

PDPW MANAGERS *memo*

October 31, 2008

Keep reading for details on these highlights:

- A few seats remain in next week's Dairy Connect communications training.
- Last call for students to attend the Youth Leadership Derby.
- Invest in you and your bottom line by attending the Production Management Symposium.
- Learn tips for difficult conversations.

Thanks,
PDPW

Featured PDPW Member:

"Being a PDPW member helps our farm – as a relatively newly expanded herd – network with other dairy producers throughout Wisconsin."

~ Johnathan Heinsohn, Walnut Grove Farms

Johnathan Heinsohn and his family reside in Kirkland, Illinois where they own and operate Walnut Grove Farms. Johnathan is a panelist on the Young Dairy Leaders Panel at next weekend's PDPW Youth Leadership Derby. In 2005, Johnathan attended the University of Illinois. There he worked on the university dairy farm and was part of the Dairy Challenge program. During Johnathan's senior year, he took advantage of the Dairy Club's opportunity to go on a tour in Europe to see several different dairy farms. He graduated in 2007 with an animal science degree.

The family's farm, Walnut Grove Farms, consists of 350 milking cows and 1,600 acres. They also have 50 registered Holsteins, marketed under the name Red Carpet Holsteins. The labor includes Steve Heinsohn and his three sons, Jeff, Gilman, Johnathan and 10-12 employees. The dairy has a double-8 parallel parlor, 275 sand-bedded free stalls and 75 freedom stalls. They take full advantage of sexed semen and often utilize embryo transfer. Johnathan and his father are currently managing the dairy operation on his farm, which is in the process of expanding due to wind damage to the buildings over this past summer. The farm is also expanding into the world of registered Holsteins.

For Your Dairy Business:

ENERGY & INNOVATIONS ARE THE TOPIC OF DAY #3 of the Production Management Symposium, Nov. 18-20, Appleton. Featured speakers Dr. John Fetrow and Brian Gould will lead the charge, with other speakers adding information to your knowledge bank. Attend all three days of the Production Symposium at the full conference rate or, if one or two days peak your interest, attend those days at the single day rate. Complete information about this informative three-day event is online at www.pdpw.org.

DAIRY CONNECT IN BARABOO IS JUST DAYS AWAY, and a few openings remain for the Nov. 5 training. Top three reasons why you should attend: 1) You want to invest in yourself and your communication skills since these skills can be applied in almost every area of your life. 2) You want to be prepared for that tough question so you can represent yourself and your business with confidence and authority. 3) This class is tailored just for you, the dairy producer and industry representative, and is taught by a nationally known media and communication expert. Where else can you get such one-on-one training, as the class is limited to just 15. You can learn more about Dairy Connect online at www.pdpw.org, or pick up the phone and call today to reserve your spot: 800-947-7379.

A UNIQUE HANDS-ON CALF CARE WORKSHOP FOR HISPANIC EMPLOYEES is set for two locations: Tuesday, Dec. 2, at the UW-River Falls Dairy Learning Center, River Falls, and Wednesday, Dec. 3, Endres Jazzy Jerseys, Lodi. Both one-day workshops will follow the same agenda, with your Hispanic employees receiving LOTS of valuable hands-on training. Trainers Dr. Fred Moriera and Dr. Oscar Duarte will cover the birth process, colostrum and its role in newborn calf health, bio-security and equipment handling, disease prevention and general health and care. This workshop filled up extremely fast last year, so registering now is highly encouraged. Visit www.pdpw.org to view the Calf Care Workshop for Hispanic Employees flier and to register.

YOU CAN TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH GREAT EMPLOYEES. And you can learn how to hire the best employees for your business when you attend PDPW's Turn-Key Human Resource Workshop, Dec. 9-10, Wisconsin Dells. Day 2 of the workshop will be devoted to learning effective interviewing techniques and understanding the paperwork associated with hiring. Plus, a panel of dairy producers just like you will share what works for them when interviewing, hiring and developing employees for their businesses. You're welcome to attend both days of the workshop or select just one of the two days to attend. Check out www.pdpw.org for complete information about this specialty conference.

IF YOU WANT TO MANAGE YOUR RISK WITH INCREASED UNDERSTANDING AND CONFIDENCE then the upcoming Commodity Marketing Class is for you. Back by popular demand, this class—which is limited to just 30 entities—includes seven sessions, with the first session free to attendees so you can check out what will be taught and get acquainted with instructor Carl Babler and his teaching style. The first session is slated for Thursday, Dec. 11, from 1-3 p.m. at the Wisconsin Milk Marketing Board. Here's what three producers liked best about last year's classes: "Easy to understand," "Good instructor. Good to have handouts to review." and "Real world examples; current market outlook." Give PDPW a call at 800-947-7379 or log-on to www.pdpw.org to learn more.

FOUR DISTINCTIVE, PROGRESSIVE FARMS—INCLUDING AN ALLIGATOR FARM—are on tap for Day 2 of the Managers Academy, Jan. 20-22, in Orlando, Fla. Yes, after a day in the classroom, Managers Academy participants will spend a day touring south central Florida. Stops include **Larson Dairy** with industry icon Red Larson and grandson Jacob and their 6,000-cow operation where sustainability, change and innovation are day-to-day activities; the diversified **McArthur Farms**, an 8,500-cow operation along with a 1,500-acre citrus grove and 500-head beef herd that requires 165 employees; **Calcaterra Alligator Farm**, a one-of-a-kind entrepreneurial business where 10,000 to 12,000 alligators are hatched each year to help meet demand for alligator products; and **Williamson Cattle Company** with its 9,000-acre ranch and citrus operation and catfish farm. In addition to touring these businesses, we'll learn the business strategies and decision-making processes from those leading the charge of each operation. This event is limited to just 100 registrants. So register early and save your space for this executive education. Visit www.pdpw.org for complete information about the three-day Academy.

For Your Business Mind:

YOUNG, WITH-IT INDUSTRY PROFESSIONALS will share a typical—and not so typical—day in their professional life during the Young Dairy Leader Panel, Virtual Job Shadow, at the PDPW Youth Leadership Derby, Nov. 8-9, Brillion. The four panelists will help open the eyes of youth to industry careers and what it's like to be a part of the industry. Youth have lots of time to ask their questions and make this session truly "their" session. This weekend conference, for youth 15-18, has something for everyone. Check it out online at www.pdpw.org.

AVOIDING UNPLEASANT CONVERSATIONS DOESN'T WORK. NEITHER DOES HANDLING DIFFICULT CONVERSATIONS INDIRECTLY. And, author Holly Weeks points out that "dodging issues, appeasing difficult people and ignoring antagonisms is costly for managers and companies alike." To remove the stress from stressful conversations—those such as firing someone, rejecting a request for a raise or giving a negative performance review, Weeks suggests being prepared for the difficult conversation. 1) Write down the brief content of a message and devise a strategy for delivering it. 2) Keep emotion, particularly anger, out of the equation by taking a mental inventory of mannerisms exhibited when you're angered. Weeks says awareness beforehand will help avoid provoking your listener with negative nonverbal signs in the heat of the moment. 3) Role-play and rehearse your lines with a friend.

PLANNING AND CONTROLLING EMPLOYMENT RELATIONSHIPS is an area of tremendous liability—and an area where many smaller businesses fall short. The eight most common hazards in employment relations are 1) absence of job descriptions; 2) lacking policies and procedures; 3) inconsistencies in the application of policies; 4) lack of documentation; 5) not evaluating performance; 6) waiting too long to discharge an employee; 7) misclassifying employees as exempt when they may be nonexempt or misclassifying them as independent contractors; and 8) not bolstering an "at-will employment" doctrine. This information was gleaned from "Avoid Employee Relation Pitfalls," and you can read the complete article at <http://www.ewin.com/articles/erpiifl.htm>. While you're at it, why not enroll in the upcoming turn-Key Human Resource Workshop, Dec. 9-10, Wisconsin Dells, and hear from the experts themselves about the human resource side of your business.

WHAT DESCRIBES YOUR DESK: DUMPING GROUND OR SIMPLIFIED AND ORGANIZED? Your desk, be it the office desk or home desk, is a work center and should have space available for real work. To increase efficiency, try this trick: desk purge, have only **needed** equipment on your desk (computer, telephone, lamp, etc.), include only those personal items with real meaning (one photograph, one award) and keep only current, use-on-a-regular-basis reference books and manuals. Desk supplies that can go on the desktop include a functioning stapler, container with writing utensils, paper clip container and sturdy tape dispenser. By the way, paper clutter usually represents postponed decisions.

BOOK REVIEW: THE MAGIC OF THINKING BIG. Written in 1959 by David J. Schwartz, this book has become a classic. And no wonder it's been so well received. Schwartz helps readers understand that the difference between themselves and those who make five times more. And that difference is that the others think five times bigger. Noting that we are the product of the thinking around us, Schwartz contends that we all too often think little instead of thinking big. The book is packed with useful tips on how to think and act successful. One reviewer summed up the book in this manner: "Thinking big' does work in relation to career goals, financial security and great relationships—but it is more significant than that. We are challenged to see ourselves in a brighter light, to have a larger conception of life. This is a choice that is no more difficult than the choice to keep doing what we're doing, laboring in darkness."

66 WAYS TO SAVE MONEY. Sometimes it is the little things in life where we can all save money. This website, http://pueblo.gsa.gov/cic_text/money/66ways/conten, provides a list of those little things that may be very basic to some but eye-opening for others:. Why not see if you can find 10 ways or more that can help you out?

EXERCISE YOUR RIGHT TO VOTE ON TUESDAY, NOV. 4. When the Constitution was written, only white male property owners—about 10 percent to 16 percent of the nation's population—had the right to vote. By 1971, the U.S. Constitution allowed every U.S. citizen 18 years of age and over the right to vote. And it's our civic duty to vote, and you will be doing yourself a favor if you're familiar with the candidates and the issues—federal down to local. Uncertain where to vote? You can find your polling place by visiting <http://www.wisconsinvote.org/>.

DAYLIGHT SAVINGS TIME. It will soon be time to adjust all clocks as Daylight Savings Time ends Sunday, Nov. 2. On the first Sunday in November, clocks are set back one hour at 2:00 a.m. local daylight time, which becomes 1:00 a.m. local standard time.

PDPW Education Calendar:

Click on the conference name to learn more

November 5 – **Dairy Connect**, Foremost Farms USA in Baraboo

November 8-9 – **Youth Leadership Derby**, Brillion High School in Brillion

November 18, 19 & 20 – **Production Management Symposium**, Radisson Paper Valley Hotel in Appleton

December 2 & 3 – **Calf Care Workshop for Hispanic Employees**, River Falls and Lodi

December 9-10 – **Turn-Key Human Resource Workshop**, Kalahari Resort in Wisconsin Dells

December 11 – **Commodity Marketing Informational Class**, WMMB in Madison

January 20-22, 2009 – **Managers Academy**, Orlando, Florida

February 4 & 5, 2009 – **Milker Training for Hispanic Employees**

February 19, 2009 – **Agriculture Community Engagement (ACE) Regional Meeting**, Holiday Inn in Fond du Lac

March 17-18, 2009 – **Annual Business Conference**, Alliant Energy Center, Madison

April 9 & 10, 2009 – **Heifer Facility Tours**, Throughout Wisconsin

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