

PDPW MANAGERS memo

October 3, 2008

Keep reading for details on these highlights:

- Last change registration for Nutrient Innovation & Technology Tours
- Complete conference details released for:
 - Production Management Symposium
 - Calf Care Workshop for Hispanic Employees
 - Turn-Key Human Resource Workshop
 - Managers Academy
- Tips for the work environment and improving teamwork

Thanks,
PDPW

Featured PDPW Member:

"Managers Academy brings together people from vastly different locations but who all have their future at stake in the dairy business. Those different perspectives and ideas are very valuable."

~ David Fisher, Mapleview Dairy, LLC, Madrid, New York

Mapleview Dairy, LLC is owned and operated by partners David Fisher, Lou Anne King and John Kingston. Their business includes 1,400 milking cows, 1,175 heifers and crop 3,400 acres, which consist of corn silage, alfalfa, grass for heifers, corn grain and beans.

"The Academy has forced me to look at our business and the future with more global thoughts of where we want to be. I am continually learning more about myself, what my leadership style is and how I may be understood by the people I work with," said David. "This is also helping me to understand the people I work with and why I may not always get the results I thought. It is a great group of people with outstanding speakers that help everyone continue to evolve as managers and leaders."

For Your Dairy Business:

MANURE. IT'S A PART OF DAIRYING, and how it's handled is the focus of the upcoming PDPW Nutrient Innovation & Technology Tours, Oct. 14-16. We'll check out water purification, sand separation, digesters and other nutrient management systems and technologies at nine dairies in three days and hear from an expert producer panel one night and a national environmental expert panel the second night. Learn more online by going to www.pdpw.org.

A TB OUTBREAK IS ONE EXPERIENCE WE ALL CAN DO WITHOUT. Doug Maddox, owner of world-renowned RuAnn Dairy, California, went through this nightmare and, at Dairy Policy Summit, he'll share how his dairy survived and what the experience meant to his family and business. Register now for this two-day event that will look at hot issues that impact your dairy today. The Summit will be held Oct. 30-31 in Manitowoc. Visit www.pdpw.org and check out the flier outlining the event and to register online.

THE NEXT DAIRY CONNECT TRAINING DAY IS NOV. 5 at Foremost Farms USA in Baraboo. Valuable one-on-one training will be given by a professional communications trainer who knows agriculture and consumer issues. At the end of the day, you'll be armed with the confidence to speak up and the tools to help spread the industry's position message. Registration is limited to the first 15 individuals. Check out www.pdpw.org to learn more.

A WHO'S WHO LINE-UP OF SPEAKERS is on tap for the Production Management Symposium, Nov. 18-20, Appleton. Dr. Mike Hutjens and Dr. Norm St-Pierre will lead Day 1, Nov. 18, and address forage and feed efficiencies. Day 2, Nov. 19, will feature Dr. Paul Fricke and Dr. Mike Cowan who will zero in on reproduction and genetic technologies. Day 3 promises to be equally as great, with Dr. John Fetrow and Brian Gould sharing information about energy and innovations. Three days, tremendous speakers and a wealth of valuable information. Go to www.pdpw.org for more information.

REGISTER YOUR HISPANIC EMPLOYEES NOW FOR A ONE-DAY CALF CARE WORKSHOP led by top bilingual veterinarians. This hands-on training is geared entirely toward Hispanic employees, and your employees will identify with the trainers as Spanish is their first language. Training will cover the birth process, colostrums and its role in newborn calf health, bio-security and equipment handling, disease prevention and general health and care. This training is unique as each attendee will have the opportunity to practice the skills taught. Choose from two dates and locations: Dec. 2 in River Falls, and Dec. 3 in Lodi. Early registration is encouraged as this event filled very quickly last year. Go to www.pdpw.org to register.

ONE EMPLOYEE, 101 EMPLOYEES? The number of employees doesn't matter. What matters is that you know the ins and outs of the human resource aspect of your business. The Turn-Key Human Resource Workshop, set for Dec. 9-10 in Wisconsin Dells, will devote Day 1 to three important topics: developing a comprehensive employee handbook, putting standard operating procedures in writing, and knowing when and how to fire an employee. Day 2 will cover interviewing and paperwork plus a three-member producer panel who will share what they've tried, learned and found works best when seeking, hiring and developing employees. You can learn about this interactive conference online at www.pdpw.org.

DAIRY OWNERS, PROCESSORS, MANAGERS, INDUSTRY DIRECTORS, MARKETERS, DISTRIBUTORS. If you fall into one of these categories, then the Managers Academy, Jan. 20-22, in Orlando, Fla., is right up your alley. This MBA-level business training includes two days of academic sessions led by high-profile individuals who typically speak to top employees at Fortune 1000 companies and one day of incredible tours to learn firsthand from the farm owners/operators about their business strategies and decision-making processes. You can learn more about this one-of-a-kind learning and networking experience online by going to www.pdpw.org. And please act fast as this high-level training is limited to the first 100.

THE CAUTION LIGHT IS LIT, AND THE GREEN LIGHT IS READY for the PDPW Youth Leadership Derby, Nov. 8-9, Brillion. This weekend conference is designed strictly for youth ages 15-18 and will include non-stop fun, hands-on labs and workshops, real-world tours, new friends around every turn and a Saturday night lock-in. The \$100/person registration fee includes all training material, meals, tours, snacks and entertainment. This is one weekend that your youth should not miss. Go to www.pdpw.org to learn more about the Derby.

For Your Business Mind:

YOU GOTTA LOVE WORLD DAIRY EXPO. We are so thankful that World Dairy Expo affords us the opportunity to connect with our members and PDPW supporters. And we would be amiss if we didn't extend a warm congratulations to PDPW board member Marion Barlass as World Dairy Expo Dairy Woman of the Year and PDPW members the Crave Brothers—Charlie, George, Tom and Mark—as World Dairy Expo Dairymen of the Year. We are proud to acknowledge these PDPW members and applaud their accomplishments.

MAXIMIZE THE POTENTIAL OF YOUR WOODLANDS by attending the fifth annual “Light on the Land” Forestry Field Day, Oct. 3 & 4, at the Norskedalen Nature Center located 3 miles north of Coon Valley on Highway P1. The free event will feature 11 workshops, small logging equipment demonstrations and exhibits. The field day starts at 8:30 a.m. and wraps up at 4 p.m. each day, with the same programs on Friday and Saturday. For more details, go online to www.swbadger.com or call Southwest at 608-723-6377, ext. 136.

WHETHER YOU'RE CREATING AN ENTHUSIASTIC WORK ENVIRONMENT OR wanting to increase productivity or confidence, training is the key. Inc.com (<http://www.inc.com/guides/hr/training.html>) offers numerous articles—from basic training strategies to continuing education to targeting specific workers—that explain how companies can boost their employees' overall intellect and benefit from the experience. PDPW is all about training as well, providing one-of-a-kind education for dairy producers by dairy producers. PDPW celebrates those individuals who reach beyond the farm and share publications and learning experiences with employees and family members. Together we can make a difference.

BOOK REVIEW: THE 17 INDISPUTABLE LAWS OF TEAMWORK. Author John C. Maxwell believes it takes a great team, and not just a great leader, for a company to excel and, as such, has created 17 laws of teamwork. Using inspiring tales from Navy Seals, mountain climbers, Colin Powell, George Washington, Jimmy Carter, major league coaches and others, the author uses his laws as a springboard to deliver a mix of factoids, inspiration and leadership pointers that can help leaders build better teams. The book is divided into 19 chapters—an introductory chapter, a chapter about each of his 17 laws of teamwork and an “afterword”—and is an easy read. In the end, you'll have a true understanding of what aspects Maxwell believes make a successful team.

TAKE THE BOY SCOUT MOTTO TO HEART and be prepared for an emergency. That means, your car should have the following in it somewhere that is convenient and accessible: jumper cables, pliers, an adjustable wrench, screwdriver, first-aid kit, blankets, supply of regularly needed or taken medications, candles and matches, sand or kitty litter for snow or ice, clean water, canned fruit or nuts and a can opener.

THE FAIR AND ACCURATE CREDIT TRANSACTIONS ACT was enacted by Congress in 2003 so that consumers can get one free credit report a year from the three major agencies: Equifax, Experian and TransUnion. For a free copy of your credit report, visit <http://www.annualcreditreport.com> or call 877-322-8228. But be aware that your free credit report does not include scores. To obtain your credit scores, you will need to pay \$6 to \$16. To learn more about what's in a FICO score, visit <http://www.myfico.com/crediteducation/whatsinyourscore.aspx>.

PDPW Education Calendar:

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**, Orlando, 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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