

PDPW MANAGERS memo

August 24, 2007

Enjoy this edition of the PDPW Managers Memo electronic newsletter.

Thanks,
PDPW

SIGN UP NOW FOR THESE PDPW EVENTS

- Sept. 13, 2007: Dairy Connect, Middleton, Wis. Registration is limited to the first 15 participants.
Sept. 25, 26 & 27: PDPW Manure Management Systems & Dairy Technology Tours
Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.
Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Register online at www.pdpw.org.

Featured PDPW Member:

"PDPW has helped me to realize that there are many new concepts that can work. We just need to get educated about them. That is where PDPW has been most beneficial to my dairy, through the upbeat PDPW Annual Business Conference and other seminars. I have also felt more like a professional about my business and address issues in a more professional way. Our own perception makes a huge impact on how successful we are."

~Randall Bonde, Bonde Acres Dairy, Newton, Wis.

Randall and his wife Mary own and operate Bonde Acres Dairy. Their 145-cow herd of Holsteins averages 90-95 lbs. per head per day, and are milked in their 12-stall flat parlor with 6 units and ATO'S. Bonde's calves are raised on their farm until they are 4 months old. They then go to a heifer raiser until they are 7 months pregnant, and are moved back to the farm to start the transition process. Additionally, they own 240 acres and rent an additional 20. All crops are custom planted and harvested. The Bonde's have a liquid manure storage facility and bed with sand.

When asked about his favorite PDPW program, Randall said, "The PDPW Enhanced Internship Program has by far been the most rewarding experience." He further explained that "Life is all about people and relationships, and the internship program gives us a chance to live and learn and grow and teach the next generation of dairy professionals."

For Your Dairy Business:

SPEAK WITH CONFIDENCE, CLARITY AND CONVICTION about dairy industry issues with training provided by the upcoming PDPW *Dairy Connect* training session. Now scheduled for Thursday, September, 13, at the Wisconsin Milk Marketing Board office in Madison, *Dairy Connect* is communications training taught by a nationally known media expert. Along with an update of current industry trends and issues, participants receive hands-on training in public speaking and presentation preparation, practice interviewing with radio and television reporters, take home speaker tools and receive help in scheduling speaking engagements. This session is limited to the first 15 participants who apply and registration is now available online at www.pdpw.org.

THE LINE-UP OF DAIRY FARMS PARTICIPATING in the upcoming Manure Management and Dairy Technology Tours is so impressive you'll likely want to take part in all three. Starting Tuesday, September 25, the tour visits Five Star Dairy, Emerald Dairy and Jon-De Farm, Inc. On Wednesday, September 26, its off to Van Der Geest Dairy, Badger Holsteins and Gordondale Farms and Thursday, September 27, the group goes to Cottonwood Dairy, Bedrock Bovines and Larson Acres. All three days included guided tours of facilities and time to visit with the operation managers. It's a great way to gather ideas for your own enterprise. Visit www.pdpw.org to register today.

FINANCIAL PRESSURES, CONFLICTING DATA and uncertain futures create challenges for even the best businessperson. That's why more and more industry members and dairy producers are signing up for PDPW's annual Managers Academy Master's level training, January 22-24, 2008, in Phoenix, Arizona. This year's session is led by Jim Austin who returns to our seminar to focus on how dairy markets are evolving and what that implies about the new risks/rewards you might face in the future. Join us for a highly interactive seminar combining the frameworks of strategic planning and business analysis to find the path for differentiated and sustainable growth opportunities. Then come along as we take these concepts to the field for a day of site visits to local agribusiness ventures. Go to www.pdpw.org to register.

LEADERSHIP, FOCUS AND FINANCIAL STABILITY are the topics of discussion for our All-Star Workshops at this year's Youth Leadership Derby. Presenters include the star-studded cast of former Alice in Dairyland, Natalie Parmentier; former State FFA Officers Tolea Kamm-Peissig and Jake Peissig; and agricultural banking expert, Gary Sipiorski with Citizen's State Bank of Loyal. These fast-moving, interactive sessions can help prepare teens for their future and, along with all the fast-paced fun planned for this weekend program, make participation a no-brainer for every young person considering a future in agriculture. This year's Derby is set for November 3-4, at Marshfield High School and registration is now open. The \$50 event fee includes all training materials, meals, snacks and entertainment. For more information, phone the PDPW office at 800-947-7379 or check out www.pdpw.org to register.

MARK YOUR CALENDARS FOR THE DAIRY POLICY SUMMIT. This important annual meeting features one-of-a-kind tours and special speakers focusing on finding the balance between food and energy production. Targeted at elected officials, dairy producers, policy makers and agency representatives, the two day event includes formal presentations, outside tours and time for informal exchanges. Join us as we bring everyone together to exchange ideas and seek solutions to important industry issues October 30-31, at the Marriot, Madison West. Registration materials will be coming your way soon.

For Your Business Mind:

HAVE YOU CHECKED OUT THE PDPW WEB SITE LATELY? You'll find timely information from us, daily agricultural news headlines from Wisconsin Ag Connection and a variety of resources to help dairy producers succeed online at www.pdpw.org.

BOOK REVIEW: THE TIPPING POINT IS A TERM THAT REFERS to the moment when something unusual becomes common place. It's also a book by Malcolm Gladwell and our latest reading recommendation. In "Tipping Point: How Little Things Can Make a Big Difference," author Gladwell presents ideas and concepts to help readers achieve desired results whether in business or life. He identifies three types of people who have the power to produce change: 1. Those with wide social circles; 2. Market savvy and knowledgeable mavens; 3. Charismatic salesmen with powerful negotiation skills who exert soft influence. This book suggests methods that work, and those that could backfire: It's all in knowing where to find the tipping point.

ECONOMIC SKILLS GET NO RESPECT FROM TEACHERS and the majority of this country's high school seniors don't have enough knowledge of this all-important subject, according to a recently released report based on National Assessment of Educational Progress tests. The national test data indicates that while many students have a "basic" understanding of economics, only 42 percent are considered proficient in the subject. As a result of this study, Indiana schools are restructuring curricular and training teachers to incorporate financial training into other class work in order to help train the next generation in areas of fiscal responsibility. How about the rest of our schools? A link to the report is available at http://nationsreportcard.gov/economics_2006.

THEY DUMP THE GATORADE AND GET MILK. University of Washington football players are being directed to drink small cartons of fat-free chocolate milk after every practice this season in order to facilitate post-exercise carbohydrate replenishment. According to a recent AP news report, the team trainer says it's a great way to re-hydrate and replenish nutrients during the grueling, preseason practices and they have no trouble getting their athletes to drink it!

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 US Hwy 151, Suite 1
Fond du Lac, WI 54937
Phone: 800-947-7379
Fax: 920-273-0369
www.pdpw.org
