

PDPW MANAGERS memo

August 20, 2009

Keep reading to see these highlights and more:

- Sign up your employees for Milker training conducted in Spanish.
- Mark your calendar with upcoming PDPW events.
- “Check out” the new PDPW library.

Thanks,
PDPW

Featured PDPW Member:

“I appreciate PDPW because, no matter what event I attend, ideas are shared that can help our dairy. For example, after attending the Johne’s seminar at the annual business conference, I came home and tweaked our Johne’s management program. We gain a lot from being PDPW members. That’s a key reason why we participate in the mentor program—because it’s a way we can give back to the dairy business.”—Jon Lundgren.

Jon, who works for his father David on Lundgren Farms Inc., Prairie du Sac, returned to the family farm after graduating from UW-River Falls in 2006 with a major in dairy science and a minor in ag business. He and his dad are now working out the details for him to buy the dairy comprised of 400 to 420 milking cows.

Lundgren Farms Inc. uses a three-way crossbred program involving primarily Holstein as a base crossed first with Jersey, then Swedish Red or first with Swedish Red followed by Jersey. Other breeds used to a lesser extent as the third breed on the Holstein X Jersey crosses include Normande, Brown Swiss and Montebeliarde.

“A lot of people tried to talk us out of crossbreeding, but the results are showing that our crossbreeding program, which is into its sixth year, was a good move,” Jon states. “The numbers on our spreadsheet show that our crossbreds are out-producing when it comes to cheese yield, and, since our milk is marketed to Stockton Cheese, that’s a good thing. Crossbreeding may not benefit those in the fluid market, but a carefully planned crossbreeding program can work great for those of us in the cheese market.”

For Your Dairy Business:

TAKE YOUR HISPANIC MILKERS TO THE NEXT LEVEL by having them attend PDPW’s Hispanic Milker Training. Three one-day training sessions—set for Sept. 15, 16 and 17 in Elmwood, Arlington and Sheboygan Falls — will be delivered entirely in Spanish and conducted on actual dairies. Program topics include milking, important protocols and cow-handling techniques. To register or to learn more about this valuable hands-on training workshop, contact PDPW at 1.800.947.7379.

SAVE THESE DATES. PDPW's education calendar is jam-packed with a variety of workshops and events designed specifically for dairy producers, their families and employees. Events scheduled between now and the end of the year: **Hispanic Milker Training**, three one-day workshops on Sept. 15, 16 and 17 at Elmwood, Arlington and Sheboygan Falls; **Heifer Facility Tours**, Oct. 20-21; **Youth Leadership Derby**, Nov. 7-8, Milton High School, Milton; **Dairying Duo: Cows and People**, Nov. 11-12, one day devoted to cow-side care and one day devoted to human resources; **Commodity Marketing Class Sign-up**, Dec. 1, Beaver Dam; and **Calf Care Connection**, three one-day workshops set for Dec. 8, 9 and 10 at Madison, Chilton and Eau Claire. **Manager's Academy**—ideal for executives, managers and entrepreneurs—will be Jan. 19-21, 2010 in Seattle, Wash.

TO MAXIMIZE PRODUCTIVITY OF SPRINGING HEIFERS during their first lactation, Dr. Noah Litherland, University of Minnesota extension dairy nutritionist, advises producers to zero in on their unique nutrient requirements and behavioral habits and adjust factors accordingly. Dr. Litherland says producers should be aware that, compared to cows, heifers take smaller bites and spend more time feeding, struggle with overcrowding and spend more time grooming and fighting. In addition to discussing feeding strategies and forage options to consider during the transition period, Dr. Litherland explained the relationship between energy intake before calving and its impact on lactation performance at the 2009 University of Wisconsin-Extension Dairy Team's "Raising Quality Dairy Replacements" meeting. To check out his "Raising Quality Replacement Heifers" PowerPoint presentation in full, visit:
<http://www.sheboygan.uwex.edu/ag/dairy/documents/FeedingHeifersforaSmoothTransitionIntoLactation-Litherland.pdf>

TO MINIMIZE RETAINED PLACENTA, Dr. Mike Hutjens recommends that producers consider six feed-related strategies: 1) Include adequate levels of supplemental Vitamin E—2000 IU during the dry and transition period. 2) Add 3 to 4 milligrams of supplemental organic selenium to dry and transition cow rations. 3) Check DCAD (dietary cation-anion difference) to ensure calcium is absorbed and to avoid low blood calcium levels or hypocalcemia (below 8 mg per deciliter). He adds that the recommended DCAD for close-up dry cows is 0 to -100 meg per kg of dry matter or 0 to -10 per 100 grams of dry matter. "Monitoring dietary potassium levels is important," Dr. Hutjens notes. 4) Reduce stress due to overcrowding—less than 90 percent capacity—and limiting bunk space—30 inches per cow. 5) Meet metabolizable protein, energy, fiber and mineral needs of the transition cow. Avoid phosphorous levels more than 50 to 60 grams per cow—Holstein guideline—while maintaining 0.30 to 0.40 percent dietary magnesium. 6) Consider drenching or supplemental calcium tubes for cows that had difficulty calving or appear abnormal.

ACHIEVING AND MAINTAINING PEAK PERFORMANCE OF YOUR ENGINES can help you achieve increased fuel efficiency, reduced maintenance expenses, reduced downtime and extended engine life. Three strategies for achieving peak performance include 1) Operate tractors in higher speed gears and lower throttle settings. Most tractors are seldom operated at conditions when the total power capacity of the tractor is required. Therefore, when the drawbar loads are reduced, try shifting to a higher gear and reducing the throttle setting to get the desired forward speed. You can do the "shift up-throttle down" routine manually. Many of the newer tractors have the option for infinitely or continuously variable transmissions to achieve greater fuel efficiency without the need for manual adjustments. 2) Shut off diesel engines rather than idling for long periods. New studies show that significant fuel savings can be realized by not idling diesel engines for more than ten minutes. 3) Keep ground-engaging tools such as plowshares, coulters and chisels sharp to maintain fuel efficiency, speed through the field and overall equipment performance. Sharpen the tools on an as-needed basis and replace the worn-out parts when necessary.

ANTI-VIRUS AND SPYWARE PROTECTION AND A FIREWALL doesn't mean your computer—and you—are safe from identity thieves, hackers and cyber criminals. According to a recent study, 37 percent of electronic identity theft cases had one thing in common: they were caused by an action taken by the user. While no one is 100 percent safe, you can take steps to help protect yourself from online criminals. 1) Although it's tempting, don't download free music files, videos or programs from file-sharing sites such as Kazaa. These sites are infamous for introducing worms and viruses to your computer. 2) Do not respond to any e-mail from a bank, credit card company or any online store or market such as eBay asking you to verify your account information regardless of how credible it looks. 3) Always ask for identification from anyone asking for physical access to electronic equipment.

For Your Business Mind:

BULLIES AREN'T LIMITED TO THE SCHOOLYARD as a 2007 survey indicates that 49 percent of American workers say they have been bullied or witnessed bullying in the workplace. Bullying—harassment that occurs outside the boundaries of general laws—singles out one or a few people through persistent aggression, including verbal abuse; offensive, threatening, humiliating or intimidating behavior; or interference or sabotage that prevents work from getting done. Bullying can be an added cost to businesses via employee turnover and/or loss of bright and dedicated employees seeking a non-hostile workplace as well as stress- and anxiety-related accidents and higher health costs associated with those being bullied. Waitt Institute for Violence Prevention says “workplace bullying is always a critical issue because of the potentially detrimental effects for all involved.” The Institute says businesses can help prevent or reduce workplace bullying by adopting a general code of conduct and treating complaints seriously. “Even if the complaint does not involve unlawful harassment, you may still need to investigate to learn the facts of the situation—and whether further action is necessary in the form of training, disciplinary action or event termination.”

“TO READ IS TO EMPOWER” is more than a line from a Jane Evershed quote. It’s one of several reasons why PDPW has created another resource opportunity for its members: a library. You can choose from among 60 books and books on CD and DVD, including titles such as “Cow Signals—The Practical Guide for Dairy Cow Management,” “Success One Day at a Time” and “Business Etiquette in Brief—The Competitive Edge for Today’s Professional.” You can see a complete list of available books online at www.pdpw.org. Checking out a book is easy, and the book has no set lending time. When you are finished with your book, you simply return it to PDPW. To borrow a book that interests you, e-mail kbroesch@pdpw.org or call 800-947-7379.

YEAH! WE KNOW WHAT REALLY MATTERS. A Northwestern Mutual survey asked participants to select the attributes that best fit their definition of success. Topping the list was “spending quality time with family” (88%) followed closely by “having a good relationship with your spouse or partner” (86%). And the good news doesn’t end there. The United States is seeing a historic rise in volunteerism. Applications through the AmeriCorps online system for volunteer service more than tripled in February and volunteer inquiries for Big Brothers Big Sisters of America were up 25% in January. If you would like to hop on the volunteer bandwagon and enjoy the benefits gained from volunteering—such as feeling good about helping others, spending time away from the day-to-day routine and connecting and networking with others who share your passion in life, then get involved with PDPW. Serve on a committee, help out at an event, become a mentor, host an intern, attend an ACE event. After all, PDPW is your organization, and it’s volunteers who help PDPW achieve its mission: “to share ideas, solutions, resources and experiences that help dairy producers succeed.”

BOOK REVIEW: WIRED TO CARE. Released in January of this year, *Wired to Care* by Dev Patnaik, with assistance from word wizard Peter Mortensen, urges organizations and businesses to tap into a power within each of us—empathy—and to use this previously unclaimed power to help our organizations and businesses prosper and have sustainable success. Combining anecdotes and science, the author helps us understand the importance of looking beyond the numbers and focusing on the possibilities that lie ahead when we stop worrying about own problems and start caring about the world around us. The author takes us inside leading companies such as IBM, Target and Nike to see how empathy can drive change and sustained growth. While 30 pages of the 272-page book dive deep into the human brain to find the biological sources of empathy, a majority of the pages explain how a shared and intuitive vibe for what’s going on in the world can help us see new opportunities faster than our competitors, have the courage to try new things and have the confidence to rely on intuition to understand the role that our business plays in the lives of people out in the world. One CEO offered this review: “Wired to Care offers a roadmap to success paved with empathy, where caring contributes more to the potential success of a company than cost cutting, and where hope is more important than hype. The bottom line is better profits, better products and happier employees. There is a better day for business (thankfully) when companies are wired to care.”

COCKADOODLEDOO! WAKE UP READY TO GO by following these 10 tips: 1) Avoid eating dinner right before bed, as the digestion process takes while If you have the munchies before bed, reach for something light and fruity. 2) Leave the curtains in your bedroom cracked just a bit to allow some natural light into your room in the morning. Natural light can be strong but soothing. 3) Wake up to the smell of coffee by setting your coffee machine for automatic brewing. 4) Stretch your arms and fingers out for about 15 seconds right after you wake up, as this gets your blood circulating again in your body and will help you feel more energetic. 5) Eat a high-energy breakfast. This tells your body you are awake and ready to start digesting food again. 6) Eat protein throughout the day, as eating protein gives your energy levels a boost. 7) Go outside and get some fresh air. 8) Try listening to your favorite music. Music can put a smile on your face and get you moving to the beat. 9) After breakfast, chew on sugar-free peppermint gum, as the strong flavor of peppermint will make you feel refreshed. 10) Drink lots of cold water. Keeping yourself hydrated throughout the day, and starting with a cold glass of water in the morning, will keep you refreshed and awake. Drink a cold glass roughly every hour, and splash some on your face when you need it.

PDPW Education Calendar:

September 15,16 & 17 – **Hispanic Milker Training**, Elmwood, Arlington, Sheboygan Falls, WI Three – One-day workshops
October 20 & 21 – **Heifer Facility Tours**, One day focused on cows, the other on people, Two – One day tours in WI
November 7-8 – **Youth Leadership Derby**, Milton High School, Milton, WI
November 11-12 – **Dairying Duo: Cows and People**
December 1 – **Commodity Marketing Class**, Introduction and Sign-up session, Beaver Dam, WI
December 8,9 &10 – **Calf Care Connection**, Arlington, Chilton, Eau Claire, WI Three – One-day workshops
January 19-20, 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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