

PDPW MANAGERS memo

February 6, 2009

Register now for the PDPW Annual Business Conference, March 17-18 at the Alliant Energy Center in Madison!

Capitalize on the best resources available by attending this high-level conference that was developed by dairy producers to meet the needs of our industry. This is one conference – regardless of your management style or dairy size – you can't afford to miss! The PDPW Annual Business Conference is the go-to place to learn new information and innovative ideas for improving your bottom line. You can count on this event to prepare you to thrive in 2009, by "Adding Passion and Multiplying Profits."

Other highlights of this Managers Memo include:

- ✓ The upcoming "Agriculture's Changing Face" seminar on Thursday, Feb. 19 in Fond du Lac
- ✓ Tips for hiring the right manager
- ✓ A book review with a "wealthy" dose of financial information

Thanks,
PDPW

FEATURED ANNUAL BUSINESS CONFERENCE SESSION:

BIGGEST MISTAKES, BEST BUSINESS MOVES AND WHAT'S NEXT for their businesses and the industry are topics on the table during the Annual Business Conference's "Producer Panel: Sharing Insights from Across America" on Tuesday, March 17. Panel members include Jim Docheff, Diamond D Dairy, Longmont, Colo.; Steve Maddox, Maddox Dairy Ltd., Riverdale, Calif.; and Dwight "Ike" Hunt, Green Meadows Farm, Elsie, Mich.

Jim Docheff is a fourth-generation Colorado dairyman whose farm was grown from 65 milking cows to 600: 240 registered Jerseys, 450 Holsteins and 35 registered Brown Swiss. The Diamond D Dairy herd has been closed for five years, and, in April 2008, the farm started selling milk directly to the consumer.

Steve Maddox is managing partner of Maddox Dairy, Ltd., a 10,000-cow operation that is considered one of California's most innovative dairies and one of the nation's most well-known registered Holstein herds. Serving on the National Dairy Board and the U.S. Dairy Export Council Board, Maddox will also add his perspective on "what's next for the industry."

Dairying since 1987, Michigan's **Ike Hunt** has helped Green Meadow Farm, one of the country's largest registered Holstein herds, expand from a 1,200-head milking herd to 3,000. He's been involved in major decisions on all fronts of the diversified business—which includes 6,500 acres of cropland and raising all replacements—and is now in charge of the farm's replacements, genetics and bull sales.

"The PDPW Annual Business Conference is a refreshing escape from our daily routine, and it is very uplifting to associate with positive people who share the same business challenges every day and when planning for the future."

Randy Bonde, Bonde Acres Dairy, Newton, WI

Visit www.pdpw.org to see the complete line up of speakers and sessions at the Annual Business Conference or to register online.

For Your Dairy Business:

MEETING ENVIRONMENTAL AND COMMUNITY NEEDS is the thrust of the "Agriculture's Changing Face" seminar on Thursday, Feb. 19, in Fond du Lac. Sponsored by PDPW, Wisconsin Counties Association and Wisconsin Towns Association, this one-day seminar provides a platform for dairy producers to educate, inform and openly communicate with community leaders, elected officials, conservation officials, other livestock producers and interested Wisconsinites. The day's information-rich sessions feature a diverse line up of speakers who will cover land use, what's been learned about ground water and manure application, the impact of dairying beyond the farm gate, the link between animal health and community wellness—and what happens when an animal health issue enters a community—and dairying in Wisconsin. Visit www.pdpw.org to learn more about this event. Registration deadline is Thursday, Feb. 12.

CORPORATE MEMBERS: THE HALL OF IDEAS TRADESHOW WANTS YOU. . .and signing on now allows you to take advantage of promotional and sponsorship perks, including having your company name listed on the next round of Annual Business Conference flyers. Visit www.pdpw.org to check out the Hall of Ideas Tradeshow contract or call 800.947.7379.

BOTH A HOLSTEIN AND A JERSEY CALF WILL HIGHLIGHT THE LIVE AUCTION at the Annual Business Conference, along with many other items. The live auction will be held Tuesday, March 17, after former Green Bay Packer Adam Timmerman's keynote address. Other items up for auction include a female Labrador retriever puppy, a Westfalia Surge rotating cow brush, a Door County sailing getaway, a pheasant hunt, a semen tank filled to \$2,500 of semen and an "Adding Passion, Multiplying Profits" quilt—with funds going to the PDPW Education Foundation. Join the action for a great cause! Where else can you have so much fun and excitement while investing in the future of Wisconsin's dairy industry!

PDPW WANTS YOU! Submitting your 2009 membership can be accomplished by either sending a check or paying online. Your choice. Got questions? Please call us: 800.947.7379.

For Your Business Mind:

PDPW'S MANAGERS ACADEMY SCORED ANOTHER HOMERUN! This year's "mind of a manager, heart of a leader" event gathered individuals from 19 states and three countries. Attendees, who represented all aspects of the dairy industry, walked away enlightened and empowered. One attendee called the event "the best dairy meeting" he had ever attended. The overwhelming positive response to this year's Managers Academy has PDPW already planning for the 2010 Managers Academy. Watch for details as those plans progress.

NEED A MANAGER? LOOK INTERNALLY. SCORE "Counselors to America's Small Business" offers these five tips for promoting from within your business: 1) Recognize that, as a small company, you have an advantage over larger companies when it comes to knowing a person's abilities and interests. 2) Pinpoint hidden talent by matching a person's after-work skills with skills that can be used in your company. 3) Know that people need opportunities to grow and then create these career paths for your employees. 4) Rather than outsource work, consider creating an advancement opportunity for an employee and bring the work in-house. 5) Realize that it might be to your advantage to pay for an employee's outside training rather than to recruit a new employee. Tips specific to the dairy industry will be shared at the Annual Business Conference's Wednesday, March 18, seminar "Producer Panel: How Growing Middle Managers Multiplies Management Muscle" when dairymen Cory Craig, Herrema Dairy, Indiana, and Steve Maddow, Maddox Dairy, California., divulge their insights to developing managers at their dairies.

'AGRICULTURE NEEDS MORE THAN EVER TO BE MORE FULLY INTEGRATED INTO THE COMMUNITY.' That's one message the Community Food and Agriculture Program (CFAP) wants farmers to understand—and practice. A CFAP publication, "Cultivating Farm, Neighbor, and Community Relations," points out that, "as farms expand in size, agricultural technology changes and more non-farm people move to the countryside, conflict between farmers and their non-farm neighbors is likely to rise." Among the causes for farm-related land-use conflict are odor from manure or chemicals, use of pesticides and chemicals, surface or groundwater pollution and animal welfare. That said, CFAP maintains that both farmers and their neighbors share responsibility for good relations and urges farmers to implement responsible farm management practices, get involved in the community and promote benefits of the farm to neighbors and their community at large. Two Wisconsin dairy producers know the value of working with their communities since they expanded their dairy operations and will share their experiences at a Wednesday, March 18, ABC session titled "Producer Panel: Getting the Green Light on Your Expansion." Join us and hear three things that worked well for these two dairymen—and three things they would do differently knowing what they know now.

BOOK REVIEW: THE WEALTHY SPIRIT: DAILY AFFIRMATIONS FOR FINANCIAL STRESS REDUCTION is perhaps more timely today than when it was written in 2002. Author Chellie Campbell maintains that life can be more peaceful when money is kept in proper perspective and is seen as a tool rather than as a goal. To that end, the book delivers daily affirmations and advice that help readers harmoniously combine spiritual well-being and financial success. Author Campbell, who conducts Financial Stress Reduction Workshops, urges readers to incorporate six key points into their lives: think positive, send out ships, count your money, swim with dolphins, survive the storms, and seek balance and enlightenment. Mark Victor Hansen, co-author of *Chicken Soup for the Soul*, summarizes the book in this manner: "Read a page a day to multiply your money, decrease your stress and vastly improve your life and lifestyle!"

THE PROPOSED DAIRY BUY-OUT HAS RECEIVED OPPOSITION from the National Cattlemen's Beef Association. On Jan. 23, NCBA sent a letter to the Senate urging Congress not to include the dairy buy-out plan in the economic stimulus package. A news release issued by NCBA stated that the proposal would take approximately 6.5 billion gallons of milk off the market, would result in nearly 320,000 additional cattle entering the beef market and could drastically reduce beef prices. A Jan. 26 news release issued by the National Milk Producers Federation stated, "The plight of dairy farmers is just part of the overall ongoing story of the global recession, but it also needs to be the focus of the new Congress and the new Obama Administration."

SIGNIFICANT ENVIRONMENT SAVINGS POSSIBLE when you receive and pay your bills electronically. American businesses mail about 26 billion bills and statements per year, and consumers mail 9 million payments per year in paper form. This type of payment consumes 755 million pounds of paper, 9 million trees and 512 million gallons of gasoline. If just 20 percent of American households changed to electronic statements and payments, then 150 million pounds of paper would be saved. The impact each time an American household switches is quite amazing: 6.6 pounds of paper saved, 25 square feet of forest preserved and 4.5 gallons of gasoline needed to transport paper bills is also saved. Oh, yeah, in addition to reducing your paper piles—since all is electronic, you can also save an average of \$60 in postage a year.

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