

PDPW MANAGERS memo

February 11, 2010

Keep reading to see these highlights and more:

- Register today to find your “Pathways to Profit”.
- Is compensation causing stress for your family business?
- Exercise your right to vote!

PDPW Business Conference March 15-16, 2011

TAKE CONTROL OF YOUR DAIRY FUTURE by attending the dairy industry’s premier educational event: **PDPW’s Business Conference, “Pathways to Profit”, March 15-16, at the Alliant Energy Center, Madison, Wis.** This dairy event is for dairy producers just like you, with this year’s offering as diverse as the dairy industry itself. In addition to the four business keynote speakers—Dr. Michael Boehlje, Stephen M.R. Covey, PR guru Linda Wenck and a surprise wrap-up presentation, you can select from among 15 specialty sessions, including several dairy producer roundtables with dynamic moderators such as Dr. David Kohl plus topics ranging from calf health, cow handling, OSHA compliance and managerial accounting to social media and farm insurance.

The formal presentations are just the beginning, as learning continues when you network with dairy producers and agribusiness experts from across the country and pick their brain. Then, of course, there will be plenty of time to relax and enjoy as you take part in Tuesday evening’s “You Rock!” dueling piano entertainment. Yes, indeed, you will find multiple “Pathways to Profit” for your dairy. To see the complete line-up of speakers and topics or to register, go to www.pdpw.org. This could well be one of the best investments you make in yourself, your employees and your dairy.

For Your Dairy Business:

“**COMPENSATION: WHY PAY IS A CRITICAL BUSINESS STRATEGY**” is the topic of the **Monday, Feb. 28, World-Class Webinar**, developed by PDPW. Dr. Donald J. Jonovic of Family Business Services will zero in on the critical mistake made by many family businesses when they confuse compensation for performance with return for an owner’s investment and why this confusion can cause significant stress, tension and dysfunction in farm partnerships.

In addition to discussing why it’s important to differentiate pay from return—both in theory and in practice, Dr. Jonovic will describe practical pay strategies that both motivate and reward desired performance. To participate in this 60-minute World-Class webinar that’s starts at noon on the 28th, please register by Monday, Feb. 21. Cost is just \$75 per computer, and you can have as many people participating that can fit around that computer.

For details on the PDPW World-Class Webinar series **Focusing on the People Side of Business Transition** presented by Dr. Donald Jonovic visit http://www.pdpw.org/world_class_webinars.php.

VOTING TIME. Yes, it's time for PDPW dairy producer members to vote for candidates to fill three positions on the PDPW Board of Directors. Notice and ballots should be in PDPW dairy producer members hands very soon. PDPW bylaws allow one vote per dairy membership. Your ballot can be cast either at the PDPW Business Conference, March 15-16, in Madison or via mail, with mail-in ballots postmarked by 3/8/11. All votes must be cast by 1:45 p.m. on Wednesday, March 16.

Candidates for your consideration include Charlie Crave, Waterloo, Wis.; incumbent Mark Diederichs, Malone, Wis.; Roger Erickson, Neillsville, Wis.; Johnathan Heinsohn, Kirkland, Ill.; and Kay Zwald, Hammond, Wis. If you are a producer member and did not receive your membership's ballot, please call the PDPW office at 800-947-7379 or visit:

<http://www.pdpw.org/posting.php?id=46>.

WARD OFF THE LONG-LASTING AFFECTS OF LAMENESS and keep healthy cows moving along by putting in practice what you learn at the 2011 Hoof Care Training Workshop. Two dates, two locations for this one-day workshop: Wednesday, April 20, Marshfield, or Thursday, April 21, Chilton. Session topics and presenters include "Emergency Lamé Cow Care," Karl Burgi; "The Transition Period: Comfort and Lameness in Free-Stalled Cows," Dr. Nuria Chapinal; "Hoof Trimming Records are Worth Their Weight in Gold," Jeffrey DeFrain; and "Effective Hoof Trimming Tips to Improve Hoof Health," Rick Trinko and Mark Lute. Participants will be divided into four groups of 24 or less and rotate through all four sessions, ensuring optimum experience at each stop. Registration is due by Wednesday, April 13, with each workshop limited to the first 95. For all the details visit: http://www.pdpw.org/programs_events.php?id=54. Invest in yourself or your employees by calling 1-800-947-7379.

INTERESTED IN GROWING WISCONSIN COMMUNITIES THAT ARE VIBRANT AND GREEN FOR GENERATIONS TO COME? Then attend the **Agriculture Community Engagement education seminar on Thursday, Feb. 24**, at the Kalahari Resort in Wisconsin Dells, Wis. Sponsored in partnership by the Wisconsin Counties Association, Wisconsin Towns Association and PDPW, the one-day educational seminar will start at 8:45 a.m. and wrap up at 3:30 p.m.

This ACE event is the ideal place for dairy and livestock producers to interact with community leaders, elected officials, conservation officials and citizens and openly dialogue and learn about issues important to Wisconsin communities. Centered on the theme "Finding Environmental & Community Harmony," topics and speakers include the Karst Report and how it relates to Wisconsin dairy farmers, Dennis Frame, Discovery Farm co-director; immigration and its importance to the dairy industry, attorney Erich Straub; building and protecting better Wisconsin roads, Kevin Erb, UW extension specialist; and "Thoughts from the Farm," dairy producers Jim Kruger, So-Fine Bovines, Marquette County, and Linda Hodorff, Second-Look Holsteins, Fond du Lac County.

The event's \$40 registration cost covers participation in the seminar as well as lunch and all workshop materials. To reserve your space at the Feb. 24 ACE Educational Seminar, please contact the Wisconsin Towns Association at (715) 526-3157. And why not bring along other dairy producers and several community leaders. Get all the details by visiting:

http://www.pdpw.org/programs_events.php?id=34.

COW TRANSITION MANAGEMENT IS MORE THAN A COMPUTER FORMULATION, VACCINATION, TAKING TEMPS OF FRESH COWS OR ROUTINE USE OF ORAL DRENCHES. While Dr. Paul Rapnicki and Dr. Steven Steward, University of Minnesota, agree that each of these tactics may play a role in cow transition management, they stress that transition cow management should be much more all-encompassing and "place emphasis on" all of the following: 1) Maintaining excellent health (both in the short term and over the long term); 2) Preserving the production potential present in the animal; 3) Providing a high degree of comfort (lying spaces, ventilation, feed areas, etc.); 4) Ensuring a high degree of well-being and high regard for general animal welfare; 5) Maintaining a high degree of cleanliness; 6) Minimizing sources of handling stress; 7) Minimizing negative impacts of manure handling and storage on environment; 8) Minimizing the risks of food residues and food pathogens; and 9) Providing an excellent environment for its employees. "All of the above must be accomplished in a cost-effective manner," they write. "However, 'cost-effective' should not be interpreted as least cost nor can it be used as an excuse for animal or human abuse."

STOP THE CYCLE. That's the message Cameron Nightingale, a Colorado nutritionist, delivers regarding winter dysentery, a challenge characterized by the sudden onset of diarrhea that can affect 15 percent or more of the herd. Clinical signs include fresh blood in the feces, dehydration, loss in body condition, respiratory issues like coughing and nasal discharge and a varying decline in milk production of 10 percent or greater. Nightingale says 20 to 50 percent of animals in the herd will exhibit clinical symptoms within the first few days and the rest of the herd within a week to 10 days.

Although the causative agent of winter dysentery is unclear, Nightingale says the first step in managing the disease is to "stop the cycle." He advises producers to isolate newly introduced cattle for at least a two-week observation period and isolate cattle exhibiting diarrhea or unusual clinical symptoms to help mitigate the potential introduction of the disease to the rest of the herd. Additional tactics include limiting farm access to outside visitors during an outbreak of winter dysentery; control the movement patterns of cattle and people on the farm (i.e. maternity cows and calves are most susceptible to disease); have farm employees working with cattle change out of soiled clothes and sanitize boots as often as necessary for their particular job; and reduce manure contamination in water, feed, feed bunks and feeding equipment. He also suggests working closely with your herd veterinarian to aid in diagnoses and to develop protocols for management practices before an outbreak situation occurs.

For Your Business Mind:

LET'S BUILD A PRESENCE ON FACEBOOK --- Because PDPW exists to help its members share ideas and experiences that help them continuously improve as professionals and seeks to showcase professionalism with audiences who want to know more about what we do, it makes sense that PDPW have a presence on the world's largest social networking site: Facebook.

This social network has 600 million users worldwide (and counting) and hosts more than 38,000 "animal cause" pages, with each seeking to educate about issues important to them. Facebook and other social networking sites are a tool for like-minded people to find each other and converse. You can show how much you like your profession by clicking "LIKE" on our Facebook page. We then can build a following and share ideas. You can find PDPW at www.facebook.com/dairyproducers. The Professional Dairy Producers Foundation has a facebook page too that you can join by clicking "LIKE." Check it out at www.facebook.com/dairyfoundation.

READ THE LABEL. FOLLOW LABEL DIRECTIONS TO A 'T.' Yes, animals do get sick and need an antibiotic therapy to overcome a specific disease challenge. But smart dairy producers and employees are informed dairy producers and employees who read and follow labels directions down to the nth degree, whether the directions be on a feed additive product, a drug or whatever. And savvy dairy producers also work closely with their veterinarian to develop treatment protocols that address the correct use of antibiotics—and they identify treated animals and record antibiotic use to prevent residues. Want more info? Go online and read "Milk and Dairy Beef Drug Residue Prevention—Producer Manual of Best Management Practices 2011" document—which includes a "Best Management Checklist to Avoid Antibiotic Residue (Pages 15-16) at http://www.dhiprovo.com/downloads/industrydocs/NDF_Residue_11_8_10.pdf.

NO. 1 COMPUTER SECURITY MISTAKE: No antivirus/antispyware software and/or keeping your software and virus definitions up to date. Word to the wise: check the date of your last update and launch the update process. HTS Tech Tips points out that most anti-malware/antivirus software is sold on an annual basis and a new license must be purchased each year. Once your license lapses, your computer is unprotected against any new viruses or malware released since the license lapsed.

COTTON, WOOL OR SILK? Which sock is best for winter? eHow advises those working in the cold to save the cotton socks for another season because they may not be the warmest for winter. The better option is wool socks or layers of silk socks under wool socks to wick away any moisture. Layers of socks create layers of warm air between your skin and your socks and this is helpful should one layer get wet before you can remove it. General winter feet/sock info: 1) Wet toes are more susceptible to frostbite. 2) Avoid tight socks as they can inhibit circulation, inhibiting the body's ability to generate warmth. 3) Doubling up with cotton socks may not be a smart move as they can keep feet damp and cut off circulation by making boots fit too tightly.

PDPW Education Calendar:

February 24, 2011 **Agriculture Community Engagement (ACE) Education Seminar**, Wisconsin Dells, WI
March 15-16, 2011 **PDPW Business Conference**, Alliant Energy Center, Madison, WI
April 20 & 21, 2011 **Hoof Care Sessions**, Marshfield, Chilton, WI – Two One-day workshops

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