

PDPW MANAGERS *memo*

April 9, 2010

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Thanks,
PDPW

Producer Profile: Abel Dairy Farms, LLC – Steve, Allen & Bill Abel

Family owned since 1857, Abel Dairy Farms, LLC is owned and operated today by Steve Abel, his father Allen, and his brother Bill. This progressive 1,500-cow dairy, located between Fond du Lac and Eden, Wis., is stocked primarily with Holsteins and a scattering of Brown Swiss.

The Abels milk in a double-20 parlor, have a secondary parlor for their special needs pen, and house cows in large Cover-All free stall barns. To provide additional revenue for the dairy, the dairy sells colostrum.

The farm is familiar with adversity and challenges—and knows how to turn things around. In 2002, an F2 tornado ripped through their barns. While cattle loss was minimal, many buildings were damaged and in shambles. Within 25 days, however, buildings were repaired and the farm was up and operating once again without ever missing a single milking.

Abel Dairy controls every aspect of the dairy from crop production to daily milking as well as from the early days post-calving to maintaining and repairing their equipment. In fact, this farm has its own mechanical repair business on site so they can repair their equipment as well as the equipment of others.

“PDPW has been a valued asset to this farm since we took over back in 1996,” Steve states. “This organization provides us educational and networking opportunities that we couldn’t find anywhere else. Farms change every day, and it is important for us to be able to stay ahead of the pack and be involved in such an extensive networking group.”

For Your Dairy Business:

PDPW WELCOMES NEW BOARD MEMBER KEVIN KRENTZ and re-elected board members Russel Strutz of Two Rivers and Eric Hillan from Ladysmith. These three were elected and installed on the board during PDPW’s annual meeting in Madison, March 17. All will serve a three-year term. Board members are elected by dairy producer members.

THE RECENTLY LAUNCHED WWW.DAIRYDOINGMORE.ORG SHOWCASES THE \$26.5 BILLION CONTRIBUTION THAT WISCONSIN DAIRY FARMERS, cheesemakers and dairy product manufacturers and the thousands of people who work in industries and professions that support the dairy business are making to communities and the state each year. This web site is part of the Wisconsin Milk Marketing Board's Dairy Impact Initiative and includes a monthly e-magazine. The first issue of the e-magazine features seven Wisconsin dairy producers—and you'll recognize several of your fellow PDPW members. PDPW applauds WMMB for providing another avenue for Wisconsin dairy producers to tell their story and is honored to have played a role in the media and communications training of many of these producers so they communicate professionally and are seen as the professionals they are.

PDPW THANKS AND ACKNOWLEDGES INDUSTRY ADVISOR Doug Wilson of Genex/CRI Cooperative and Jeff Riechers from M&I Bank who retired from the board at PDPW's business meeting in Madison, March 17. Doug and Jeff plus the other two industry advisors—Chuck Adami, Equity Cooperative Livestock Sales Association, Baraboo, Wis., and Le Luchterhand Arm & Hammer Animal Nutrition, Roseville, Minn.— provide guidance to the board of directors and make certain that PDPW stays aligned with its goals and the goals of the dairy industry. Two new industry advisors will be named later in the spring, continuing PDPW's practice of having four industry advisors.

WHILE WE HOPE IT IS NEVER NEEDED, every tractor and farm machinery should have its own first aid kit. The National Ag Safety Database has comprised a list of items that should be in a first aid kit carried in tractors and other farm machinery: A basic first aid manual, two triangular bandages with 36" sides (made from bed sheets), spray antiseptic (not a pressurized can), sterile saline solution, 12 adhesive bandages and four safety pins, two pairs of rubber or latex gloves, eye goggles, three small packages of sugar and mouth protection device for mouth-to-mouth resuscitation. Dressing supplies in each first aid kit include four compress bandages (two 2"x2" and two 4"x4"), a 24"x72" compress, one roll of adhesive tape, six pressure bandages, gauze bandage, stainless steel bandage scissors (strong enough to cut through denim), one elastic wrap, a cold pack and an amputation preservation kit (plastic bags: one large garbage bag, four kitchen-sized and two bread bags).

PDPW's 2010 EXECUTIVE COMMITTEE has been elected and is comprised of Eric Hillan, Rusk Rose Holsteins, Ladysmith, president; Mark Diederichs, Lake Breeze Dairy LLC, Malone, vice president; Walter Meinholz, Blue Star Dairy, DeForest, treasurer; and Marion Barlass, Barlass Jersey Farms, Janesville, secretary. PDPW is truly a dairy producer-led, grassroots organization.

IF YOU MISSED A SPECIALTY SESSION AT PDPW'S BUSINESS CONFERENCE, check out www.pdpw.org where you'll find news releases highlighting various sessions and keynote presentations. Just click on the "Business Conference—Press releases recapping the event."

PDPW's VIRTUAL TRADE SHOW IS THE PLACE TO GO to see what's new, what's available and who can provide a specific service or goods that can enhance your business. Each business listed was a part of the Hall of Ideas tradeshow at PDPW's 2010 business conference. To access the virtual tradeshow, simply go to www.pdpw.org and click on "Enter the PDPW Hall of Ideas Virtual Tradeshow" link below the blue PDPW News and Information Updates headline. You can search by category, key word or exhibitor.

For Your Business Mind:

'THANK YOU' CAN GO A LONG WAY. The next time an employee goes above and beyond the call of duty, say "thank you" at the time, then underscore your appreciation by writing and sending a thank you card to the employee. A handwritten thank you note or card sends a clear message that above-and-beyond work is noticed. Why not keep a supply of thank you notes or cards on hand in your office. Spending five minutes on this task can make a big difference in an employee's life and how he/she views you as a superior.

MORE UNTIMELY NUGGETS gleaned from presentations at the 2010 Managers Academy in Seattle: 1) Have a succession plan in place. 2) Dairy is in the consumer product business. 3) When confronted with conflict of interests, look for commonalities/likenesses rather than focusing on differences. 4) Consider the 60-30-10 profit plan rule: 60% used to increase efficiency, 30% used to build working capital and 10% to give back to the community, employees. 5) Do something better today than yesterday and better tomorrow than today.

BOOK REVIEW: TRUE PROFESSIONALISM. Author David Maister agrees basic business advice that businesses should listen to their clients, provide outstanding service, train staff, look for and eliminating inefficiencies and act like team players. But the key problem with most businesses, Maister contends, lies in owners and managers “finding the strength and courage to do what we know to be right.” In the book “*True Professionalism*,” Maister stresses that professionalism isn’t a set of competencies but is an attitude. It requires “believing passionately in what you do and never knowingly compromising your standards and values.” The book focuses on three areas: 1) your career, covering types of people, managing people, appropriate way to give feedback to coworkers and time management; 2) the business, addressing importance of employees and co-workers regarding teamwork, skill-building and work culture; and 3) your clients which can be summarized in one quote: “If your clients aren't actively telling their friends about you, maybe your work isn't as great as you think it is.” Donald Groninger, executive vice president and general counsel, Bridgestone/Firestone Inc., gave this review of “True Professionalism”: “Provides a common sense blueprint for professional success, emphasizing the simple but often neglected principles that make for a fulfilling and productive career. . . Maister’s insights apply to people at all levels of organizations and in a wide variety of industries and professions.” Another reader succinctly stated that book offers “practical advice on how to connect business behavior to principles and values.”

THE ORIGINS OF ICE CREAM CAN BE TRACED BACK to at least the 4th century B.C. when Roman emperor Nero (A.D. 37-68) ordered ice to be brought from the mountains and combined with fruit toppings. It was King Tang (A.D. 618-97) of Shang, China, however, who had a method of creating ice and milk concoctions. The home of the first ice cream parlor in America, which opened in 1776, was New York City. America’s favorite—the walk-away edible cone—didn’t make its debut, however, until the 1904 St. Louis World's Fair. Here’s to a spring and summer of lots of ice cream eating and enjoyment—be it in a cone or a bowl!

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