

# PDPW MANAGERS memo

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November 11, 2011

## Featured PDPW Member: Wayside Dairy – The Dan Natzke Family

It has been said that the best assets of a business walk out the door at 5 p.m. every day. Nobody says that about a dairy only because the work never ends. But, the idea that people are your greatest asset certainly applies and Dan Natzke of Wayside Dairy in Greenleaf, Wis., agrees.

Dan is a fourth-generation dairy farmer. His son Jeremy is the herd manager, and nephew Paul manages feed procurement and machinery. Dan's wife Barb and Paul's wife Nikki handle accounting duties. Wayside Dairy, which has 18 fulltime employees, milks 1,600 Holsteins three times day in a double-20 herringbone parlor and crop 2,800 acres, mostly corn for silage, alfalfa for haylage and about 300 acres of wheat.

The dairy's two areas of focus are operational efficiencies and people. "We try to surround ourselves with good people," Dan says.

But Dan takes the concept a step further. "I joined PDPW (Professional Dairy Producers of Wisconsin) to surround myself with dairy producers who are on the cutting edge of our industry. The movers and shakers in the dairy business were going to PDPW events, and that's where I wanted to be, so I got involved."

Attending PDPW events gives him time to get away from the farm and think beyond the day-to-day responsibilities of running a business. And while there are a lot of other organizations available to support dairy producers, he says none offers PDPW's networking, cutting-edge thinkers, and excellent programs.

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## For Your Dairy Business:

**CHECK OUT WHAT THE ECONOMIC AND FUNDAMENTAL FACTORS** indicate for 2012 and dairy during the November World Class Webinar led by ag marketing guru Dan Basse. Titled "What Does 2012 Look Like for Dairy?", the Monday, Nov. 28, webinar will provide answers to such questions as "Will the corn-milk ratio improve?", "Will New Zealand production recover in the wake of the drought?" and "Will a rise in U.S. dairy trade continue to bolster the U.S. milk price outlook?" Webinar participants will also learn why it's important to know what country is the lowest grain price seller and which is the highest grain price buyer. Starting at noon and lasting for 60 minutes, the webinar will wrap up with a Q&A period. Registration for PDPW members is \$100 per session with registration for non-PDPW at \$125 per session. Because this cost is per computer and not per person, registrants can have as many people sitting around each computer registered as they want. To register, please go online to [www.pdpw.org](http://www.pdpw.org).

**NOW'S THE TIME TO LOCK DOWN** who you want to register for the 2012 Managers Academy, "Executing Excellence," Jan. 17-19, in Atlanta. This three-day executive education event attracts individuals from across the industry and nation and is the ideal reward for the forward-thinking individuals within your business. Business coaches Dr. David Kohl and Dr. Danny Klinefelter will help attendees unpack the skills, knowledge, attitudes and behaviors needed to think critically, find new answers, uncover new opportunities and make better, more educated decisions. And that's just the beginning as the 2012 Managers Academy offers lots more learning opportunities. Learn more online at [www.pdpw.org](http://www.pdpw.org).

**JUST WALK IN.** If you're among those interested in knowing more about commodity marketing but unsure of where to start, then check out PDPW's Commodity Marketing Class' introductory class on Wednesday, Dec. 14, DePere, Greenstone Farm Credit Services. This first session is free. Lead instructor Carl Babler will explain what you can expect to learn in the following six sessions, and you can see if it matches what you want/need to learn. The six-session class costs just \$450 for up to two people from the same farm, and is great for farm owners, farm managers and other decision makers. To learn more about the introductory class or the six-session class, please go to [www.pdpw.org](http://www.pdpw.org).

**HAVING ONE PERSON ON YOUR DAIRY TRAINED** to address lameness issues can save your dairy thousands of dollars a year. Jennifer Wessel, a California veterinarian, says, "If an animal is lame, it means she is not walking properly, therefore she's not eating properly and not milking properly. When you have a lame cow, it affects the overall herd health and pays for producers to detect the problem early. And treating animals on a daily basis is by far a more economical solution than contracting with a hoof trimmer who visits the dairy once a week or once a month." A trained herdsman should know how to lift feet and be qualified to examine the feet of every lame cow for signs of foot rot, hairy wart, sole abscess or sole ulcer, laminitis, injury horn overgrowth, fractures and punctures. The key word is "trained." Hoof care specialists stress that if a dairy doesn't have an individual well trained to commit the time it takes to hoof care, then hire a hoof trimmer.

**EVEN FOR FIRST LACTATION HEIFERS, HYGIENE** can make a big difference in lessening the incidence of mastitis. Neil Broadwater, University of Minnesota, offers these ideas to reduce the number of mastitis-causing bacteria at the teat end: 1) Examine heifers for signs of mastitis either at the time of AI or pregnancy check when they are being handled anyway. Examine the developing udders, mammary fluid and teat skin to help identify swollen quarters, abnormal secretions and presence of teat scabs. 2) Know the "bug" you are dealing with so you can zero in on the problem. Collect and then culture aseptic milk samples from heifers that are fresh more than seven days and have clinical mastitis or high SCC to determine the bacteria source. 3) Avoid wet, bacteria-laden areas for resting areas, whether indoors or outdoors. Heifers should calve in clean, sanitized, dry maternity pens, separated from other animals. 4) Hutches and pens for calves and heifers should be well-bedded, clean, dry and comfortable. Lots and pastures should be managed to prevent muddy areas where heifers would lie down. 5) Remove any calf from a group that sucks on other calves or house calves in individual pens or hutches to prevent this. 6) Dry treat heifers before calving.

**IF YOU WANT TO SHARPEN YOUR CREATIVE DECISION-MAKING SKILLS** for stronger, faster, more educated decisions, plus take home proven techniques that will move your team beyond "the way we've always done it," then mark your calendars (or Blackberries) now for PDPW's 2012 Business Conference, March 13-14, Madison. The fun and knowledgeable Dr. Mike Hutjens will serve as emcee. Keynote speakers include international dairy expert Su (James) Hao, Green Bay Packer Donald Driver and well-known author Andy Andrews. Then, of course, you'll have your choice of 15-plus breakout sessions, learning from Hall of Ideas trade show participants and lots of one-on-one time with fellow producers and conference presenters. Learn more at [www.pdpw.org](http://www.pdpw.org).

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## For Your Business Mind:

**DON'T JUST COLLECT DATA. USE IT** to improve management. That's the advice of Steven Stewart, Steven Eicker and Paul Rapnicki. "While the presence of sufficiently complete and accurate data is important, possessing data alone is not sufficient," Stewart tells. "Data must be properly placed in a well-designed framework and utilized in pursuit of a specific inquiry. Additionally, analysis without decisions or actions serves little purpose." Two of the 13 general concepts Stewart and his team have compiled include "recognize that improper interpretation of records can lead to two types of mistakes—

inappropriate action and inappropriate inaction” and “understand the differing data and reporting needs of various audiences.” These audiences include personnel actually performing the tasks, personnel in direct supervisory roles, middle and upper level managers, owners, bankers and third parties such as veterinarians, consultants, drug companies and universities. You can learn how to use data to improve management and read about all 13 general concepts online at <http://www.wdmc.org/2011/Making%20More%20Effective%20Use%20of%20Your%20Data%20pg%2067-71.pdf>

**CONGRATULATIONS TO** Brad Laack from Plymouth, Wis., who is one of two dairy production national winners recognized at the 2011 National FFA Convention in Indianapolis. Brad works part-time at Haanke Farms, a PDPW member from Sheboygan Falls, Wis.

**HATS OFF TO ALLIANT ENERGY FOUNDATION** for its recent \$5,000 grant in support of the Professional Dairy Producers Foundation’s Dairy Mentor Program that pairs post-secondary students with dairy producers for an on-farm job shadow and career coaching experience. Funding also enables mentor pairs to attend technical and business training together—one of those opportunities being PDPW’s Business Conference, slated in 2012 for March 13-14 in Madison.

**LOOKING FOR A GOOD READ?** Check out the offering of books, books on CD and DVDs available from the PDPW Library. It’s your very own library, and the only cost to members is the postage to return the item to PDPW. Here’s a sample of titles and authors: “Heart of a Leader” by Ken Blanchard, “The LeRoy Butler Story—From Wheelchair to the Lambeau Leap” by Leroy Butler and James Keller and “You Don’t Need a Title to be a Leader” by Mark Sanborn. Call PDPW for a list of the books available 800-947-7379.

**DRESSING VS. STUFFING.** When families and friends gather around the Thanksgiving table, the plates typically get piled up with turkey, mashed potatoes and turkey gravy, dressing, cranberry sauce, corn and dinner rolls followed by pumpkin pie and/or pecan pie. Or should it have stated “stuffing” rather than “dressing”? The debate regarding which word is correct—dressing vs. stuffing—is age old. That said, if you say “dressing,” you’re correct. And, if you prefer to say “stuffing,” you’re correct as well. Most cooks agree that it doesn’t matter if the dish is white bread based or cornbread based. The word used typically traces to what your family calls it. But if you like the dressing or stuffing typically served in the Midwest be careful if you travel elsewhere for Thanksgiving. Many coast communities use oysters as a key ingredient. In northern California, wild mushrooms, chestnuts and seasonal ingredients such as artichokes might be added to the mix. In one region in Texas, the turkey side dish is a tamale-based stuffing with pork, chilies and raisins. Think I’ll stay in the Midwest and stick with traditional dressing—or stuffing.

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## **PDPW Education Calendar**

November 28	<b>World Class Webinar Series with Dan Basse</b>
December 14	<b>Commodity Marketing Introductory Class – Greenstone Farm Credit DePere, WI</b>
January 17-19, 2012	<b>Managers Academy – Atlanta Georgia</b>
March 13-14, 2012	<b>PDPW Business Conference – Alliant Energy Center, Madison, WI</b>

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