

# PDPW MANAGERS memo

March 10, 2012

## PDPW Education Calendar:

March 13-14, 2012	PDPW Business Conference – Alliant Energy Center, Madison, WI
April 11-12, 2012	Pennsylvania Dairy Tour– Pennsylvania
April 25, 2012	Cross-Cultural Communication on the Dairy-Oshkosh, WI

**COOL SUPPRISES.** That's all we will share at this point, but know that this year's PDPW Business Conference, March 13-14, in Madison is gearing up to be quite spectacular. As a conference participant, you can pick and choose from numerous highly-targeted specialty sessions featuring 20-plus presenters and ask the presenters your most pressing questions. The conference's five high-level keynote speakers will also help you be the best you can be and then, of course, you can see the latest and greatest tools and services highlighted in the Hall of Ideas and pick the brains of these agribusiness people who all want you to succeed. This is two days of top-notch, apply-at-the-farm-level innovation at your fingertips. If you are not pre-registered for the event, don't worry. **PDPW accepts walk-ins at the Business Conference. See you there!**

**"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."** These words by Steve Jobs, founder of Microsoft, are just one reason why the 2012 PDPW Business Conference, March 13-14, in Madison, Wis., centers on the theme "Innovation." It is the ideal place to learn about innovative products, services and solutions—and interact one-on-one with industry partners—in the Business Conference's Hall of Ideas tradeshow. Close to 150 companies will be on hand and ready to listen and talk with you. **Hours for this year's Hall of Ideas tradeshow: Tuesday, March 13, 9 a.m.-noon, 2-5 p.m., and Wednesday, March 14, 7:30 a.m.-1 p.m.**

**CAST YOUR BALLOT.** Three positions are available on PDPW's Board of Directors, and five candidates are on the ballot: Deric Lindstrom, Breezy Point Farms, Durand, Wis.; incumbent Walter Meinholz, Blue Star Dairy Farms, DeForest, Wis.; David Schmitz, East Branch Dairy, Fond du Lac, Wis.; Linda White, Kinnamon Ridge Dairy, Reedsburg, Wis.; and incumbent Keith York, Merry Water Farm, Lake Geneva, Wis. PDPW bylaws allow one ballot per dairy membership, with each membership allowed to vote for up to three individuals this year. If you did not cast your ballot by mail, then be sure to vote at PDPW's Business Conference, March 13-14, in Madison by 1:45 p.m. Wednesday. Election results will be announced at the Business Conference on Wednesday, March 14, at 3:00 p.m.

**INCREASED PRODUCTIVITY, JOB SATISFACTION AND EMPLOYEE RETENTION** can be positive benefits when non-Hispanic dairy owners/managers/middle-managers understand the cultural differences and take steps to bridge the communication gap between them and their Hispanic employees. An evening workshop, **“Cross-Cultural Communication on the Dairy,”** on **Wednesday, April 25, in Oshkosh** will shed significant light on this topic. In addition to addressing cultural differences and similarities of Hispanics and non-Hispanics and communication gaps between Hispanics and non-Hispanics, trainer Dr. Noa Roman-Muniz, Colorado State University, and a panel of four dairy producers will share how communication/miscommunication affects employee performance, and offer tools and techniques owners/managers can use to ensure effective communication with Hispanic employees. The doors open at 4:30 p.m. with dinner provided at 5:15 p.m. and the workshop finished by 7:30 p.m. Registration fee is a flat \$200 per farm, and up to three individuals may attend under one registration fee. Pre-registration by Wednesday, April 18, is required. Call PDPW at 800-947-7379 or register on the website.

**TRAVEL AND GET TIPS, TRICKS, WEALTH OF IDEAS FOR YOUR DAIRY** during PDPW's **Pennsylvania Dairy Tour, April 11-12, through picturesque Harrisburg, Pa., and Lancaster County, Pa.** On tap are visits to six highly progressive dairies where we'll chat one-on-one with—and learn from—owners and managers, a stop by Turkey Hill to get the insider's scoop to manufacturing award-winning ice cream treats and a full line of milks, a special tour of the Gettysburg Battlefield and evening presentations by two Pennsylvania movers and shakers. Then, of course, there's networking with fellow dairy producers as we travel by motor coach and with other Pennsylvania dairy leaders during Thursday's dinner. To learn more about this once-in-a-lifetime opportunity or to book your space, please go online to [www.pdpw.org](http://www.pdpw.org).

**BRAIN DARTS** from the 2012 Managers Academy: 1) Every complex problem has a simple answer. Sometimes you may have to ask “why” five times before you get the real answer, but there is a simple answer. 2) Always be mindful of your “parachute”—what will save your business. 3) Every business has an area where it can get better. 4) Most people do what they like to do, know how to do and/or what's most urgent. Rather than follow this way of thinking, a person is ahead to prioritize by other means and understand that big challenges can be tackled since you “eat an elephant one bite at a time.” 5) Every business has four constituents: employees, suppliers of goods and services, buyers of goods and services, and funding sources. Ask what frustrates each and eliminate their frustrations.

**DONALD DRIVER AUCTION ITEMS.** That's right. Donald Driver will auction five special items on Tuesday evening, March 13, after his keynote presentation. Special live auction Donald Driver items include an authentic NFL/Packer football signed by Driver, a signed authentic home jersey, an autographed authentic away jersey, a signed 18" X 24" canvas print of Driver and an autographed full-sized replica helmet. Bonus: Driver will be on hand to write a personalized message on each item and have his picture taken with each winning bidder after the auction. Proceeds from the live auction go to the Professional Dairy Producers Foundation.

**WHY NOT TAKE HOME A BEAUTIFUL LABRADOR RETRIEVER PUPPY.** From a registered litter, a cute-as-a-button Labrador retriever puppy named “D.D.” can be yours if you have the high bid during PDPW's Business Conference. Donated by Ocooch Dairy of Hillsboro, Wis., D.D. comes complete with kennel, limited supply of food, dishes, leash, collar and toys. Proceeds will go to the Professional Dairy Producers Foundation.

**SUPPORT THE PROFESSIONAL DAIRY PRODUCERS FOUNDATION** by bidding—and hopefully placing the final bid—on your choice of the 85-plus silent auction items at the Silent Auction conducted during PDPW's 2012 Business Conference, March 13-14, in Madison. You can choose from use-on-the-dairy items such as milk filters for a year, a dehorner and 50 units semen and a semen tank to Green Bay Packer tickets, food and beverage packages, items for the office and home, etc. Silent auction items will be on display throughout most of the conference, with the silent auction closing at 12:35 p.m. on Wednesday, March 14. A special thank you goes to the many individuals and companies donating items to the 2012 silent auction! [Click here](#) for a complete list of all the cool items available.

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