

PDPW MANAGERS memo

January 4, 2008

Welcome to the first Managers Memo of 2008! Highlights in this e-newsletter include:

- Six-class Commodity Marketing Course starts on Monday. Register now!
- The next Dairy Connect training is in Fond du Lac.
- And helpful New Years Resolution information.

Thanks,
PDPW

Featured PDPW Member:

"PDPW helped develop me as a person, a businessman, an employer, agricultural spokesperson and made me a better neighbor. This organization has also helped us establish valuable and rewarding relationships."

~Hank Wagner

Hank and his family, including his wife, Pam and their son, Shawn, and daughter, Laura, own and operate Wagner Farms, a fourth generation dairy farm that has been operating for over one hundred years.

Hank and Pam purchased the farm in 1987. It has since grown from 65 cows to 560 cows. They have followed a strategic growth plan that has allowed them to stick to their priorities and achieve the goals they set for their family and business. Wagner Farms has a total of ten "wonderful" employees, including both Pam and Hank's fathers.

"We do everything possible to be good neighbors and good stewards of the land. We are proud to be a part of helping to feed the world," said Hank and Pam. "We believe there are many ways to be successful in the dairy industry today and will not tolerate anything less than success in our business as well."

For Your Dairy Business:

TIME IS RUNNING OUT TO REGISTER FOR A COMMODITY MARKETING CLASS FOCUSED exclusively on milk. This six-class, dairy-focused course is training you won't find anywhere else and it kicks off next week at the Fox Valley Technical College in Appleton, Wis. in the Agriculture Center, Room 120B. The first class runs from 1 - 3 p.m., January 7, while the remaining five classes will be set according to participant's schedules. Go to www.pdpw.org or call the office at 800.947.7379 to register.

POLISH YOUR SPEAKING SKILLS AND LEARN TO COMMUNICATE the top issues facing the dairy industry today with specialized training provided by PDPW's Dairy Connect. This popular class has sold out the last few times we've offered it so don't delay signing up for our next class being held January 30 at UW-Fond du Lac. Class size is limited so make sure to call our office right away to assure your spot in this unique, PDPW program.

YOU WON'T WANT TO MISS OUR NUTRITION INNOVATION SEMINARS. These full day sessions are stacked with new world nutritional information from the nation's leading experts in the field. Wednesday, February 6, the conference is at the Radisson Hotel & Conference Center, Airport Drive, Green Bay. Thursday, February 7, the conference moves to the Crowne Plaza Hotel, 4402 E. Washington Avenue, Madison. Both sessions are identical and include presentations by the Director of the Midwest Dairy Consortium, Dr. Jim Drackley; USDA Dairy Forage Research Center Scientist Dr. Mary Beth Hall; University of Florida Dairy Nutritionist Dr. Charlie Staples; President of Fencrest, LLC, New Hampshire Dr. Charlie Sniffen. The program brochure and registration materials are posted online at the PDPW web site.

THE AGRICULTURE COMMUNITY ENGAGEMENT EDUCATIONAL PROGRAM RETURNS this year, providing a venue for dairy producers to discuss important issues with local elected officials. A collaborative effort between Professional Dairy Producers of Wisconsin, Wisconsin Counties Association and the Wisconsin Towns Association, the program's objective is to educate, inform, and open communications on issues that are important to our communities. A session set for Tuesday, February 12, at Liberty Hall, in Kimberly, offers updates on Wisconsin Discovery Farms and the state's siting law, a presentation from former DATCP Secretary Jim Harsdorf on the role of dairy in Wisconsin and discussion with dairy producers, Gary Boyke, Fond du Lac, owner of Vir-Clar Farm and Daphne Holterman, RosyLane Holsteins, Watertown. Visit www.pdpw.org for complete details and to register.

FIND ALL THE PIECES FOR SOLVING THE PROFIT PUZZLE and set your business on track for top performance at this year's Annual Business Conference. Joining keynote speaker Captain Scott O'Grady, is a stacked line-up of dynamic speakers. We are proud to release another top-notch speaker, Matt McKnight from the US Export Council. McKnight will highlight the demands, drivers & dynamics of the global dairy marketplace. Make plans to attend the one industry meeting you don't want to miss in the new year. It's the best place in the Midwest for gathering dairy business information and networking with others in our great industry! The complete agenda will be released soon.

For Your Business Mind:

THE GREAT THING ABOUT NEW YEAR'S RESOLUTIONS IS you get to make new ones every year! Even if you didn't achieve last year's goals, it's not too late to set a few new resolutions for 2008, not just for your personal well-being, but for your business and financial health as well. We offer a few for you to consider, below, and suggest you look for a few more ideas at upcoming PDPW sessions over the next few months.

RESOLVE TO GET YOUR FINANCES ON TRACK IN 2008 with these six moves for a prosperous New Year's offered by Kiplinger.com.

1. Take advantage of higher IRA limits and make it easy by deducting \$416 per month automatically from your bank account.
2. Boost your 401(k) contribution. Even a few hundred dollars can make a big difference over time.
3. Pay off credit cards and other high interest debt first.
4. Gather your tax records now so you don't miss valuable deductions scrambling at the last minute.
5. Sign up for online bill paying and automate as many payments as possible making it less likely to miss payments that incur late fees, higher interest rates and hurt your credit score.
6. Checking your insurance coverage to make sure it sufficiently covers your assets. But also see if you can lower premiums by boosting deductibles.

RESOLVE TO HAVE A FASTER, CLEANER AND SAFER COMPUTER this year by routinely updating and running anti-virus software, avoiding suspicious emails and keeping your computer patched against known vulnerabilities. Occasionally running the disk defragmenter option – found in accessories, system tools – can optimize performance. Equally important is routine physical cleaning. Dust the computer area with a clean, dry cloth. Never let liquid sprays drip into the electronics. Pay special attention to fan vents where dust can settle, thicken and eventually block fans, leading to overheated, ruined components. You might even consider opening a desktop computer's case, lifting out dust balls and using a can of compressed air to unblock vents and openings. This might sound like a hassle, but try replacing a fried computer that had its fan blocked by dust! And just in case, remember to back up important data and store in a safe, place offsite.

BOOK REVIEW: RESOLVING TO JOIN THE RANKS OF AMERICA'S WEALTHY IS EASY, say Thomas J. Stanley and William D. Danko authors of *The Millionaire Next Door*. An oldie, but goodie, this book highlights seven simple rules common among those with net worth over one million dollars. The first rule is, "always live well below your means." The last rule is, "choose your occupation wisely" and the authors' other conclusions are just as commonsensical. But, as they point out, their prescription often flies in the face of what we think wealthy people should do. Stanley and Danko mercilessly show how wealth takes sacrifice, discipline, and hard work, qualities that are positively discouraged by our high-consumption society. And, while many dairy producers already know that lesson, the book provides other useful insights for those interested in questions of financial substance over form.

Tech Tips From Techsquad:

Remote Backups: What They Are They?

The ONLY way to completely protect your data and guarantee that you could restore it all after a major disaster is by maintaining an up-to-date copy of your data offsite in a high-security facility.

Remote backups, also called offsite backups, online backups, or managed backups, is a service that allows you to maintain a secure copy of your data in a different location than your office.

Usually this type of backup is done automatically via the Internet after hours to a high-security facility. There is no question that every business owner should have an offsite copy of their data; however, there ARE big differences among remote backup services and it's critical that you choose a good provider or you could end up paying a lot of money only to discover that recovering your data – the very reason why you set up remote backups in the first place – is not an easy, fast, or simple job.

There are literally hundreds of companies offering this service because they see it as an easy way to make a quick buck. But not all service providers are created equal and you absolutely want to make sure you choose a good, reliable vendor or you'll get burned with hidden fees, unexpected "gotchas," or with the horrible discovery that your data wasn't actually backed up properly, leaving you high and dry when you need it most.

To learn more about TechSquad and how to avoid computer disasters, please visit <http://www.techsquad.us/pdpw/>. TechSquad is the official IT provider for PDPW. PDPW is excited to include this helpful section in the Managers Memos. If you have a specific computer question that you'd like featured in future Managers Memo Tech Tips, please email your question to mail@pdpw.org.

PDPW Educational Calendar:

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

Feb. 12: PDPW Agriculture Community Engagement Educational Session, Liberty Hall, Kimberly, Wis.

March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.

April 9 & 10, 2008: Dairy Herdsman Training

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