

PDPW MANAGERS memo

April 2014

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PDPW'S 2014-15 LEADERS were elected during a recent board meeting. Fellow board members elected Keith York, Merry Water Farm, Lake Geneva, Wis., to serve as president. Mitch Breunig, Mystic Valley Dairy, Sauk City, Wis., was named vice president; Kay Zwald, Bomaz Farms, Hammond, Wis., secretary; and Charlie Crave, Crave Brothers Farms, Waterloo, Wis., treasurer. Other individuals serving on the PDPW Board of Directors include Brian Forrest, Maple Ridge Dairy Business, Stratford, Wis.; Marty Hallock, MarBec Dairy, Mondovi, Wis.; Walter Meinholz, Blue Star Dairy Farms, DeForest, Wis.; Linda White, Kinnamon Ridge Dairy, Reedsburg, Wis.; and Jeremy Natzke, Wayside Dairy, Greenleaf, Wis. These fellow dairy producers are always willing to listen to you and your ideas. Please contact them at any time; they are your neighbors.



TWO STEVE'S JOINED PDPW'S ADVISORY BOARD: Steve Kelm, University of Wisconsin-River Falls, River Falls, Wis., and Steve Schwoerer, Badgerland Financial, Fond du Lac, Wis. The "Steve's" graciously accepted PDPW's invitation to give their time and expertise as part of PDPW's four-member advisory team that advise, counsel and serve as a sounding board during PDPW board meetings. Kelm and Schwoerer replace retiring PDPW advisors Roger Swigart, senior client solutions team leader for AgStar Financial Services, and Tom Vander Heiden vice president of growth and development with Midwestern BioAg. PDPW thanks Swigart and Vander Heiden who retired from their advisory positions for their insight and direction and welcomes Kelm and Schwoerer to the team.

MISS A BARNSTORMING SESSION? NO WORRIES. You can still participate as we are conducting a teleconference session planned for Thursday, April 17. So what's a Barnstorming session? It's where you can share what's on your mind regarding your dairy, your future and how PDPW can better serve you, the next generation and the dairy industry. Pre-registration is as easy as calling 800-947-7379 or going online to www.pdpw.org.

MEMBER PROFILE: A European view of U.S. dairy



Dieter Mirbach is Manager of European Dairy Farmers, a network of dairy farmer leaders who exchange experiences and knowledge. EDF's mission and activities are similar to PDPW's, which is why Mirbach attended the 2014 PDPW Business Conference.

"It's good to see if the grass is any greener in his neighbors' paddock," he says. He found that conversations at the PDPW Business Conference were equally balanced between profitability and the public interest - something that is only starting to shift at the conferences held for dairy farmers in Europe.

"Our conference is smaller and more technical in nature," Mirbach observes. "I noticed that your presentations contained more than production agriculture. You focus on broader aspects of food and business."

Mirbach took home ideas about how his association can provide European dairy farmers with a broader view. "The demands on dairy farmers in Europe are similar to what they are in the U.S. in terms of consumer expectations about production methods," he says. "We have a lot of work ahead of us in terms of keeping our license to produce for the consumer."

By "license," Mirbach means a social license - the permission that comes from consumers approving of the way dairy products are produced. It's a challenge without geographical borders.

"Consumers still have a picture of agriculture from ancient times," Mirbach says. "If we want to keep producing, we need to keep educating. You can only produce what consumers demand."

Mirbach sees the value of staying connected to dairy professionals worldwide. "Organizations need to work together - retailers, processors, producers. We are all pulling together to tell people what we do, that we love what we do, and what drives us to do it."

For Your Dairy Business...

PUT ON YOUR CFO CAP AS YOU HEAR BUSINESS COACH DR. DAVID KOHL lead the Wednesday, April 23, World Class Webinar "Economics & Dairy Dashboard Diagnostics." Dr. Kohl will share the 10 characteristics of a CFO dairy producer plus provide insight regarding global economics and trends in agriculture. He'll also present a financial and benchmarking worksheet plus a dashboard scorecard checkup featuring ratios producers need to know how to calculate their operations.

Dr. Kohl will also lead the May 14 World Class Webinar "Managing Through the Cycles: Staying in Control of Your Business" that will give you an economic update and the rules of the road concerning finance and management. You'll learn how to stay in control given the numerous external and internal variables facing your business.

Both "live" sessions start at noon CDT and will give you 60 minutes of power-packed information. If you have a date or time conflict with either session, you can watch a fully recorded version at your leisure. You must be registered to participate in either the "live" session or the recorded session of all World Class Webinars. Please register for the April 23 webinar by April 16. Registration deadline for the May 14 webinar is May 7. For more information or to register for one or both webinars, please call PDPW at 800-947-7379 or click [here](#).



ANNUAL SELF-CERTIFY COMPLIANCE TIME IS HERE. If you have a conservation plan or system in effect on highly erodible cropland and have not converted wetlands. USDA loan applicants are required to certify conservation compliance and wetland compliance. The conservation compliance section of the 2014 Farm Bill requires farmers participating in USDA program to control erosion on highly erodible cropland, and avoid converting wetlands into cropland for commodity crop production. The 2014 Farm Bill added the federal subsidy for crop insurance to the list of USDA benefits that require conservation compliance. The new crop insurance eligibility requirements will take effect beginning with the 2015 growing season. USDA program participants unsure about the status of their conservation plan or system should contact their local NRCS office. A variance to the conservation compliance requirements is allowed when a program participant is working with NRCS to plan or revise their conservation plan.



WANT TO BOOST POST-FRESH PEN SUCCESS? Then consider following these five tips offered by Dr. Gary Oetzel, University of Wisconsin - Madison School of Veterinary Medicine, at last month's Professional Dairy Producers of Wisconsin Business Conference.

1. Provide plenty of headlocks in the post-fresh pen. Headlocks should be set so every cow can lock up. While most headlocks measure 24 inches, Oetzel says each cow needs 30 inches of bunk space.
2. Time the first milking of the day with fresh feed delivery. "This has to be consistent," he explains. "Parlors break down, mixers break down. But if you get off-sync on this one, you are going to pay in cow health and performance, plus you will have more trouble identifying your sick cows."
3. Look for feed "holes" left by each cow. He urges producers to monitor appetite by walking the length of the pen in front of the cows before walking behind them and conducting this walk five to 10 minutes after the last cow has returned from the parlor.
4. Look beyond the bunk. Oetzel said employees should be cultivated and rewarded to observe individual cows, zeroing in on visual signs of sickness-the eyes, ears, stance. If a cow that normally locks up after milking lies down, examine her.
5. Check out the rearview. Walk behind cows and evaluate vaginal discharge and manure consistency.

A GREAT SHOW-N-TELL CALF HEALTH SCORING CHART is just a click away. Developed by the School of Veterinary Medicine, University of Wisconsin, the chart is comprised of two pages. Page 1 allows calf health team members to write down individual calf information, with separate columns for animal ID, age and scores for nasal discharge, eyes and/or ears, cough, rectal temperature, total respiratory eval and fecal consistency. Page 2 explains the health scoring criteria-and even provides a photo and a description for each situation. Using nasal discharge as an example, a score of 0 would be given to a calf with "normal serous discharge," a 1 for "small amount of unilateral cloudy discharge," a 2 for "bilateral, cloudy or excessive musus discharge" and a 3 assigned to "copious bilateral mucopurulent discharge." Each condition has a photo that illustrates the description. It's an easy-to-follow look-and-assign-a-score tool. Check it out by clicking [here](#).

SMALL LAPSES IN PROTOCOL just before or immediately after calving can lead to new mastitis infections that begin early in lactation. To that end, Boehringer Ingelheim Vetmedica Inc. urges dairy producers to stay on top of three key areas:

- fresh-cow milking procedure;

- environment immediately before, during and after calving; and
- dry tube administration.

BI personnel point out that the milking procedure for a fresh cow is vital and advise dairy producers to use clean milking equipment, always pre-dip, clean the teat end before milking and make sure post-dip coverage is complete. They note that a clean, dry, comfortable environment is an absolute must for pre- and post-calving pens. Plus, with a recent study showing that 94 percent of infections occurring during the dry period were caused by Gram-positive organisms, they say proper administration of a first-generation cephalosporin intramammary tube with proven effectiveness against Gram-positive organisms is preferred.

In case you missed it...

PDPW's Dairy Quality Insights Conference

This was one of our favorite events of the year. It was really two experiences in one day - a combination classroom discussion and a tour of the JBS Green Bay meat plant.

First, Dr. Pam Ruegg helped attendees understand protocols for various pharmaceuticals that can safely be administered to animals: when to use them, when not to use them, and the importance of a valid VCPR - a Veterinarian-Client Patient Relationship. The tour of JBS allowed attendees to follow the journey of a dairy cull cow and understand what inspectors and regulators are looking for to maintain high standards of meat quality.

Consumers have set high expectations for quality, and well they should. It's up to us to understand the science, the regulations and the necessary protocols to serve our consumers. This program is part of the important educational work PDPW is doing in the area of milk and meat quality.

Check out the Initiatives page at www.pdpw.org to learn more about PDPW's initiative called "What Matters: The Residue-Free Plan for Meat and Milk."



For your Business Mind...

LEADERS SHOULD THINK AND ACT COUNTERINTUITIVE when involved in conflict resolution. That was the advice of Mike McGrann, executive director of the Initiative for Family Business and Entrepreneurship at Saint Joseph's University, during a session at PDPW's Business Conference in March. Six counterintuitive tips offered by McGrann were:

1. To be heard, you must first be willing to listen.
2. To be trusted, you must first be willing to show that you trust.
3. For others to take responsibility for their part, you must take responsibility for your part.
4. For a team where you want change, you must demonstrate that it is okay to fail.
5. To improve communication in your team, you must surface conflict.
6. To influence, you must first be willing to be influenced.

YOU CAN MOTIVATE EMPLOYEES TO ACHIEVE by making six key factors a reality in the workplace, according to Glenn Llopis, a contributor to Forbes magazine. Llopis' list includes:

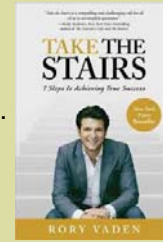
- Trustworthy leadership: Leaders that have your back and that are looking out for an employee's best interests will win the trust of employees. He calls trust "a powerful motivational tool."
- Being relevant: When employees are noticed and recognized for their work, they feel relevant and will find new ways to learn, improve their skills and invest in themselves.
- Ability to advance.
- Stable future: People are motivated when they feel safe and secure.
- Self-indulgence: Know what motivates a person, whether it's acknowledgement, a monetary reward or an unexpected half-day off; and

- Happiness: Happiness is one of the greatest motivations to achieve, as happiness fuels one's self-esteem and gives people hope for a better tomorrow.

BOOK REVIEW: TAKE THE STAIRS - 7 STEPS TO TRUE SUCCESS. Author Rory Vaden, an award-winning strategist and motivational speaker, contends that we live in an "escalator

world" - a world filled with shortcuts, quick fixes and distractions that make it all too easy to slide into procrastination, compromise and mediocrity. If you agree and want to discover how to not follow in that path, then Take the Stairs is for you.

This book focuses on self-discipline and doing things you don't want to do in the short term to bring success in the long term. The book has seven chapters, with each chapter devoted to a different topic: sacrifice, commitment, focus, integrity, schedule, faith and action. And each chapter contains a real-life case study from a professional using the chapter's concept in his/her life and business. One reader stresses that Take the Stairs "isn't just a book" and it "isn't a system that you'll try and forget over time." He says readers will discover "a new way of thinking that becomes natural the more you practice it."



DARN I WISH I HAD COPIED AND STORED IMPORTANT DOCUMENTS. While your chances of a tornado hitting your dairy are small, tornadoes don't have boundaries. Thus, why not take steps now and locate and copy important family and business documents and put these copies in an away-from-the-home-and-business location. The Federal Emergency Management Agency (FEMA) suggests these types of documents be copied:

- Personal records (birth, marriage, divorce, adoption and death certificates);
- Passports, driver's licenses and other personal identification documents;
- Social Security cards;
- Property leases, deeds, mortgages and other related records (home and auto titles, etc.);
- Financial documents (pay stubs, bank statements, retirement statements, safe deposit box keys);
- Debit card and credit card numbers;
- Medical records (prescriptions, copies of health insurance cards, health provider contact information); and
- Family photos, keepsakes and other mementos.

Remember that copies may be hard copies such as paper documents or items stored on a thumbdrive or in a "cloud." FEMA notes that preparing your valuables for disaster is less about organizing them, and more about gathering them and deciding where to store them.

FOUR GOOD REASONS TO TAKE 5 OR 15:

1. Researchers at the University of California, San Diego, and the University of California, Berkeley, found that napping can improve memory recall, and naps that include rapid-eye-movement (REM) sleep may boost learning and problem-solving abilities.
2. Another recent study found that a short nap - just 5 to 15 minutes - can boost cognitive performance for up to three hours. While taking a nap longer than 30 minutes impairs cognitive performance temporarily, as time passes, the longer nap seems to boost cognitive performance for a longer period than a short nap.
3. Even top guns need naps. NASA found the military pilots and astronauts who took a 40-minute nap had 34 percent improved performance and 100 percent improved alertness.
4. In addition to keeping your brain sharp, napping may even benefit your overall health. One study that followed 23,681 healthy men and women for more than six years found that those who napped at least three times a week had a 37 percent lower risk of dying from heart disease.

OUR PDPW SPONSORS support continuous improvement for the dairy industry. They believe in producer leadership, and they place a high value on lifelong education for those involved in the dairy industry. We deeply respect their commitment to us. It is by this partnership that we continue to build a strong industry filled with capable professionals. Click [here](#) to see a list of our sponsors. If you interact with any of these companies, please thank them for supporting PDPW!

LOOKING FOR NEWS, WEATHER, MARKETS IN ONE PLACE? You'll find this information and more at PDPW's website. Of course, the website also lists information such as upcoming PDPW-sponsored programs and events, the Business Conference's virtual trade show and past issues of Managers Memo, Capitol Link newsletter and Dairy's Bottom Line tabloid and MORE. You just might be surprised what you find and learn while exploring the [PDPW website](#).

STUDENT CORNER

Got two minutes? This video about "paying it forward" will remind you of the value of passing knowledge on.



2014 Pay it Forward

PDPW Education Calendar

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|----------|---|
| April 17 | Barnstorming via teleconference - 1:00pm CDT |
| April 23 | PDPW World Class Webinar with Dr. Kohl, "Economics and Dairy Dashboard Diagnostics." |
| May 14 | PDPW World Class Webinar with Dr. Kohl, "Managing through the Cycles, Staying in Control of Your Business." |



STAY CONNECTED



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