

PDPW MANAGERS *memo*

EARLY EDITION!

March 9, 2010

Keep reading to see these highlights and more:

- PDPW Business Conference is One Week Away! Register today!
- Nuggets of Wisdom from Managers Academy for all

Thanks,
PDPW

Producer Profile: Horsens Homestead Farm - Jeff and Connie Horsens

Jeff and Connie Horsens along with their children (Curtis 20, Ryan 17, and Abbey 14) own and operate Horsens Homestead Farm, a 325-cow dairy near the small town of Cecil in northeast Wisconsin. Starting with 60 head when the farm was first purchased in 1991, Connie and Jeff built a double-eight parallel parlor where they now milk their herd and continued to add to the herd until their current 325 head. They employ five full time people and several part timers. Son, Curtis, oversees the calves and, thanks to a loan from his parents, is purchasing hutches and adding a concrete slab for heifers to be raised. His goal after graduation from UW-Madison is to take over the farm. Curtis says he wanted this project behind him as he believes that a great farm must start with great heifer-growing practices.

Changes are a way of life at Horsens Homestead Farm, with a new shop on site to store and sanitize machinery and equipment more successfully and ventilation tubes in their heifer barn to increase the air circulation.

“The PDPW members who attend meetings and events have a positive outlook on things as these producers are the most successful from around the state and country,” Connie states. “They know that they can accomplish more when they think and talk positive. Surrounding ourselves with individuals like this is why it is important for us to be members of PDPW, and why we are able to get so much out of every single meeting and conference we attend.”

For Your Dairy Business:

30-60 MINUTES CAN CHANGE YOUR LIFE when you're listening to the four keynote addresses at PDPW's 2010 Business Conference, March 16-17:

- “Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself,” Dr. David Kohl
- “Breaking Through with Focus, Decisive Action,” Dan Thurmon
- “Untangling Today's Grain and Milk Prices for Real Results,” Dan Basse
- “Discovery Made: World Without Limitations,” Stefan Koehler

These presentations will help you flourish beyond your wildest expectations in 2010 and beyond; switch gears from being overwhelmed by daily demands for time and energy to taking action with increased focus and decisiveness; be in the know about global markets, commodity risks and opportunities and understand how and why these opportunities impact all of your business; and become inspired, motivated and prepared for a year filled with opportunity. If you have not registered for the 2010 Business Conference in Madison, don't despair. Call the PDPW office today at 800-947-7379 or register the day of the event as walk-ins will be accepted. See you at the Alliant Energy Center!

SOMETIMES YOU NEED MORE THAN ONE, and that is the case at this year's PDPW Business Conference, March 16-17, in Madison at the Alliant Energy Center. Rather than send just one person to this year's Business Conference, why not send two or three individuals. This will allow your dairy to attend more specialty sessions and take home even more tips, tricks and knowledge. You might be surprised what a team of two or three can learn and share back at your dairy.

BYOB IS STILL ON. Yes, you can Bring Your Own Buddy to the 2010 Business Conference, and the two of you get into the two-day event for the price of one registration—when you both register at the same time. Individuals who qualify for the "Buddy" freebie include any producer who is not a PDPW past or current member. This "Buddy" might be a neighbor or a young dairy producer in your area, any producer you think might benefit from attending the 2010 Business Conference who has not yet experienced the great opportunities your organization has to offer. To take advantage of this special offer, register yourself and your "Buddy" for the conference now or register at the door, March 16 or 17, at the Alliant Energy Center.

TOP 5 REASONS TO ATTEND A CONFERENCE: 1) to stay ahead of the curve regarding the biggest and smallest challenges in your industry; 2) to speak directly with others who are facing similar issues to your own and to speak directly with preferred suppliers who can offer cost-effective solutions; 3) to form strong bonds with people and potentially make long-term contact with whom to share ideas and obtain input; 4) to be exposed to information from experts that can make a difference in your business; and 5) to refresh, re-energize and return home rejuvenated and confident about the future. As one blogger stated, "The value you get from attending an excellent conference much more than makes up the cost of attending."

STOP, LOOK AND LISTEN to the preferred suppliers at the Hall of Ideas trade show, March 16-17, in conjunction with PDPW's Business Conference in Madison—and you will probably return home with new ideas, better ways and answers to challenges, plus a few nice giveaways. Take the opportunity to approach a preferred supplier before or after a specialty session, during lunch or during the Wisconsin Reception Tuesday night. These individuals are at the Business Conference with one key purpose: To serve you and learn more about your operation and needs.

For Your Business Mind:

NUGGETS OF WISDOM fell like raindrops at the 2010 Managers Academy, developed by PDPW. Speakers Dr. Kohl, David Parker, Karla Chambers, co-owner and vice president, Stahlbush Island Farms; Steve Rowe, senior vice president, Northwest Dairy Association; Shawn Byrnes, director, on-premise marketing, Chateau Ste. Michelle winery; Chris Stephens, consultant, Business Futures Consulting Company that worked to transform Pike Place Fish Market; Andy and Jim Werkhoven, Werkhoven Dairy Inc.; and representatives from regulatory and environmental groups partnering with Werkhoven Dairy on a biogas plant that will supply electricity to Puget Sound Energy sprinkled business and everyday life nuggets of knowledge throughout the two-day conference. Here are just five of the nuggets shared by Managers Academy speakers: 1) Look for improvement every single day. 2) Employees generally follow the 40-20-40 rule: 40% of employees will be crabs—always negative, will not change, not open to new ideas, "it will never work"; 20% are the fence sitters—they can go either way and will be very loyal, just tell them what to do; and 40% will always be looking for ways to do better regardless of circumstance, will throw out ideas, listen to ideas, have a "can-do attitude." The fewer the "crabs" among your employees, the better for your business. 3) Be involved in honest, transparent relationships. It all comes down to relationships. 4) Take a mundane job and make it a "Wow!" job. This particularly applies to employee jobs. 5) The word "success" has two C's, and these C's should stand for "committed" and "creative." Look for more nuggets of wisdom in upcoming issues of your monthly Managers Memo.

TWO OF THE MOST IMPORTANT WORDS in the English language are “I’m sorry.” While an apology cannot undo the harm already done, it can restore the dignity of the victim—be it an employee, a friend, a family member. An apology can be delivered in two basic ways: You can apologize in writing or verbally. When we start to think about the apology, we also think about the behavior or actions that led up to it. As a result, our thoughts, emotions and pride become part of the mix and we often feel embarrassed and a sense of shame and discomfort with the situation which then translates itself into not knowing how to apologize. A proper apology should include an account of the situation, acknowledgement of the hurt or damage done, taking responsibility for the situation, recognition of your role in the event, a statement of regret, asking for forgiveness and a promise that it won’t happen again. In most cases, however, a simple “I am sorry” followed by something along the lines of “I was stressed and took it out on you and I shouldn’t have,” “I was wrong to raise my voice to you” or “I acted inappropriately” and a “Please forgive me” will make a world of difference.

BOOK REVIEW: THINKERTOYS, A HANDBOOK OF BUSINESS CREATIVITY. Deemed among the best 100 business books, *Thinkertoys* is written by Michael Michalko who once facilitated CIA think tanks using his creative thinking techniques and includes the author’s creative-thinking techniques that were refined by his government and corporate practice. The book is divided into four parts over 38 chapters and addresses four groups: linear thinkertoys, intuitive thinkertoys, group thinkertoys and endtoys. Exercises help readers break out of old, established patterns of thought and burst into uncharted creative territory, learn how to effectively jump from one idea to another so they find the idea they need and tap into their consciousness and find the ideas that they already have. *Wall Street Journal* reported that the book “will change the way you think,” and *USA* agreed noting, “Believe it or not, this wonderful book will have you challenging the seemingly impossible every day.”

ST. PATRICK’S DAY TRIVIA. Although St. Patrick’s Day honors a patron saint of Ireland, the person it honors was actually born in Wales in 385 AD. St. Patrick’s Day custom came to the United States in 1737 and was first publicly celebrated in Boston. One traditional icon of the day, the shamrock, traces to an Irish tale that tells how Patrick used the three-leafed shamrock to explain the Trinity, and his followers adopted the custom of wearing a shamrock on his feast day. March 17 celebrates not the date that Patrick was born but the date of his death.

PDPW Education Calendar:

March 16-17, 2010 – **PDPW Business Conference**, Alliant Energy Center, Madison, WI

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