

PDPW MANAGERS memo

November 14, 2008

Keep reading for details on these highlights:

- Last call for Production Management Symposium registrations
- Commodity Marketing Course is back by popular demand
- Check out the tips to avoid burnout and become a better people manager

Thanks,
PDPW

Featured PDPW Member:

"I enjoy attending PDPW events because they have top quality speakers and you hear so many different perspectives. This was where I picked up new ideas and found information on new technologies. We used this information to piece together and plan our new dairy."

~Randy Roecker, Roecker's Rolling Acres, LLC, Loganville, WI

Roecker's Rolling Acres, LLC is the dairy farm operation of Gerald, Margaret, Randy and Ruth Roecker, along with their children, Ryanne and Ross.

After many years of milking in the traditional Wisconsin-type stanchion barn, the Roecker's broke ground on a new milking facility. The Central Valley Ethanol Plant site became available over the hill from the main dairy. After purchasing the site, cleanup and improvements began. The building that held the fermentation vats now is the holding area for the double-twelve parlor that currently milks the herd of 350 cows. They constructed a new 120' x 286' building for the milking herd. The freestall is bedded with sand to provide optimal comfort for the cows.

During the building process, the Roeckers kept three things in mind: their vision, passion, and commitment to dairying.

For Your Dairy Business:

FEED EFFICIENCY. REPRODUCTIVE EFFICIENCY. If these areas are important to you, then the Nov. 18-20 Production Management Symposium is the place to be. Nov. 18 will be devoted to forage and feed efficiencies, Nov. 19 to reproduction and genetic technologies and efficiencies and Nov. 20 to energy and innovations. Attend one day, two days or all three days. You choose. It's all happening in Appleton at the Radisson Paper Valley Hotel, and complete information can be found online at www.pdpw.org. Pre-registration is appreciated, but walk-ins are welcome.

YOUR HISPANIC EMPLOYEES WILL UNDERSTAND AND IDENTIFY WITH the presenters at the Calf Care Workshop for Hispanic Employees, as Spanish is the first language of veterinarians Dr. Oscar Duarte, OMMA International, and Dr. Humberto Rivera, Accelerated Genetics. This immediate connection will help your employees feel at ease while they learn from the extremely hands-on, interactive sessions. Yes, your employees will actually practice the skills taught. Sessions 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. Select the workshop best for your employees: Tuesday, Dec. 2, River Falls, or Wednesday, Dec. 3, Lodi. Go online at www.pdpw.org to register for either one-day training.

LEARN THE "IN'S" AND "OUT'S" OF THE HUMAN RESOURCES SIDE OF YOUR BUSINESS at the upcoming Turn-Key Human Resource Workshop, Dec. 9-10, Wisconsin Dells. The workshop is arranged so you can attend one day or both days—your choice. Day 1 will cover that all-important employee handbook and give you the tools to develop your own employee handbook. Other sessions will focus on standard operating procedures—the what, who, when, where and why for a smooth-running operation—as well as when and how to terminate an employee for the betterment of your business. The evening dinner will give you time for networking and learning even more one-on-one. Visit www.pdpw.org for information about Day 2 and its sessions on hiring the "right" employees.

SAVE THE DATE: ANNUAL BUSINESS CONFERENCE, MARCH 17-18, Madison—the event developed by dairy producers for dairy producers. Here's just a taste of ABC's three keynote speakers: 1) Dan Thurmon, author and motivational speaker known for his superior performances that help us manage the demands of our busy lives with increased focus and decisive action; 2) Adam Timmerman, NFL star and former player for the Green Bay Packers and St. Louis Rams, who will share some "touchdown" pointers for adding passion to win the game of life; and 3) Ron "Gus" Gustafson, the Nebraska farm boy who took negatives and turned them into positives and knows the true meaning of faith and courage. Yes, this conference is all about adding passion—and multiplying profits! Visit www.pdpw.org to register online.

REACH OUT TO DAIRY PRODUCERS at the Hall of Ideas Tradeshow in conjunction with the Annual Business Conference, March 17-18, Madison. This is where the industry's preferred suppliers showcase their most innovative products and services, and it's where Wisconsin dairy producers look for solutions and answers that can help their bottom lines. There is still time to exhibit in the Hall of Ideas Tradeshow. A contract is available online at www.pdpw.org or call 800.947.7379.

MORE CONSERVATION PRACTICES HAVE BEEN ADDED TO USDA'S ENVIRONMENTAL QUALITY INCENTIVES PROGRAM, including the new farm Conservation Power Plant as well as manure digesters and incinerators. The Natural Resources Conservation Service reportedly has more than \$13 million in funds available for Wisconsin. Of the \$13 million, about 60 percent will go toward livestock-related practices. Wisconsin signup for the Environmental Quality Incentives Program (EQIP) is set for Dec. 1 through Jan. 30 for 2009 funding. For more information, see www.wi.nrcs.usda.gov under Programs, or contact the NRCS office at the USDA Service Center serving your county.

For Your Business Mind:

IT'S FREE. WHAT? THE FIRST COMMODITY MARKETING CLASS slated for Thursday, Dec. 11, at the Wisconsin Milk Marketing Board office, Madison. The two-hour class (1-3 p.m.) will let you get a feel for the type of information that will be provided during the six additional classes and you can get acquainted with lead instructor Carl Babler. Course topics for the complete class include understanding agricultural commodity markets and marketing, developing an effective marketing plan, analyzing the markets for market activity, the futures market, understanding and utilizing the cash market, the options market and marketers and hedgers checklist. Complete information about the free first class and the six additional classes is online at www.pdpw.org or call 800-947.7379.

AH, THE POWER OF NEGOTIATION! You and your company can come out a winner and improve the outcome of any negotiation—which can ultimately lead to improved company profitability and customer/employee loyalty—after attending Day 3 of the Manager's Academy in Orlando, Fla., January 20-22. Executive trainer Jason Mitchell of BayGroup International will provide key insights to manage the tension associated with negotiations. You'll walk away from this training with an increased sense of confidence and the skills to immediately apply the shared principles, behaviors and models to your own negotiations. Go to www.pdpw.org to check out this session and the other two days of executive training sessions. This "don't miss" event is limited to the first 100 registrants, and registrations are coming in quickly. So, please register today so you're included.

ADDING "UMPH" TO A POSTED JOB LISTING CAN HELP YOU ATTRACT THE "RIGHT" EMPLOYEE CANDIDATES.

To get the best candidates for your business, employment experts stress that a job posting should quickly identify your company, extolling its leadership role or industry standing, then transition into basic functions of the position and character traits desired. Once you have the reader hooked, an overview of the position and details about the job's general duties and responsibilities should be provided. Employment experts point out that detailed requirements enable job seekers to determine whether or not they are under- or over-qualified for your position, providing an initial screening process for applicants. Your job posting should also tell jobseekers what sets your company apart and why it might be the "right fit" for them and you. To get desired action, your job posting should end with a call to action by instructing jobseekers how to apply for the advertised job.

EXPERT. TRAINER. COACH. FACILITATOR. As an employer, you fill all four of these roles from time to time. Sometimes you are called on to coach so various challenges or priorities can be clarified and solutions implemented. As a coach, you also guide and support individuals to reflect on their experiences and then encourage them to use that learning to improve effectiveness. As the expert and trainer, you help employees learn certain expert-based knowledge for the smooth functioning of the business. And your success as a facilitator requires buy-in so your employees know their beliefs and opinions are being solicited and valued. Wow! So many hats. Want to learn more about when to be the expert, the trainer, the coach or the facilitator? Register today for PDPW's Turn-Key Human Resource Workshop. It is designed to give you those tools and more.

BURNOUT IS PART OF THE ENTREPRENEURIAL STRESS CYCLE but it doesn't have to overtake your life. Here are a few tips to become refreshed and reinvigorated. Tip #1: Take a one-day rest cure. Step away from the business and slow down life by spending time with family, friends and away from the business. Tip #2: Balance business and work. If work is all consuming, it's wise to step back and create a life plan that addresses four key questions: What do I want out of life? How can the business help me accomplish that? What does the business need to look like? How do I get it to look like that? Tip #3: Don't let your business schedule ruin your personal life. Instead of allowing your business calendar to continually encroach on your personal life, give yourself some comp time as comp time can ease the pressures of work. Tip #4: Realize that the business won't go to heck in a handbag if you're gone for a day or two. While you are a valuable part of the business, you are not the entire business—and other employees or relief help might appreciate the responsibility role assigned them in your absence.

IT'S THAT TIME AGAIN: PDPW BOARD OF DIRECTORS ELECTION TIME. And PDPW is asking members to step forward if they are interested in becoming a board member. If that is you, then please contact a PDPW board member. Current board members will share what it's like to serve on the board and answer your questions.

BOOK REVIEW: RICH DAD POOR DAD FOR TEENS: THE SECRETS ABOUT MONEY—THAT YOU DON'T LEARN IN SCHOOL! When author Robert Kiyosaki was growing up, he watched the financial lives of two dads—his dad and his friend's dad—and turned the lessons learned into a highly successful book for adults, *Rich Dad Poor Dad*. Now, Kiyosaki has reorganized this same message about money and investing, added to it and has released a book specifically for teens. In addition to sharing his amazing personal story, Kiyosaki encourages teens to analyze their learning style and shows teens how to make choices today that can jumpstart their personal success. Straight-talk, sidebars and quizzes hook teen readers. This book was recommended by one of the featured speakers at last weekend's Youth Leadership Derby. If you have a book recommendation, please email it to mail@pdpw.org.

WE RELY ON OUR COMPUTERS, AND IT'S GREAT WHEN ALL IS WORKING AS THEY SHOULD. But just one opened email can wreak havoc. Phishing emails arrive in mailboxes on a regular basis and are crafted to look as if they've been sent from a legitimate organization, perhaps even your internet provider. But their actual intent is to have you visit a bogus website where malware (viruses and other software intended to compromise your computer) is downloaded without your knowledge. A word of warning: Do not click the link in an email without paying close attention to where it takes you or without knowing the person who sent the link to you.

HOW MUCH MONEY IS ENOUGH? When wealthy individuals were polled and asked the amount of money they would need to be worry-free, these answers came forth. Those with a net worth of \$1 million, said \$2.4 million would be needed to be worry-free. Those worth \$5 million indicated they would need \$10.4 million while those with a net worth of \$10 million said they would need \$18.1 million. What's that worry-free number for you? Or are you among those who don't worry about it and simply follow a plan and work toward it?

PDPW Education Calendar:

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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