

PDPW MANAGERS memo

October 12, 2007

Interested in free airfare? Check out the Managers Academy details and our special promotion to win free airfare.

Attention corporate members: Have you submitted your tradeshow contract for Annual Business Conference? Register by Oct. 15 and save \$75 – more details are below.

Thanks,
PDPW

SIGN UP NOW FOR THESE PDPW EVENTS

Oct. 30-31: Dairy Policy Summit, Marriott Madison West, Middleton, Wis.

Nov. 3-4: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

Nov. 14-15: National Dairy Issues Forum, Holiday Inn at The American Center, Madison, Wis.

Nov. 20: Dairy Connect, WMMB, Madison, Wis.

Dec. 12 & 13: Hoof Care Training Session, Sleep Inn, Eau Claire Travel Center, and Country Inn & White House Banquet, Richland Center, Wis.

Jan. 22-24: Managers Academy, Phoenix, Arizona

Feb. 6 & 7: Nutrition Innovation Seminar, Radisson Hotel & Conference Center, Green Bay, Wis. and Crowne Plaza Hotel, Madison, Wis.

Featured PDPW Member:

“PDPW events give us ideas to bring home and use. And they give us a different attitude – and attitude of pride in belonging in this industry here in Wisconsin.”

~Dale and Deb Mielke, Mielke's S-Curve Dairy, Marion, Wis.

Dale and Deb own and operate Mielke's S-Curve Dairy, where they are presently milking 310 cows with another 50 dry and 350 dairy replacements. The Mielke's have three children, Joel, who is 26 years old, works at Marion Plywood, and he helps with manure hauling and field work on nights and weekends. Twenty-four-year-old Angie is the dairy's fresh cow and calf manager. Jamie, aged 21, is their feed manager and also hauls manure and does the field work with his brother.

Mielke's S-Curve Dairy has one additional full-time employee and 5 part-time employees, and they run 170 acres in alfalfa and 280 acres in corn. Their calves are taken to Banker's Scenic-View Farm at six months of age and return at 100 days in calf. They have just completed a new dry cow/close-up springer facility and the heifers will be returning sooner. In 2004, Mielke's hosted the fall PDPW dairy tour, which focused on small-step expansion as they grew from 75 cows to 150 in 1997 and from 150 to 300 cows in 2000.

For Your Dairy Business:

DISCOVER DAIRY'S NEW ROLE AND GET A FIRST-HAND VIEW of Wisconsin's largest ethanol plant while participating in this year's Dairy Policy Summit. Tours of Rosy-Lane Holsteins, Watertown and Renew Energy, Jefferson are on tap for the afternoon of Tuesday, Oct. 30. You'll be one of the first to tour this innovative ethanol plant, which features a state-of-the-art procedure for producing new, high-protein, low-oil distillers' grains along with the fuel. Just up the road at Rosy-Lane Holstein is one of the nation's most innovative family dairies, milking 750-cows three times a day and raising 1,200 acres of crops. The tour of these facilities is part of the two-day Summit, which starts at 8 a.m. Oct. 30 and runs to 3:15 p.m., Oct. 31, at the Madison Marriott West, Middleton. Go to www.pdpw.org to view the Dairy Policy Summit brochure and to register

TEENS CAN GET A CRASH COURSE IN BANKING, LEARN TO DRIVE towards their future goals and win the race for leadership development at the upcoming Youth Leadership Derby. Special Saturday evening breakout sessions focus on personal development during this two-day career exploration event. There's still time to register, but this event is coming up fast so make sure the young people in your community know about all the planned activities including bus tours to a cheese plant and two dairies, along with lots of hands-on learning, food and fun activities. This weekend event runs Nov. 3-4 at Marshfield, High School. Registration forms are on the web site or available by calling the PDPW office. For more information, phone the PDPW office at 800-947-7379 or visit www.pdpw.org.

LEARN THE THEORY OF ISSUE MANAGEMENT AND GET IDEAS on how to drive those issues for the industry's benefit from leading experts at the National Dairy Issues Forum, Nov. 14-15, in Madison. Charlie Arnot, CMA, kicks off the meeting with an overview of issues management. Next, Kevin Murphy with the Center for Food Integrity focuses on who is calling the shots and how producers can gain the upper hand in food and farm debates. After lunch, Janeen Salak-Johnson, University of Illinois animal specialist, goes head-to-head with Marlene Halverson from the Animal Welfare Institute in a session on Science, Values and Ethics. Then, representatives from the National Pork Board and United Egg Producers share their experiences managing critical issues within their industries. The entire group comes together for an evening question and answer session, and that's just day one of this important, two-day seminar! Visit www.pdpw.org for the complete agenda or to register online today.

OUR HANDS-ON DAIRY CONNECT COMMUNICATIONS TRAINING session was so successful in September and we had such an overwhelming response from it that we've scheduled another session. Dairy Connect's informative and motivational one-day training program can help get you armed and ready to talk to your neighbors, the public and the media about dairy production and the positive role the dairy industry plays in Wisconsin. Slated for November 20 at the WMMB facility in Madison, this hands-on, one-on-one training is limited to just 15 participants so make sure to register early. Check out the complete flyer, visit www.pdpw.org.

FREE AIRFARE TO THE PDPW MANAGER'S ACADEMY in balmy Phoenix, Arizona, could be yours if you register soon. As a special incentive, everyone who registers by Nov. 1 will be entered into our drawing for a free airplane ticket to this one-of-a-kind business meeting. We've had a great deal of interest in this master's level training session scheduled for January 22-24, at the Double Tree Guest Resort, Phoenix. Along with classroom training this conference includes exclusive, behind-the-scenes tours of several Arizona businesses. Registration is now available, but limited to 100 participants so make sure to register soon and get your chance to fly free. Visit www.pdpw.org to check out the all the details or register online today.

A COMMODITY MARKETING INFORMATIONAL CLASS with an emphasis on milk is being offered by PDPW later this year. Interested producers can attend a free session led by Carl Babler, December 10, from 1:00 - 3:00 p.m. at the Fox Valley Technical College. At the end of the first class, those interested in continuing to learn these important marketing skills can enroll in six additional marketing classes at a cost of \$450. To learn more, check out the [informational brochure](#) or contact the PDPW office.

SOLVING THE PROFIT PUZZLE IS THIS YEAR'S THEME for our Annual Business Conference, slated for March 11-12 and trade show registration is already underway for this hallmark event. Exhibitors can save \$75 on their first individual registration when submitting contracts by this coming Monday, Oct. 15. It's a great way to be a part of our yearly meeting and get your business in front of the state's leading dairy producers. Exhibitor contracts are available online at www.pdpw.org or by calling 800.947.7379.

For Your Business Mind:

PROTECTING CONSUMER TRUST AND CONFIDENCE in the dairy industry is the goal of the newly formed National Dairy Animal Well-Being Initiative. Announced last week at World Dairy Expo, this producer-led coalition includes members from every sector of the dairy industry. PDPW is proud to work for the good of the industry as we served as a facilitator and catalyst on this important industry effort. Over the next nine months, dairy producers will have an opportunity to review the draft principles and guidelines and provide input via co-ops or industry associations. Once the input is received, the coalition will finalize the principles and guidelines. You can follow the coalition's progress via the web site at www.dairywellbeing.org.

BOOK REVIEW: DISCOVER WAYS TO BUILD POSITIVE, HEALTHY RELATIONSHIPS with the compact, quick recommended read *25 Ways To Win With People* by John C. Maxwell and Les Parrott, PH.D. This complementary companion to Maxwell's full-sized book *Winning with People* offers 25 suggestions – one-per chapter – such as complimenting people in front of others; creating a memory and visiting it often; encouraging dreams of others; remembering a person's story; and doing for others what they can't do for themselves. Using a tag-team approach, Parrott kicks off each topic and Maxwell adds "Mentoring Moments" including such nuggets of advice as "Pass the Credit on to Others," "Listen with Your Heart" and "Point Out People's Strengths."

LOOKING FOR ADVICE WITH YOUR PERSONAL FINANCES, thinking about wealth building or wondering how to plan for retirement? Perhaps you're just looking for answers to the recent subprime mortgage meltdown. Seasoned money managers, beginning investors and everyone else striving for fiscal accountability will appreciate the wealth of information offered by www.investopedia.com. This web site includes articles on investing, access to dozens of financial newsletters, a place to get answers to your financial questions, tutorials, calculators, charts, reports, a stock simulator and even a dictionary full of acronyms, buzz words, venture capital ideas and definitions from A (as in A ratings) to a company called ZZZZ-Best. There are many ways to make money and this web site is a great tool for understanding some of them.

POPULARITY DOESN'T NECESSARILY LEAD TO PERFORMANCE as the Green Bay Packers have proved all too often lately. While popularity and productivity sound like fraternal twins, in reality they can look as different as Paris Hilton and Warren Buffet, notes Leadership Guru John Maxwell writing in a recent issue of *Leadership Wired*. Maxwell states that decisions made solely on the basis of popular opinion can be devastating. He recommends that prudent leaders look past appearances to discern the heart of a matter and learn to endure the criticism of making tough calls that fly in the face of popular opinion. You can read more from Maxwell online at <http://www.maximumimpact.com/Newsletters/Leadership/Content/>.

PDPW Educational Calendar:

Oct. 30-31, 2007: Dairy Policy Summit, Madison Marriott West, Middleton, Wis.

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

Nov. 14-15, 2007: National Dairy Issues Forum, Holiday Inn at The American Center, Madison, Wis.

Nov. 20, 2007: Dairy Connect, WMMB, Madison, Wis.

Dec. 4 & 5, 2007: Calf Care Connection

Dec. 4, 2007: Hispanic Calf Care Workshop

Dec. 10, 2007: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 11, 2007: Tri-State Regional Dairy Summit (Modernizing the Manager Special Session, Coordinated by PDPW), Galena Convention Center in Galena, Ill.

Dec. 12 & 13, 2007: Hoof Health Seminar, Sleep Inn at the Eau Claire Travel Center and Country Inn & White House Banquet in Richland Center, Wis.

Jan. 15, 2008: Effective Communications Training

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.

April 9 & 10, 2008: Dairy Herdsman Training

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