

PDPW MANAGERS memo

October 17, 2008

Keep reading for details on these highlights:

- Dairy Policy Summit is less than two weeks away – check out the speaker and tour line-up
- Next month's Production Management Symposium offers unmatched education on feed, repro and management
- Learn how to win with people, and read about the featured PDPW member who shares the benefits of working with and networking with a variety of people

Thanks,
PDPW

Featured PDPW Member:

"One of the greatest things in the dairy industry is the people that you get to work with. Through PDPW, we've met so many people, been able to network with so many different people and learned so many different things."

~Steve Smits, Double S Dairy, Markesan, Wis.

Brothers Steve and Dan Smits own and operate Double S Dairy, a 1,200-cow dairy located between Markesan and Waupun. This first generation farm began with 250 cows, and they continued to grow, expanding in steps. Double S Dairy's nutrient management system includes a digester, and they utilize the solids for bedding.

Steve is thankful that he's had the opportunity to "surround myself with good people, good employees and people that consult for the farm, whether it's a feed consultant or a veterinarian."

For Your Dairy Business:

ENVIRONMENTAL CHALLENGES, OPPORTUNITIES AND SOLUTIONS will be front and center on Day 1 of the Dairy Policy Summit, Oct. 30-31, Manitowoc. Morning sessions on Day 1 will zero in on a three-dimensional approach to "smart growth," tilling practices and nutrient management, and karst topography with tours providing on-farm field demonstrations about these very topics. At Gold Star Farms, Chilton, we'll look at how soil depths to karst formations differ and the importance of soil borings. A stop at Pagel's Ponderosa Dairy, Kewaunee, will address BMPs that can be implemented to preserve soil, water and air resources. At the end of the day, we'll hear from those involved with the Pew Commission on Industrial Farm Animal Production and gain insight into what those outside agriculture believe about animal production. And that's only Day 1 of the two-day Dairy Policy Summit. Register today by calling 800-947-7379 or online at www.pdpw.org.

ONE DAY? THREE DAYS? IT'S YOUR CHOICE at this year's Production Management Symposium, Nov. 18-20, Appleton. Nov. 18's topic of day will be forage and feed efficiencies with Dr. Mike Hutjens, dairy specialist at the University of Illinois, as the lead speaker. Dr. Hutjens will share how to get the most from your investment when feeding high-producing cows while maintaining herd health. Dr. Paul Fricke, UW-Madison, will be the key presenter on Day 2, Nov. 19, and will address reproduction and genetic technologies. His topic: cutting edge and practical tips for getting cows pregnant. The final day of the symposium, Nov. 20, will be devoted to business, energy and innovation with Dr. John Fetrow as the key presenter. Dr. Fetrow of the College of Veterinary Medicine, University of Minnesota, will tie together input costs, herd health, output capacity and other management situations. Visit www.pdpw.org to learn more about each day's complete line up of speakers online, then register for one day or all three days.

BACK BY POPULAR DEMAND: CALF CARE WORKSHOP FOR HISPANIC EMPLOYEES. Taught by two bi-lingual veterinarians, this hands-on workshop will cover five key areas of management: the birthing process, colostrum and its role in newborn calf health, biosecurity and equipment handling, disease prevention, and general calf health and care. Your Spanish-speaking employees will listen in their native tongue and then practice what has been stated. They'll understand the why and will be given the hands-on experience to become more confident employees. Warning: This workshop filled up very fast last year, and we expect the same response this year. So please register your employees today by calling 800-947-7379 or online at www.pdpw.org.

I CAN RAISE THE RIGHT COWS BUT FINDING AND KEEPING THE RIGHT PEOPLE FOR MY BUSINESS CAN BE A BIT TRICKY. If this statement rings true for you, then the Turn-Key Human Resource Workshop, Dec. 9-10, in Wisconsin Dells is a "must attend" event. The second day of this two-day workshop will be devoted to the recruitment process, effective interviewing techniques and employee and employer paperwork. Plus, three dairy producers will share what they've tried, learned and found that works best when seeking, hiring and developing employees. Go to www.pdpw.org to learn more about this workshop and to register online.

For Your Business Mind:

BARABOO IS THE SITE FOR THE NEXT DAIRY CONNECT which is slated for Wednesday, Nov. 5. Registration is limited to only 15 so, in addition to group learning sessions, participants can obtain one-on-one time, attention and training. Like other Dairy Connect sessions, participants will learn what to say and not to say and will walk away prepared and confident to answer today's hot dairy issues. Check out the flyer online at www.pdpw.org.

AGRICULTURAL COMMODITY MARKETING is a skill that many of us find quite challenging simply because we don't know enough about it. If that is the case with you—or you want to enhance your marketing skills, then sign up for the PDPW Commodity Marketing Class. This six-class course will cover marketing rules, principles and beliefs as well as various marketing tools. You can check out the course by attending a no-cost informational class on Thursday, Dec. 11, from 1-3 p.m. at the Wisconsin Milk Marketing Board, Madison. The full course will be limited to 30 entities, with one or two people per entity. Questions? Give PDPW a call at 800-947-7379 or go to www.pdpw.org.

WHAT SETS THE TOP 1% OF CEO'S APART FROM THE REST? You might be surprised to learn the answer. But you will learn the answer when you attend the Managers Academy, Jan. 20-22 in Orlando, Fla., at the Renaissance Orlando Resort at SeaWorld. Garrison Wynn, executive trainer, will share this information and lots more management strategies and tactics during Day 1. Others on the Day 1 schedule include Bill Curley, chief economist for Blimling and Associates, who will focus on market trends and perspectives, and Charlie Arnot, CEO of the Center for Food Integrity, who will lead a discussion regarding building systems that are ethically grounded, scientifically verified and economically viable. This event will be hands-on, interactive learning at its best and a "must attend" event for CEOs who are dairy owners, managers, industry directors, processors, marketers or distributors. Visit www.pdpw.org to learn more about this tremendous executive training opportunity.

INSPIRED, TIRED AND GLAD THEY ATTENDED. That's what youth will be when they return home from the Youth Leadership Derby, Nov. 8-9, in Brillion. Inspired because they discovered the many different career opportunities that exist within the dairy industry. Tired because they just spent two days learning, touring, having fun and staying up long into the night during the overnight lock-in. Glad they attended because of the many activities and the new friends they made. If you know a youth between the ages of 15 and 18, this event is for them. Find complete details at www.pdpw.org.

ONE WORD SUMS UP the Nutrient Innovation and Technology Tours, Oct. 14-16: Wow! But then you wouldn't have expected less considering three days of tours with stops at nine dairies. Here's what several attendees had to say about the most valuable part of the experience: "Meeting with producers with real knowledge and experiences," "Producers telling what worked and what did not. Everyone was so open," "learning all the different ways things are done on different farms."

AT ONE POINT OR ANOTHER, WE ALL NEED TO 'WIN' WITH PEOPLE. To win with people, however, we need leadership skills. Thankfully, leadership skills can be learned. An online article, "Winning With People," provides information that explains how each of us can lead, support and collaborate with people and create a "win-win" situation for all. You can read the article online at: http://www.maximumimpact.com/articles/read/article_winning_with_people/.

BOOK REVIEW; WHAT GOT YOU HERE WON'T GET YOU THERE: HOW SUCCESSFUL PEOPLE BECOME EVEN MORE SUCCESSFUL. This 256-page book by Marshall Goldsmith and Mark Reiter focuses on one person: you. The authors share 21 annoying habits of which we might be guilty and how we can change for the better by getting feedback, apologizing, telling the world, listening, thanking, following up and feedforwarding. In the end, readers will know more about themselves and what's keeping them from climbing to the top than they ever thought possible. If you're not climbing the corporate ladder, you might want to read this book anyway to identify that one small flaw that keeps you from where you want to be.

MIDNIGHT, FEB. 17, 2009, is the date when all full-power television states will convert their broadcasting from analogue to 100 percent digital, resulting in better clarity of viewing and more programming options. Feb. 17 is also the date when individual households must have a conversion box if their TV sets are not controlled through cable. The government is offering up to two \$40 coupons per household toward the purchase of a converter box which is expected to cost \$50-\$70 without a coupon. Coupon applications are available at www.dtv2009.gov. Coupons expire within 90 days of the date they are mailed to consumers.

USDA'S WEBSITE INCLUDES "A Business Plan to Advance Animal Disease Traceability" which was published September 2008 and an article reprinted from the Wisconsin State Farmers, "Wisconsin Leads the Way in Animal Identification." Read both for yourself at <http://animalid.aphis.usda.gov/nais/index.shtml>.

PDPW Education Calendar:

Click on the conference name to learn more

October 30-31 – **Dairy Policy Summit**, Holiday Inn in Manitowoc

November 5 – **Dairy Connect**, Foremost Farms USA in Baraboo

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

November 18, 19 & 20 – **Production Management Symposium**, Radisson Paper Valley Hotel in Appleton

December 2 & 3 – **Calf Care Workshop for Hispanic Employees**, River Falls and Lodi

December 9-10 – **Turn-Key Human Resource Workshop**, Kalahari Resort in Wisconsin Dells

December 11 – **Commodity Marketing Informational Class**, WMMB in Madison

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

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

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

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