

THE DAIRY PRACTICES COUNCIL®

DPC Business Meeting Agenda and Minutes

Thursday, November 5, 2009, 12 Noon

Don Breiner:

Acknowledged the Honorary Life (HL) Members in attendance:

Dick March (HL in 1984)
Francis Gilman (HL in 1996)
Henry Atherton (HL in 1989)
Dave Sheldon (HL in 2000)
Joseph Moreau (HL in 2002)
Stanley Weeks (HL in 2005)
John Porter (HL in 2006)
George Wilcox (HL in 2008)

Don Breiner:

Acknowledged Sponsors for this years Annual Conference:

Capitol Plastic Products: Sheila Cranker, Sandy Ostrander
Gamajet Cleaning Systems: Michael Delaney, Tadd Wolff
GEA Farm Technologies (Westfalia Surge): Norm Schuring, Dan Gudmunson
IDEXX Laboratories: John Forsee, Paulette Zoidis
Kentuckiana Tank Wash: Bill Becker, Ed Barnette
Upstate Niagara Cooperative: Ruth Riner
Weber Scientific: Sharon Wilson, Danielle Spahn

Don Breiner: Presidential Address:

"First and foremost, I want to thank each of you for attending the 40th Annual Meeting of DPC. WOW !!! 40 YEARS OLD. How terrific is that for an organization to be in existence 40 years in this day and age. Lynn Hinckley will have a special 40th anniversary presentation in a few minutes.

One of the most important reasons for DPC being here for 40 years is the many dedicated people that make up our total membership and their willingness to voluntarily serve on task forces, executive board, committees, writing and reviewing guidelines, helping at the dairy bar and the list goes on. The point is that each one of you and those that have served before us have made DPC what it is today. All I can say is THANK YOU !!!!!

Speaking of members, how many are either new members and/or attending their first Annual Meeting ? Please join me in giving them a DPC Welcome !! We do have some very distinguished guests among us to celebrate our 40th. Richard March and Terry Musson past EVP's , Dave Sheldon, past president and Stan Weeks, John Porter and George Wilcox are Honorary Life Members. Also John Bartel, longtime member is with us. Let's welcome these people back to our Annual Meeting. I also want to welcome all who are representing and affiliated with our 91 sustaining members and thank them for their support. Please see them listed in your program. Last and certainly not least, thanks to those who sponsored our reception last evening and our luncheon today. Capital Plastic Products, Gamajet Cleaning Systems, IDEXX Laboratories, Kentuckiana Tank Wash, Upstate Niagara Cooperative and Weber Scientific. Applause.

As I step down as your president, I want to give a special word of thanks to the Executive Board, the Task Force chair persons, Terry Musson and Jeff Bloom for their hard work, dedication and cooperation the last 3 years. It really has made my job go very smoothly. Yes, we did go through an EVP transition which went very well (after we got Jeff on the right track) and that credit goes to Terry and Jeff.

Three years ago as Jeff was giving his presidential farewell address, he mentioned 8 items that a DPC president should do while in office. I wish I could give Jeff credit for these but Lynn Hinckley scribed them for Jeff and I would like to pass them on to Mike Schutz as he takes office. READ THEM !!!

Thank you for being here and supporting a GREAT organization. Enjoy the rest of the meeting !!"

Lynn Hinckley: 40th Anniversary Presentation: Lynn put together and presented a slide show history of DPC over the past 40 years. 50th year Anniversary History booklets were passed out to all attendees with their registration materials.

Don Breiner: Presented a Special Award to Lynn Hinckley for 40th Anniversary preparation and presentation.

Jeff Bloom & Don Breiner: Presented Guideline Author Certificates:

Bob Graves, GL #1, Guideline for Planning Dairy Freestall Barns
Tom MacNish, GL # 51, Guideline for Controlling the Accuracy of Electronic Testing Instruments for Milk Components

Jeff Bloom: Presented a Past President Award to Don Breiner and a Past VP Award to Mike Schutz

Jeff Bloom: Presented a Special EVP Award to Terry Musson, for his 11 years as Executive Vice President of the Dairy Practices Council. The following was spoken for the presentation:

This next award is for my predecessor in this job, Terry Musson.

"Did you ever have to think like someone to get the job done? Well that is what I had to do to understand and run the DPC office. Where would Terry have filed this, how would he have done this, how did he do this? I think my hair has even taken on more of a white glow! During my training period for the job, both my wife Nancy and I traveled to Terry home office to learn the details of the job. Sometimes I could not go and Nancy traveled there by herself. Now if you've ever driven in New Jersey, you know how crazy the roads are. Well Nancy needed a little help getting there so we bought a GPS device. It was the greatest thing- she'd just listen to the voice, and follow directions. Then one day in the mail, I opened a letter from the State of NJ that contained a picture of Nancy driving the car. It was a fine for using the EZ-Pass lanes without an EZ-Pass. She knew we didn't have EZ-Pass, so what was she doing in the EZ-Pass lanes? When I asked her she said the GPS kept saying, "stay left, stay left, stay left" so she drove right through the high-speed EZ-Pass lanes. The hard part to swallow was that she did it two more times before we got the first notice, for a total of \$75 in fines.

Some of you that know Terry may not know that he spent about 5 years in Puerto Rico, where part of that time was spent as a Tuna Sniffing Specialist. In this role, Terry's job was to sniff the tuna's for Scombrotoxin and Histamine spoilage. Another little know fact about Terry is that, as a younger man, he raced cars, and now has a restored Jaguar XK-E sitting in his garage, that he drives occasionally.

After his stint in Puerto Rico, Terry continued working for the FDA, as a Supervisory Consumer Safety Officer in Brooklyn, and ended his FDA career as the Senior Regional Milk Specialist for the Northeast Region. Another interesting fact is Terry is married to Terry Musson. I always thought people were distinguishing them by calling one Terry A, and the other Terry B, but that is their real initials!

Terry became Executive Vice President of DPC in January 1998. During those 11 years as DPC's Executive Vice President, Terry made many positive changes to DPC's membership, structure, and stability. He has left me with some big shoes to fill.

I would like to present this special award to Terry Musson for his long service as Executive VP of DPC".

Mike Schutz: Nominating Committee Report:

Honorary Life Membership- nominations from floor. None were received.

An Honorary Life Membership was presented to Terry B. Musson.

Nominations and vote for President: Mike Schutz was nominated and elected by a voice vote.

Nominations and vote for VP: Rebecca Piston was nominated and elected by a voice vote.

Nominations and vote for the Board position :Federal Regulatory- Agriculture. Patrick Healy was nominated and elected by a voice vote.

Jeff Bloom: DPC Business Report:

"First I would like to once again thank Capitol Plastic Products, Gamajet Cleaning Systems, Inc., IDEXX Laboratories, Kentuckiana Tank Wash, Upstate Niagara Cooperative, and Weber Scientific for their sponsorship of the Reception last night. I would also like to thank GEA Farm Technologies (WestfaliaSurge) for their partial sponsorship of today's luncheon. Let's have a round of applause for our sponsors.

I would also like to thank the companies that made the dairy bar possible: F. Cappiello Dairy Products, HP Hood, Kemps, and Crowley, MacCadham Cheese, Cabot Cheese, and Stewart's Shop's Dairy. Let's have a round of applause for these suppliers.

As some of you may remember, at last years Business meeting it was announced that this year's conference was to be held at the Best Western Albany Airport Inn. However, through agreement with the DPC Board, we decided to change locations because of the condition of that hotel. That left me to scramble looking for a suitable hotel in the Albany area with only a few months to go. Several large hotels that could accommodate our group were booked on the dates needed. This hotel was finally chosen. At that time, the hotel's restaurant / lounge was under construction, but hotel management promised a completion date in time for our conference. The letter from hotel management, which is in your registration packet, explains that the downturn in the economy caused those plans to fade. The hotel is making every effort to make up for the lack of a restaurant and lounge, by opening the kitchen area to our group exclusively and serving dinner and drinks. The Hotel is also offering the shuttle van during most hours to move our group around to local restaurants and nightspots.

Membership: There has been a drop in all membership categories over the past year. Individual memberships dropped from 135 in 2008 to 121 in 2009, Sustaining memberships dropped from 97 in 2008 to 90 in 2009, Educational memberships dropped from 19 in 2008 to 17 in 2009, and Regulatory memberships dropped from 36 in 2008 to 32 in 2009. On the upside, four new individual members joined in 2009: 1) Jason Bye, Acryliccon USA, floor treatments for food plants, 2) Vern Foley, Grandview Concrete Grooving Co., concrete grooving for farms, 3) Steve Merrill, Alchemy Systems, food safety training software tools, and 4) Heather Primeau, F.Cappiello Dairy, specialty Italian cheeses. Overall, our finances are strong, and we weathered the 2009 economic downturn in fairly good shape. I see 2010, if the economy recovers like the experts expect it to, to be a year of membership growth.

Financial Update: DPC had a fairly tough year financially. Along with membership drops were increases in mailing costs, increases in printing costs, decreases in Guideline sales, and the rejection by the State of Pennsylvania on a ruling of our exemption from paying sales tax. Since January I've appealed the ruling twice, only to be turned down in our final appeal in October. We now must pay 6% sales tax on all DPC purchases, and charge 6% sales tax on DPC Guidelines sold to PA residents. On the bright side, we still have approximately \$123,700 in the bank as of 9/30/09, vs. \$125,600 on hand on 9/30/08 a decrease of only \$1,900.

Guideline Sales were down only slightly from FY 2008. We sold \$5,400 worth of Guidelines during FY 2009, vs. \$5,700 worth of Guidelines in FY 2008. In FY 2009, we sold 14 Small Ruminant Sets, 4 Complete Sets, and 2 Farm Sets. Our 3 most popular selling Guidelines were DPC #8, Good Manufacturing Practices for Dairy Processing Plants with 73 sold, DPC # 106, On Farm Anaerobic Digestors (100 Questions to Ask), with 50 sold, and DPC #10, Maintaining & Testing Fluid Milk Shelf Life with 44 sold.

We distributed only one update mailing in 2009, containing revised GL # 1, Planning Dairy Freestall Barns, and revised GL # 51, Controlling the Accuracy of Electronic Testing Instruments for Milk Components. I have been encouraging all new members to take GL updates on CD vs. hard copy, because CDs are cheaper to make and cheaper to mail.

Currently we do not have any Guidelines that are in Yellow copy, and several that are in the White copy stage.

Marketing: Several press releases were sent out in 2009 to major dairy publications announcing the distribution of new GLs 1 & 51, and announcing our 2009 Annual Conference. In addition, a large post office mailing and a blast email went out to the entire DPC contact list announcing "save the date" for our upcoming annual conference.

Our DPC display traveled to several regional meetings in 2009. In January it was at the National Mastitis Council Meeting, in May it was set up at the Kentucky Dairy Development conference and in September, the display was set up at the NY State Association for Food Protection (NYSAFP) meeting in Syracuse, NY.

Please advise me of any meetings in your area where you think it would be beneficial to set up the DPC booth.

Website: In 2009 we had a significant amount of traffic looking at our website on a daily basis. In fact if you search dairy practices on Google, The DPC website is first on the results page. I am getting emails almost daily from people that are setting up small farms, especially goat & sheep dairies that are looking for information about on-farm processing, farm practices, etc. If we can turn all those website browsers and email questions into Guideline sales, we will be doing OK.

We tried on-line registrations for the Annual Conference on the DPC website this year. Next year I will fine-tune it to give more selections for registries that do not want to pay for membership at the time they register for the conference. This on-line method of registering seems to be more and more appealing to increasing numbers of computer savvy members.

Collegiate Dairy Judging Contests: The Board directed me at the Spring 2009 meeting to get in touch with two collegiate dairy judging groups, and set up a donation and trial guideline program. After working with Board members Mike Schutz and Chuck Boenecke, I contacted The Collegiate Dairy Products Judging Contest (CDPJC), which consisted of 25 coaches, and the North American Intercollegiate Dairy Challenge (NAIDC), which consisted of 52 coaches. We have donated two \$100 checks, to be used for new Second Place Graduate Student Awards in each of these groups. I also received a very good response from coaches requesting the free DPC Guidelines we offered.

Next Conferences: the 2010 Annual Conference will be held at the Ramada Hotel & Conference Center, Columbus, OH, November 3 – 5, 2010. The 2011 Annual Conference will be held in Manchester, NH."

2 PM: The Meeting was Adjourned to Task Force Sessions