

# PDPW MANAGERS *memo*

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**June 20, 2011**

Keep reading to see these highlights and more:

- Reproducing Profitability Symposium
  - Save the date for Hispanic employee training sessions
  - Outlook 2015
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## **Featured PDPW Member: Stone-Front Farms – Andy & Lyn Buttles**

Andy and Lyn Buttles and their family, own and operate Stone-Front Farms in Southwest Wisconsin. The 500-cow registered Holstein operation nestled in rural Grant County farms close to 1,000 acres and has 600 acres of pasture. They currently employ six full-time and twelve part-time employees to assist with day-to-day activities.

Andy became involved in PDPW through the Manager's Academy. "I had always thought of joining PDPW, and then my milk cooperative sponsored my trip to the Manager's Academy two years ago in Seattle, Washington," Andy elaborates. "I really enjoyed that experience as it took a broader look at the agriculture industry, which helps me prepare for changes across the entire industry."

PDPW's Business Conference is another highlight for Buttles as Andy says it offers him the flexibility to choose sessions that are the best fit for his needs. In addition, he says he appreciates that PDPW keeps up with the ever-changing industry bringing speakers that address critical topics.

Buttles says he also sees a strong value in employee development through different seminars offered by PDPW adding "we utilize PDPW seminars for employees to keep them interested in what is going on in the industry and promote their educational growth."

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## **For Your Dairy Business:**

**"STRATEGIES FOR SUCCESS IN TURBULENT TIMES: 10 STRATEGIC INITIATIVES"** will be the topic of the July World-Class Webinar led by Dr. Mike Boehlje, Purdue University. During this 60-minute webinar that starts at noon on Monday, July 11, Dr. Boehlje will reveal the keys to help dairy businesses face today's increased complexity and uncertain business climate and build a championship farming business. These keys will be down-to-earth management strategies that will have listeners saying "I can do this"—and saying the words with confidence. PDPW members can register for this information-packed webinar for just \$100, with the webinar available to non-PDPW members for \$125. This registration fee is based on per computer, so you can gather as many people as you wish around one computer for one registration fee. Registration deadline is Wednesday, July 6. Register today online at [www.pdpw.org](http://www.pdpw.org) or call PDPW at 1-800-947-7379. FYI: If you have a date or time conflict, you can watch a fully recorded version at your leisure. BUT, you must be registered to receive a recorded session.

**THINK SAFETY AROUND FARM BUILDINGS AND SHOP.** And that first safety step, says Tom Drendel, agricultural safety specialist, National Farm Medicine Center, Marshfield Clinic Research Foundation, is to walk around your farm buildings and shop while zeroing in on finding answers to these questions : 1) Are emergency contact numbers and directions posted near phones? 2) Are stairs and fixed ladders in good condition and clear of objects? Are floors free of broken concrete, slick spots or rough spots that could cause falls? 3) Does each major building have a fully-charged ABC-type fire extinguisher? 4) Are lubricants, oil, grease, paint and/or solvents labeled and stored in metal cabinets or on metal shelves? 5) Are fuses and circuit breakers clearly marked? 6) Tools – Are power tools and shop machines properly shielded and guarded? Are all electrical outlets grounded to accommodate grounded (3-wire) equipment? Are extension cords and power tool cords in good condition, with no cuts or exposed wire? Are there ground fault circuit interrupters present? 7) Welding – Are flammables and combustibles stored away from the welding area? Is ventilation adequate to dissipate welding fumes? Are compressed gas cylinders stored and secured in an upright position and turned off when not in use? “A safety walkabout can be an eye-opening experience,” Drendel says.

**GET COWS BRED ON A TIMELY BASIS** by learning the latest proven methods to improve dairy cow pregnancy rates during “Reproducing Profitability: New Reproductive Science & Technology for Today’s Dairy Farm,” a one-day national symposium offered Saturday, Aug. 13, in Milwaukee. Some of the world’s top authorities in reproductive dairy science will share practical applications—real-world solutions—that you can put to work in your dairy to improve pregnancy rates. Topics covered will include new ways to treat metritis by Dr. Martin Sheldon, using ultrasound to predict fertility by Dr. Milo Wiltbank, the antibiotic-free method of treating metritis by Dr. Gustavo Schuenemann, weighing the relative merits of pregnancy exam methods for your herd –rectal palpation, ultrasound examination vs. Bioprynn blood test by Dr. James Ferguson, Ovsynch vs. natural service by Dr. Carlos Risco, new methods for preventing metritis and metabolic diseases in fresh cows with the transition dry cow diet by Dr. José Santos and using advances in genomics to improve herd profitability by Dr. Kent Weigel. Take advantage of the early-bird registration and save \$40/person. Learn more about this exciting national symposium online at [www.therio.org](http://www.therio.org) or call the Society of Theriogenology at (334) 395-4666.

**SAVE THE DATES: HISPANIC DAIRY WORKER TRAINING.** Three workshops will be devoted to Hispanic employee training in August. PDPW will host two one-day “Hispanic Milker & Safety Training” workshops on Wednesday and Thursday, Aug. 9 and 10, plus two half-day “Hispanic Calf Care” workshops and two half-day “Hispanic Obstetrics” workshops on Tuesday and Wednesday, Aug. 30 and 31. The “Hispanic Calf Care” workshop will be in the morning, with the “Hispanic Obstetrics” workshop in the afternoon. An employee can attend just the morning workshop or just the afternoon workshop or both. Your choice. Locations and additional details about each of these workshops will be announced at a later date. But please save these dates on your calendar now.

**KEEP ‘EM HYDRATED.** While most people follow the “keep hydrated” rule for themselves, particularly during the summer, it’s equally important that cows drink enough water when the temperatures soar. Dr. Neil Broadwater, University of Minnesota, points out that, when the temperature humidity index (THI) is above 80°, water intake increases significantly and higher producing cows may require as much as 50% more water. And, while research shows that cows spend about six hours a day eating, they spend only five to 10 minutes drinking. Because cows drink mainly after being milked and when fresh feed is offered, Broadwater stresses that water systems must be designed so cows can drink after being milked and when fresh feed is offered—and be delivered to each drinking location at a flowrate to keep up with peak demand. In addition, the water should be fresh, clean and free of contaminants; around 70° - 86°F; and delivered at at least 3-5 gallons/minute.

**STAY OFF THE LIST** and build public confidence by following these 10 steps related to the administration of antibiotics: 1) **Know the product and follow the label.** Observe purpose, preparation, route, timing safety, expiration date, withdrawal time, storage and dose. 2) **Choose the correct injection site.** Do not give injections in the hind quarters, but rather give all injections in the neck area in front of the shoulder. 3) **Choose products formulated and labeled for injection under the skin** (subcutaneous / Sub-Q / SC) rather than intramuscular. 4) **Use proper technique.** For example, use clean needles, insert needles at an angle just below skin surface. For subcutaneous delivery, use the two-handed “tent” technique. Clasp the animal hide between your fingers and lift, then inject the product into the “tent.” Discard, burred, bent, or broken needles. 5) **Use multiple sites.** Never inject more than 10cc of a product in any one site. Keep injection sites at least 4” apart. 6) **Choose the correct needle.** For Sub-Q: 16-18 gauge needle, 1/2 to 3/4 inch long; for IM: 16-18 gauge needle, 1

inch long. 7) **Keep equipment clean.** Use hot water to clean equipment. Disinfectant can leave residues which destroy vaccines and should not be used with modified live virus guns. 8) **Never combine products.** Each injectable product has specific label instructions. Do not mix "combinations." This practice causes tissue damage and will reduce or eliminate product effectiveness. 9) **Mix and handle products correctly.** Discard leftover vaccine. 10) **Keep detailed records.** Record what was used, when, why and in which animals.

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## For Your Business Mind:

**CHECK OUT 'THE US MILK AND DAIRY PRODUCTS MARKET OUTLOOK TO 2015.'** The report provides a comprehensive analysis of the U.S. milk and dairy products industry and offers prevalent trends, future opportunities and competitive landscape of the prominent players operating in the country. You might find many of the facts quite interesting. "The US Milk and Dairy Products Market Outlook to 2015 is online at:  
[http://www.researchandmarkets.com/product/0595f932/the\\_us\\_milk\\_and\\_dairy\\_products\\_market\\_outlook](http://www.researchandmarkets.com/product/0595f932/the_us_milk_and_dairy_products_market_outlook)

**EVERYBODY NEEDS A LITTLE RESPECT**, and it's important that respect is demonstrated at work. You can demonstrate respect with simple, yet powerful actions such as these developed by HR guru Susan Heathfield: 1) Treat people with courtesy, politeness and kindness. 2) Encourage coworkers to express opinions and ideas. 3) Listen to what others have to say before expressing your viewpoint. Never speak over, butt in or cut off another person. 4) Use people's ideas to change or improve work. Let employees know you used their idea or, better yet, encourage the person with the idea to implement the idea. 5) Never insult people, name call, disparage or put down people or their ideas. 6) Do not nit-pick, constantly criticize over little things, belittle, judge, demean or patronize. A series of seemingly trivial actions, added up over time, constitutes bullying. 7) Treat people the same no matter their race, religion, gender, size, age or country of origin. 8) Praise much more frequently than you criticize. Encourage praise and recognition from employee to employee as well as from the supervisor. 9) Treat others as they wish to be treated.

**CONCERNED ABOUT WHAT TEACHERS ARE TEACHING PUBLIC SCHOOL STUDENTS** about dairying, cow care, value of dairy products in the diet, dairying's influence on the environment, etc.? Because school curricula and information taught in public schools are determined primarily on the local level, you have the opportunity to take the lead and help determine content. So why not take advantage of this opportunity and invite one or more public school teachers to your dairy this summer and let them experience and ask questions while interacting with the best source: you, the dairy producer. You might just be surprised how much impact you can have on a non-farm teacher and what he/she teaches to tomorrow's consumers.

**BOOK REVIEW: TRUE NORTH: DISCOVER YOUR AUTHENTIC LEADERSHIP.** Authors Bill George, professor of management practice at the Harvard Business School and former chairman and CEO of Medtronic, the world's leading medical technology company, and Peter Sims, Stanford Graduate School of Business, share the wisdom of 125 of today's top leaders and describe how we can have enormous impact without compromising our values—in fact, that we are more successful when we stay true to our ideals. Those interviewed talk about failures, emotional challenges, personal tragedies, regrets—in short, life events that knocked them off typical career paths. Taken together, the stories illustrate *True North's* thesis: that there is no single way to become an ideal leader. *True North* has three parts. The first is an anecdote-rich section that describes what it means to be an "authentic leader" and examines how various people arrived at this status or lost their way. The book's second section focuses on the five key facets of a leadership plan while its last section deals with empowering the people around you. A series of exercises at the end of each chapter can help readers evaluate their priorities and practices. Jeff Immelt CEO of General Electric summarized the "True North" in this matter: "In *True North*, Bill George once again provides a roadmap for leadership in the 21st Century. The future belongs to leaders who want to win, without ever losing track of their own values. We live in a day when the best people can work anywhere. They will follow only authenticity—a person who leads with passion and purpose."

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## **PDPW Education Calendar**

- July 11, 2011      **World Class Webinar** featuring Dr. Mike Boehlje
- August 9&10, 2011      **Hispanic Milker & Safety Training** – Two-one day workshops, locations To Be Determined
- August 13, 2011      **Reproducing Profitability: New Reproductive Science & Technology for Today's Dairy Farm** -  
Milwaukee, Wis.
- August 30&31, 2011      **Hispanic Calf Care & Hispanic Obstetrics**, Two-half day workshops, locations To Be Determined

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