

PDPW MANAGERS memo

December 23, 2010

Keep reading to see these highlights and more:

- Jan 18-20, 2011 – Managers Academy in New Mexico
- The four legged milk stool
- New Webinar series featuring Dr. Donald J. Jonovic

Thanks,
PDPW

Featured PDPW Member: Cycle Farm Registered Holsteins – Tony Brey Family

Tony Brey is a young, progressive dairy producer and partner in Cycle Farm Registered Holsteins, located in Sturgeon Bay, Wis. Tony and his parents, Bill and Clarice Brey, own 250 registered Holsteins and 200 heifers and crop 700 acres of corn, alfalfa and wheat. Cows are milked in a swing 8 parallel parlor retrofitted into the existing tie-stall barn when Tony left for college in 2003.

With a dairy science degree from UW, Tony returned to the farm in 2007. Younger brother Jacob attends UW-Madison now and may one day enter the family business.

The thought of an enduring family farm is one reason Tony attended the 2010 PDPW Business Conference. He was particularly interested in hearing a presentation planning for future generations. "The speaker provided a lot of useful information, such as how family members on a family-run operation can work together most efficiently," he said.

As a professional producer, Tony is keen on continuing education and is grateful for PDPW. "I like the networking opportunities during the Business Conference. I visit with other dairy producers, and we exchange ideas on the things we're doing, like modernizing the dairy," Tony said. He also appreciates the opportunity to meet with industry suppliers and discover what's new in reproduction techniques as well as see what new products might be good for the farm.

For Your Dairy Business:

WHO BETTER TO INVEST IN THAN YOURSELF AND FELLOW EMPLOYEES? The investment? Participating in the 2011 Managers Academy, Jan. 18-20, in Albuquerque, N.M. We're talking executive training developed specifically to challenge experienced CEOs who are dairy owners, managers, industry directors, processors, marketers and distributors. Your Managers Academy experience will have you viewing leadership and adapting to positive momentum from a four-pronged capacity: outward, inward, downward and upward. Your three days of presentations and tours will focus on how leadership and management for all directions can be developed.

At the end of the 2011 Managers Academy, you'll know when to play and when to pass as well as when to sprint and when to walk away. You will truly understand—and possess—the power of managing momentum! Developed by PDPW, the 2011 Managers Academy is sponsored in partnership with **Arm & Hammer Animal Nutrition, Cargill and Progressive Dairyman**. Registration for the 2011 Managers Academy is just \$875 for the first person and \$600 per additional registrant from the same company, with PDPW members qualifying for the special rate of \$700 for the first person and \$600 for each additional person from the same membership. To learn more about the 2011 Managers Academy or to register, go online to http://www.pdpw.org/library/event_brochures/MA_Flyer0.pdf Questions? Call PDPW at 1.800.947.7379.

ACCUMULATION OF SNOW AND ICE CAN RESULT IN EXCESSIVE ROOF LOADS on agricultural buildings. Larry Jacobson and Kevin Janni, agricultural engineers with the University of Minnesota's Extension Service, point out that a roof can typically hold about two feet of snow or one inch of ice and one foot of snow and still be "safe." So what do you do if you have too much snow on your roof? "The simple answer is to get it off as soon as possible," they say. "Generally there is some time between a large snowfall event and possible structural failure." The two ag engineers stress that a good way to remove snow from a roof is to physically get up on the roof and push the snow off with a shovel and/or broom, adding that this presents a safety concern of falling off when working on a snow-covered and icy roof. Their advice is to use ladders, safety ropes and take necessary precautions and to avoid excessive scraping on the roof or trying to chip off ice since these practices can damage the roof and lead to a leaks. Whatever you do, the two say caution should be exercised to prevent large chunks of ice and snow from sliding off the roof and falling on people, animals or equipment.

THE COMING THREE MONTHS—JANUARY, FEBRUARY AND MARCH—are the months when lameness caused by infectious lesions is most prevalent, according to research by Dr. Nigel Cook, University of Wisconsin-Madison. These months can really slam the wallet as research shows every lame cow on a dairy costs \$300 to \$400 due to lost production, decreased reproductive efficiency and cost of treatment. Winter is conducive to lameness since winter weather conditions often lead to decreased foot bathing, slippery walking surfaces and rigid walking surfaces. Plus frozen conditions in dairy facilities can lead to dry cracked skin around cow's hooves. All conditions give rise to lameness caused by infectious agents. Two key steps producers can take to help overcome winter lameness include reviewing use of footbaths during the winter months—remembering that formalin solutions lose their effectiveness below 45 F and consider positioning foot baths close to the parlor or in warmer areas to avoid frozen solutions—and routinely scrapping, even increasing efforts during freezing conditions, to avoid uneven, rigid walking surfaces. A third tip is to maintain a regular trimming schedule during the winter months. With a hoof trimmer charging up to \$20/cow and each case of lameness hitting up to \$400, dairy producers can have 20 maintenance trips for every one case of clinical lameness.

THE FOUR-LEGGED MILK STOOL. That's how Gary Sipiorski, dairy development manager for Vita Plus and a former bank president, says today's dairy producers should approach their business. The four legs of the milk stool: 1) cow comfort; 2) forage quality; 3) know your numbers; and 4) employees. Sipiorski, who spoke in Minnesota last February, said a farm that focuses on cow comfort is a farmer with high production. As for forage quality, his advice is to grow the best feed you can and buy what you can't grow. And when it comes to "knowing your numbers," Sipiorski says producers should focus on their balance sheet, track cash flow and plan ahead for future expenses. Fourth, if you're going to milk more cows than your family can handle, this former bank president suggests you better learn to work with employees.

BECAUSE YOU NEVER KNOW WHEN A BLIZZARD OR AN ICE STORM WILL HIT, it's wise to be prepared should you become stranded on the road. Basic items that should be included in a winter emergency kit and stashed in your vehicle include a fully charged cell phone, flashlight, flares or reflective triangle, distress sign, first aid supplies, ice scraper and brush, shovel, basic tools, jumper cables, blanket, chocolate candy or health bar, warm clothing—such as hat, scarf, boots, coat, gloves—and carpet strips, sand or kitty litter for traction. If disaster does strike while you're out in the winter, we're instructed to use common sense and remember that law enforcement experts recommend that you stay inside your vehicle during winter storms and wait for help to arrive. If you do venture outside, keep all areas of skin covered as wind chills can freeze body parts in just a few minutes.

ANNUAL MEETING ANNOUNCEMENT Professional Dairy Producers of Wisconsin and Professional Dairy Producers Foundation announce their annual meetings that will be held Wednesday, March 16 at the Alliant Energy Center. The meetings are for the members of PDPW and supporters of PDPF. It is a time to get updates, hear about their financial standing, meet the board of directors and gather insight and ask questions.

For Your Business Mind:

THE PEOPLE SIDE OF BUSINESS TRANSITION will be discussed from three angles during the first series of three 2011 World-Class Webinars led by Dr. Donald J. Jonovic, Family Business Management Services, Inc. Mark your calendars now for Monday, Feb. 28; Monday, March 21, and Monday, April 18. The Feb. 28 webinar will zero in on "Compensation: Why Pay is a Critical Business Strategy" and discuss why it is critically important to differentiate pay from return, both in theory and in practice. He'll describe practical pay strategies that both motivate and reward desired performance. He'll also address the significance of return on investment and its importance as a strategic tool for assuring farm survival, growth, continuity and successful transition of ownership in families where not all heirs intend to be farmers. To participate in the Feb. 28 webinar, you must register by Wednesday, Feb. 23. Register today at www.pdpw.org.

TRUST, LEADERSHIP, ETHICS AND HIGH PERFORMANCE. These four characteristics are on the radar—and will be examined as each applies to the dairy industry—when Stephen M.R. Covey delivers his keynote address at PDPW Business Conference, March 15-16, Madison. Drawing the best resources—such as Mr. Covey—who will also present at a breakout session, this premier national education event is bringing the heavy hitters to you. They will cover topics ranging from ways to produce greater profits to new trends in business management, finance, people, cow care, economics, feed management and global economies. Big issues such as margin-making decisions and policies that impact dairies, careers and families will also be broached. And, in addition to the sessions and keynote addresses, you can learn about products and services to increase your profitability as you visit the Hall of Ideas trade show. Business Conference registration for PDPW members is just \$250/person for both days or \$150/person for a single day. Registration for non-PDPW members is \$350/person for both days or \$200/person for a single day. Students receive a highly discounted registration rate of only \$100 for both days. Mark your calendar and register today at www.pdpw.org.

CONGRATULATIONS TO MAJESTIC MEADOWS DAIRY, Sheboygan Falls, one of five 2010 Dairy Cattle Reproduction Council Reproduction Award Winners. An 875-cow dairy in operation for 12 years, Majestic Meadows Dairy is owned by Ed, Darin and Dean Strauss and Bob Radloff. Noe Ruiz is the herdsman. The Dairy Cattle Reproduction Council (DCRC) created the Reproduction Awards program in 2009 to recognize leading dairy producers who have successfully implemented management procedures to achieve high reproductive efficiency. In its second year, 94 dairies from 22 states and Mexico were nominated for the award by allied industry professionals. Nominees were narrowed to a semifinalist group by a panel of four industry judges, and those dairies provided in-depth information on every cow that calved between January 1, 2009, and December 31, 2009. The raw data was then analyzed in an independent analytical program to compare reproductive performance on the dairies. Based on the data submitted, finalists were ranked on 18 reproductive parameters and the sum of these rankings helped index reproduction programs from highest to lowest. Great job Majestic Meadows!

REMEMBERING A GREAT MAN, FRIEND AND LEADER With the tragic passing of Secretary of Agriculture Rod Nilstestuen in July, the agriculture community lost a true champion who was a tireless advocate for farmers, farmland preservation and a dedicated volunteer. A group of Rod's friends and colleagues are working to keep his vision of a productive agricultural industry and preserved Wisconsin landscape alive, through the establishment of the Nilstestuen Legacy Fund. Contributions to the fund will be used to host programming that will articulate the future needs of rural Wisconsin. In early 2011 a select committee of rural leaders will begin developing the first seminar program. Because of Nilstestuen's close association with UW-River Falls, the first program will be held on that campus. It is envisioned that such an event will be held annually at either UW-River Falls or other strategic locations.

You can be part of maintaining the Nilstestuen Legacy by contributing to the Nilstestuen Fund/Ralph K. Morris Foundation, 50 South Sixth St. Suite 1500, Minneapolis, MN. 55402. Administrative costs for the fund are donated by the Dorsey and Whitney Law Firm, so your contribution will be used solely for programming.

BOOK REVIEW: *Zilch: The Power of Zero in Business*. Author Nancy Lublin, a passionate and inspirational business woman who founded *Dress for Success*, knows what it is like to have little operating capital. Yet, experience has taught her not to believe that “you can only do less with less” or that “you cannot do more with less.” In *Zilch: The Power of Zero in Business*, Lublin advises companies to “Stop whining about your budget cuts and start asking yourself what you'd do if you had zilch,” adding that “You'll be surprised just how powerful that is.” Using examples from CEOs from national non-profit organizations, Lublin urges readers who run companies to broaden their rewards and their understanding of compensation so employees become deeply motivated to excel. The book also addresses the power of bartering to leverage assets and offers techniques for extracting the best from people by creating a stimulating workplace, handing out title liberally and offering skill development. While the book's ideas are based on non-profit organizations, one reader offered this remark: “Lublin now shows why the best not-for-profits are brilliant at doing more with less and what the mainstream business world can learn from them, especially in tough times.” The co-founder and editor-in-chief of The Huffington Post offered this remark about the book: “Inspiring and practical, this book is a must read for anyone running a business.”

TRADITIONS WORTH KEEPING. William Doherty, director of marriage and family therapy at the University of Minnesota, gives three key reasons why families should develop or keep family rituals or traditions going. Reason # 1) It makes family life predictable. In a world that is anything but predictable, having a ritual followed on a daily or weekly basis, such as family dinner or nightly story time, helps children and parents feel secure. Ditto for an annual holiday rituals such as singing carols, looking at holiday lights, shopping on particular day or making/decorating holiday cookies. Reason #2) It gives families a chance to reconnect. Rituals, such as family game night or gathering for a particular meal, give parents and children a time to connect and share their lives. Doherty says, “Family identity is formed through rituals. Children today often search for a group to belong to. By establishing family rituals we give children an identity and a group to belong to, so they don't have to go outside the family.” Reason #3: Family rituals teach children the family's values. Participating in a service project, attending religious ceremonies and visiting elderly relatives all provide children with a set of values that they can take into adulthood.

PDPW Education Calendar:

January 18-20, 2011 **Managers Academy**, Albuquerque, NM
February 24, 2011 **Agriculture Community Engagement (ACE) Education Seminar**, Wisconsin Dells, WI
March 15-16, 2011 **PDPW Business Conference**, Alliant Energy Center, Madison, WI
April 20 & 21, 2011 **Hoof Care Sessions**, Marshfield, Chilton, WI – Two One-day workshops

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