as a source of top females for genomic index as well as for shows and national sales.

Then we will visit **Sunset Canyon Jerseys**, owned by Eric Silva. The herd was established in California, but was relocated to Oregon in 1998 to produce for Tillamook Cheese. Over 350 bulls from Sunset Canyon have entered A.I. The herd has expanded to 400 cows, bringing in the next generation.

On our drive up the Oregon coast we see Haystack Rock, one of Oregon's most identifiable landmarks. We arrive in Tillamook in the late afternoon and check-in at our hotel.

Dinner and mixer will be hosted at Martin Dairy LLC.

SHILOH INN SUITES
2515 N Main Ave, Tillamook, OR 97141
Tel: +1 (503) 842-7971

FRIDAY, JUNE 22: TILLAMOOK TO PORTLAND. (B/L)

Breakfast at the hotel.

8:00 a.m. Depart for today's final program of herd visits. As early as 1851 the first settlers arrived in Tillamook Valley.

PRE-CONFERENCE TOUR B

June 18-23, 2018: Portland and Tillamook, Oregon

The cool climate and ample water sourced from multiple rivers, bays and the Pacific Ocean turned out to be ideal for raising dairy cows. In 1855, wishing to increase the size of their market, the Tillamook residents built a ship, the Morning Star, to carry their products to Portland. Even today the schooner Morning Star appears on the Tillamook product logo. In 1894, cheesemaker Peter McIntosh brought his cheese-making talents to Tillamook County. Tillamook cheese is still made from the same recipe that was developed more than 120 years ago. Since 1909, when the small creameries in the valley joined together to form the Tillamook County Creamery Association, the association has won more than 700 awards for its dairy products.

First stop will be at **Martin Dairy LLC**. In 1995, Norm Martin, his wife Gwen and their family moved from California to become Tillamook producers. The herd was first set up to be 50% Holstein cows and 50% Jerseys. For almost four years, the herd was evenly split: “two separate pens of Jerseys, two pens of Holsteins, same milkers, same feed rations, everything exactly the same.” Norm determined that while gross sales were higher for the Holsteins, the net returns from the Jerseys were greater and the herd was converted to 100% Jersey. Norm and son Chad manage the 1,000-cow dairy, which has become a source of top genetics for A.I.

Next, the Josi Family of **Wilsonview Dairy** will host our group for lunch and farm tour. It is owned and operated by Don and Desi Josi and youngest son Derrick. Two other grown children, Denise and Donald, have also pursued careers in the dairy industry. The Wilsonview herd began as a

4-H project 50 years ago, and is now a 550-cow dairy known for high production, high-ranking genomic evaluations, and breeding bulls for A.I. service.

Two more stops are planned before leaving Tillamook. One is to **Royalty Ridge Jerseys**, owned by Ryan and Freynie Lancaster. After farming with Ryan’s family in Washington, they purchased this 45-acre farm in the fall of 2010 to be closer to Freynie’s family. Following a feature sale in March of 2011, they moved to Tillamook and currently milk 55 cows. They have developed one National Grand Champion, one Reserve National Grand Champion, and the 2017 National Jersey Jug Futurity winner.

Then, we will visit the **Tillamook Cheese Factory**. This has been a must-see family attraction since it was built in 1949. The Visitor Center was demolished earlier this year and construction is underway on a new facility that will open in the summer of 2018. The new Visitor Center will be 50% larger to better accommodate the 1.3 million people who visit every year. It will feature enhanced viewing of the cheese making and packaging area, a larger café, gift shop and enhanced ice cream counter.

4:30 p.m. Leave Tillamook to return to the Portland Airport for the night. Dinner is on our own this evening. The Sheraton is a full-service hotel, with restaurant and bar and free wi-fi for its guests.

SHERATON PORTLAND AIRPORT HOTEL
8235 NE Airport Way, Portland, OR 97220
Tel: +1 503 251-2800



ARCHITECTURAL RENDERING OF THE VISITOR CENTER UNDER CONSTRUCTION AT TILLAMOOK CHEESE

POST-CONFERENCE TOUR

July 1-8, 2018: Chicago, Wisconsin and Illinois

SUNDAY, JULY 1: CANTON - CLEVELAND - CHICAGO (D)

Breakfast is on your own account this morning. Early morning transfer by bus to Cleveland Hopkins Airport:

10:40 a.m. Depart Cleveland via United Airlines 785

11:13 a.m. Arrive Chicago O'Hare International Airport

Our guides and motor coaches are waiting in Chicago to whisk us into town for an afternoon of sightseeing in the "Windy City."

First stop is Navy Pier, where we can purchase a quick lunch before we begin our tour of America's third largest city. Nestled along the shores of Lake Michigan, Chicago abounds with beautiful architecture and statuary, skyscrapers and renowned museums, a major center for entertainment and the arts, and many institutes of higher learning. The city's ethnic cultures and neighborhoods reflect the immigration from Central Europe in the early 1900's. Great restaurants, great music (Chicago jazz), and great shopping are found along the Magnificent Mile, which is only a short walk from our hotel.

FAIRFIELD INN & SUITES
CHICAGO DOWNTOWN/MAGNIFICENT MILE
216 E. Ontario St., Chicago, IL 60611
Tel: +1 312 787-3777

6:30 p.m. Dinner for the entire group is a "**Chicago Pizza Experience.**" We will walk the short distance from the hotel to one of Chicago's famous "deep dish" pizzerias, Gino's East, Magnificent Mile (alcoholic beverages on your own account).

MONDAY, JULY 2: (B/D)

Breakfast at the hotel.

9:00 a.m. Our buses leave the hotel for a 75-minute **Lake and River Architectural Cruise** aboard the "Seadog", which is the best way to get up-close views of Chicago's unique architecture and famous landmarks and panoramic views of the skyline. The cruise takes us through the Chicago locks, up the Chicago River, and back onto the lake for some skyline snapshots.

Option: 9:00 a.m. A bus will be available to take individuals to Chicago's Museum Campus, where you'll find the **Field Museum of Natural History, Shedd Aquarium, and the Adler Planetarium.** You may choose to visit one of these museums on your own for a couple of hours.

At the appointed time and place the buses will return all of us to the Fairfield Inn, where you will have time to purchase lunch on your own.

1:30 p.m. Depart Chicago for Ft. Atkinson, Wisconsin.

Illinois is a leading producer of corn, soybeans, and wheat, and swine. Corn is grown primarily for ethanol production, animal feed, and export. Illinois is the nation's second leading exporter of both soybeans and feed grains and related products. Most of the farms we see today will grow one or more of these grains.

Moving north into Wisconsin, milk takes the #1 spot on the list of top commodities produced in the state, followed by corn, cattle & calves, soybeans, and potatoes. Wisconsin ranks #1 in the United States for cheese production and #1 in milk goats, mink pelts, cranberries, and snap beans for processing.

4:30 p.m. Farm tour, program and dinner hosted by **Hoard's Dairyman Farm.** Originally purchased in 1899 by magazine founder W.D. Hoard, the farm has served as a key component of the magazine, which was first published in 1885. The primary reason for having the farm is to keep all employees of the magazine, especially the editors, keenly aware of the on-farm aspects of the dairy industry. It is, perhaps, the only agricultural publication in the world that is fully engaged in the business it covers.

From the original 100 acres located on the north edge of Fort Atkinson, the farm has grown to have nearly 400 acres of cropland owned with another 480 rented. The herd now includes both Guernseys and Jerseys, about 225 cows of each breed. Most of the milking herd in a two-row, naturally ventilated freestall barn built in 2007. The Jersey cows are housed in the comfort-stall barn that was converted to freestalls in 2010. The parlor is a double-10 herringbone built in 2007.

7:30 p.m. Depart Ft. Atkinson and travel to Janesville for the night.

HOLIDAY INN EXPRESS
3100 Wellington Place, Janesville, WI 53546
Tel: +1 608 756-3100

TUESDAY, JULY 3: JANESVILLE - MADISON (B/L/D)

Breakfast at the hotel.

8:30 a.m. Leave Janesville for a busy day of herd visits, starting at **Barlass Jerseys LLC.** Bill and Marion Barlass and son Brian have made big changes in the operation in the past 20 years. Herd size has increased to 420 registered Jerseys, production has increased, and the milking and housing facilities updated. The land base has grown from 250 acres under cultivation to nearly 1200 acres, plus about 80 acres of permanent pasture. The operation also involves daughter Kristin Paul, who is Director of Field Service for the American Jersey Cattle Association.

11:00 a.m. We will arrive in Ft. Atkinson for a self-guided tour of the **National Dairy Shrine Museum.** From milk

POST-CONFERENCE TOUR

July 1-8, 2018: Chicago, Wisconsin and Illinois

stools to milk bottles, cow blankets to butter molds, explore National Dairy Shrine's extensive collection of dairy artifacts, gadgets and mementos. Peruse the extensive library of more than 350 dairy-related books that are on display and the portrait galleries recognizing dairy producers, scientists, business leaders, educators and others who have helped shape today's dairy industry.

At the same site is the **Hoard Historical Museum**, which interprets the history of the Fort Atkinson area. Exhibits include Indian artifacts, 19th century tools and ornithology displays. Other exhibits interpret the Blackhawk and Civil Wars, along with frontier history. As an alternative, you may wish to walk to the retail NASCO store or stroll along the beautiful Rock River.

1:00 p.m. Buffet lunch at Brock's River Walk Tavern and Grill in Ft Atkinson.

2:15 p.m. Our buses depart Ft. Atkinson for **Kutz Dairy LLC** in nearby Jefferson. Ron and Pam Kutz started their dairy in 1973. After using Jersey bulls in the early years for calving ease and crossbreeding them with their Holsteins, the couple purchased a herd of 50 Jerseys in 2000. A few years later, they added another 400 and then added more. Gradually, the dairy sold its remaining Holsteins and two sons, Alan and Aaron, joined the business. In addition to their 1,450-head dairy herd, Kutz Dairy raises more than 1,600 head of dairy replacement heifers at a second farm in Nebraska. They also farm more than 1,400 acres of ground for forage crops.

4:00 p.m. Depart for Madison

**FAIRFIELD INN & SUITES
MADISON WEST/MIDDLETON
8212 Greenway Boulevard, Middleton, WI 53562
Tel: +1 608 831-1400**

This newly renovated hotel, which is our home for the next three nights, is within walking distance to Greenway Station's shopping and dining district and just a short drive to downtown Madison. Hotel amenities include a Business Center, Fitness Center, free breakfast, free high speed Internet, pool, and room service.

6:00 p.m. Dinner at a local brew pub, or similar.

8:00 p.m. Return to our hotel.

WEDNESDAY, JULY 4: MADISON (B/D)

Breakfast at the hotel.

Today is a major holiday for Americans, the day we celebrate the signing of the Declaration of Independence from Great Britain in 1776. This national holiday is typically celebrated with parades fireworks, carnivals, picnics, concerts, and family get-togethers. We're delighted to have you here to celebrate with us.

9:30 a.m. Depart our hotel and travel to the DeForest/Windsor area, to witness a typical American community's Independence Day celebration, complete with a parade including floats, bands, antique cars, precision marching groups, lots of red, white and blue, and much more. For lunch, purchase a hamburger, hot dog, pulled pork sandwich, pizza or other treats and beverages from the many food kiosks, with all of the proceeds going to support local community programs.

1:30 p.m. Depart for **Kessenich Farm LLC** in DeForest. This family operation worked only with Holsteins until Jeff Kessenich and Robin Krueger-Kessenich gave a Jersey calf to son Wade when he was just a young boy. Through an excellent breeding program, shrewd purchases and embryo transfer, Jersey numbers were built quickly. The herd today includes 265 Registered Jerseys. The next generation is starting with Jerseys through purchases at the Pot O'Gold Sale.

4:30 p.m. Afternoon tour and hosted barbecue dinner at **Endres Jazzy Jerseys** in Lodi. Dave Endres started farming in 1986 milking 50 Holsteins. By 1992, he was milking all Jerseys and today the dairy houses 900 cows and 800 young stock. Sons Vinny and Mitch work full-time on the farm, with daughter Sydney, a recent graduate of the University of Wisconsin-Madison, exploring other jobs in the dairy industry. The Endres family farms about 1,200 acres with a multi-partner harvesting LLC. They also own a farrow-to-finish swine operation.

We will enjoy a typical Fourth of July fireworks display before returning to our hotel in Madison.

THURSDAY, JULY 5: MADISON (B/L)

Breakfast at the hotel.

8:30 a.m. Depart Madison for Prairie du Sac.

9:30 a.m. Tour the **Dairy Forage Research Station**, programs presented by the U.S. Dairy Forage Research Center and the University of Wisconsin-Madison.

The research center was established on 2,000 acres of the former Badger Army Ammunition Plant, the largest munitions factory in the world during World War II. The dairy facilities include three types of cow barns, calf and heifer housing, a milking center, research and hospital areas, and a feed center flanked by a dozen silos. The facilities were designed for 300 milk cows plus replacements. By the end of 2017, 60 Jerseys will make their home at the Prairie du Sac research center.

Expert presentations will cover current and future Jersey research efforts, research reviews on feed efficiency and other programs, the USDA Grand Challenge Project, and the FarmLab Project (ecology on the farm). Hosted lunch at the research center.

POST-CONFERENCE TOUR

July 1-8, 2018: Chicago, Wisconsin and Illinois

1:00 p.m. Depart for De Forest and tour at ABS Global.

ABS Global is a part of Genus plc and operates in 70 countries with employees located around the globe. Founded in 1941, it has offered Jersey bulls since 1947. Today, it has a global network of bull studs and works closely with In Vitro Brasil, the bovine in-vitro fertilization (IVF) firm, working with both the male and female sides of customer herds.

3:30 p.m. Return to our hotel in Madison. Time to take a break, rest and relax for the remainder of the afternoon.

6:00 p.m. Buses will leave the hotel for Capitol Square in downtown Madison, where you will be given a map and descriptions of restaurants in the area. Dinner is on your own this evening.

FRIDAY, JULY 6: WISCONSIN TO ILLINOIS (B/L/D)

Breakfast at the hotel.

8:00 a.m. Depart Madison, driving southwest to Blanchardville and **Truttman Dairy LLC**. The Truttmans, Dan and Shelly, own and operate the dairy farm, and together with Dan's father and some part-time employees, they milk more than 200 Jerseys plus crossbreds. The farm has been in the family for five generations and the family enjoys hosting tours for local schools and foreign visitors and tourists.

10:15 a.m. We board our coaches and drive south and through the small town of Dixon, Illinois to see the house where President Ronald Reagan lived between the ages of 10 and 22.

12:00 p.m. Lunch at **Culver's**, a fast-casual restaurant chain founded in Sauk City, Wis., by the Culver family in 1984. Its trademark is the Butterburger®, a seared hamburger served on a lightly buttered bun. Deep-fried cheese curds are a specialty, as is its frozen custard.

1:00 p.m. Leave Dixon for nearby Grand Detour where we visit the **John Deere House and Shop**, which is listed on the National Register of Historic Places. Here, in 1837, John Deere created the first commercially successful steel plow. See a faithful replica of his blacksmith shop and tour the original 1836 family home and grounds where he and his wife raised eight children and housed apprentices in a six-room house.

3:00 p.m. Depart for **Bohnert Jerseys** in East Moline, Illinois, for a tour and dinner hosted by Jim and Wanda Bohnert, Scott and Karen Bohnert and their three children, and Scott's brother Brian. Jim ran the farm as a farrow-to-finish hog operation until the mid-1990s. The dairy side started with Jersey heifers in 1984, became 10 cows in 1989, then 100 in the mid-90s, and reached its current size of 500 cows in 2013. A total of 1,300 acres are farmed in corn, soybeans, wheat and rye.

6:30 p.m. Depart East Moline for East Peoria, IL.

8:00 p.m. Arrive East Peoria and check-in with our hotel.

HOLIDAY INN & SUITES EAST PEORIA
101 Holiday Street, East Peoria, IL 61611
TEL: +1 309 698-3333

SATURDAY, JULY 7: EAST PEORIA TO CHICAGO O'HARE AIRPORT (B/L)

Breakfast at the hotel

8:30 a.m. Depart East Peoria for Tremont and tour at **River Valley Farm**. This 300-cow, family farm is owned and operated by Gregg and Cindy Sauder and their seven children. The farm was founded in 2006 and is home to many high genomic females and three National Grand Champion cows. Facilities include a robotic-equipped free stall barn for 180 cows, plus a barn for 40 head, fitted with box and tie stalls.

10:30 a.m. Leave Tremont and travel to Fairbury.

12:00 p.m. Arrive at for hosted lunch and tour of **Kilgus Farmstead**, a multi-generational family business led by the partnership of Paul and Matt Kilgus. The farm bottles its own milk and churns ice cream produced by its herd of 175 Jerseys and raises goats, steers, and hogs for their line of meats, all of which are sold in the Kilgus Farmstead Country Store and distributed throughout the state of Illinois.

2:30 p.m. Depart for Wilmington.

3:30 p.m. Arrive at Wilmington for a self-guided walking tour of the **Midewin National Tallgrass Prairie Reserve**, a division of the U.S. Forest Service. Established in 1996, 19,165 acres of Illinois land was turned over to the Agriculture Forest Service, creating the first National Tallgrass Prairie in the U.S. The reserve's American Bison (buffalo) population was introduced in 2015. For the next 20 years, the U.S. Forest Service will study the relationship between the bison and the prairie restoration and health.

4:30 p.m. Depart for Chicago. Dinner is on your own.

HILTON GARDEN INN CHICAGO O'HARE AIRPORT
2930 S. River Rd., Des Plaines, IL 60018
Tel: +1 847 296-8900

SUNDAY, JULY 8: CHICAGO - DEPART FOR HOME

Breakfast is on your own this morning. The Hilton Garden Inn provides frequent shuttle service to O'Hare International Airport. Ask the Reception Desk for the shuttle schedule.