

## **The Dairy Practices Council®**

### **Business Meeting Minutes- Manchester, NH**

### **November 3, 2011**

Business Meeting and Luncheon

**President Michael Schutz opened the meeting at 2:20 PM**

**President Schutz acknowledged the Honorary Life Members in attendance:**

Terry Musson (HLM in 2009), John Porter (HLM in 2006), Dave Sheldon (HLM in 2000), Stan Weeks (HLM in 2005), and George Wilcox (HLM in 2008)

**President Schutz acknowledged the Conference Sponsors:**

Full Sponsors:

Capitol Plastic Products: Sheila Cranker

Quality Management Inc (QMI): Tom Angstadt

Partial Sponsors:

Capital Vial / Fisher Thermo Scientific: Cliff Farrell

IBA, Inc.: Armand Dragon & Miles Beard

Idexx Laboratories: John Forsee & Paulette Barter

Kentuckiana TankWash: Bill Becker & Ed Barnette

Nelson Jameson, Inc.: Dick Corsette

Page & Pedersen Int., Ltd.: Jackie Page

Randolph Associates, Inc.: Gary Popovitch

Weber Scientific: Danielle Spahn

**President Schutz acknowledged the Dairy Bar Sponsors:**

HP Hood

Cabot Cheese Co.

Cappiello Cheese Co.

Yoplait USA, Inc.

**President Schutz acknowledged new Sustaining Members for 2011:**

**Silver Sustaining Member:**

**Safeway, Inc., Walnut Creek, CA - Dave Pierson**

**Bronze Sustaining Members:**

**Page & Pedersen Int., LTD., Hopkinton, MA - Jackie Page**

**Quality Milk Production Services, Ithaca, NY - Kerry Case**

**President Schutz gave the following Presidential Address:**

1. It is always good to return to the Northeast for Dairy Practices Council meetings. Even as a Midwesterner, I clearly appreciate the connection between this organization and its heritage in the Northeast. While we continue to expand west, for example by holding next year's annual meeting in Madison Wisconsin, the roots of this organization continue serve as its foundation.
2. Thank you to Jeff Bloom for his continuing excellent leadership of this organization. His dedication is most appreciated. This continues to be a difficult time for organizations and Universities that have been the mainstay of our membership in the past. Jeff has shepherded us through a period of financially difficult times for our industry and kept our fiscal condition in solid shape. He has been very good at turning stones to find opportunities for us to maintain and add new members and increase visibility.

3. I also want to thank the board and especially vice-president Rebecca Piston for their assistance in covering for me when illness prevented me from attending the spring board meeting. I feel really good that this organization will be in excellent shape for many years to come.
4. There have been many action items by the board this year, and even more will become apparent as we move forward. As many of you have probably noticed, our board was forced to make the very unhappy but necessary decision to increase guideline prices modestly. The established prices had been in place for a considerable time. In fact, I do not recall any price increases for guidelines since I joined the board in 2002. While the change was made across the board, Jeff has indicated that sales have remained steady...a testimony to the value of our product. Interestingly, this year is the first in recent times that at least one copy of every Guideline was purchased, not counting complete sets!
5. The task forces that each of you participates in are the lifeblood of the organization. In my count there are in excess of 50 Guidelines that are being touched at present for review with several new guidelines under development. Keep up the great work, and please do not hesitate to contact me, Jeff, a board member, or a Task Force Director if you have an idea for a new guideline. If you are willing to help write the new guideline, that's even better. But help us be sure new ideas are flowing. And stay engaged with the guideline review and development process. It can be lots of fun.
6. Next, I would like to recognize the efforts of the Vision 2020 committee. That committee chaired by Joe Zulovich with members Nancy Carey, Rebecca Piston, Neil Bendixen, Philip Wolff, and John Tyson who replaced Chris Thompson were given the task of reviewing the bylaws of the organization as well as how to increase the visibility and market share of DPC and its products. The board has spent considerable energy in reviewing a number of vital issues. Among these issues are:
  - a. Board composition. Given the recent cuts to budgets for University participants and industry representatives, should the areas represented by the board be revised? That issue continues under review.
  - b. Electronic distribution of Guidelines. It is anticipated the electronic sales will be allowed by website revisions in the very near future.
  - c. Continuing Education credits. The DPC annual meeting could be used for continuing education credits for Certified Milk Inspectors in states needing it. We are delighted that the New York State Department of Agriculture & Markets agreed to allow this conference to be used for annual training for Certified milk Inspectors and Processing Plant Superintendents. Welcome to any of you that are here today.
7. Finally, I would like to mention that DPC, under Jeff's leadership continues to work to grow and nurture partnerships in the Dairy Industry. Many of you perhaps noticed the recent articles in Progressive Dairyman magazine on topics ranging from freestall planning and milking parlor construction materials to six steps to success for cow milking that were all based on DPC guidelines. We hope to be able to continue this partnership to get out the news about DPC GLs into 2012 and beyond. Furthermore, we continue to work with the National Mastitis Council to offer several NMC workshops just ahead of the 2012 Dairy Practices Council meeting in Madison, WI, probably on Wednesday morning, and details will be forthcoming. This should be a winning arrangement and NMC may be able to play a pivotal role in connecting us to the large Wisconsin dairy industry.
8. Thank you for being here, and I look forward to seeing all of you in Madison, WI in the heart of America's Dairyland next year on November 7 to 9!

Mike Schutz  
President

**EVP Jeff Bloom & President Schutz presented GL Lead Author Certificates:**

**Nancy Carey**, DPC #11, GUIDELINES FOR SEDIMENT TESTING AND PRODUCING CLEAN MILK, Published 12/2010

**Rebecca Piston**: DPC# #94, GUIDELINES FOR CONDUCTING AND DOCUMENTING HACCP: H A C CP Principle #4 Establish Monitoring Procedures, and H A C CP Principle #5 Establish Corrective Actions Published 11/2010

**Steve Murphy**: DPC# #94, GUIDELINES FOR CONDUCTING AND DOCUMENTING HACCP: H A C CP Principle #4 Establish Monitoring Procedures, and H A C CP Principle #5 Establish Corrective Actions Published 11/2010

**David W. Kammel**: DPC # 87, Low-Budget Milking Parlors Retro-Fitted in Old Tie-Stall Barns, Published 08/2011

**John C. Porter:** DPC # 87, Low-Budget Milking Parlors Retro-Fitted in Old Tie-Stall Barns, Published 08/2011  
**Stanley A. Weeks:** DPC # 87, Low-Budget Milking Parlors Retro-Fitted in Old Tie-Stall Barns, Published 08/2011  
**Eugene Frey:** DPC# 79, Non-Electric Dairy Farms, Published 08/2011

**EVP Bloom:** Presented Honorary Life Memberships to the following long time DPC members:

Don Breiner  
Tom Angstadt

**President Schutz presented a Silver Eagle Award** to Rebecca Piston, for bringing in a new Sustaining Member, Safeway, Inc.

**President Schutz:** Presented plaques to the following outgoing Board Members & TF Directors;

**Board Member Representing State Regulatory- Health:** Ellen Fitzgibbons

**Board Member Representing State Regulatory- Ag:** Chris Thompson

**TF 1 Director-** Robert Graves (from 2007 - 2010)

**TF V Director-** Miles Beard (from 2006 - 2011)

**Task Force IV Director Phil Wolff presented the Eugene T. Wolff Service Award to Bob Graves, a long time DPC member.**

**Vice President Rebecca Piston presented the Nominating Committee Report**

VP Piston asked for Honorary Life Membership nominations from the floor for presentation at 2012 Conference. None were offered.

VP Piston asked for Nominations for Board Positions. The position representing State Regulatory-Agriculture was vacated by Chris Thompson. VP Piston presented the name of Glenn Goldschmidt for nomination. A voice vote was taken and Mr. Goldschmidt was elected to this position.

VP Piston also announced that Mr. Charles Miller will become the Director of Task Force V and Mr. Chris Hylkema will become Director of TF VI, starting after the 2012 Conference.

**EVP Bloom: Asked for approval of Business Meeting Minutes** from last year's Annual Conference, 11/4/2010. A voice vote was conducted and the minutes were approved.

**EVP Bloom presented the DPC Business Report**

**Welcome** to the Conference. We have a great group of attendees this year. There are some long distance travelers, from Ireland: Greg Brennan and Michael Cosgrove. Several people from across the border in Canada: Charlie Fulton from Ontario and Scott MacKenzie from Nova Scotia, Also first time attendees and new members: Gina Funari from Agri-Mark, Susan Zucker from Cabot Creamery, Pat Clark from the Milk Market Administrators office in Texas, Joe Fitzgerald from Bruns Bothers, Erin Marlowe from Agri-Mark, Ricardo Rivas from Southwest Cheese, and Joseph Taraba from the University of KY. There are several folks from our host state of New Hampshire: From the Department of Ag: Lorraine Merrill and from the Department of Health: Leah Keller, Charles Metcalf, and Aime Ramsey. Several past Eugene Wolff Service Award winners are present: Lynne Hinckley, Steve Murphy, and George Wilcox. Several new attendees brought in by our Platinum Sustaining Member HP Hood: Bonney Hurley, Wendy Landry, and Amy LeBlanc.

New Sustaining Member Jackie Page from Page & Petersen, and returning members that we haven't seen since 2007: Emil Nashed, and not since 2008, Kristen Fallon. Hoard's Dairyman editor Lucas Sjostrom is here, and finally several Department of Justice and Federal Trade Commission employees that will remain anonymous.

**Annual Conference Attendance:** In 2010 we had 125, this year 120. Tom Herremans and his Michigan Milk Producers group (usually around 5 people), and several FDA & USDA people could not attend this year because of travel budget cuts, so that brought our numbers down.

We tried something new this year by offering the tour of Charm Sciences on Wednesday before the Conference started. We had feedback on our evaluation forms that people wanted something to do the morning before the Conference. I want to thank Meikel Brewster from Charm for helping set it and coordinate it (while she was at the

IDF Meeting in Italy). The tour was attended by 36 people and it appeared to be a big attraction to the meeting. I even had people registering for the Charm Tour days before they actually registered for the Conference. I think the success of this activity will prompt the board to decide to have additional outside activities at future conferences.

**Guideline Sales:** This year we had total sales of individual Guidelines, Guideline sets, Guideline sets on CDs, and downloads for a total of \$4,835, an increase of \$591 over 2010.

**Website:** We built a new website this year and it is now up and running, although it still has lots of flaws and problems. One of the reasons we undertook this project now was that the old website was not compliant with new credit card processing regulations.

Over the course of the next six months we will be correcting the problems, making the site easier to work with and by this time next year I think we'll have an easier registration process for the Annual Conference.

**Marketing:** This past year was a busy year for the DPC booth and for me. We covered the following meetings & conferences:

January 2011: National Mastitis Council (NMC) Meeting- Arlington, VA

February 2011: Kentucky Milk Quality Conference (set-up by Bob Kiser & Bob Hickerson)

May 2011: PA Assoc of Milk Food & Environmental Sanitarians (PAMFES)

August 2011: Int. Assoc for Food Protection (IAFP)

September: New York State Assoc. for Food Protection (NYSAFP)

I also attended the NCIMS Conference in Baltimore in May

**One big piece of news** is that, through an intense marketing effort, the American Dairy Goat Association has decided to join the DPC as a sustaining member and they are planning to offer our Guidelines to their entire membership! The president of their board wrote me a note saying "We look forward to working with DPC over the coming years! Thanks for the great work on the Small Ruminant Guidelines, which we feel are excellent tools for our members."

**Social Networking** : DPC continues to have a presence on both Twitter and LinkedIn. Both sites have increased DPCs recognition and continue to bring in guideline inquiries and new member prospects.

**Custom CDs:** I continue to receive inquiries from companies and cooperative extension institutions about our customized CDs. Although there haven't been too many sales to date, I feel strongly about this project and feel it could provide significant income to DPC in the future. I feel that the current widespread budget cuts have prevented this project from growing. We currently have one business that recently inquired about a CD customized with their logo and with GLs #85 and #98. This may result in a sale of approximately 300 custom CDs. Hopefully next year I'll be reporting a success on that sale.

**Upcoming Conferences**

2012- Madison, WI, November 7 - 9

2013- Harrisburg, PA, Nov 6 - 8

2014- Kansas City, MO, Nov 5 - 7

Respectfully Submitted,  
Jeff Bloom, Executive VP  
The Dairy Practices Council

**At approximately 2:00 PM, Mike Schutz adjourned The Business Meeting and directed everyone to Task Force meetings.**