

Sharing ideas, solutions, resources and experiences that help dairy producers succeed.



One of four keynote speakers at Annual Business Conference: Dan Basse.



Special computer training workshop for dairy producers, Jan. 20.



PDPW Annual Business Conference, March 16-17, Madison.

Business Coach Dr. David Kohl Key Part Of PDPW's Annual Business Conference

Agribusiness entrepreneur and business coach Dr. David Kohl, Virginia, knows what can be accomplished with optimism, opportunities and oneself and will share that insight during a keynote address at PDPW's 2010 Annual Business Conference, March 16-17.

During his presentation "Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself," Dr. Kohl will provide a wide-reaching overview of the economy and trends that give you real reason for optimism.

"Attendees will gain insight into how they can position their business and team to flourish beyond their wildest expectations in 2010 and beyond," states Marion Barlass, dairy producer and co-chair of the 2010 PDPW Annual Business Conference.

Dr. Kohl's keynote address will also cover his secrets to identifying and managing opportunities and positioning yourself in your business and everyday



Dr. David Kohl

life. This in-demand business coach has a message that could change your outlook on tomorrow's busi-

ness environment—and your life.

In addition to delivering a keynote address, Dr. Kohl will give a two-hour breakout session on Wednesday morning during the conference. Titled "Does Your Dairy Need Diagnosing?", this breakout session will be highly interactive and include a 10-point game plan that can help you navigate the economic whitewaters for proactive success. A presentation for all businesses regardless of financial position, this discussion will address how to capitalize on opportunities, reduce financial failures and provide useful take-aways proven to be successful.

Also In This Issue:

Forage Management Breakout Session on Tap
page 2

Breakout Sessions Organized Into 4 Tracks
page 6

New Years Resolutions For Dairy Producers
page 18

Conference to Help Dairy Producers Imagine, Experience 'Real Results'

"Imagine Dairy—Real Results" is the theme for the nation's premier dairy education event: the Professional Dairy Producers of Wisconsin's 2010 Annual Business Conference in Madison, March 16-17.

Every keynote address and each of the 14 breakout sessions are geared toward helping dairy producers and other attendees see the possibilities and gather valuable information and techniques that can help them drive success.

"Producers attending this two-day educational event will experience high-energy keynote addresses and interactive breakout sessions and depart with ideas that will rejuvenate their business



minds and get them excited about the opportunities ahead in the dairy industry," states Mark Diederichs, a dairy producer from Malone, Wis., and PDPW board member.

"This educational event will gather producers and leaders from across the country and be an ideal place to network, learn and enjoy camaraderie that can't be found elsewhere in today's business world."

A key part of PDPW's Annual Business Conference is the event's Hall of Ideas trade show. Calling the trade show "a doorway to unbelievable knowledge," Diederichs points out that the trade show

showcases products and services geared toward helping dairy producers succeed.

He adds that industry partners in the trade show look forward to the one-on-one interaction with producers.

"No other conference offers more opportunities to meet with fellow dairy producers and build relationships that can last a lifetime," Diederichs states. "Every year dairy producers comment that they learn just as much from their peers as they do from the speakers—and the speakers provide a wealth of information on their own."

To learn more about PDPW's 2010 Annual Business Conference or Hall of Ideas, visit www.pdpw.org.

Forage Management Breakout Session on Tap

Whether you're growing your forages or buying them, milk per acre and forage per ton impact your bottom line BIG time. And that's why the Professional Dairy Producers of Wisconsin's 2010 Annual Meeting in Madison, March 16-17, includes a breakout session dedicated to forage management.

Titled "Maximizing the Green: Forage Management from the Field to the Bank," this Tuesday afternoon breakout session features a dynamic producer panel: Bart DeSaegher, DeSaegher Dairy, Middleton, Mich., and Doyle Waybright, Mason Dixon Farms, Gettysburg, Pa., with Dr. Randy Shaver of University of

Wisconsin-Madison serving as moderator.

"This panel will deliver a full cycle discussion regarding how they manage their forage production, reap the most milk per ton of feed and per acre, control cost and calculate their next move—renting, buying and owning land," states Marion Barlass, PDPW board member and co-chair of the 2010 PDPW Annual Business Conference. "Along with the moderator, the panelists will delve into everything from seed and soil management to contract negotiation and harvest secrets. If your business is the dairy business, this panel is a must see."

See Forage on page 9

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PDPW's 2010 Annual Business Conference— “Imagine Dairy—Real Results” Agenda

Have you ever asked yourself: *Is there a better way? Should I do things differently? Am I missing out?* Find answers to these questions and more at the 2010 Annual Business Conference.

A fabulous array of speakers, industry partners and events have been arranged to help you imagine what's possible for your dairy and then turn your imagination—and ideas from others—into results.

Created by dairy producers for dairy producers, the Annual Business Conference is widely considered the **nation's premier educational event.**

Day 1 – Tuesday, March 16

9:00 a.m. Hall of Ideas Trade Show – The Hall of Ideas will be open both days of the conference to stimulate your thinking.

9:30 a.m. -11:00 a.m. Preconference Specialty Sessions (select one)

- **It's the Milk House: Anyway You Cut It**
Dr. Doug Braun with Pfizer Animal Health and **Dr. Peter Vanderloo**, associate director of the Wisconsin Veterinary Diagnostic Laboratory, University of Wisconsin-Madison, will take you through the steps of how the cow makes milk and review the “hard-wired” physiology associated with milk harvesting.
- **Make Every Conversation Count**
Donna Moening, vice president of Industry Image and Relations, Midwest Dairy Association, will give you tools to make every conversation count, whether you're talking to your neighbor, the local news, community leaders or someone “online.”
- **Family Business: Putting the Wheels Under the Bus**
Michael Stolp of Northwest Farm Credit will deliver key lessons to help producers embrace change, communicate effectively, develop shared values and build a consensus-based vision for the family farm.
- **New Developments in Dairy Cattle Well-Being Research**
Dr. Janice Swanson and a co-researcher from Michigan State University will highlight recent developments in dairy cattle welfare research with an emphasis on the use of technology and the results it delivers.

11:00 a.m. – 12:15 p.m. - Lunch in the Hall of Ideas Trade Show Area

12:15 p.m. – Annual Business Conference Kickoff
Emcee Dr. David Kohl is sure to have a captivated audience as he welcomes Annual Business Conference attendees.



12:30 p.m. – 1:10 pm – Capitalizing on the Three O's of Business Success: Optimism, Opportunities & Oneself

Keynote speaker and agribusiness entrepreneur **Dr. David Kohl** will provide a wide-reaching overview of the economy and trends that give you real reason for

optimism. This in-demand business coach has a message that could change your outlook on tomorrow's business environment—and your life.

1:40 p.m. – 2:40 p.m. - Breaking Through With Focus, Decisive Action

Get ready to expand your thinking, sharpen your focus and have some fun as **Dan Thurman** helps us regain control of our accelerated lives.

2:40 p.m. – 3:00 p.m. – Hear What the Movers and Shakers Say About the Future

Dr. David Kohl will help you navigate through some of the most captivating industry data and fast forward into a new wave of learning.

Day 1 Afternoon Specialty Sessions

All five sessions will be available for your listening and participation convenience during Breakout Session 1 and Breakout Session 2. Attend one or both Breakout Sessions or spend the afternoon with our industry's preferred suppliers in the **Hall of Ideas**, finding ways to turn imagination into results.

4:00 p.m. – 5:00 p.m. - Specialty Session 1

Choose from among four one-hour Breakout Sessions, then attend your second choice during Breakout Session 2, when each session will be repeated. (See Tuesday Afternoon One-Hour Breakout Sessions descriptions.)

5:05 p.m. – 6:05 pm. - Specialty Session 2

Breakout Session 2 lets you choose from among the same four one-hour sessions offered for Breakout Session 1. (See Tuesday Afternoon One-Hour Breakout Session descriptions.)

• Sleeping With Your Business Partner

Note: This is an education-oriented presentation! The messages of **Dr. Becky Stewart-Gross** and her business partner and husband, **Dr. Mike Gross**, of Building Bridges will strike a chord with husbands and wives who want to understand why their spouse reacts in certain way; redirect their energies toward being the best they both can be; and bring combined goodness to a shared endeavor.

• Calves: Moving Ahead

Without Forgetting Lessons From the Past

Find out what's new in calf health and what tried-and-true methods still have their place today when **Dr. Sheila McGuirk** of the University of Wisconsin-Madison discusses newborn calf topics such as colostrum, housing and feeding.

• **Moving From Everyday Operations to Just Management**
Michael Stolp of Northwest Farm Credit Services will delve into developing a constructive foundation for communication, helping everyone understand, and answer, questions surrounding the business's and individual's goals.

• **Dairy Grazing – Exploring Greener Pastures**
Dick Cates, Facilitator

Four dairy producer panelists will discuss the advantages to grass-based dairying and share their experiences regarding monitoring forage resources, proper feed supplementation, adjusting stocking rates and controlling grazing duration to maximize milk production using forage resources.

• **Maximizing the Green:**

Forage Management From the Field to the Bank

Whether you're growing your forages or buying them, the results impact your bottom line BIG time. This dynamic producer panel will delve into everything from how they manage their forage production, reap the most milk per ton of feed and per acre to seed and soil management to contract negotiation and harvest secrets.

3:00 p.m. – 4:00 p.m. - Ice Cream Break in the Hall of Ideas

6:15 p.m. - Reception & Dinner

8:00 p.m. – Special Event, To Be Announced

Day 2 – Wednesday, March 17

7:30-11:30 a.m. - Hall of Ideas Trade Show

Breakfast and brain food will be available from 7:30 – 10:30 a.m.

8:00-9:00 a.m. - PDPW and PDPW Education Foundation Annual Business Meeting

Hear from your leadership, provide input to leadership and elect the individuals you want on both the PDPW and PDPW Education Foundation board.

Day 2 Specialty Sessions – Pick Up to Three That Suit Your Business Needs

9:15-10:15 a.m. - Specialty Session 1

10:20-11:20 a.m. - Specialty Session 2

11:25 a.m.-12:25 p.m. - Specialty Session 3

• **Master Your Computer Using Microsoft Tips & Tricks!** (1-hour session)

Get set for hands-on computer training from Desiree Hermann, a **Masterlink trainer**. This session will cover Word, Excel and Outlook.

• **Managing Life's Margin** (1-hour session)

Dr. Richard Swanson's practical and humorous presentation will offer prescriptions for restoring margin in emotional energy, physical energy, time and finances. This session is about you – the most important asset in your business.

• **Marketing and Management:**

Avoid Playing Eeny, Meeny, Miny, Mo With Your Future (1-hour session)

Dr. Kevin Bernhardt, UW-Extension and Center for Dairy Profitability, will explore how to bridge management of costs with marketing of products and explain how to change one's mindset from being impressed with \$19 milk to one that is impressed with a double-digit rate of return on assets.

• **Happily Ever After:**

End Lame Profits With Keen Hoof Care (1-hour session)

Dr. Jan Shearer of Iowa State University will go far beyond the basics in this discussion covering metabolic and mechanical factors that predispose dairy cattle to some of the most serious of lameness disorders...

• **The U.S. Dairy Industry: Time For Repositioning** (1-hour session)

Jay Waldvogel, a savvy and in-demand international dairy industry consultant, will address globalization and what it really means to the individual dairy producer.

• **Does Your Dairy Need Diagnosing?**

(2-hour session offered only at 9:15 a.m.)

This discussion led by **Dr. David Kohl** will focus on how to capitalize on opportunities, reduce financial failures and provide useful takeaways proven to be successful.

12:30 – 1:30 p.m. - Lunch in the Hall of Ideas Trade Show

1:45 – 2:30 p.m. - Untangling Today's Grain & Milk Prices For Real Results

This keynote by **Dan Basse**, President of AgResource, will take you as close to the crystal ball as you will get with insight into the dairy export market and will bring into focus how managing inputs and volatility will be as critical as making milk.

2:30 – 3:00 p.m. – Discovery Made: A World Without Limitation

This keynote speaker's stirring story and infectious enthusiasm will inspire, motivate, challenge and prepare you for a year full of opportunity. Meet this remarkable dairy farmer and prepare yourself for one of the most remarkable real-life stories and memorable messages.

3:00 p.m. – Dairying for Real People With a Real Passion

With one-of-a kind craft, **Dr. David Kohl** will push the fast-forward button on your business mind, leaving you with one more thought for the road and a perspective much different from where you started.

Registration

PDPW's Annual Business Conference is open to all dairy producers, in-state and out-of-state, PDPW members and non-members. Registration for the two-day event is a highly affordable \$200 for members and \$300 for non-members. A single-day registration is available at \$125/members and \$175/non-members. College and high school students can register at the reduced rate of just \$75 per day.

To learn more about PDPW's 2010 Annual Business Conference, the nation's premier dairy education event, or to pre-register, go to www.pdpw.org. The full conference brochure is online, allowing you to read the bios of the high-level speakers and obtain more information about each keynote presentation and session.

Breakout Sessions Organized Into 4 Tracks

PDPW's 2010 Annual Business Conference, March 16-17, in Madison offers conference attendees a wide choice of educational topics offered during its pre-conference and conference breakout sessions. If attendees partake of each breakout session, they can attend six different breakout sessions.

"Because it's sometimes challenging to decide which session to attend, the breakout session have been organized into four tracks," states Marion Barlass, PDPW board member and co-chair of the 2010 PDPW Annual Business Conference. "Each track features sessions that align with a particular focus. For example, if a dairy wants informa-

tion about the financial end of the business, then Track 4, Farm Finances—Making it Work, would be a great track to attend.

"It's all about trying to simplify the selection of breakout sessions for attendees."

Track 1 – Dynamo Production Dynamics

- It's the Milk House: Anyway You Cut It
- Calves: Moving Ahead Without Forgetting Lessons From the Past
- Happily Ever After: End Lame Profits With Keen Hoof Care
- New Developments in Dairy Cattle Well-Being Research

• Dairy Grazing – Exploring Greener Pastures

• Maximizing the Green: Forage Management From the Field to the Bank

Track 2 – Communications: People, Public and Partners

- Make Every Conversation Count
- Sleeping With Your Business Partner
- Managing Life's Margins

Track 3 - Driving Your Business Success

- The Family Business: Putting the Wheels Under the Bus
- Moving From Everyday Operations to Just Management

• Marketing & Management: Avoid Playing Eeny, Meeny, Miny, Mo With Your Future

• Managing Life's Margins

• Does Your Dairy Need Diagnosing?

- Master Your Computer with Microsoft Tips & Tricks!
 - Word
 - Excel
 - Outlook

Track 4 – What Lies Ahead for Dairying

- Capitalizing on the Three O's of Business Success: Optimism, Opportunities & Oneself
- The U.S. Dairy Industry: Time For Repositioning
- Untangling Today's Grain & Milk Prices For Real Results

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One-Day Training Will Enhance Computer Skills

If you're among those who encounter questions, frustrations and bottlenecks on a daily basis when tackling Microsoft Office 2007 programs such as Word, Excel and Outlook, then the Wednesday, Jan. 20, PDPW-sponsored computer training workshop in Appleton is for you.

"I can't tell you how many times I knew there was a better way when working on a Word or Excel document but simply didn't have the skills to be more efficient," states Marion Barlass, a dairy producer from Janesville, Wis., and PDPW board member. "And I know that I'm not alone. That's why this workshop was developed.

"It's all about helping fellow dairy producers become more efficient and faster at office tasks so they can go about doing the



things they really enjoy—the production side."

During this one-day hands-on computer training session, MasterLink professional computer trainers will teach participants the ins and outs of Word, Excel and Outlook.

Training will cover the basics as well as go beyond the obvious features of each program.

The Outlook 2007 portion of training will teach participants how to locate information in a snap, share calendar information, organize and

protect information and share information easier and quicker with colleagues.

"It's about learning to work smarter rather than just harder," Barlass adds. "And the good news is that each attendee will have 60 days of follow-up support. So once they are at home and encounter a challenge, they have a computer professional ready to help them out."

Cost for the workshop is \$175—a \$44 savings over MasterLinks' standard training workshop rate.

PDPW staff stresses that the computer training workshop is limited to the first 20 individuals and no walk-ins will be accepted. To register for this class, call PDPW at 800-947-7379 or register online at www.pdpw.org.

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Thurmon to Deliver Unique Keynote



PDPW Annual Business Conference attendees are in for a real treat when Dan Thurmon combines juggling and gymnastics while delivering a strong corporate message on how to switch gears from being overwhelmed by daily demands for time and energy to taking action with increased focus and decisiveness.

Forage

Continued from page 2

Panelist Bart DeSaegher left his native country of Belgium in October of 1999 after purchasing a dairy in Middleton, Mich. By 2006 Bart had expanded the farm to 3,000 cows. In 1997 he purchased a second dairy, followed by a third dairy. Today DeSaegher Dairy has a total dairy herd at more than 6,000 cows with a 27,000 RHA.

DeSaegher says he considers himself a dairy farmer, not a crop farmer, and prefers to concentrate his time with the cows and not out in the field. While he crops about 2,000 acres, an additional 3,000 acres or more are needed to meet the feed needs of DeSaegher Dairy.

Faced with the costly capital investment in equipment, DeSaegher prefers contracting

his silage and haylage needs with neighboring farms formulating an agreement based on dry matter, protein, and NDF. The agreements also include a manure management agreement. Though the contracts can be complex, DeSaegher has calculated that, eight out of the past 10 years, it has been much more cost effective to purchase the forage. While he says there are challenges to the purchasing agreements and coordinating of harvest, he maintains that the rewards have far outweighed the challenges.

Doyle Waybright is one of seven family members who own and operate Mason Dixon Farms, Gettysburg, Pa. This eighth-generation farm was purchased by the Waybright family in 1784 from the family of William Penn. Doyle is

currently dairy herd manager oversees the adult herd, his brother oversees the heifer herd and two other brothers are involved in the cropping side of the business.

The farm currently has an adult herd of 2,500 cows with a RHA of 25,000 lbs. The heifer herd has a current RHA of 21,075. Half of the herd is milked with robotics while the rest is milked in a parlor. Both farm size and technology are unique to this farm which lies 1 1/2 hours from Lancaster, Pa.

Mason Dixon Farms raises and harvests all of its forage needs but not in the most conventional manner. Much of the harvest equipment has been customized and modified to achieve optimal harvesting and quality feed. Through ingenious and novel ideas, the Waybrights have

developed a line of equipment that helps them to achieve maximum forage quality for herd production with their given number of acres in extremely light soils. Labor efficiency is also achieved with their system and when they put the process to the pencil, it always comes out as the most cost effective. Doyle Waybright, will share the changes they have made and how the numbers look when growing and harvesting their own forages.

"These two producers will be open and candid about their forage management," Barlass adds. "We are extremely excited and fortunate to have individuals of this caliber willing to share their secrets to success regarding forage management."

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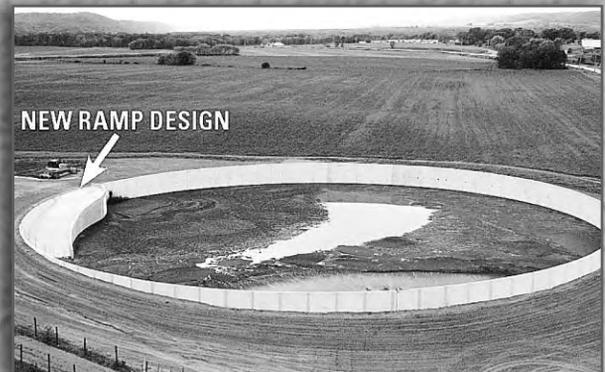
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Producer Profile: Furseth Farms - Stoughton, Wis.

Furseth Farms is a 200-cow dairy owned and operated by Jim Furseth and his son Craig just outside of Stoughton, Wis. The dairy milks three times a day in a double-8 parallel parlor built in the original stanchion barn. At the peak of production, the Furseths enjoy a 30,000-pound rolling herd average.

Furseth Farms' 4,000 acres of crop land is enough to produce all of the crops needed for the farm, plus allows for some cash cropping—an aspect of the farm that the Furseths say they never overlook. Cash crops are mainly corn and soybean with some wheat and tobacco.

From the moment the calves are born, they begin going through a rotation of

locations. After starting off on the home farm, the heifers move to two different growers before they are brought back home to calve. Dry cows are also located off of the farm at a separate location.

"In 2008 we started using Dairy Comp 305 to keep accurate records of the cows," Craig states. "We are also linked in with the heifer raisers to keep track of health issues and breedings that are done."

All animals on the home farm can go out on pasture at all times of the day. Although Jim finds that the cows spend the vast majority of the day in the free stall barn where he has installed sprinkler systems, he says it is important to give the herd the opportunity to be out on pasture at their leisure.

All haylage is stored in bags with the corn silage stored in bags and one upright silo. Feed is tested every three weeks, and adjustments are made to the rations to maintain proper feed intakes.

"We make some hay bales, all of which are large square bales due to the ease of storage and handling," son Craig states. "We strive to have excellent feed for our animals to keep the producing strong and in good health."

Jim and Craig are strong proponents of learning—and that's a key reason why Furseth Farms are members of PDPW.

"In these turbulent times, education is as important as ever," Jim states. "We need to stay up to date with current issues and technologies so we are on the forefront of the development of the industry. The consumer is the No. 1 person we need to work with, and PDPW helps us keep a positive image with consumers and educates us on how to be effective in communication, and as a producer in general."

Craig adds that he, too, enjoys attending the PDPW annual meetings in Madison.

"The consumer is the No. 1 person we need to work with, and PDPW helps us keep a positive image with consumers and educates us on how to be effective in communication, and as a producer in general."

"There is a lot to learn in the breakout sessions and networking with the other farmers," he continues. "It is also nice to talk and stay up to date with the exhibitors that come."

Craig also participates in PDPW-developed farm tours. "The tours PDPW sponsors to other farms are great as they give us an opportunity to see other farms and how they operate. There is always something to bring home to the farm to make things run smoother."



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"Attending the Annual Business Conference is a must in my books. The speakers are extremely knowledgeable, and I get the opportunity to look at various topics in a different light. I also take this opportunity see friends and to go through the trade show and find out what's new or what might be a good investment."

—Steve Emerson, dairy producer, Wisconsin.

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The vision of the Professional Dairy Producers of Wisconsin is to lead the success of the dairy industry through education. Since the organizations inception, dairy producers have partnered with preferred industry partners who believe that the success of the industry relies on the success and profitability of individual dairy farms to be profitable.

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51-75	100 (Excellent)	401-500	1250
76-100	300	501-600	1350
101-125	450	601-749	1450
126-150	550	750-800	1550
151-175	650	801-1000	1650
176-200	750 (Very Good)	1000-1300	1700 (Termination)
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Professional Dairy Producers of Wisconsin Membership Form

PDPW's Mission: "To share ideas, solutions, resources and experiences that help dairy producers succeed."

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Business/Dairy Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

E-mail _____

Fax _____

Cows _____ Breed _____

RHA _____ County _____

Amount Enclosed _____ Date _____

Membership Options:

PRODUCER MEMBER – \$100

Voting member - One member per dairy entity covers all managers, operators, spouses and employees. While each dairy has one vote in making member decisions, every person within the dairy (operator, spouse and employees) enjoys the benefits and member rate at PDPW events.

ASSOCIATE INDIVIDUAL MEMBER – \$150

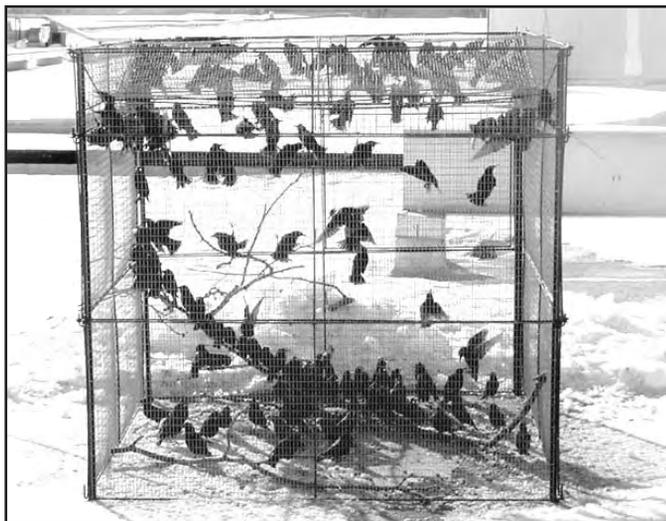
Non-voting member - Membership is open to any individual interested in the dairy industry who does not qualify as an individual or a corporate membership.

CORPORATE MEMBER – \$300

Non-voting member - Open to any group, company or organization interested in the dairy industry. With one corporate membership, every person within the company/organization enjoys the benefits and member rate at PDPW events.

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In a Tough Economy, Foundation Gifts Work Even Harder



The Foundation has a new look in 2010 and a new website highlighting donors and ways to contribute. You can learn more when you visit www.DairyFoundation.org.

This past year has brought economic challenges for many. Yet we'll continue to provide ways for you to give back to the industry you love. Last year's Silent and Live Auctions for the Professional Dairy Producers Foundation raised funds that have been put to good use.

Right now, your Auction Committee is hard at work to present another auction line-up of both fun and useful items.

Programs funded by the Foundation continue to have impact. In fact, in a slow economy, we see even more opportunity to meet needs. As one example, dairy families who want to send their teens to the Youth Leadership Derby benefit when PDPW is able to keep the registration costs low.

No matter what the economy, dairying continues to face challenges from every angle—challenges that education can help address. The Agriculture-Community Engagement (ACE) program supported by the Foundation is a model of how producers and community leaders can work together to educate one another on issues before they escalate. Animal well-being is another such issue requiring education.

Your Foundation continues to judiciously direct dollars toward projects that address our three main focus areas:

- Developing people, including the next generation of dairy professionals
- Maintaining the public trust in dairy production
- Being prepared for the dairy community challenges on the horizon

I encourage you to watch for this year's Silent and Live

Auction Line-up. Come prepared to support your industry and take home a fun or useful item. Many producers and industry friends are pulling together to make this year's line-up worthy of your attention.

If you believe in our industry, continue to support your Foundation. You can show your support in several ways:

• **Memorial Gift**—Give in memory of someone, honoring their contributions to our industry.

• **Champion Gift**—Recognize someone who is a champion in your life or for our industry.

• **I Believe Gift**—Demonstrate your belief in a strong future for the dairy industry.

• **Bid High** on a live or silent auction item at the PDPW Annual Business Conference!

New in 2010—All of these giving opportunities are further explained on our website, www.DairyFoundation.org. You can also get to the Foundation's site via www.pdpw.org. Or you can call 800-947-7379.

Your Foundation was created to ensure that the high value we place on education and professionalism is instilled in the next generation. Thank you for your continued support.

Editor's Note: In March 2010, Judy Rupnow will step down as Chair and end five years of service on the Foundation Board. Formerly a Public Relations Counselor for Morgan&Myers, she recently became Executive Director of the American Diabetes Association in Wisconsin. We thank Judy for her service and wish her well!

By Judy Rupnow, Board Chair,
Professional Dairy Producers
Foundation



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2010 Managers Academy Provides Executive Skills For the Times

Agribusiness leaders and dairy producers wanting to arm themselves with the keys to capitalize on the economic environment to achieve peak business performance—and obtain insight on critical thinking for critical times—are urged to attend the 2010 Managers Academy, Jan. 19-21, in Seattle, Wash.

"Managers Academy is designed specifically to enhance and hone the executive skill set of individuals in agribusiness—individuals such as corporate managers, industry directors, processors, marketers and distributors as well as dairy producers and owners," states Doug Knoepke, a dairy producer and president of the Professional Dairy Producers of Wisconsin which developed the program.

Entrepreneur and business coach Dr. David Kohl of Virginia

Tech will spearhead the first two days of the three-day conference.

During Day 1 of the conference, Kohl will deliver a 100,000-foot overview of the global and domestic economy and the forces that managers can utilize in strategic and everyday decision making. He'll share in-depth knowledge of key lead and lag economic indicators that can be used to predict the direction of the domestic and global economy and provide case study applications. And he'll detail 10 key proactive strategies necessary in building a company's financial and economic fortress.

Day 1 will also include a three-member panel of CEOs, moderated by Dr. Kohl, who will explain how key economic data

MANAGERS
academy

was used to forecast their respective company's future and how the

global economic health helped determine the strategic direction of their company. Panelists will outline how they navigated financial crisis, environmental regulations and other challenges to land their companies on solid ground. Panelists include executives from Darigold Inc., the largest dairy processor in the Northwest; Stahlbush Island Farms, Inc., a family operation processes 5,000 acres of fruits and vegetables into more than 130 products marketed in bulk to customers in 16 countries; and Watt Brothers Farms, a highly successful 22,000-acre conventional and organic farming operation that markets frozen vegetable products to retail, foodservice and export markets in the United States, Mexico, Japan, China, and other parts of the Far East.

After this presentation, Dr. Kohl will work with attendees as they switch roles with the CEOs, engage in high-level brainstorming and use the morning's proactive management strategies to develop the next steps for each company.

ELITE TOURS

The 2010 Managers Academy is devoting an entire day to tours, but these tours aren't your ordinary tourist tours. The Academy's three unique tours are insider-only, executive-level tours of a diverse mix of vibrant and highly successful Seattle-area agricultural businesses: Pike Place Fish Market, Chateau Ste. Michelle Winery and Werkhoven Dairy Farm.

In addition to touring the businesses, the heavyweight executives from these businesses will deliver candid and

transparent presentations and will give you the opportunity to ask top-of-mind questions. You can dig in and get insider information regarding how each of these businesses has achieved sustainable success and their secrets to thriving in a global-competitive market.

Once on the verge of bankruptcy, Pike Place Fish Market transformed itself to become a world-renown fresh seafood market. Jim Bergquist, the mastermind behind the business model change and success, and Pike Place Fish Market manager Richard Yokoyama will explain why company and employee morale became a key focus and, when addressed, was instrumental to the company's turn-around. Today Pike Place Fish Market is "world famous" for its commitment to having fun while working and making a difference in the world. Noted for Seattle's "flying fish," this business transformation is the topic of four books and a case study in business schools and universities across the United States.

Chateau Ste. Michelle Winery knows all about risk and tackling business differently. It was just a dozen years ago that this Washington winery took a bold step and acted on a proposal that some people called "far fetched." Today, that plan has helped Chateau Ste. Michelle be among an elite group of only three wineries in the world that have been named "Winery of the Year" for the 15th time. Managers Academy participants will get the insider scoop on the why and how this acclaimed winery looks at the big picture, manages consumer trends and harvests value from niches that some of its

See Academy on page 22



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from our ancestors,
we borrow it
from our children."
Native American Proverb

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New Year Resolutions For Dairy Producers

1. Control what factors I can control and not focus on factors that cannot be controlled.
2. Stand up for dairying by communicating effectively, with passion and facts.
3. Bump up the optimism and see what doors open.
4. Brush up on the business end so it's equal to the production side of my business.
5. Continue to be a good and responsible neighbor.
6. Exercise my brain more by engaging in learning different dimensions and attending at least one PDPW-developed workshop during 2010.
7. Increase my management skills of money, time, tasks, possessions and people.
8. Review business performance and plan for improvements for next season.
9. Learn something new at least once a day.
Hint: When you attend PDPW's Annual Business Conference, March 16-17, Madison, you'll learn enough "new" to cover yourself for six to nine months.
10. BYOB: Bring Your Own Buddy to PDPW's annual business conference.





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Commodity Marketing Analyst On Tap For Conference

Imagine how easy dairying would be if you knew what the milk price was going to be six months or a year from now. During his presentation, "Untangling Today's Grain and Milk Prices for Real Results," Dan Basse, president of AgResource Company, will take those attending PDPW's Annual Business Conference, March 16-17, Madison, as close to the crystal ball as you will get with insight into the dairy export market and more.

Dan will spin your dairy mind around as he gives you his take on global markets, commodity risks and opportunities on the horizon and dives into how and why these opportunities impact all of your business.

This captivating speaker will bring into focus how managing inputs and volatility will be as critical as making milk. This session will be thought-provoking and critical for any dairy producer or industry stakeholder who plans to thrive in 2010 and beyond.

Dan is an economist entrenched in helping dairy producers achieve real results. In 1987, he founded AgResource Company, a Chicago-based domestic and international agricultural research firm that forecasts domestic and world agricultural price trends. He regularly provides information and research to farmers, elevators, soy and corn

processors, wheat millers, food importers, exporters and meat companies, trading companies, packers.



Dan Basse



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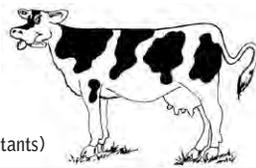
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Academy

Continued from page 16
competitors might perceive as threats.

Werkhoven Dairy Farm is a 900-cow dairy that has profited from embracing change and technology and from creating positive partnerships with environmentalists, regulatory personnel, a local Native American tribe and farm community. Owners Jim and Andy Werkhoven will share what they've learned from these experiences as well as outline the dairy's business goals and strategies in place today and their business plan for tomorrow. Managers Academy participants will also participate in a show-and-tell of the dairy's green movement that supplies manure to a nearby biogas power plant and, while at the biomass digester, hear from a panel.

DAY 3

David Parker, senior vice president of Agribusiness Group, will lead the third and final day of Managers Academy and challenge participants' assumptions and "what we know we know." Parker will share practical business wisdom and insight, then have attendees work in small teams to determine the best solutions to today's pressing business challenges. Attendees will also begin to develop and utilize a planning document designed for application in their own business.

"This isn't a conference where you will just sit and listen," Knoepke states. "Managers Academy will be extremely interactive, with participants fully engaged from the start. You will be into practice what you learn and actually know how to use the information shared in a practical manner.

"At the end of Day 3, existing skills will be sharpened and you will have mastered new strengths. You will return to your business refreshed, stimulated and empowered to make more effective short- and long-term decisions for the viability and advancement of your businesses."

LIMITED SPACE

If you'd like to invest in your future and attend this fun and highly interactive executive training, then reserve your space today in the 2010 Managers Academy. Only a few spaces remain.

The cost of registration is just \$675 for PDPW members and \$850 for non-PDPW members. That said, a PDPW membership is \$100 annually per dairy and includes membership for every employee of the dairy or \$300 for a corporate membership with membership covering

every employee of the company. To learn more about the 2010 Managers Academy, call 800-947-7379.

"Managers Academy provides unique, long-term leadership training that is simply not available from other avenues. We're exposed to great minds of trainers, tour hosts and other attendees who help us expand our horizons and get refreshed. All in all, my wife Ellen and I have found the Managers Academy to be a great investment."

— Walt Moore, Walmoore Holsteins, Inc., West Grove, Pa.

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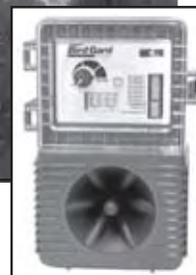
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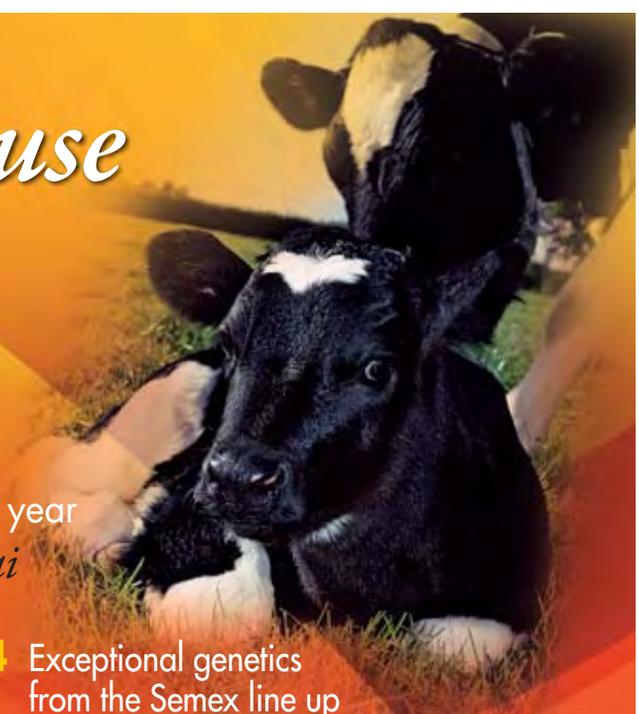
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24 reasons to use



Heat detection 24 hours a day, 365 days a year
The perfect solution for efficient ai



- 1** 24/7 heat detection saves time
- 2** Spots even short heats or low activity cows
- 3** Reduces costly days open
- 4** Individual cow management
- 5** Simple to use
- 6** Works great on heifers
- 7** Monitors activity amount, type and intensity
- 8** Long-lasting batteries with no moving parts
- 9** 300,000 collars in use worldwide
- 10** Increases pregnancies per herd check
- 11** Improves breeding timing and conception rates
- 12** Reduces semen, vet and drug costs
- 13** Reduced calving intervals
- 14** Exceptional genetics from the Semex line up
- 15** Increased herd yields and income
- 16** Identifies problem breeders early
- 17** Identifies low activity cows
- 18** Utilizes infrared technology
- 19** Complimentary ai24™ branded merchandise
- 20** Semex staff helps you get the best from ai24™
- 21** Access to Semex's herd profitability tools
- 22** Used in herds as large as 6500 cows
- 23** Decreases labor costs
- 24** 24/7 support from Micro Dairy Logic



Micro Dairy Logic and Semex are partnering to provide dairy management solutions to increase your profits!

Call (877) 545-ai24 or visit www.semex.com