

PDPW MANAGERS memo

September 23, 2011

Keep reading to see these highlights and more:

- Get youth energized about dairy careers
 - Calf raising education
 - Keep your children safe
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For Your Dairy Business:

KNOW ANY YOUTH INQUISITIVE ABOUT THE DAIRY INDUSTRY? Then Youth Leadership Derby, Nov. 5-6, is the place for them. Based this year out of Ripon High School, the Youth Leadership Derby includes a day and a half of non-stop action for youth ages 15-18.

Day 1 will have youth on the tour bus visiting and interacting with individuals at Waupun Veterinary Clinic, Pollack-Vu Dairy, Invenergy and Kelley Country Creamery, followed by three breakout sessions and a mentor panel. After a lock-in, Wendy Naarup, the 2007 Ironman Wisconsin winner who went on to compete in the 2008 Ironman World Championships in Hawaii, will help attendees discover a lot about themselves and their gifts and strengths. Her motto: No one should settle for good when each of us can be great.

Why not invest in today's youth—tomorrow's leaders—and send your child, grandchild, a neighbor or a nearby high school students to this educational event. Registration fee of \$100/person covers training materials and food. Registration deadline: Tuesday, Oct. 25. Register today online at www.pdpw.org.

TIPS, TRICKS AND CRITICAL STEPS OF CALFRAISING will be shared at two upcoming PDPW Calf Care Workshops. You can select from two dates, two locations: Wednesday, Oct. 19, Marshfield, Wis., and Thursday, Oct. 20, Arlington, Wis. Calf raiser Minnie Ward will cover the latest research regarding automated calf feeders, colostrums and ventilation while Dr. Dave Rhoda addresses drug residue. **Internationally renowned calf expert, Dr. Sheila McGuirk** will provide two "must see sessions" regarding how to grow calves right and an "ask the expert" opportunity. If you raise dairy calves, this is the one event you can't afford to miss. To register or to obtain more information, please go online to www.pdpw.org.

CHALLENGED RUNNING YOUR BUSINESS DURING TODAY'S VOLATILE TIMES? Ag economist Dan Basse of AgResource is prepared to help you navigate through these tough economic times with more confidence when he shares information during the October World-Class Webinar.

Four of the business questions Basse will discuss at the Monday, Oct. 31, webinar include 1) "How does a busy dairy producer handle the volatility of markets, input prices and the resulting revenue?", 2) "What's driving economic activity?", 3) "How can anyone producing milk stay on top of it all and make smart business decisions?" and 4) "What tools can be used to stay ahead?" Plus, you can ask your own question during the webinar's Q&A time. The webinar starts at noon and lasts for 60 minutes. If this time doesn't work for you, then register and listen to the webinar at your convenience. To register call PDPW or go online to www.pdpw.org.

INVEST IN YOURSELF OR YOUR EMPLOYEES for just three days and reap the benefits for a lifetime. The event: 2012 Managers Academy, Jan. 17-19, Atlanta, Ga. Dr. David Kohl and Dr. Danny Klinefelter will co-lead on Day 1, with each presenting a session followed by a panel discussion comprised of leaders from the peanut, poultry and peach industries. You just might be surprised how much the dairy industry has in common with these three ag industries. Day 2 of the three-day executive-level training will include insider-only tours of the Center for Disease Control, CNN and AGCO's Global Training Center. After Kohl and Klinefelter "connect the dots" between the tours and the dairy industry, participants will hear from Jay Penick and Guido van der Hoeven on "The Vision for Dairy." This isn't your ordinary conference. It's training. In the words of Dr. Kohl: "A paramount educational event for lifelong learners." Save the date. And look for more information online at www.pdpw.org in the coming weeks.

AVOID BEING ON "THE LIST." Since January 2010, USDA's Food Safety Inspection Service (FSIS) has published a list of all farms that have residue violations for meat, poultry and egg products, and it should be the goal of every dairy producer to NEVER be on that list. These six tips will help producers minimize the risk of culling an animal that will have a violative tissue residue: 1) Do NOT use a product in a route that is not approved. 2) Do NOT use different products with the same generic drug name. 3) Do NOT use a higher dose than the label recommends. 4) Do NOT use unapproved products as intramammary infusions. 5) Do NOT use unapproved products with long withholding times. 6) Do NOT use medicated milk replacer and always follow withhold times for calves.

PRACTICAL APPROACHES CAN BE USED TO IMPROVE THE OVERALL HEALTH OF TRANSITION COWS. That's the message Dr. Barry Bradford of Kansas State University wants dairy producers to understand, adding that improving the overall health of transition cows can decrease the cull rate in early lactation and improve both productivity and reproductive success. Speaking at the Western Dairy Management Conference, Bradford said, "Traditionally, experts on dairy cattle have focused on isolated components of dairy management: nutritionists worked on diets, veterinarians responded to disease outbreaks, and others were called upon to design facilities to maximize cow comfort. What we are learning today is how much nutrition, pathogens and environmental challenges interact to influence the physiology of the cow." Bradford wrapped up his "Connecting Transition Cow Physiology, Behavior and Nutrition" talk with these three take-home messages: 1) Transition cows need adequate bunk and stall space, and heat stress during this period has long-term negative effects. 2) Separating heifers from dry cows and minimizing group changes during the transition period allows for improved nutritional management and decreased social stress. 3) Because of the numerous interactions between different physiological systems, improving feed intake after calving, improving metabolic function, or decreasing infections should all have beneficial effects on the other factors and ultimately increase health and productivity. Want to read the presentation in its entirety? Go to <http://www.wdmc.org/2011/Connecting%20Transition%20Cow%20Physiology,%20Behavior,%20and%20Nutrition%20pg%20207-220.pdf>

YOU CAN GET YOUNG CALVES OFF TO A FAST START following these six guidelines from Dr. Mike Hutjens, University of Illinois: 1) Milk replacer should contain 20-22 percent crude protein. 2) Calf starter should contain 18 percent crude protein (as fed or feed tag basis) or 20 percent on a 100 percent dry matter basis. 3) If calves are exposed to cold weather, increase the fat level in milk replacer up to 20 percent, encourage more liquid intake (an additional feeding) and/or stimulate more calf starter consumption. 4) Add a fiber fraction to your calf starter (such as oats, soy hulls, beet pulp or other by-product). 5) Do not provide forage to the calves until they consume 4 to 5 pounds of calf starter. 6) Provide free choice water to encourage calf starter intake. "Getting calves off to a fast start should minimize health risks and allow calves to be raised economically," Hutjens states. Learn more about calf raising at the Calf Care Workshops on Wednesday, Oct. 19, Marshfield, Wis., and Thursday, Oct. 20, Arlington, Wis.

For Your Business Mind:

CHILDREN AND CROP AND FEED STORAGE AREAS are the focus of this month's safety checklist from Tom Drendel, National Farm Medicine Center, Marshfield. Drendel reminds us that his checklists have been created simply as a starting point and he encourages producers to dig in and look beyond his safety concerns in both areas. Crop and feed storage areas questions: 1) Are warning signs posted on grain bins, gravity wagons and trucks to warn of flowing grain hazards? 2) Are silo gas warnings posted? 3) Do you lock out and tag motors and controls before entering bins and silos? Checklist regarding children: 1) Are children ages 6 and younger kept out of work sites? 2) Can hazardous work/storage areas be locked to keep children out? 3) Is there a fenced safe play area for children? 4) Are jobs assigned according to the North American Guidelines for Children's Agricultural Tasks (www.nagcat.org)?

THERE ARE TWO SIDES TO EVERY COIN. Such is the case of employees and employers. Wise employers want to know the job satisfaction of their employees, and employees like the power that comes with being asked what they like and don't like about their jobs. Performance appraisals can serve both purposes. An Ohio State University extension bulletin noted, "For employers who want to be informal in their approach to performance appraisal, a simplified format can be used to introduce performance appraisal to employee and employer alike. This appraisal may be conducted by the employer in writing or orally." This list of statements and questions can serve as a starting point for an informal performance appraisal: 1) Here are three or four things I liked most about your last year's work. 2) What do you like most about your job? 3) What do you like least about your job? 4) How can your job be improved? 5) Here are two or three things that I suggest we work on to change in the future. (Try to have at least one less negative item than the positive items listed above.) 6) What would you like to add to the list of things to work on during the next year? 7) Are there other things you would like to discuss?

BOOK REVIEW: *Drive: The Surprising Truth About What Motivates Us.* Daniel H. Pink's New York Times bestseller will have you thinking about personal, family and employee motivation from a different perspective. Author Pink goes against the standard thought that the best way to motivate is with rewards such as money using the carrot-and-stick approach and contends that the secret to high performance and satisfaction "is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. " Turning to research on human motivation and using examples to make his point, Pink examines his theory that people are more motivated and produce more creative solutions when three conditions are met: a degree of autonomy, the chance to develop mastery and having a sense of purpose.

PDPW Education Calendar

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| September 26 | World Class Webinar Series with Dan Basse - 1 st of a 3 part webinar series |
| October 19 & 20 | Calf Care Connection – Marshfield & Arlington, WI – Two one-day workshops |
| October 31 | World Class Webinar Series with Dan Basse - 2 nd of a 3 part webinar series |
| November 5-6 | Youth Leadership Derby – Ripon High School, Ripon WI |
| November 9-10 | Dairy Policy Summit – Madison, WI |
| November 16-17 | Management Assessment – Arkdale, WI |
| November 28 | World Class Webinar Series with Dan Basse – 3 rd of a 3 part webinar series |
| December 14 | Commodity Marketing Introductory Class – Greenstone Farm Credit Appleton, WI |
| January 17-19, 2012 | Managers Academy – Atlanta Georgia |
| March 13-14, 2012 | PDPW Business Conference – Alliant Energy Center, Madison, WI |

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