

# Dairy's

## BOTTOM LINE

Sharing ideas, solutions, resources and experiences that help dairy producers succeed.

### The Value of Education In Your Dairy Business



**Taking a different financial perspective.**

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**Nutrient management showcased on 9 dairies.**

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**Staufferachers benefit from youth programs.**

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Now more than ever before, education is an important part of every dairy business. To remain profitable and succeed as a dairy producer, not only do you have to work hard, but you also have to work smart. Education is important to owners because the industry is always changing. There constantly seems to be new technologies, research, and environmental rules and laws.

Professional Dairy Producers of Wisconsin (PDPW) offers a lot of programs and resources that keep you up-to-date on what is happening in the industry. This producer-led organization offers excellent educational programs with beginner to advanced training. I also recommend reading articles from other successful businesses and possibly apply some ideas from other businesses back to your own. One thing that I've found as our dairy business grew is the importance of human resources. We need to do a better job of managing people and motivating people. There are a lot of good books and resources out there to help you grow your skills.

Not only is it important to grow your personal skills, it's also valuable to provide your employees with educational opportunities – both on and off the dairy. Educating your employees will make your business more successful. I've heard people sometimes say, "I don't want him/her to learn that because then someone else will want to hire them." My opinion is that I would rather train and educate someone and lose them, than to not train or educate them and keep them. The more educated they are the more they will challenge you with ideas and intelligent feedback. It will make your team stronger and function more smoothly.

We encourage all of our employees to attend as many educational seminars and meetings as possible. We pay for them to attend and any other expenses related to the meeting, including mileage, hotel, etc. It's a win-win

opportunity – we are helping them and they are helping our dairy with their new knowledge, skills and understanding.

I hope you take a moment to look over the complete PDPW Education Calendar and add these programs to your calendar. There are multiple events tailored to meet the needs of everyone on your dairy. Education is the gift that keeps on giving – to your bottom line, you and your family, and your employees.

*Mark Diederichs is a part owner and general manager of Lake Breeze Dairy, LLC in Malone. He and his wife Laurie began farming on their own in 1980 with 50 cows, and expanded to 150 in 1995. In 2002, the multi-owner Lake Breeze Dairy was formed, where they milk 3,000 cows today. PDPW producer members elected Mark to the board of directors earlier this spring.*

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# Take a Different Look at Your Farm's Financials

Every dairy producer has financial reports for their operation. These are typically annual reports from the entire dairy entity. Wouldn't it be nice to get a closer look at your farm's financial positioning by breaking up the segments of your operation?

Better yet, once you've broken down your operation, a form of accounting, known as management accounting, will allow you to reflect on how management decisions impact farm performance.

"This starts to identify changes and strategies that lead to better financial performance," says Dick Wittman, a private farm management consultant who also manages a large-scale dryland crop, range cattle and timber operation in northern Idaho with family partners. "It's a means to aid in the decision making process. You can see how your decisions impact numbers and that leads to better decision making."

Dairy operations have continuous cash flow to manage numerous aspects – milk production, marketing, equipment, supplies, feed procurement, labor management, manure management.

"Manure can be a huge asset to a dairy operation, but you need to analyze the total cost and factors that go into it," Wittman says. "From there you can make adjustments in investments in people and equipment."

Whether or not you should in or outsource replacement heifers, increase or reduce your herd size, go pasture-based or confinement – the answers can be found through management accounting.

"Until you run the numbers, you can't know," he says.

Management accounting

can be a real-time assessment of performance instead of a once-a-year report. It can be a



Dick Wittman

tool to connect people performance to financial performance. According to Wittman, "If a business is trying to

promote excellence it needs to have an accountable system that provides feedback to those employees."

If the person managing your equipment line doesn't have a measurement to what it costs to operate each piece of equipment "it's like going down the road blind," he says.

This form of accounting can also show you where and how to cut costs with strategic decisions.

In livestock feed production, knowing your feed costs and how the animals perform on certain types of feed allows you to make shifts and improve performance.

Where are the strategic changes you can make in your business?

If you don't have any idea where to start, try going to the

Management Accounting Conference offered by PDPW, Sept. 10-11 in Madison.

Back by popular demand, Wittman will lead an intense how-to session for a day and a half at the Madison Marriott West. He will return on Nov. 17 for a one-day follow-up session.

Attendees, including dairy managers, accountants, consultants, educators and industry professionals, will roll up their shirt sleeves and dig into knowing what the mechanics are to put this action into place on their dairy operations, Wittman says.

Financial management can be a very technical issue. The people who walk away from the training won't be experts he says, but they'll have a lot of confidence.

"If you don't have a CFO and don't understand what it's costing, there could be tens of thousands of dollars on the table," remarks Wittman.

To change the way you think about your business, go to [www.pdpw.org](http://www.pdpw.org) or call 800-947-7379 to register for the Management Accounting Conference.

By Karen Lee

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## Feed Efficiency: Milk Produced From Feed Eaten

Dairy producers should be paying attention to "feed efficiency."

Feed efficiency can be measured in terms of milk per pound. That's the amount of milk a cow produces for each pound of dry matter she eats.

More specifically, feed efficiency is the pounds of milk corrected to 3.5 percent butterfat produced per pound of dry matter consumed, explains Mike Hutjens, a University of Illinois animal sciences professor. But watching feed efficiency has not been commonly used to evaluate dry matter intake and profitability, he says.

"The focus on optimizing feed efficiency reflects the fact that as cows consume more feed, digestive efficiency decreases and milk production is subject to diminishing returns," Hutjens notes. "The 'traditional focus' was that as cows consume more feed to support higher milk production, the proportion of digested nutrients captured as milk is proportionally higher."

In other words, a cow probably will produce more milk the more feed she eats. But the amount of extra milk decreases the more she eats.

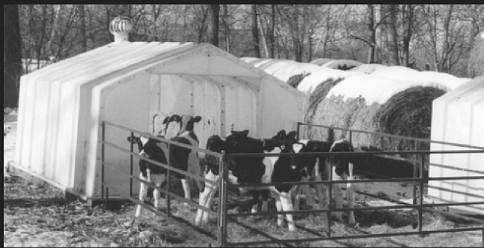
What should a herd's or cow's feed efficiency number be? Hutjens says 1.5 is a good mark to shoot for. That means a cow produces 1.5 pounds of fat-corrected milk for every pound of feed she eats.

In real life it might work out something like this: A cow makes 80 pounds of milk a day while eating 53 pounds of dry matter a day. Divide 80 by 53 and you arrive at a feed efficiency of 1.5.

Pencil in your own farm's feed costs and various feed efficiency numbers and you can quickly see how much more – or less – money each cow is making.

But the benefits of higher feed

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“PDPW is always bringing fresh ideas and new ways of looking at the old ones.”

~Amanda Daniels

## Nine Dairy Operations to Showcase Innovations In On-Farm Nutrient Management

Finding a way to manage manure and its valuable nutrients that best suits your farm and the environment can be a challenge. Learn what's worked and what hasn't worked for nine Wisconsin dairies, when you join PDPW for its Nutrient Innovation and Technology Tours, Oct. 14-16. You'll hear from the owners and managers and see the latest innovations and technologies put into practice.

Each farm offers a different system, here's a quick look at each of them.

### Jim Kruger, So-Fine Bovines, LLC, Westfield

Built for growth, this 660-cow farm is using the shuttle system to move manure from the sand-bedded freestalls to a Futuro underground manure pump that takes it 800 feet out to storage.

Manure is then custom-applied on 2,300 acres following nutrient management guidelines.



When built, piping was put in place in case they would want to switch to a flush flume system in the future.

Kruger says, “We kept it simple with flexibility built in.” These options allow them to consider installing sand settling lanes or a separation system.

### Gordie Jones, Central Sands Dairy, LLC, Nekeosa

Jones likes bedding with sand at his 3,800-cow dairy; therefore he implemented a system that can handle sand. Using a McLanahan sand separator, a Hydrocyclone separator and sand separating lanes, he is able to recapture the sand and use it for bedding again.



The non-sand laden manure then enters a GHD digester where it is separated into solids, liquids and methane. Liquids are sent through D.A.F. tanks that lift small particle fibers and send them back through the digester to boost output.

A solid/liquid output from this continual flux system is field applied at 35 percent dry matter.

### Peggy Griffin, Van Der Geest Dairy Cattle, Inc., Merrill

At Van Der Geest Dairy Cattle, Inc. manure from 4,000 cows is separated and the solids are run through a rotary drum dryer. The dried product is used for bedding with any excess used to run the furnace.

Liquids are sent to a lagoon

or used for washing on the dairy. They inject the liquids into the field in spring and fall.



This system has reduced the amount of sawdust bedding purchased and the loads of manure that were hauled, reports Griffin.

### Lee Jensen, Five Star Dairy, LLC, Elk Mound

Manure from this 850-cow dairy is scraped into a collection system that feeds into a Microgy digester in its third full year of operation. A substrate is incorporated in the batch and methane is produced.



The methane is converted and sold as electricity. Solids are pressed for bedding and the liquids enter the lagoon and later spread on 3,500 acres of crop ground.

Jensen is in the process of covering the lagoon to capture even more methane.

“It is a very high gas producing system,” he says, noting he likes the information the system provides and that the digestion process kills weed seeds and reduces pathogens.

### John Vrieze, Emerald Dairy, LLC, Emerald

At Emerald Dairy, manure from 1,600 cows is put through an anaerobic digester to produce a clean gas sold at natural gas specifications. Solids from the digester are used for bedding and liquids are put through an ISS water

See Innovations on page 6

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“PDPW is a great organization, putting together educational opportunities for management and employees.”

~Paul Fetzer, Fetzer Farms, Maiden Rock, Wis.

## Innovations

**Continued from page 4**  
purification system that outputs clean, dischargeable water.



He is currently in a research and development project of using manure to grow algae for biofuel.

One day Vrieze would like to become energy independent at the site. “Energy independence is important for all businesses and especially the dairy industry going forward,” he says.

### Dean Doornink, Jon-De Farm, Baldwin

Sand is the preferred bedding at this 1,700-cow dairy. Here a McLanahan sand separator washes out the sand, which is reused for bedding. The wet manure stream from this unit

enters two phases of the ISS system. In the first phase, a rotary drum removes the water, which is recycled back to wash the sand. Then a centrifuge takes out even more water, which is sent to the lagoon.



Solids are put through a screw press producing a stackable product that is land applied. Liquids from the lagoon are applied to the land using a drag hose and injection system.

### Walter Meinholz, Blue Star Dairy Farms, DeForest

The Meinholz family manages a 1,700-milking cow herd and their youngstock at two sites within four miles of each other. At both dairies, gravity moves manure from the barns to

storage. Seventy percent of the manure is run through a three-mile drag hose, while the remainder is tanked to far away fields.



The parlor and holding areas are clean water flushed into a separate lagoon. This waste water is injected into the fields.

The key to this simple system with no moving parts is that they use fine sand for bedding. Nine-five percent of the sand goes out through the hose instead of settling in the lagoon.

### Charles Crave, Crave Brothers Farm, LLC, Waterloo

Manure from the 1,000 milking cows at this dairy falls

**See Systems on page 7**

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## Systems

**Continued from page 6** through slatted floors and flows by gravity to a reception pit. One manure pump sends it to a newly-constructed anaerobic digester, which uses the methane to produce electricity.



Solids are used for bedding and sold as compost to the horticulture industry. Liquids are stored in a concrete manure basin and applied to crops with hose drag and surface spreading.

Crave says he likes "the simplicity of it." It also dramatically reduces odor and stabilizes the nutrients.

**Mike Larson, Larson Acres, Inc., Evansville**

Larson Acres is undergoing a

six-month trial with the ISS solid separation unit at their 1,400-cow dairy. Once manure leaves their McLanahan separator, which allows them to reuse sand for bedding, it enters the ISS system where it moves through a drum filter, and centrifuge. In the ISS third stage it undergoes ultrafiltration to remove even more solids from the water.



The "tea water" that remains is used in irrigating growing crops. Solids are spread on far away fields and concentrated liquid manure from the other stages is also field spread.

This system allows Larsons differentiate the manure they use on certain fields.

*By Karen Lee*

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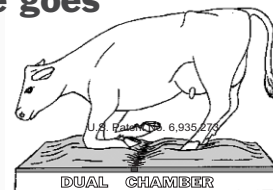
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## Feed

**Continued from page 3**  
efficiency don't stop there. Hutjens points out that a cow that makes more milk from the feed she eats excretes fewer nutrients as manure.

### Boosting efficiency

There's a bit of a range in feed efficiency from cow to cow and farm to farm. Hutjens says it can vary from a low of 1.1 on up to a high of 1.8.

"High-producing herds fed a one-group TMR will range from 1.4 to 1.6," Hutjens says. "Early lactation, mature high groups of cows can approach 1.8. If cows lose body weight, feed efficiency values will increase as nutrients from body weight mobilization contribute to milk yield."

Hutjens offers these tips to improve feed efficiency:

- Feed highly digestible forages. They have more nutrients available for milk production.
- Don't let cows get too fat.

They're storing nutrients instead of using them to make milk.

- Take steps to keep rumen acidosis to a minimum.
- Reduce a cow's days in milk.

This can raise feed efficiency because more nutrients are going for milk production rather than gaining weight.

- Keep cows away from excessive heat stress and cold stress. Both can lower feed efficiency because cows use more nutrients for maintenance.

• Additives like yeast cultures, rumen buffers and other digestive aids can raise feed efficiency. So can silage inoculants.

• Pay attention to cow comfort. One field study found a slight increase in feed efficiency when cows rested in deep sand, compared to straw and mattresses with shavings.

- Choose bulls that have a high genetic merit.

By Ron Johnson

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## Stauffacher Recommends Youth Leadership Derby to Fellow Youth

PDPW's Youth Leadership Derby, held each fall, offers something for all dairy youth. Labs, workshops and tours are new each year and many aspects of the dairy industry are covered. But, the best part of the whole event, says 16-year-old Aaron Stauffacher, is meeting new people.

Aaron has grown up on his father, Jay's, and aunt, Jean's, dairy farm just north of Darlington. The herd consists of 465 total cows and youngstock and the family runs 1,650 acres of corn, soybeans and alfalfa.

The herd is milked in a double-12 parlor and housed in a freestall barn. Currently rebuilding from a devastating parlor and barn fire two years ago, the herd is planned to

reach 540 cows eventually. The family is beginning to construct a new transition cow barn.

Aaron has been to the Youth Leadership Derby three times and is planning to go again this fall. There, he has met other youth in the dairy industry, which has fed his desire to be involved in its future.

The Youth Leadership Derby covers all kinds of things from accounting to calf raising to cow care. One of Aaron's favorite aspects is the farm tours. "It gives you a chance to see different ways to do the work on a farm," he says.

More in-depth and applied workshops are also key to learning more about dairy cows, Aaron says. Demonstrations on hoof

trimming, dissecting udders, learning the digestive tract and structure, and making oat DNA are just a few of the hands-on sessions that have been Aaron's favorites in the past.

"They make it really easy for kids to understand," he says. "They change stuff every year and there's always a good keynote."

From PDPW's Youth Leadership Derby, Aaron has applied what he's learned on his home farm. He has learned basic knowledge and how to do certain things on the farm – and has learned why things are done a specific way. He's also applied calf treatment techniques that he learned at

**See Stauffacher on page 12**

"PDPW is a tremendous group that lives out its vision 'to lead the success of the dairy industry through education.' There is a lot of value in networking between producers and processors."

*~Loren Greenfield, Hilltop Dairy, LLC, Markesan, Wis.*

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## Stauffacher

Continued from page 11  
the Derby.

On his home farm, Aaron fills in during the school year and in the summers by helping in the shop, doing fieldwork and taking over the herdsman's responsibilities when that person is off.

Aaron keeps busy as a three-sport athlete in football, basketball and track at Darlington High School. He is also a member of 4-H and 4-H Ambassadors in Lafayette County. Aaron is a member of Boy Scouts and the Lafayette County Dairy Promotion Committee where he helps put on the Lafayette County Dairy Breakfast each June.

Aaron's father, Jay, has been a PDPW member since 1998 and enjoys the educational opportunities the organization offers for producers to better themselves. He says the group does a good job "staying at the

forefront of issues that dairy producers are interested in." And the information is "cut across all sizes of operations."

Jay also notes the positive attitudes of fellow producers that each other are able to feed off of at events. Events help dairymen stay in touch with the issues and stay committed to the industry.

"The youth programs are excellent," Jay adds. They give kids the opportunity to interact with other kids from the state and give them a jump start on networking within the industry. Programs offered at the Youth Leadership Derby are not the same as a classroom, Jay notes. They give kids the chance to be interactive and see what's going on. The kids there are kids that want to learn and these programs get them excited about the dairy industry.

Aaron says the program has helped him get to know other



The PDPW Youth Leadership Derby has helped Aaron Stauffacher, pictured with his father, Jay, meet fellow youth involved in the dairy industry.

kids in the industry, which has helped ease his decision to apply to UW-Madison. Currently a junior at Darlington High


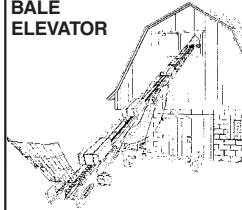
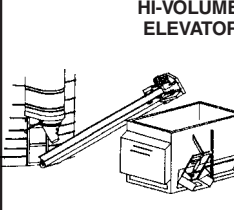
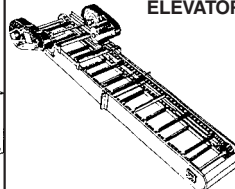
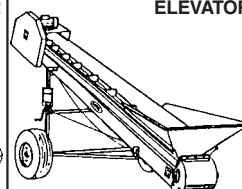


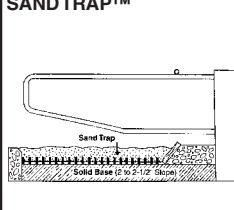
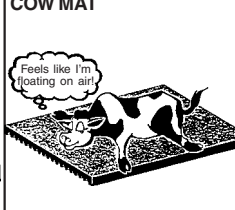

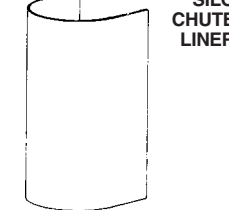
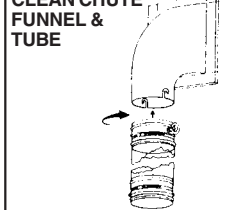
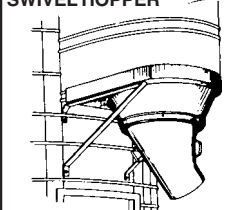
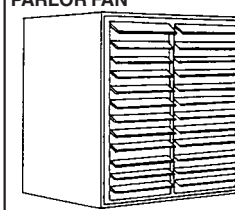
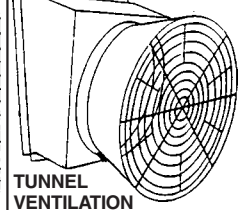
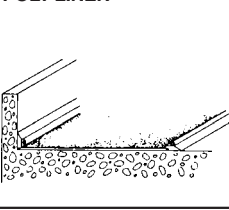
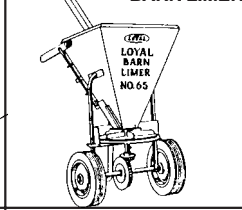
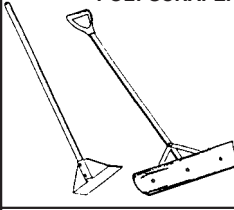
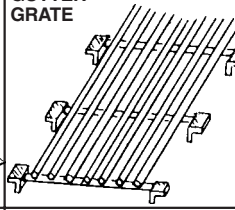
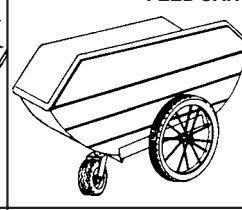
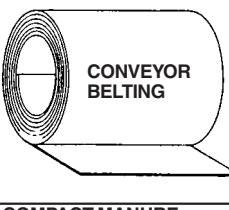
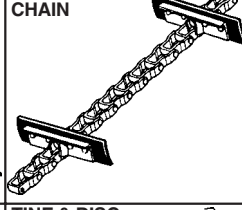
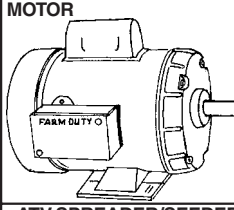
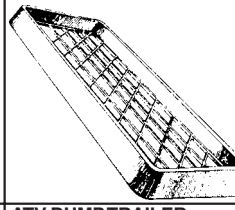
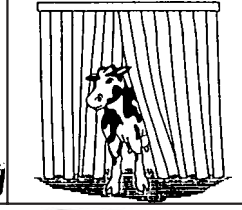
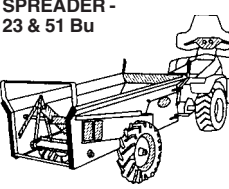
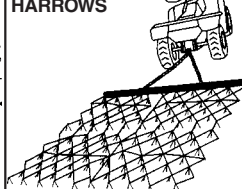


School, Aaron is hoping to go on to major in dairy science or biochemistry.

By Crystal McNett

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"My husband and I are young farmers, and PDPW helps us to feel confident about the dairy industry's future and that we will be a successful part of it."

~Dori Lichty, Ripon, Wis.

## Hands-on Learning Activities Attract Youth to Leadership Derby

PDPW's Youth Leadership Derby provides youth who are interested in the dairy industry, the opportunity to learn from experts in their field. The Derby specializes in providing hands-on learning and Joel Franke's program on reproduction and genetics will be no different.

As someone who thoroughly enjoys working with kids, Franke will be the expert on relaying the intricate messages regarding reproduction and genetics to dairy youth who will be attending the Derby.

Franke, an AI technician with East Central/Select Sires, is planning to go over the anatomy and physiology of the dairy cow's reproductive tract. The program will have real reproductive tracts on hand to

give kids the hands-on ability to learn the means of reproduction and the basic function of the different organs involved.

Topics covered in the program may include some things that students might have learned in high school biology or agricultural courses, but this program will give the youth the opportunity to handle tracts and inspect them. Additionally, Franke will cover topics like proper semen handling and AI technique.

As someone who has handled the AI training for East Central/Select Sires for the past 18 years, Franke is an expert in teaching the technique. To help youth learn how to AI cows without taking

the risk of hurting a live cow, Franke has created a cervix model and a "cow" that moos if the procedure is done correctly. His past experiences have proven that he can bring the information to a youth level without "talking down" to the kids.

And Franke guarantees the workshop will be fun in addition to the educational aspects. "If you're going to be putting on a long plastic glove and sticking your arm up a cow, you've gotta have a sense of humor," he says.

Franke isn't exactly sure why he enjoys working with kids so much. "Maybe they keep me young," he ponders. "Or maybe

See Learning on page 22



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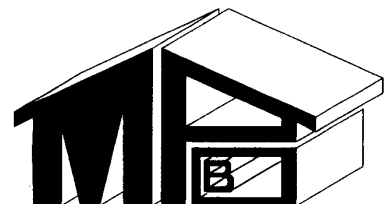
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## Producer Profile



Mark Mueller and his wife, Nancy, milk 700 cows outside Greenleaf. Mark worked at several dairies in the Cleveland area before they purchased the farm in 1994 and started on their own with 100 cows. They don't own any cropping equipment so they purchase feed and hire custom harvesters. Mark is a PDPW member because he likes visiting with other producers. "A lot of us have the same issues and we can discuss them as a group," he says. His favorite event is the Annual Business Conference, which he's attended every year since the first one. "Everyone is upbeat and they don't dwell on the stuff we can't control," he says.

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## Beginning Employment of Foreign Workers

Foreign workers are of increasing significance for America's farms, especially in the dairy industry.

Enrique E. Figueroa, director of the Roberto Hernandez Center at University of Wisconsin-Milwaukee, cited a study that estimated that there are approximately 4,200 Spanish speaking employees in Wisconsin's dairy industry. Nationally it is projected that 60-70 percent of all production agriculture is performed by foreign workers.

"The agricultural industry has a considerable need for a legal, stable and reliable workforce. Properly documented foreign workers do an excellent job of filling this need, and there is great potential for expansion," Figueroa notes.

To find a prospective employee, there are many ways of contacting one. When asked, many foreign workers can think of a relative or friend who would be interested in a job, and will give you contact information for them. "There is a well-developed word of mouth system. Networking is an effective and efficient way of finding employees," Figueroa notes.

Farmers that currently employ foreigners will also be able to help find contacts and potential workers, as they have built a network with their workers over time.

It is also very common for foreign workers to simply drive around in a group, stopping at farms to ask if there any positions open.

Some companies have been established to help workers immigrate into the United States. Farmers can contact one of these companies to see if there are any people who would be willing to work for them.

One of the important aspects of hiring a foreign worker is to have the correct documentation. There is a system for employers to check the validity of the documents through government databases,

with the results returning to the prospective employer within a day or two.

Many employers have found that training can be difficult because of language barriers. "Training is a function of the employment task. Minimal skill work requires minimal training," Figueroa says.

There are several ways to deal with language barriers during training. One of the simplest ways is to hire a translator. The translator will be able to communicate your messages to the worker. Another way is to have literature and signs that are written in both languages.

Many foreign workers are trained entirely by experiential learning. By working with the farmer and watching how they are doing the tasks, they can simply pick up the job by observing and trying it out with supervision. Pantomime may be difficult at first, but both parties will typically pick it up and be able to communicate after some practice.

Many foreign workers are paid entirely by output, such as those that are working in fruit picking positions. For those that pay on an hourly wage, many farmers utilize an incentive system. This system rewards employees for helping produce a quality product, such as lowering a dairy herd's somatic cell count. "Utilized correctly, this system has done very well for many farms and helped increase product quality and productivity," Figueroa says.

Housing is another issue that producers must address before hiring foreign workers. A producer must decide if they are going to provide housing for the workers. If not, the producer has to be sure that there is affordable housing available in the area for their workers.

By following the proper rules and having a thought out program in place, farmers can realize the benefits employing foreign workers.

*By Richard Franta*

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### Production Management Symposium

November 18, 19 & 20

This conference is designed  
for herd owners and  
managers, and it will  
highlight nutrition,  
reproduction and forage

innovations that yield more  
milk for dollars invested.

### Calf Care Workshop for Hispanic Employees

December 2 & 3

A hands-on, one-day  
workshop, focusing on  
raising calves. This training  
will be taught solely in  
Spanish.

### Turnkey Human Resource Workshop

December 9-10

This high-level human  
resources training will cover  
valuable documents  
needed in employee  
management, including  
policy and employee  
handbooks, standard  
operating procedures and  
paperwork needed when  
hiring and firing.

### Commodity Marketing Informational Class

December 11

This is the orientation  
session of this 6-class, year-  
long course, which focuses  
on marketing tools and

principles required for  
successful commodity  
marketing.

### Managers Academy

January 20-22, 2009

Orlando, Florida

A dynamic, national  
conference that features  
executive business training,  
one-of-a-kind tours and the  
opportunity to hear from  
industry leaders.

### Milker Training for Hispanic Employees

February 4 & 5, 2009

This one-day, hands-on  
training will teach milking  
protocols and cow  
handling. This training will  
be taught solely in Spanish.

### Agriculture Community Engagement (ACE)

February 19, 2009

Holiday Inn, Fond du Lac

A one-day meeting for dairy  
producers, local elected  
officials, industry leaders  
and community members  
to address and learn more

about issues and changes  
surrounding the dairy  
industry.

### Annual Business Conference

March 17-18, 2009

Alliant Energy Center,  
Madison

The Annual Business  
Conference is industry's  
premier educational event  
and PDPW's hallmark  
conference, featuring  
priceless never-before-seen  
producer panels and other  
world-renowned experts.

### Heifer Facility Tours

April 9 & 10, 2009

Throughout Wisconsin

Two, one-day tours  
highlighting housing and  
management styles for  
replacement heifers.

For complete conference details,  
visit [www.pdpw.org](http://www.pdpw.org) or call 800-  
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**Professional Dairy Producers of Wisconsin Membership Form**  
*PDPW's Mission: "To share ideas, solutions, resources and experiences that help dairy producers succeed."*

Name \_\_\_\_\_ Business/Dairy Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell \_\_\_\_\_  
 Email \_\_\_\_\_ Fax \_\_\_\_\_  
 Breed \_\_\_\_\_ # Cows \_\_\_\_\_ RHA \_\_\_\_\_ County \_\_\_\_\_  
 Amount Enclosed \_\_\_\_\_ Date \_\_\_\_\_

**Membership Options:**

Producer Member – \$75

Voting member - One member per dairy entity covers all managers, operators, spouses and employees. While each dairy has one vote in making member decisions, every person within the dairy (operator, spouse and employees) enjoys the benefits and member rate at PDPW events.

Associate Individual Member – \$100

Non-voting member - Membership is open to any individual interested in the dairy industry who does not qualify as an individual or a corporate membership.

Corporate Member – \$250

Non-voting member - Open to any group, company or organization interested in the dairy industry. With one corporate membership, every person within the company/organization enjoys the benefits and member rate at PDPW events.

**Send this form to:** Professional Dairy Producers of Wisconsin, N5776 US Hwy 151, Suite 1, Fond du Lac, WI 54937  
 Or become a member online at [www.pdpw.org](http://www.pdpw.org), or call us at 800-947-7379, or contact us via email at [mail@pdpw.org](mailto:mail@pdpw.org).

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“Being a PDPW member has helped our farm, a relatively new expanded herd, network with other dairy producers throughout Wisconsin.”

~Jonathan Heinsohn, Walnut Grove Farms, Kirkland, Ill.

Get those engines roaring and ready to roll for the Youth Leadership Derby, a fun-filled lock-in held Nov. 8-9 at Brillion High School. Along with getting a hands-on look at genetics with Joel Franke, East Central/Select Sires, and other interactive labs, attendees will experience fun and educational workshops and tours. Stops include Holsum Dairies, a 6,700-cow dairy with rotary parlor and anaerobic manure digester; Ran-Rose Farms, a 70-cow registered Holstein herd with a focus on genetics and high-performance cows; and Land O'Lakes Cheese Plant, where you'll learn about the cheese business and see all firsthand. The Derby was specially created for youth ages 15-18. If you have a special student in your life, consider sponsoring them to attend the Youth Leadership Derby. Cost is just \$100 per person and includes all training materials, meals, tours, snacks and entertainment. To learn more or to register, call 800-947-7379 or visit [www.pdpw.org](http://www.pdpw.org).

### Learning

**Continued from page 16**

I don't know what I want to do when I grow up.”

This 46-year-old teenager has more fun working with kids and says they are just easier to get along with. Franke has grown a great amount of respect for the dairy youth in his home Vernon County and across the state. He says that the kids that he's worked with are able to know right from wrong and step into a role to see that projects are completed correctly and on time.

A major recent accomplishment of Franke's was coordinating the crayon drive at the Wisconsin Junior State Fair dairy show earlier this month. Franke was proud to say that a total of over 2,500 crayons came in to donate to the Milwaukee public schools. “That was a real touching part for me,” he adds.

“I would trust these kids with my life and I know they can trust me with theirs,” he says.

Franke has even had the opportunity to work with kids on an international level. He

has traveled to Turkmenistan to set up 4-H and FFA programs there. And he has had the same experience with those youth – the kids latch on to him and have fun.

Franke also takes on the knowledge that these youth that he is working with are the next generation of dairy producers and potential customers for all companies in the dairy industry. He hopes to leave a positive impression on each kid that he works with.

By Crystal McNett

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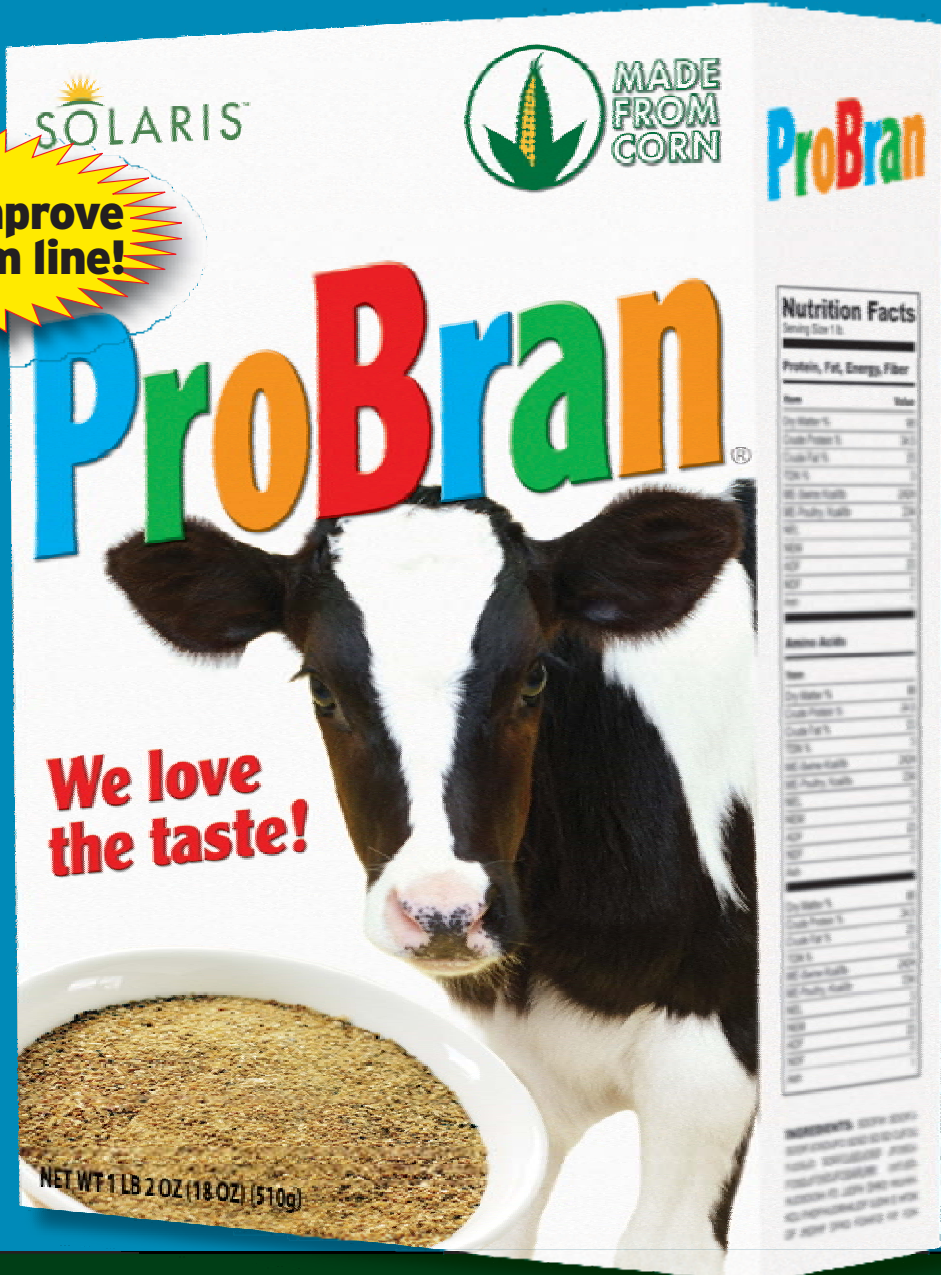
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