

PDPW MANAGERS *memo*

December 11, 2009

Keep reading to see these highlights and more:

- Low airfares now available to Managers Academy in Seattle, Wash.
- Cold weather care for calves and cows
- Computer training opportunity and password tips

Thanks,
PDPW

Featured PDPW Member:

Hornstead Dairy of Brillion, Wis is a multiple-hundred cow dairy operated by Brian and Lori Horn, their three children (Amber, Michael and Thomas) and two employees. The dairy utilizes Hispanic milking personnel as well as a professional nutritionist and veterinarian. While the Horns have expanded their dairy barns, with many of the new buildings constructed by the Horn family and their employees, the original two-story hip roof barn, built in 1917, still stands and is used to house dairy cows. The hay mow contains a moveable barn office, which was made from a shipping container. Hornstead Dairy grows crops on the farmland they own and rent and also purchases standing crops from neighboring farms in the Brillion area when available to supply the feed needs of their growing dairy herd.

"The reason I send my kids to events such as the PDPW Annual Business Conference is to prove to them their Dad isn't crazy," Brian states. "We aren't the only ones who are expanding their dairy to create room for more family members by leveraging the efficiencies of size and scale. PDPW allows its members to realize this—and other sound practices—through networking with the best producers of all sizes from around the state."

For Your Dairy Business:

\$200-\$285. THAT'S THE CURRENT COST OF ROUNDTRIP AIRFARE between most major cities and Seattle, Wash., the site of the 2010 Managers Academy scheduled for Jan. 19-21. Developed specifically for CEOs who are dairy owners, managers, industry directors, processors, marketers and distributors, this MBA-level business training will have you applying information and trying new skills and techniques on site, building your professional competencies and confidence whether you work independently or manage a team. Plus, you'll spend one day touring three Seattle-area agricultural businesses that are excelling in today's tough business environment. At the conclusion of Managers Academy, 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 business. To learn more about Managers Academy, give PDPW a call at 1.800.947.7379 or read the brochure online at www.pdpw.org.

WINTER'S COLD TEMPERATURES place extra demands on calves as they attempt to maintain a constant body temperature. Drs. Coleen Jones and Jud Heinrichs of Pennsylvania State point out that, during their first month, calves tend to experience cold stress when temperatures remain below 50°F. When calves are between one month of age and weaning, the comfort zone is much wider, with cold stress not likely until temperatures drop below 28°F. To maintain calf health and growth during the winter, these specialists advise producers to check calf housing to ensure that it provides a comfortable environment that reduces heat loss as much as possible and to consider calf blankets, particularly for young calves housed outside. North Dakota State University Extension Service dairy specialist J.W. Schroeder says "A good rule of thumb is if dairy producers need a sweatshirt when working around their calves, they need to start thinking about increasing calf rations. If the temperature drops to consistently below freezing, bump rations again." Dr. Schroeder also stresses the importance of environmental changes to address the cold and keep calves healthy. To read Drs. Jones and Heinrichs' complete "Calf Management Tips for Cold Weather" article—which includes a detailed chart regarding amount of starter, milk replacer or milk needed to compensate for increased maintenance energy needs during cold weather, can be found at: <http://www.das.psu.edu/research-extension/dairy/dairy-digest/articles/dd200712-04>. More information from Dr. Schroeder is available when you go to <http://www.ag.ndsu.edu/news/newsreleases/2009/jan-22-2009/midwest-winters-challenge-dairy-calf-survival/view>.

SKIN-CHAPPED TEATS caused by extreme cold temperatures and windy conditions often make cows more susceptible to *Staphylococcal* mastitis, and "research results have shown that ointment-treated teats had marginally higher concentrations of *Staph. aureus* than dipped teats," states extension dairy specialist Alvaro Garcia, South Dakota State University. Dr. Garcia adds that treating teat skin with ointments can actually be more "cosmetic" and may not reduce the incidence of intra-mammary infections. "Although ointments are good skin conditioners, their use may be warranted before the skin is damaged by cold weather rather than for treatment," Dr. Garcia states. To reduce the number of new intra-mammary infections caused by *Staph. aureus*, Dr. Garcia suggests dipping teats and then blotting them dry before the cows exit the parlor and are exposed to cold drafts, using gloves to avoid spreading the infection to other cows and milking cows with Staph mastitis at the end of the milking shift with a separate milking unit or group these animals into a separate string of "sick cows."

PDPW'S ANNUAL BUSINESS CONFERENCE, MARCH 16-17, in Madison, Wis. will help you rethink and re-visualize what's possible on today's dairy operations and take home ideas to generate real results. At "Image dairy – real results," the theme of the 2010 conference, you'll remember why you love the dairy business, capitalize on interactions with fellow dairy producers and industry experts, discover innovative and helpful services and products among trade show exhibitors and leave the conference with a wealth of new ideas and information. Breakout sessions such as "Sleeping with Your Business Partner" will show how you can have a happy marriage and a good business relationship with the one you love and "New Developments in Dairy Cattle Well-Being Research" while sharing interesting discoveries about animal behavior that can positively impact your bottom line. Save the date: March 16-17, Madison. More information about the 2010 Annual Business Conference is available online at www.pdpw.org. Or call 1.800.947.7379 to inquire about PDPW's special "BYOB" offer.

For Your Business Mind:

GOOD COMMUNICATION INVOLVES ACTIVE LISTENING and is mutually beneficial. "Active listening is a way of listening and responding to another person that improves mutual understanding," states Dr. Donna M. Beegle, a highly experienced national public speaker and president of Communication Across Barriers. Dr. Beegle says when people talk to each other, they tend not to listen attentively and are often distracted, half listening, half thinking about something else. While she says it may take some practice to give full attention to another, listening to understand what the other person is saying and being sensitive to the clues of what the other is feeling is part of effective communication. When you are actively listening, you understand what the other person is saying and what they mean. You are not thinking about what you want to say, how you feel or, worse yet, ignoring the other. In the end, listening can help build relations with family members and employees as well as with suppliers, credit/banking institutions, and the public.

SAVE TIME AND LESSEN FRUSTRATIONS by gaining new skills at the Wednesday, Jan. 20, computer training class in Appleton. MasterLink trainers will teach participants how to create more professional-looking Word and Excel documents and to work confidently within Outlook 2007—plus will provide 60 days of follow-up support. Once you're armed with this training, your office time will be cut and your computer knowledge will be multiplied. Register today and be among the 20 who get to take advantage of this training. To register or learn more about the class visit www.pdpw.org.

YOU CAN CREATE "BEST" HACKER-RESISTANT PASSWORDS for your web accounts when these three steps are followed: 1) Create passwords that are at least eight characters in length. Longer is better. 2) Use numbers, symbols, punctuation and both uppercase and lowercase letters. 3) Build your long, complex, easy-to-remember password around a sentence. For example, "I am a proud & smart PDPW member since 2001!"

PASSION, STRENGTH AND ABILITIES must line up simultaneously for our leadership skills to fully shine and for opportunity to find us. Jeremie Kubicek, president of CEO of GiANT Impact, suggests that each of us hone our "passion to be a consuming, all-time fervor" while we work on our specific "abilities and strengths to serve OTHER people versus simply serving yourself." He adds that "in doing this, you will find opportunities happen more often, and, because you are focused outwardly, you will worry less about missing opportunities and naturally step into them with ease and grace. Opportunity will then find you rather than you having to search for it."

'TIS THE SEASON OF GIFT GIVING. And, while giving gifts and acknowledging employees can be a nice gesture, beware that the limit on tax deductible gifts per person/employee is \$25. Per the IRS, any cash bonus given to an employee must be included in the gross wages of the employee, and it is taxable the same as their earned gross wages. For example, if an employer gives bonus to employee of \$100, the employer must deduct all applicable payroll taxes such as FICA, MC, federal withholding, state withholding, local withholding, etc. In the end, the employee's bonus is now \$100 minus taxes at their applicable rates, and the employer is subject to the applicable taxes on payroll and the full amount is deductible as gross employee wages.

THE AVERAGE AMERICAN CONSUMES 22 TEASPOONS, or 355 calories, of added sugar each day. That's far above what the American Heart Association recommends for women and for men. A report by the AHA states that women should eat no more than 100 calories of added processed sugar per day, or six teaspoons (25 grams), while most men should keep it to just 150 calories or nine teaspoons (37.5 grams) per day. To put that in perspective, one 12-ounce can of regular soda contains roughly 130 calories. The report also states that "too much sugar not only makes Americans fat but also is a key culprit in diabetes, high blood pressure, heart disease and stroke." Rachel Johnson of the University of Vermont, lead author of the policy statement published in the journal *Circulation*, said people wanting to eat more sweet treats should increase their sugar budget by becoming more physically active.

HITTING THE STORES OR INTERNET will cost you a whopping \$87,403 this year if you want to purchase all items in the carol "The Twelve Days of Christmas." According to the annual "Christmas Price Index" compiled by *PNC Wealth Management*, the 12 days of items and their corresponding costs are Partridge, \$10; Pear Tree, \$150; Two Turtle Doves: \$56; Three French Hens. \$45; Four Calling Birds (canaries), \$600; Five Gold Rings, \$500; Six Geese a-Laying, \$150; Seven Swans a-Swimming, \$5,250; Eight Maids a-Milking, \$58; Nine Ladies Dancing, \$5,473 per performance; 10 Lords a-Leaping, \$4,414 per performance; 11 Pipers Piping, \$2,285 per performance; and 12 Drummers Drumming, \$2,475 per performance.

BOOK REVIEW: DERAILED: FIVE LESSONS LEARNED FROM CATASTROPHIC FAILURES OF LEADERSHIP. Author Dr. Tim Irwin studies and chronicles six CEOs—Robert Nardelli, Home Depot, Carly Fiorina, HP; Durk Jager, Proctor & Gamble; Steven Heyer, Starwood; Fran Raines, Fannie Mae; and Dick Fuld, Lehman Brothers—who got derailed and failed as leaders. The author takes an honest look at mistakes made by these powerful individuals, peels away the layers and explains that derailment actually happened long before the crash—and could have been avoided. Dr. Irwin details how character qualities such as authenticity, humility, self-management and courage are essential for successful leadership and explains how these qualities can be cultivated to avoid derailing our own careers. After reading *Derailed*, one person commented, "This accessible and engaging book should be required reading for middle- and upper-level managers seeking to stay on the track to success."

PDPW Education Calendar:

January 19-21, 2010 – **Managers Academy**, Seattle, Washington

January 20, 2010 – **MasterLink Microsoft Training** (Excel, Word and Outlook), Appleton, WI

March 16-17, 2010 – **PDPW Annual Business Conference**, Alliant Energy Center, Madison, WI

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