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**National Dairy FARM Program:  
Farmers Assuring Responsible Management**

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**Evaluator Conference**

November 2-3, 2016

**Wednesday**

- 12: 30 p.m. **Introductions & Opening Remarks**
- 1:00 p.m. **Learning How to Hug your Haters**  
*Jay Baer— Hug Your Haters is based on an extensive, proprietary study into the Science of Complaint: how, where, and why we complain, plus case studies from businesses of all types and sizes from around the world*
- 2:00 p.m. **Tail Docking Transition Panel**  
*Brandon Treichler\*, DVM  
Tim Raasch\*, Land O'Lakes  
Fabian Bernal\*, DFA*
- 2:45 p.m. **Break**
- 3:00 p.m. **Working with the Veterinary Community**  
*Gatz Riddell\*, DVM American Association of Bovine Practitioners (AABP)  
Richard Doak, DVM FARM Technical Writing Group  
Karen Jordan, DVM NMPF Animal Health & Wellbeing Committee Chair*
- 3:45 p.m. **Social Media Training**  
*Maddy Berner, NMPF  
Chris Galen, NMPF*
- 4:15 p.m. **Crisis Management Training**  
*David Pelzer, DMI*
- 5:00 p.m. **Day 1 Recap**
- 5:30 p.m.— 6:30 p.m. **Reception**

\*Invited

Thursday

- 7:00 a.m. **Breakfast**
- 7:30 a.m. **Welcome Back & Recap Day 1**
- 7:45 a.m. **Latest Research Discussion**  
*Dr. Nigel Cook\*, University of Wisconsin—Madison School of Veterinary Medicine*  
*Cassandra Tucker\*, Ph.D UC Davis*  
*Dr. Marcia Endres\*, DVM, Ph.D The University of British Columbia*
- 8:30 a.m. **Biosecurity Review**  
*Rick Jackson\*, Merck*
- 9:00 a.m. **Facilitated Discussion**  
*How do we bring credibility to the FARM Program?*  
*How do we communicate internally about FARM?*  
*How do we communicate externally about FARM?*
- 10:30 a.m. **Break**
- 10:45 a.m. **Emerging Issues Overview**  
*Dr. Jamie Jonker, NMPF*
- 11:15 a.m. **Consumer Insights**  
*Nina Von Keyserlink\*, Ph.D The University of British Columbia*  
*Charlie Arnot, Center for Food Integrity\**
- 12:00 p.m. **Working Lunch: Asking Better Questions: FARM Program Evaluations**  
*Keri Retallik\*, Praedium*  
*Matt Jones\*, Validus*
- 12:45 p.m. **Closing Comments**
- 1:00 p.m. **Adjourn**
- 1:30 p.m. **OPTIONAL ACTIVITY: Stockmanship Training with Beef Quality Assurance (BQA)**  
*This session teaches handling methods that improve gathering, sorting, chute work, parlor movement, and transportation. Emphasis is placed on ways to reduce handling stress, and interactive discussions to show how producers can actually shape consumer's perception. Other topics include how the principles presented actually have a significant economic — as well as quality of life — benefit when applied on farm."*

\*Invited