

PDPW MANAGERS memo

September 19, 2008

Keep reading for details on these highlights:

- Visit the PDPW booth at World Dairy Expo – we always enjoy seeing our members!
- The Dairy Policy Summit flyer was just released.
- Save your seat on the Nutrient Innovation & Technology Tours bus.
- Get tips to manage yourself while managing your business and other useful dairy business information.

Thanks,
PDPW

Featured PDPW Member:

“My favorite part of being on the PDPW board is making closer connections with dairy people. That’s also the best part about being a member. I also love all the access it gives us to the most current dairy information.”

~ Marion Barlass, Barlass Jersey Farms, Janesville, Wis.

Marion, along with her husband Bill and their son, Brian, have a 400-cow registered Jersey dairy with nine full- and part-time employees, in addition to family members. After college and working for two years as an extension agent, Marion and her husband moved back to his family farm to run the dairy. Marion and her family are very active in the state and national Jersey organizations, as well as many other agricultural organizations. Marion and Bill’s daughter, Kristin, and son, Brett, are also employed full-time in the dairy industry. In their spare time, Bill and Marion enjoy traveling and getting to know people from all over the world.

“The Annual Business Conference is my favorite PDPW event because it offers so much useful information, and it’s a great opportunity to network. We take home information from every conference we attend, and very often we find ways to apply something we’ve learned,” said Marion.

The 2008 World Dairy Expo will recognize Marion as Dairy Woman of the Year. PDPW congratulates Marion on this well-deserved recognition. All PDPW members and friends are invited to a special reception celebrating Marion and the Crave Brothers’ awards. Check out the details below.

For Your Dairy Business:

WORLD DAIRY EXPO IS RIGHT AROUND THE CORNER, Sept. 30-Oct. 4. While you’re at World Dairy Expo, please stop by the PDPW booth, EH4423, located in the hallway at the north end of the Exhibition Hall and visit with us. And please join us Wednesday, Oct. 1, at a special reception when we honor Marion Barlass as Dairy Woman of the Year and the Crave Brothers—Charlie, George, Tom and Mark Crave—as Dairymen of the Year. The PDPW reception will be following the Dinner with the Stars, approximately 9 p.m. to midnight, in the Ballroom of the Sheraton Hotel, 706 John Nolen Drive, Madison. This reception is a great time to mix, mingle and share information.

MANURE SYSTEMS. While they may not be an ideal dinner topic, they are one topic that deserve the attention of dairy producers such as yourself. And that is precisely why the Oct. 14-16 PDPW Nutrient Innovation & Technology Tours will check out the latest in manure systems. We'll check out So-Fine Bovines' shuttle manure handling system and pump that transports sand-laden manure 850 feet to a 6.1 million gallon concrete-lined lagoon; Van Der Geest Dairy Cattle's manure separation system with screw press, rotary drum dryer and two-stage lagoon; Crave Brothers' anaerobic digestion system; Five Star Dairy's manure digester and new lagoon cover; Larson Acres' sand management that includes a mechanical auger and two-stage lagoon with 10-month storage; and MORE. Be among the 100 who participate in this fun and educational tour. Learn more online at www.pdpw.org.

KARST SOIL, TILE DRAINAGE, PREMISE REGISTRATION and animal identification, tuberculosis and other top-of-the-mind issues are among key topics that will be discussed by experts at the Dairy Policy Summit, Oct. 30-31, in Manitowoc. In addition to learning up-to-the-minute information, attendees will also see, hear and experience these issues during farm tours to Gold Star Farms, a 250-cow dairy in Chilton, and Pagel's Ponderosa Dairy, a 1,400-cow dairy in Kewanee. If you care about current business and industry issues and hunger for solutions for today's dairy industry, then this Dairy Policy Summit is for you. See the flier outlining the event or to register online visit www.pdpw.org.

MORE MILK FOR DOLLARS INVESTED. If this is among your goals, then keep Nov. 18-20 open for a PDPW Production Management Symposium at the Radisson Paper Valley Hotel, Appleton. This conference is designed for herd owners and managers and will highlight nutrition, reproduction and forage innovations that will yield more milk for dollars invested. More details will be released soon.

TWO VERY DIFFERENT AND HIGHLY SUCCESSFUL DAIRIES and a cheese plant will comprise the tour portion of the PDPW Youth Leadership Derby, Nov. 8-9. At one dairy, youth will see a 6,700-cow dairy, their rotary parlor and anaerobic manure digester—and learn how each cow is cared for individually. The second farm tour will focus on genetics, high-performance cows, a tie-stall facility and what makes their business so successful. As for the cheese plant, Derby participants will get an up-close look at cheese making and the nitt-gritty of the cheese business. In addition to the half day of tours, the Youth Leadership Derby will include hands-on workshops, a communication session, real-life learning labs and lots more. If you know a young adult, ages 15-18, this is a “must attend” fun and educational event. Visit www.pdpw.org to find out more about the Derby.

THE FARMER-OWNED AND GOVERNED COOPERATIVE, Farmers' Health Cooperative of Wisconsin, offers six different deductible plans each with a basic benefits package not offered to farmers by traditional insurance companies. The benefits package includes coverage for work-related injuries, supplemental accident protection and preventive care coverage with no cost-sharing. The Farmers' Health Cooperative does not deny coverage as a result of pre-existing conditions, and, because they are purchasing as a large group, members are protected against devastating rate increases as a result of accident or injury. If you would like to learn more, call Farmers' Health Cooperative at 1-800-539-9370.

JOHNE'S DISEASE IS ESTIMATED to be present in 68 percent of U.S. dairy operations, and many producers are not even aware that the bacteria that causes Johne's has infected their herd. They just know that some of their cows are thin, have unresponsive diarrhea and their milk production is dropping—and they are forced to sell these animals. A National Animal Health Monitoring Systems study found that dairy herds with a low Johne's disease clinical cull rate experience an average loss of \$40 per cow while herds with a high Johne's disease clinical cull rate have an average loss of \$227 per cow, with losses traced to reduced milk production, early culling and poor body condition at culling. USDA has stepped up to the plate and has partnered with the National Institute for Animal Agriculture to create two producer-oriented brochures: “Dairy Producers—Take Proactive Steps to Prevent, Control Johne's Disease” and “Add Value to Your Herd—Test for Johne's & Know Your Herd's Johne's Status.” You can obtain a FREE copy of either or both brochures by visiting www.johnesdisease.org or calling NIAA at 270-970-9798.

For Your Business Mind:

"A GREAT, CUTTING-EDGE TOPIC." "I liked how they applied the concepts taught." "The sharing of new ideas in accounting challenged me to think outside the box." These quotes are just three of those given by individuals who attended the Management Accounting Conference in Middleton last week. Led by Dick Wittman, the conference was indeed a success—and PDPW is honored to bring conferences such as this to our membership. Thanks to Wittman and attendees for making this conference such a great one.

YES, YOU CAN MANAGE YOURSELF WHILE MANAGING YOUR BUSINESS. And these five tips can help you do just that: 1) Recognize when you have exceeded your abilities and time and hire individuals who can handle what you cannot. 2) Identify and seek out a mentor who can help you learn what it takes so your business can move to the next level. 3) Be open to being transformed, and this includes stop managing by fear and start listening to employees. 4) Be self aware and pinpoint what leadership style works for you. 5) Be a servant leader by serving employees and customers. Southwest Airlines' capitalization on a servant's heart has reaped gigantic rewards, and that philosophy can return you big dividends as well.

BOOK REVIEW: TEN RULES FOR STRATEGIC INNOVATORS: FROM IDEA TO EXECUTION. When Vijay Govindarajan and Chris Trimble took an in-depth look at a multi-year study of innovative initiatives at 10 large corporations, they came up with 10 rules to help organizations overcome three central challenges: 1) forgetting some key assumptions that made the current business successful; 2) borrowing assets from the established organization to fuel the new one; and 3) learning how to succeed in an emerging and uncertain market. The two then turned this information into a 224-page book that helps readers learn how to rewire "organizational DNA" across four main areas—staffing, structure, systems and culture—to help a new venture succeed. Using real-life examples, the authors reveal where firms go wrong on their journey from idea to execution and outline what it takes to build a breakthrough business while sustaining excellence in an existing one.

MEAT WILL CONTINUE TO GO INTO GROCERY CARTS even when consumers are faced with a struggling economy. At least that is among the findings of a recent study, "Winning Shoppers in Turbulent Times." Fresh meat and seafood ranked among the 12 categories that shoppers are least willing to abandon despite a troubling economy. (Dairy products were not among the choices given consumers in this study.) Among the five categories where shoppers indicated they would reduce their expenditures include cookies, beer/wine, frozen dinners, soft drinks and air fresheners, The Unilever study also found that more than 30 percent of consumers are eating at home more and eating out less in order to manage budgets. A vice president of consumer and customers solutions for Unilever noted that "The reality is that consumers still need to feed their families during these tough times."

PDPW Education Calendar:

October 14-16 – **Nutrient Innovation and Technology Tours**, Throughout Wisconsin, Start and end of tour at LaQuinta Inn & Suites in Madison

October 30-31 – **Dairy Policy Summit**

November 8-9 – **Youth Leadership Derby**, Brillion High School in Brillion, WI

November 18, 19 & 20 – **Production Management Symposium**

December 2 & 3 – **Calf Care Workshop for Hispanic Employees**

December 9-10 – **Turnkey Human Resource Workshop**

December 11 – **Commodity Marketing Informational Class**

January 20-22, 2009 – **Managers Academy**, Orlando, Florida

February 4 & 5, 2009 – **Milker Training for Hispanic Employees**

February 19, 2009 – **Agriculture Community Engagement (ACE) Regional Meeting**, Holiday Inn in Fond du Lac, WI

March 17-18, 2009 – **PDPW Annual Business Conference**, Alliant Energy Center, Madison, WI

April 9 & 10, 2009 – **Heifer Facility Tours**, Throughout Wisconsin

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