

PDPW MANAGERS *memo*

August 8, 2008

Keep reading to see these highlights and more:

- Registration still open for the Business Transition Seminar
- Management Accounting details were just released
- Details about different personalities and how to best work with your employees and family
- Companies interested in exhibiting at the PDPW Annual Business Conference should register now to save \$100

Thanks,
PDPW

Featured PDPW Member:

“In today’s business world, you have to keep up with the cutting edge and the pulse of the dairy industry. Being involved with PDPW and attending their conferences gives you a medium to do that. There are always a lot of other producers there, and that gives you a chance to interact with them and build friendships.”

~Dan Natzke, Wayside Dairy Farm, Inc., Greenleaf, Wis.

Dan Natzke and his family have a long history tracing back to 1863 when their German ancestors first settled the land. Since that time, the family dairy business has evolved and now includes the fourth and fifth generations of dairy producers. Today, Dan, along with his son, Jeremy, and nephew Paul, milk 1,400 cows three times a day in a double-20 milking parlor. The herd averages over 28,000 pounds of milk and 1000 pounds fat.

Wayside Dairy was completely rebuilt in 2002 after a barn fire destroyed the milking center and many of the outbuildings. The need to rebuild allowed for construction of state-of-the-art facilities, which were built to be as comfortable as possible for both the cows and the 25 full and part-time employees. The cows are bedded with sand and mechanical sand separation was implemented in 2008. In addition to dairy cows, the farm produces corn silage, haylage and wheat from its 2,400 acres of cropland. Also, cottonseed and corn silage is merchandised to dairymen and feedmills.

The Natzkes are heavily involved in their church, community and other farm organizations. “Our goal is to best represent Wisconsin’s \$20.6 billion dairy industry,” said Dan. Dan will be sharing his experience as one of the featured dairy producer panelists at the PDPW Business Transition Seminar, happening next week throughout Wisconsin.

For Your Dairy Business:

JUST A FEW SEATS REMAIN for the upcoming Business Transition Seminar, and the three seminars are just days away. Choose your date and location: Tuesday, Aug. 12, Fond du Lac; Wednesday, Aug. 13, Eau Claire; or Thursday, Aug. 14, Wisconsin Dells. The agenda will be the same at all three and will include an expert attorney and team of panelists who will guide you the transition process; dairy producers who have begun or completed the business transition process; and a lender. Remember: business transition has no second chances. Register you, your business partner, spouse or family members. PDPW members can attend for just \$150 for the first attendee and \$75 for each additional team member. Call today and reserve your space: 800-947-7379. Or visit www.pdpw.org.

IT'S ALL IN THE NUMBERS, and you'll be more savvy about the numbers and decision-making after attending the Management Accounting Conference, Sept. 10-11, in Middleton, Wis. Teaching this two-day seminar—which includes a Nov. 17 follow-up session—will be R.L. “Dick” Wittman who delivered an extremely popular Annual Business Conference session. Among many items, you'll walk away with management accounting techniques you can implement immediately while linking financial analysis with strategic decision-making. This seminar is ideal for dairy producers, accountants, consultants, educators and industry professionals who have a vision for the future. Go to www.pdpw.org to learn more by reading the brochure online. Registration limited to the first 100, why not register today by calling PDPW at 800-947-7379.

BE A POSITIVE, EFFECTIVE COMMUNICATOR within your community and circles of friends by participating in *Dairy Connect* on Sept. 16. During this one-day communications seminar, you'll be trained by a professional media and communications trainer who knows agriculture and consumer issues. You'll walk away armed with key messages on vital industry issues and prepared to speak up on behalf of dairy producers. And, with registration limited to just 15 people, you'll have lots of one-on-one training. Learn more about this valuable training by logging onto www.pdpw.org. Online registration is also available at this link.

COMMIT TIME AND ENERGY TO DEVELOP A RELATIONSHIP with more than one person at your bank. This way, if your bank merges or is acquired, someone is familiar with your business. To find and keep a bank, the “Counselors to America’s Small Business” also suggests understanding that large or small banks are interested in the same fundamentals: cash flow, collateral and the viability of your business. Additional tips include selling the bank on your business by providing solid information on your financial history, business plan and loans you need the terms you want; looking for a good fit by sharing the kind of relationship you’re seeking; and asking questions so expectations by both parties are clear. For more information, check out http://www.score.org/5_tips_fc_6.html.

For Your Business Mind:

GET THOSE ENGINES ROARING AND READY TO ROLL for the Nov. 8-9 PDPW Youth Leadership Derby. Day 1 events includes three tours: Holsum Dairies, a 6,700-cow dairy with rotary parlor and anaerobic manure digester; Ran-Rose Farms, a 70-cow registered Holstein herd with a focus on genetics and high-performance cows; and Land O'Lakes Cheese Plant, where you'll learn about the cheese business and see all firsthand. Sorry, adults, but this is for teens only, ages 15-18. In addition to real-world tours, youth will participate in fun, hands-on labs and workshops and have an all-night lock-in. Visit www.pdpw.org for details online. Cost is just \$100/youth and includes all training materials, meals, tours, snacks and entertainment.

KNOW WHAT'S HAPPENING AND WHEN IT'S HAPPENING by signing up to receive an Outlook calendar invitation from PDPW. At minimum we urge you to go to PDPW's online calendar and jot down important industry events on your calendar or PDA. To be in the know and receive an Outlook calendar invitation, please email us at mail@pdpw.org.

SAVE \$100 BY REGISTERING TODAY to exhibit at the 2009 Annual Business Conference set for March 17-18 in Madison. Yes, trade show contracts are available now, and this early bird special is a full 50 percent off the first exhibitor's registration. But this \$100 savings is valid only for contracts postmarked, faxed or emailed on or before Sept. 1 of this year. Contracts are available online at www.pdpw.org.

THE POWER JUNKIE, THE WITHHOLDER, AND THE EAGER PUPPY are three personality types that often trigger fellow employees. But increased understanding and rapport is possible when specific tools are in place. Working with a power junkie—the person who tries to wrangle control and power from others perceived as threatening his/her status—requires acknowledging this person's expertise in a specific area and seeking his/her opinion. If you are so attached to being right that you end up in a power struggle with a power junkie, no one wins. The withholder, who is also insecure about power, doesn't share information that can help others do their job and sets others up for failure. The key to working with a withholder is to ask clarifying questions when something is unclear or a mixed message is received. Each question should be followed up with a statement clarifying why you ask and how it can benefit the withholder. You should share all information needed to ensure a successful outcome or be clear about what outcome is possible with the information and resources you have. If the withholder doesn't share sufficient information, you may need to consider refusing the project. While the eager puppy personality type can be refreshing, an abundance of enthusiasm without sufficient research can lead to unhappy results. An eager puppy needs to slow it down, and that can be accomplished by asking probing questions, sorting ideas from facts and keeping discussions on track. What's your personality type? How do you react to others? Once these two questions are answered, your interpersonal toolbox expands and you may not get upset when you encounter a personality that doesn't gel with your own. To learn more, visit <http://www.inc.com/articles/2000/03/17713.html>.

BOOK REVIEW: MAKING INNOVATION WORK: HOW TO MANAGE IT, MEASURE IT, AND PROFIT FROM IT. Authors Tony Davila, Marc Epstein and Robert Shelton draw on their innovation, consulting experience and a thorough review of innovation research to deliver a book that highlights what works, what doesn't work and how management tools can be used to dramatically increase the payoff from innovation investments. The authors explain why some companies excel at innovation while other companies fail, and they challenge misperceptions. They also explain the tools and processes necessary for an organization to harness and execute innovation. One reader sums up the book in this manner: "There is a dire need for a fresh look at innovation," and this book does just that.

REGISTERED VOTERS FAVOR INCREASED USE OF ETHANOL. That's according to a recent poll by Greenberg Quinlan Rosner Research and Public Opinion Strategies. The poll found 59 percent of those polled favor increased use of ethanol in the nation's fuel supply while 30 percent oppose increased use. When asked whom or what they most blame for rising food costs in the United States and the world, 49 percent of voters pinpointed increased cost of gasoline; 11 percent, increased commodities speculation; 8 percent, increased use of grain for ethanol; 8 percent, corporate take-over of feed production; 7 percent, increased demand in China and India; and 7 percent, severe weather. Two percent of those polled indicated that none of these factors deserved the blame. On the other hand, 5 percent placed blame on all of the factors. Three percent didn't know or refused to comment.

A DIET RICH IN FRUIT AND VEGGIES MAY REDUCE cholesterol, prevent build-up of fatty deposits in the arteries and can provide protection against heart disease. At least that's what a Wake Forest University School of Medicine in the UK found when they assessed the effect of a vegetable diet on heart disease in mice. After 16 weeks, the researchers found that the mice that had vegetables in their diets had 38 percent less build-up of fatty deposits in their arteries than the groups that ate a vegetable-free diet. The researchers said the results indicate that a diet rich in green and yellow vegetables inhibits the development of hardening of the arteries and may reduce the risk of heart disease.

PDPW Education Calendar:

August 12,13,14 – **Business Transition Seminar**, Holiday Inn in Fond du Lac, Sleep Inn in Eau Claire and Kalahari Resort Wisconsin Dells

September 10-11 – **Management Accounting**, Marriott Madison West, Madison

September 16 – **Dairy Connect Training**, WMMB, Madison, WI

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**, 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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