

**Pfizer Animal Health and Pfizer Animal Genetics invites you to attend:**

# **CLARIFIDE<sub>TM</sub> Veterinarian and Industry Professionals Educational meeting**

As the dairy industry continues to see more competition, higher feed costs, and a drive for healthier, more efficient cattle, driving improvements through genetics is a key opportunity dairy producers have to permanently improve their herd's rate of improvement. Now, with genomics, producers have a dynamic and powerful tool to accelerate their rate of improvement by such things as choosing which animals to raise, and/or to get their next generation of replacements from, in order to add profitability to their operation.

Please join us to learn about genomic technologies, and how you can get more involved in this exciting new area!

**PURPOSE: Provide training for veterinary on Genetic Improvement of Dairy Cattle through the Strategic Application of Genomic Technologies and CLARIFIDE**

**OBJECTIVE: To gain an understanding of how to utilize CLARIFIDE as a cornerstone to help your clients be competitive, profitable and efficient, and build CLARIFIDE into your own business model.**

**Topics for the meeting include:**

- Why all the fuss about genomics? Why Genomic Testing is important to profitability. A look at Heifer economics and importance of Precision Inventory Management... investigating the needs of producers, the economics that drive dairies, inventory needs, long-term Net Present Value models, justifying investments shorter-term, etc.
- Understanding Genetics and Genomics – a more in-depth understanding of various types of genetic information, Reliability, Confidence Intervals and expectations, including discussions and the roles that parentage mis-identification has, genetic trends, etc.
- Applied Genomics and technologies for Choosing the Next Generation of Heifers
- Understanding what CLARIFIDE is – Processes, procedures, understanding and interpreting results
- Reviewing concepts and applying this to use, along with other tools to pre-analyze herds or utilize results
- Combining technologies and applying them to decision making

**Date and Time:**

Noon, Wednesday, January 11, 2012 to Noon Thursday, January 12, 2012

**Location:**

**Holiday Inn – Fond du Lac, WI**

625 West Rolling Meadows Drive, Fond du Lac, WI

Phone: (920) 923-1440

**Please fax or email reservations by Wednesday, December 21<sup>st</sup> to your Territory Manager or to (866) 590-1279 or [Cheryl.f.marti@pfizer.com](mailto:Cheryl.f.marti@pfizer.com)**

**Participant's Name:** \_\_\_\_\_ **Clinic/Company Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Hotel Room needed for January 11<sup>th</sup>?** \_\_\_\_\_

**Speakers:**

**Dr. Jason Osterstock – DVM, PhD**

**Steve Bodart – Lookout Ridge Consulting**

**Cheryl Marti – MS (Genetics) and 11 years AI industry**

**Chris Roeder – MS (Genetics) and AI industry experience**

**Questions?** Please contact your Territory Manager or

Cheryl Marti, Dairy Production Specialist – Pfizer

Cell: 608-206-0635

Email: [cheryl.f.marti@pfizer.com](mailto:cheryl.f.marti@pfizer.com)

\*\*Continuing Education (CE) credits are applied for this meeting in Wisconsin.



**CLARIFIDE Veterinarian Training – Agenda**  
**January 11 and 12, 2012**  
**Holiday Inn – Fond du Lac, WI**

Day	Topic
<b>Wednesday, January 11<sup>th</sup></b>	
11:30 – Noon	<b>Registration</b>
Noon – 12:45PM	<b>Lunch</b>
12:45 – 1:00	<b>Welcome and Think of the Possibilities – Cheryl Marti</b>
	<b>Module 1: Why Genomic Testing is important to profitability – Steve Bodart</b>
1:00 – 3:00	<b>Module 2: Understanding Genetic Evaluations and processes</b>
3:00	<b>Break</b>
	<b>Module 2 – continued</b>
	<b>Module 3 - Application of Genomics</b>
3:15 – 5:30	<b>Module 4 - CLARIFIDE specific information</b>
6:30pm	<b>Social followed by Dinner</b>
<b>Thursday, January 12<sup>th</sup></b>	
6:45 – 7:30 AM	Breakfast
	<b>Module 4 - CLARIFIDE specific information (remaining topics)</b>
7:30 – 10:45	<b>Module 5 - Reviewing Concepts, applying this to use, and other tools available</b>
9:45	15 minute Break
10:45 - noon	<b>Module 6 - Summation for action: Group Discussion, Q&amp;A and Follow-up plans with herds and developing your business</b>
Noon	Return home

**Please bring your Laptop computer and a DComp herd backup to the workshop on Day 2**