Cornell Nutrition Conference  
*Breakfast Sponsor Guidelines*

The Cornell Nutrition Conference Program Committee thanks you for your interest in sponsoring a breakfast. We welcome sponsorship from companies who have demonstrated support of the Conference’s mission to provide industry leading research and information to feed industry professionals and nutritional consultants. The following guidelines should answer any questions you may have.

1. **Program Planning**
   a. **Location**
      i. The conference is typically held at the Doubletree Hotel, 6301 State Route 298, East Syracuse, NY 13057.
   b. **Attendance**
      i. Typically, 250 - 300 participants indicate that they will attend the breakfast and presentation. Total conference registration is typically 450-500.
   c. **Length**
      i. Breakfast usually starts between 6:30 and 7:00 a.m. and presentation(s) MUST BE concluded by 8:00 a.m.
   d. **Speakers**
      i. The selection of topics and speakers is your choice.
         1. To complement the conference mission, presentations should be academic in nature and endorsement of specific products should be avoided.
         2. Information about your speaker(s) and their topic(s) should be conveyed to Cornell by early April.
         3. A breakfast agenda should be confirmed and communicated by **May 10** of the sponsored conference year. The entire conference program is finalized by early June.
      ii. You may choose to print your own proceedings for the breakfast or include them in the overall conference proceedings.
         1. If you wish to have papers included in the conference proceedings, your company will share the printing costs for the percentage of the total pages used by your papers (typically about $0.04 per page used – about $250 total).
         2. If you wish to include them in our proceedings, print-ready manuscripts must be submitted no later than **August 30th** to dmconf@cornell.edu.
         3. Please see attached manuscript guidelines and share these with your speakers.
      iii. There is no charge for your speakers to attend the entire conference but you must register them by contacting Heather Darrow for registration instructions.

2. **Catering and Audio Visual**
   a. To make arrangements for catering, audio visual equipment, etc., please contact Ellen Kirsch, Meeting Services Manager at (315) 432-0200 or ellen.kirsch@hilton.com.
   b. Any cost associated with catering and audio visual are your responsibility and should be paid directly

*Updated 7/2016*
3. Registration and Marketing
   a. Program Announcement (optional)
      i. Your company may provide an electronic promotional flyer for posting on the conference website. This flyer could include the breakfast time, speakers, and presentation titles.
         1. If you intend to use the Cornell logo on your flyer, please refer to the University Guidelines for use at http://cornelllogo.cornell.edu/ and send a proof to Heather Darrow at hh96@cornell.edu before finalizing.
         2. A PDF version of the flyer should be sent to dmconf@cornell.edu by June 1 for posting on the conference website.
   b. Targeted Registration Email
      i. Our office will send conference registration marketing emails on a regular basis through July, August, September and October to our prospective attendee list. Three of these emails will be used for promoting the sponsored events (pre-conference, post-conference and breakfasts).
      ii. A breakfast themed email (featuring both breakfasts will be sent around September 26. Please provide text and formatting for this email by August 20 to ensure I can reformat and test appropriately. Any banners that span the width of the email should be no wider than 280 pixels, sent as PNG or JPG, and be less than 150KB.
   c. Breakfast Registration
      i. While there is no additional fee to attend the breakfast, participants will have the option to register for the breakfast during general conference registration online.
         1. Registration totals will be sent to you by email 7 weeks, 4 weeks, and 1 week prior to the conference.
            a. Your company is responsible for giving final catering counts to the Doubletree Hotel.
         2. Contact information for registrants, including name, company, state and country will be sent with meal counts. This information should be used for internal purposes only and should not be distributed.
            a. If you wish to gather more contact information from attendees, you may do so at the breakfast during check-in.
      ii. If your company would also like to solicit registration for the breakfast, you may include this information on the electronic promotional flyer that will be linked on the conference website (refer to information above).
   d. Recognition of breakfast sponsor, speakers and topics will appear in/on:
      i. Conference electronic registration materials
      ii. Conference website (http://ansci.cals.cornell.edu/CNC)
      iii. Conference signs
      iv. Conference proceedings
         1. Recognition in listing of conference sponsors
         2. Your company may provide a full page advertisement for inclusion in the conference proceedings.
            a. Ad size: 6.5”W x 9” H
            b. Format: High-quality PDF preferred

Updated 8/2017
c. Due date: August 30 to dmconf@cornell.edu
v. Company signs/display at conference
vi. Your company may choose to set up a small display during breakfast in the lobby near the ballroom where the breakfast will take place.

1. Please work with the Doubletree Hotel to make arrangements for displays.

4. You are responsible for costs associated with the breakfast as follows:
   a. Speakers
      i. Travel
      ii. Lodging
      iii. Honorarium
   b. Hotel
      i. Catering (plan for 250-300 attendees)
      ii. Audio Visual
   c. Design of program announcement (if desired)
   d. Printing costs for breakfast proceedings or a percentage if included in conference proceedings

5. Important dates to remember
   a. April 1: Rough draft of speakers and topics due
   b. May 10: Final agenda due, to include speakers, affiliations, presentation title, and session description
   c. July 1: Online promotional flyer due (optional)
   d. August 20: Registration email text due
   e. August 30: Speaker manuscripts (formatted according to guidelines) and ad for conference proceedings due
   f. 5 business days prior to conference: Meal counts due to hotel

6. Contact information
   a. If you have any questions about this sponsorship, please contact:
      i. Heather Darrow, Conference Coordinator
      ii. Phone: (607) 255-4478
      iii. Email: hh96@cornell.edu
   b. If you have questions about speakers or topics, please contact:
      i. Dr. Tom Overton
      ii. Phone: (607) 255-2878
      iii. Email: tro2@cornell.edu

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**Breakdown of estimated hotel costs incurred by breakfast sponsor**

(subject to annual price changes)

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Estimated total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>$21.00</td>
<td>275</td>
<td>$5775.00</td>
</tr>
<tr>
<td>Audio Visual equipment</td>
<td></td>
<td></td>
<td>$690.00</td>
</tr>
<tr>
<td>Includes screen, microphones, and projectors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Charge (22%)</td>
<td></td>
<td></td>
<td>$1270.50</td>
</tr>
<tr>
<td>Sales Tax (8%)</td>
<td></td>
<td></td>
<td>$563.64</td>
</tr>
<tr>
<td>Estimated hotel banquet charges*</td>
<td></td>
<td></td>
<td>$7609.14</td>
</tr>
</tbody>
</table>

*not including sales tax
### Estimated charges paid directly to Cornell

(subject to annual price changes)

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Estimated total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proceedings</td>
<td>$0.40</td>
<td>700 proceedings</td>
<td>$280.00</td>
</tr>
</tbody>
</table>

**Actual price based on pages used per book.**

Estimated charges paid to Cornell: $280.00

*Updated 8/2017*
MANUSCRIPT PREPARATION GUIDELINES

Proceeding manuscripts are due by **August 30**. This is an absolute deadline in order to have the proceedings ready by conference time. Send your manuscript on via e-mail to dmconf@cornell.edu along with a PDF version for formatting comparison.

Please adhere to the following format when preparing your manuscript. Manuscripts must be in camera-ready format. **PLEASE USE A WINDOWS-BASED VERSION OF MS WORD. THE MANUSCRIPTS WILL BE CONVERTED TO A PDF FORMAT FOR PRINTING.**

1. Manuscripts should be prepared with full justification. Maximum of 10 pages, including tables, graphs, and references.

2. The title should be bold, in caps, and centered. Two lines below the title, your name (use initials and omit titles), department and university should appear as follows:

   **NUTRITIONAL INFLUENCES ON PRENATAL GROWTH IN SHEEP**

   W. Bell, R. Slepetis, P. A. Schoknecht and I. Vatnick
   Department of Animal Science
   Cornell University

3. Page Numbers - Do not type page numbers on your manuscript. Write page number on the back of each page in pencil (the assembled proceedings will be numbered sequentially).

4. Paper Size and Font - Use standard 8 1/2" x 11" document. Use Arial 12-point font (these guidelines are an example of the Arial font).

5. Margins - Title should appear at the top as shown above. Margins should be 1.0" top and bottom and 1.0" left and right (text needs to be justified within left and right margins). To fit the size of the page in the proceedings the publisher will adjust the margins.

6. Spacing - All paragraphs should be indented 10 spaces (default tab stop of 0.5") and single-spaced, with double spacing between paragraphs or sections. References should be a hanging indent and single spaced with no spacing.
between references. There shouldn’t be large gaps of blank space; wrap text around tables, figures, etc.

7. Footnotes - All footnotes in the text should be numbered in order. The footnotes should be typed on the page where they appear. Single space with a double space between them.

8. Headings - Use the following guidelines. Do not type a heading at the bottom of a page unless at least two lines of text can be typed below it.

9. Main headings - Full caps and centered. Double space from the last line of text, type heading and double space to begin text again.

10. Secondary headings - Use initial caps (first letter of each word) and justify left. Double space from the last line of text, type heading, and double space to begin text again.

11. Figures and Tables - These should appear within the main text of your manuscript. Capitalize the first word and single space, lining up remaining lines with the first word in the title. Any graphics or inserts into your manuscript especially from Excel or PowerPoint need to be pasted as a picture.

   Table 1. Predicted ME allowable vs. observed daily gain with varying sources of nitrogen in growing Holstein steers

   Double space before and after figures and tables are inserted in the text. Figures and tables should be referred to as numbers (‘Figure 1’ and ‘Table 1’) in the text. Use small superscript letters to refer to table footnotes. Place all table footnotes directly below their respective tables. Tables printed landscape should be centered vertically/horizontally within the margins.

12. References should have a hanging indent and be single-spaced with no spaces between references.

   Use a main heading (caps, centered). Single-space each reference. Cite names and dates as references within the text according to the FASS journals format (e.g. Journal of Animal Science, etc.) in alphabetical order. An example follows:

   REFERENCES

Because files will be converted to PDF format as received, you will not receive a galley proof. It is best to have someone not directly involved in the preparation of the manuscript read it to check for possible errors. The manuscripts will NOT be proofread by us before they are printed; they should be ready to go to press when received.

Should you have any questions regarding manuscript preparation, please contact Heather Darrow by phone 607-255-4478, fax 607-255-1335, or e-mail hh96@cornell.edu. Remember the manuscript deadline is August 30.

Thank you for your cooperation.
MANAGING THE DYNAMICS OF FEED INTAKE AND BODY CONDITION SCORE DURING THE TRANSITION PERIOD AND EARLY LACTATION

T. R. Overton
Department of Animal Science
Cornell University

Achieving high dry matter intake (DMI) during early lactation is a major determinant of transition cow success, as energy balance is tightly linked with reproductive performance (Butler and Smith, 1989) and aspects of health and immunity (LeBlanc, 2010). Although a common notion is that milk yield is the major driver of negative energy balance, several data summaries (Santos et al., 2009; reviewed by Grummer et al., 2010) suggest that the relationship of negative energy balance is actually greater with DMI than with milk yield.

Clearly, nutritional and environmental management of dairy cattle during the dry and transition period have important carryover ramifications both for DMI and overall lactational and reproductive performance along with health in early lactation. The purpose of this paper is to briefly overview intake regulation in dairy cattle, describe key metabolic changes in transition cows as they integrate with intake regulation and then to review key nutritional factors during both the prepartum and postpartum period that impact peripartal DMI so that we can optimize energy and nutrient intake and subsequent performance and health outcomes.

INTAKE REGULATION IN DAIRY CATTLE

The first key concept to understand is that intake regulation in dairy cattle is complex. The various metabolic factors that influence DMI in dairy cattle were well-reviewed by Ingvartsen and Andersen (2000) and includes a variety of direct and indirect signals related to the environment, immune system, adipose tissue, signals from the gut and pancreas, and energy sensing of the liver relative to overall energy demand (Figure 1). It is likely that changes in these signals (and cow-to-cow variation in response to various environmental and metabolic stimuli) are responsible both for changes in overall average pen DMI but also variation in cow to cow DMI that likely is more associated with transition management challenges than average pen DMI per se.

More recently, Allen and coworkers (Allen et al., 2005; Allen et al., 2009) proposed that a major regulator of DMI in ruminants, and particularly dairy cattle, was hepatic energy status. This is largely driven by oxidation of fuels such as propionate derived from ruminal fermentation of rapidly fermentable carbohydrates and nonesterified fatty acids (NEFA), which are increased in the bloodstream during periods of negative energy balance and body fat mobilization (Figure 2). In periods when oxidative fuel metabolism by the liver exceeds liver energy requirements, the brain is signaled to decrease DMI. As will be discussed more in detail below, this theory is particularly attractive in explaining metabolic influences on DMI during the prepartum period. As will be described below, modulation of these pathways, particularly by propionate is less likely during the immediate postpartum period because of the large increases in liver energy demands along with other reasons that will be discussed below.
Figure 1. “Simplified” diagram on intake regulation in dairy cattle. From Ingvartsen and Andersen, 2000.

Figure 2. Mechanisms of intake regulation according to the hepatic oxidation theory. From Allen et al., 2009.