



**The California Grain & Feed  
Association presents**

**THE GRAIN & FEED  
INDUSTRY  
CONFERENCE**

**January 17-18, 2007  
Embassy Suites on Monterey Bay**

*The Grain & Feed Industry Conference is an annual two-day educational event that is planned and coordinated by the California Grain & Feed Association. The basic purpose of the conference is to provide mill managers and key employees of grain handling and feed manufacturing operations with an educational program consisting of both managerial and technical information specific to the industry. Rather than presenting abstract and theoretical concepts, the Grain & Feed Industry Conference emphasizes practical skills and techniques that are of direct and immediate benefit to the participants. The conference combines an extensive educational program with social functions. Because many of the participants who attend the GFIC do not attend the CGFA Annual Convention, the conference provides an opportunity to network with others in the industry. The GFIC also gives the association the opportunity to present some of the current programs and activities of CGFA. In addition to the educational components, the social and informational programs are important functions of the Grain & Feed Industry Conference.*

## Schedule of Events

### Wednesday, January 17th

7:00 am Registration Desk Open

8:00 am **Welcome**  
GFIC Chairman John Silva, TPI

8:10 am ♦ **The Feed Industry Overview** ~ Quite a bit has changed over the years in animal agriculture and the feed industry. Dr. Behnke will discuss the major issues forcing change - where the industry will be in the future and how it should position itself to get there.

*Presenter:* **Dr. Keith Behnke, Kansas State University**

#### Concurrent Workshops

#### **Three Workshops - Two Time Slots - Select One per Time Slot.**

**9:00-10:30 am and 10:30 -12:00 noon**

*Attendees are encouraged to send in questions on the enclosed form and/or bring physical evidence of items that have gone awry and discuss what went wrong at the workshop.*

9:00/10:30  
10:30/12:00 ♦ **ABC's of Pelleting:** This workshop will cover the basic principles of the pelleting process. Our speakers will discuss the pelleting system to provide for maximum production of high quality pellets from start to finish. Also included will be a detailed discussion on die design and application.

*Presenters:* **Phil Wellhausen and Carl Allis, California Pellet Mill**

9:00/10:30  
10:30/12:00 ♦ **Effective Boiler Utilization:** This workshop will focus on how to run a boiler more efficiently and effectively including: maintenance, application, cost, steam, etc. In order to make this topic more useful to members, please provide any specific questions that you might have on the following topics:

1. Boiler Utilization. ex. What can I do to get more out of my boiler?
  2. Condensate Return. ex. What are the economic advantages of a CR system?
  3. Steam piping insulation. ex. Cost/Benefit ratio of insulating steam lines.
- Other topics may include economizers, feed water pre-heat or steam traps.

*Presenter:* **Brian McGee, Animal Feed Technology**

9:00/10:30  
10:30/12:00 ♦ **Transportation Update:** This workshop will include the following three topics:

1. GPS Systems in trucking and delivery as well as improving driver and fleet efficiency.
2. Basic rail engine preventive maintenance and rail site inspections including the importance of good maintenance on locomotives.
3. Update on California driver requirements and new laws about CDL's.

*Presenter:* **Bart and Phillip Verstegen, South West Locomotive**

*Presenter:* **California Highway Patrol Officer, Kevin Rose**



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- 12:00 noon Group Luncheon
- 1:30 pm ♦ **Food/Feed Safety Session: Overview** ~ The Bioterrorism Act is primarily designed to ensure the safety and security of food and feed. This session will be an overview of where we are today including record-keeping requirements and what needs to be maintained and in what instances.  
*Presenter: TBA*
- 2:30 pm ♦ **Food/Feed Safety Session: Panel Discussion**  
*Moderator: Tom Pasek, In Balance*  
 How you track and trace requirements are affected by the bioterrorism act, safe feed/safe food and other certification organizations.  
*Presenter: Bob Luedtk, Feed Management Systems*  
 Radio Frequency Identification or RFID uses a reader and tag, which recognize each other through the transmission of radio waves. Feed manufacturers can use RFID-based systems to meet certain special feed and food safety requirements, such as improved upstream traceability of feedstuffs and downstream trackability of feed products.  
*Presenter: Clayton Gill*  
 Physical plant security, prevention loss and crime; how to protect yourself and your plant from violence in the workplace.  
*Presenter: Ed Esmaili, Crime Tech Security Systems*
- 5:30 pm **Table Top Exhibit Hall / Social Hour:** This year the social hour will be held in the exhibitor's hall. Sponsoring companies will have display spaces set up with sales literature and representatives available to answer questions and share information.
- 7:30 pm Group Dinner and Entertainment by the magical styles of John George.

## Thursday, January 18th

- 7:00 am Registration Desk & Hospitality Area Open
- 8:00 am ♦ **How To Run A Good Safety Meeting** ~ Too often safety meetings are held so we can check it off our to-do-list and say we are compliant with Cal-OSHA regulations. Learn how to make safety meetings effective in helping to reduce injuries, illnesses, and fatalities in the workplace.  
*Presenter: Dr. Richard Cavaletto, Cal Poly SLO*
- 9:00 am ♦ **Stress Management** ~ We live and work at an increasingly fast pace. Demands at work continue to escalate beyond what we have experienced in the past. Our reaction to these events is frequently experienced as stress. Unmanaged stress can produce loss of productivity, fatigue and eventually illness. Managed stress can contribute to productivity and wellness. This presentation will provide simple techniques that can be used to deal with stress in a more effective way.  
*Presenter: Gary Yeatts, Business & Executive Coach*
- 10:00 am ♦ **Motivating Employees & Training Supervisors** ~ This session will teach leaders to tap new energy & vision, leading to a higher level of performance for their organization. Managers develop leadership abilities for assuming responsibility and meeting new challenges. Individuals learn how to sustain self-renewal and resilience in the work setting, resulting in greater productivity and employee satisfaction. Jorge is President and CEO of Leadership Coaching International, Inc., an international leadership development and consulting firm he founded in late 2000, based in Seattle. Jorge brings over 14 years of experience in leadership, management and coaching with national and international organizations. His work currently focuses on the areas of leadership development and coaching, organizational development and transition management, team building, and coaching leaders.  
*Presenter: Jorge M. Estrada, MS*
- 12:00 noon Announcements, Grand Prize & Adjournment of the Conference.



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## OTHER CONFERENCE INFORMATION

**EXHIBIT HALL AND SOCIAL HOUR** This year the social hour will be held in the exhibitor's hall. Sponsoring companies will have display spaces set up with sales literature and representatives available to answer questions and share information. The exhibit hall will be open on Wednesday evening from 5:30 pm until 7:00 pm.

**GROUP DINNER** The group will enjoy a fabulous dinner followed by the magical talents of John George.

### REGISTRATION

Registration forms need to be completed and returned to the CGFA office no later than January 12, 2007. Please be advised that due to guarantees and commitments that CGFA must make to the hotel, full registration refunds can only be made prior to January 12, 2007.

**STUDENT SPONSORSHIP MEMORIAL** This special fund established in memory of *John Gonsalves* will continue sponsoring student attendance at the GFIC ~ something John felt strongly about as a GFIC committee member. If you would like to contribute to the memorial fund there is a line item on the registration form.

### LADIES DAY OUT - SPOUSE PROGRAM

For those of you who will be bringing your spouse we have put together a group activity to downtown Carmel. There will be a shuttle bus to take a group for shopping and a luncheon on Wednesday from 9:30 am until 3:00 pm. Please indicate on the registration form if your spouse would be interested in joining the group. The only cost will be for lunch @ \$15.00 per person.

### EMBASSY SUITES HOTEL

The **Embassy Suites Hotel** is more than just a room. Each room at the Embassy Suites has a separate bedroom and a full size sofa bed. The room rate includes a full breakfast and at the end of the day a complimentary manager's reception, including mixed drinks, beer, wine, and soft drinks. The Embassy Suites on Monterey Bay is located on the beautiful Monterey Peninsula, two blocks from the beach, at the intersection of Canyon Del Rey and Del Monte Boulevard. With easy access to 17-mile drive and Carmel, the hotel is just 30 miles north of Big Sur and 30 miles south of Santa Cruz Beach Boardwalk. Convenient to Monterey Bay Aquarium, Fisherman's Wharf, Cannery Row and Pebble Beach, Spyglass, Spanish Bay, Old Del Monte golf courses and wineries. Five minutes from the Airport and Laguna Seca Racetrack.

A group block of rooms has been reserved for the California Grain & Feed Association GFIC participants at a rate of \$125.00 per night; single/double occupancy. **Please call the hotel directly at 1-(800) 559-4308 or (831) 393-1115.** The Embassy Suites is located at 1441 Canyon Del Rey, Seaside, CA 93955. ~ [www.embassymonterey.com](http://www.embassymonterey.com). **IMPORTANT!!! Reservations must be made by: December 31, 2006 in order to receive the group rate.**

## 2007 Grain & Feed Industry Conference Planning Committee

Our thanks to the  
following CGFA members  
and their companies for  
the generous gift of  
their time and expertise:



John Silva, TPI, Chair  
Chris Benevedes, Ridley Block Operations  
Bob Berczynski, Western Milling LLC  
Bob Gallagher, A.L. Gilbert Co.  
Ed Cordell, Westway Feed Products  
Dennis Ervin, Prince Agri Products  
Geoff Holland, NuWest Milling  
Mike Janich, Animal Feed Technology  
Bob Mackie, Effective Air Systems  
Dennis Miller, Vogel Sales Engineering  
Dave Newton, Associated Feed  
Tom Pasek, In Balance Inc.  
Luis Rodriguez, Westway Feed Products  
John Schroeder, Vogel Sales Engineering  
Larry Schuman, Integrated Grain & Milling  
Sonda Sibole, William C. Loughlin Co  
Don Sneddon, Degussa Corp.  
Robert Swaggerty, Pacific Agri Sales  
Dr. Andrew Thulin, Cal Poly, SLO  
Doc Weston, California Pellet Mill Co.  
Ken Zeman, Harris Feeding Co.



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