



**Wisconsin Pork Association**  
P.O. Box 327  
Lancaster, WI 53813

**Return Service Requested**

Non-Profit Organization

U.S. Postage Paid

Lancaster, WI 53813

Permit No. 91

Details enclosed on:

- \* Wisconsin Pork Industry Business Expo
- \* Taste of Elegance
- \* Industry Seminars

## 2010 Wisconsin Pork Industry Annual Business Expo January 28 & 29, 2010

Kalahari Resort, Wisconsin Dells

Held in conjunction with the Wisconsin Corn/Soy Expo and  
Wisconsin Agri-Service Association Annual Meeting

### **Registration & Program Information Enclosed**

***Don't miss this one-of-a-kind  
Business Meeting and Family Get-Away!***

#### **Highlights Include:**

Transport Quality Assurance

H1N1 and PRRS Update

Wisconsin's 22<sup>nd</sup> Annual Taste of Elegance

4-H and FFA Swine Project Meeting

Optimizing Manure Nutrients for Crop Use

Wisconsin's NEW Extension Swine Team

PQA Plus<sup>®</sup> Certification

Special Room Rates Available at the Kalahari Resort.

Indoor water park passes included free for every registered hotel guest!

Look inside for details.

# 2010 Wisconsin Pork Industry Annual Business Expo

January 28 & 29, Kalahari Resort and Convention Center

In conjunction with Wisconsin Corn/Soy Expo and  
Wisconsin Agri-Service Association Annual Meeting

Featuring:

TASTE *of Elegance*

Thursday, January 28

- |   |  |
|---|--|
| <b>7:30 Registration</b><br>Pre-register before January 15 and save \$25.00   | <b>1:30- Corn/Soy Breakout Sessions</b>  |
| <b>8:00 Early Riser Marketing Session</b><br>Darin Newsom, DTN Senior Analyst, offers a look at what's ahead for corn and soybean markets in the coming months.   | <b>2:30</b> Choose from sessions: Planter Tune-Up, Using Marketing Tools for Crop Insurance, Hot Topics in Wisconsin Crop Production.  |
| <b>9:00 General Session</b><br>Farm Broadcasters Orion Samuelson and Max Armstrong bring the cast and crew of their weekly agricultural TV Show "This Week in Agribusiness" for a lively session covering major industry issues, marketing insight, weather and more.   | <b>3:00- Corn/Soy Breakout Sessions</b>  |
| <b>10:00- Transport Quality Assurance</b>   | <b>4:00</b> Choose from sessions: Making Money with Biotech Crops, International Grain Trade, Hot Topics in Wisconsin Crop Production  |
| <b>12:00</b> Pork producers and livestock haulers can receive their certification in the Transport Quality Assurance Program. TQA is a program that helps you understand how to handle, move and transport pigs and the potential impacts of those actions on pig well-being and/or pork quality. Some packers will be requiring producers to be certified in TQA and PQA Plus. Check with your packer to see what their requirements may be. | <b>4:15 Improving Your Bottom Line with Manure</b><br>Dennis Busch, Pioneer Farm, and Dennis Frame, Discovery Farms, will update livestock producers on the latest research and resources on optimizing nutrients for crop use and discuss the fertilizer value of livestock manure to Wisconsin's grain farmers.  |
| <b>11:00 Trade Show Open</b><br>Visit exhibits & interact with other pork producers, corn and soybean growers on the trade show floor.  | <b>4:30- Corn/Soy Breakout Sessions</b>  |
| <b>11:30- Buffet Lunch Served</b>   | <b>5:30</b> Choose from: Nitrogen Management for Top Corn Production, Dealing with Plant Stress in Wisconsin Soybeans, Marketing for the Next Decade.  |
| <b>1:00</b>   | <b>5:30 Trade Show Reception</b>   |
| <b>12:15- H1N1 and the Pork Industry</b>  | <b>6:15 22<sup>nd</sup> Annual "Taste of Elegance"</b><br>Sample original pork specialties prepared by eight of Wisconsin's finest chefs. Crowd members will have the chance to vote on their favorite dish. In addition, a Pie Auction will be held, with all proceeds benefiting youth in Wisconsin through industry scholarships and leadership programs. |
| <b>1:15</b> What is the current impact of this virus on the pork industry? What have we learned since last April, and what is the possibility of mutation as we move forward? In addition, the PRRS Eradication Program status will be discussed. Dr. Chris Olson, UW-Vet School, and Dr. Paul Sundburg, National Pork Board.   |  |
| <b>1:30- Wisconsin Pork Association Annual Meeting</b>  |  |
| <b>3:30</b> Members of the association are invited to set policies for 2010 and select producers to serve on the WPA Board. All pork producers will also have the opportunity to vote for Wisconsin delegates to attend the National Pork Industry Forum. Pork industry awards and youth scholarships will be presented.  |  |

## STRATEGIC INVESTMENT PROGRAM UPDATE

All pork producers who contribute to the National Pork Producers Council Strategic Investment Program receive a \$50 discount at the Expo and free WPA membership!

**What is SIP?** The Strategic Investment Program (SIP) provides key funding for WPA and NPPC's efforts to: fight for reasonable legislation and regulation; develop export market opportunities; and protect your livelihood. By enrolling in SIP, producers agree to contribute \$0.10/\$100 of market value. Contract growers pay \$0.10/\$100 of gross contract value.

Friday, January 29

**7:00 - Trade Show Opens**

Coffee, juice and rolls available.

**7:00-8:30 SIP Investors Breakfast**

Pork producers who are contributing to the National Pork Producers Council Strategic Investment Program are invited to an open discussion format on state and national policy issues. Invited guests include: Don Butler, NPPC President and Doug Wolf, NPPC Vice-President.

**8:00 Corn/Soy Early Riser Marketing Session**

Randy Fortenbery, UW-Madison, offers his latest corn and soybean market outlook.

**9:00-12:00 Youth Program - "In the Show Ring"**

Youth exhibitors are invited to attend a session on management of their pig project. Learn more on selection, health, and careers in the pork industry. **Please Note:** Separate registration required for this event; contact Wisconsin Pork Association at (800) 822-7675 for more details, or download a registration form at [www.wppa.org](http://www.wppa.org).

**9:00 General Session - "Its a Jungle Out There" -**

Laugh with Iowa farmer Jolene Brown as you learn how to cope with the increased regulations, new technology, labor concerns and global markets pressing on our lives and work places.

**10:30 Wisconsin's NEW Extension Swine Team:**

**12:00** Meet with members of the Wisconsin extension swine team and find out more about pork industry research being conducted right here in our state. The team will also discuss tips on feeding this year's corn crop to pigs and provide an update on the current economic situation in the pork industry, including tips on how to live with higher feed prices. Mahlon Peterson, Randy Thompson, Dave Wachter, Zen Miller and Brenda Boetel.

**12:00 Noon Luncheon** - with an amazing, mysterious and fun-filled stage presentation from Braier's Magic.

**1:30 PQA Plus Producer Certification**

Pork producers who need to become certified in the Pork Quality Assurance Plus program will have the opportunity to do so during this afternoon session.

**1:00-3:15 County Fair Forum**

Swine superintendents, meat animal sale committee members, parents and anyone else with a general interest in youth swine projects should attend this session, which will provide an opportunity to discuss common issues faced by counties when establishing rules and criteria for shows and meat animal sales. **Please note:** Separate registration is required for this event; contact WPA at (800) 822-7675 for more details, or download a registration form at [www.wppa.org](http://www.wppa.org).

**2:00 Bonus Corn/Soy Breakout Session**

**Special Sessions for Women and Kids  
Thursday, January 28**

**1:30 WHAT'S COOKING WITH AG**

Join Chef R.C. Schroeder a four time Chef Par Excellence recipient of the Wisconsin Taste of Elegance competition. Chef R.C. is the executive chef and owner of Big Tomatoes in Green Bay and a part time Culinary Instructor at Fox Valley Technical College and Madison Area Technical College.

**1:30 & 3:00 Kids Ag in the Classroom**

Interactive and hands on activities suitable for school-age kids. Please no infants or toddlers.

**3:00 Tools for Today's Market**

Naomi Blohm and Joanne Theisen, Market Advisors, from Stewart-Peterson return for another great session designed for women only that focuses on using commodity markets.

**4:30 How to Use Ag in Your Classroom**

It is more important than ever to make sure today's young people and their teachers know where their food comes from and the farmers who grow it. Darlene Arneson shows you how to use Wisconsin's Ag in the Classroom resources.

**WISCONSIN pork ASSOCIATION**

Plan to attend Pork/Corn/Soy Expo  
in Wisconsin Dells  
February 3 & 4, 2011  
February 2 & 3, 2012



FOR HOTEL RESERVATIONS CALL 1-877-253-5466

**Special \$104 Room Rates at the Kalahari Resort, available  
Wednesday, January 27, and Thursday, January 28, 2009**

*Indoor water park passes included free for each registered hotel guest!  
Friday, January 29 stay very limited and available only with a Thursday night stay.*

Call (877)253-5466 & insist on the **Pork/WASA/Corn/Soy rate.**

Kalahari is at exit #92 off Interstate 90/94 Wisconsin Dells.

NOTE: Hotel policy requires advance payment for first night

# Registration Form

After January 23, please bring your registration to the conference Pork Walk-In Registration booth on site.

Name: \_\_\_\_\_

Additional Attendees: \_\_\_\_\_  
(Spouse or children under 18)

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

	Regular Registration	WPA Member		Amount
2-Day Full Registration: <small>(Includes all programs, meals, Trade Show &amp; Taste of Elegance reception)</small>	\$140	\$ 90	X 1	\$ _____
Add Spouse or Minor Child: <small>(Includes all programs, meals, Trade Show &amp; Taste of Elegance reception)</small>	\$130	\$ 80	X _____	\$ _____
1-Day Limited Registration: <small>(Includes day's programs, trade show &amp; meals)</small>				
Thursday, January 28	\$120	\$ 70	X _____	\$ _____
or				
Friday, January 29	\$120	\$ 70	X _____	\$ _____
Extra Taste of Elegance <small>Taste of Elegance reception included with ALL Thursday and 2-Day Registrations Order ONLY for EXTRA unregistered children and/or unregistered guests</small>		\$ 12	X _____	\$ _____
Extra Friday Luncheon <small>Friday luncheon included with ALL Friday and 2-Day Registrations Order ONLY for EXTRA unregistered children and/or unregistered guests</small>		\$ 15	X _____	\$ _____

WPA MEMBERSHIP: Join or Renew Now to Save!

**Free membership for SIP Investors, plus \$50 discount on Expo registration!**

TYPE - VOTING MEMBER			
_____ Active Producer Membership	\$ 50		\$ _____
_____ Each additional Family Member	\$ 10		\$ _____
_____ Allied Industry Membership	\$250		\$ _____
TYPE- NON-VOTING MEMBER			
_____ General Membership	\$ 25		\$ _____

	(SIP investors only)	
SIP PARTICIPANTS (\$50 DISCOUNT)	-\$50	-\$50

Not an SIP participant? Contact WPA office for additional information.

TOTAL ENCLOSED \$ \_\_\_\_\_

Please send this page with full payment to:  
 WPA, P.O. Box 327, Lancaster, WI 53813  
 608-723-7551

Or fax using credit card payment to:  
 608-723-7553

Registration must be received by January 15, 2010.  
 Registration increases by \$25 after January 15, 2010.

### Credit Card Information

Circle One: Mastercard      VISA

Card #: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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