

# Ohio Dairy Veterinarians Meeting

January 6-8, 2022 in Columbus Ohio

*“Bottlenecks to Production and Marketing New Veterinary Services”*

## Sponsors



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This year's topics will center around helping dairy farms achieve production success as well as helping veterinary practices develop and market new services. Dr. Gordie Jones will discuss ways that veterinarians can consult on dairy farms to improve productivity and profitability. Dr. Eric Rooker will highlight how new services can be developed and marketed for veterinary practices. He will also touch on mentorship and ways that veterinarians can form peer groups to help producers learn from one another.



[www.ohiodairyvets.org](http://www.ohiodairyvets.org)

### Meeting Location and Cost

- Marriott Columbus University Area  
3100 Olentangy River Rd, Columbus OH
- ODV room rate is \$137.00 by 12/15.
- Conference registration is \$325.
- Veterinary students admitted FREE.
- Register online or mail your registration by 12/15 to secure your enrollment, handouts, and meals.
- \$50 late fee for registration after 12/15.

# Speakers

CE =  
14 hours



## GORDON A. JONES, D.V.M.

Dr. Gordon (Gordie) Jones, DVM, is an independent dairy performance consultant and a partner at Central Sands Dairy LLC. He has consulted with dairy producers and veterinarians across the U.S. and globally regarding herd performance, nutrition, dairy cow environment and housing, expansion, dairy management, personal SOPs and cow comfort.

Dr. Jones currently lives in Sarasota, FL. He attended Michigan State University and received his Bachelor of Science in Dairy Science and his Doctor of Veterinary Medicine in 1977. He practiced Dairy Performance Medicine in Wisconsin for 22 years. Dr. Jones was a Technical Service Specialist for Monsanto Dairy for 3 years.



Dr. Jones currently is an independent dairy performance consultant and a partner of Central Sands Dairy LLC. Central Sands Dairy is a 3,500-milk cow dairy. He also has worked for Quality Milk Sales as a production consulting specialist and a nutritionist for a consortium of large dairies.

Dr. Jones is the designer of Fair Oaks Dairy in Indiana. Fair Oaks Dairy is a dairy farm with more than 20,000 cows. He was also the nutritionist and on the management team for the first 7 years, until starting Central Sands Dairy, where he was the designer and managing partner for 5 years.

Dr. Jones has placed considerable emphasis on housing design to keep cows clean, dry, and comfortable. He has influenced the development of several cow comfort features in barn construction through work with environmental consultants and contractors. He is responsible for the concept and design of the "All Season Hybrid Freestall Barn", a hybrid between Natural Ventilation and Mechanical Positive Pressure Ventilation. Dr. Jones is the developer of the "Goldilocks Dry Cow Diet" (Controlled Energy Diet).

The American Association of Bovine Practitioners awarded Dr. Jones the Merit Excellence in Preventive Medicine Award for Dairy in 2001, the highest honor for performance in AABP. Gordie and his wife, Mary, have been married 49 years and have 3 children.

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## ERIC ROOKER, D.V.M.

Dr. Eric Rooker has been a primary dairy practitioner for eight years and practice owner for four. During this time, he has developed many new medical services, consulting plans and protocols for his practices, many of which extend well beyond industry standards. Dr. Rooker's specialties in technology in the workplace, inventory management and knowledge brokering initially led to invitations to speak at state-wide level to his peers and have progressed to country-wide engagements at the AVC and AABP national conventions as well as several appearances in nationally distributed veterinary publications.

In January 2019 Dr. Rooker founded Operators to Owners LLC, which is a business dedicated to peer-based veterinary education, with a focus on motivational psychology, veterinary mental wellbeing and the personal development of mixed animal, dairy, and beef practitioners. To this end Dr. Rooker uses Operators to Owners as a vehicle to facilitate the spread of the skills, tools, tactics, and habits that lead veterinarians to successful careers, businesses, and lives. Using peer-mentorship group masterminds, convention type speaking events, a monthly podcast, and 1-on-1 coaching he and his team seek to aid practitioners craft a self-determined career that is shaped not by the circumstances around them, but instead by their own unique interests and desires.



# Ohio Dairy Veterinarians Meeting

## THURSDAY, January 6, 2022 Marriott Univ. Area

1:00 WELCOME  
1:30 Achieving Excellence Dr. Jones  
2:45 Achieving Excellence Dr. Jones  
3:45 Break  
4:15 Achieving Excellence Dr. Jones  
6:00 Dinner  
after Hybrid barn design Dr. Jones  
dinner

## FRIDAY, January 7, 2022 Marriott Univ. Area

6:30 OSU Breakfast  
7:15 State of OSU Dean Moore  
7:45 OSU Research Summer  
9:00 Sponsor Displays and Cookies  
10:00 Better Fresh Cows Dr. Jones  
11:30 Lunch  
2:00 Zero to Hero: Developing and Marketing New Services Dr. Rooker  
3:00 Break  
3:30 Mastermind Groups and Veterinary Medicine: A Peer Based Learning Environment Dr. Rooker  
5:00 Social Time with Students  
6:00 Dinner  
6:30 Platinum Sponsor Presentation  
7:00 After Dinner - Group Mastermind Program

## SATURDAY, January 8, 2022 Marriott Univ. Area

7:00 Breakfast  
7:30 AAA Mentorship: Developing Veterinary Innovators Dr. Rooker  
9:00 Break  
9:30 Making a Change: Effective Producer Meetings Driven by YOU Dr. Rooker  
10:30 Annual Business Meeting

The Ohio Dairy Veterinarians is not affiliated with The Ohio State University, although Veterinary Extension within the OSU Department of Veterinary Preventive Medicine has graciously accepted the responsibility for the program registration and treasury.

**Please feel free to copy/forward any of this information and pass it on to colleagues.**

**Registration Deadline - December 15, 2021**

# REGISTRATION FORM

## Ohio Dairy Veterinarians Meeting

### January 6 – 8, 2022

Marriott University Area • 3100 Olentangy River Road  
Columbus OH 43232

Phone: 614-447-9777 • Room Rate \$137.00

FEE: \$325.00

**Veterinary Students FREE**

Everyone including students must register so we have a meal count.

Add \$50 for late registration.

**To register online:**

<https://odv-2022.eventbrite.com>

OR send form and remittance to  
(check payable to Ohio Dairy Veterinarians):

OSU Veterinary Extension  
Attn: Jeffrey D Workman  
A100P Sisson Hall  
1920 Coffey Road  
Columbus OH 43210

Questions: [Ohiodairyvets@gmail.com](mailto:Ohiodairyvets@gmail.com)

NAME \_\_\_\_\_

PRACTICE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

*\*We need your email address to provide you with our most current information.*

Check those meals for which you WILL BE PRESENT.

Thursday dinner  Friday Breakfast  Saturday Breakfast

ODV Registration @ \$325.00 = \_\_\_\_\_

Saturday Registration ONLY @ \$125.00 = \_\_\_\_\_

Late Registration @ \$375.00 = \_\_\_\_\_

SUBTOTAL \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

Reserve hotel online at

[https://go.osu.edu/book\\_odv\\_room](https://go.osu.edu/book_odv_room)

Be sure to make your hotel reservation by **December 15, 2021** to get room rate of \$137.