

# PDPW MANAGERS *memo*

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August 22, 2008

Keep reading to see these highlights and more:

- Reserve your seat for the upcoming Management Accounting and Dairy Connect sessions
- Last chance for companies and organizations to receive the Early Bird Special when exhibiting at the PDPW Annual Business Conference

Thanks,  
PDPW

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## Featured PDPW Member:

Dan Truttmann and his wife Shelly own and operate Truttmann Dairy LLC, a grass-based, spring calving dairy located in Blanchardville, which is in south central Wisconsin. They, along with Dan's father Dwight and a couple of part-time employees, milk 170 crossbred cows and operate 400 acres.

The Truttmanns are in their 15th year of managing intensive rotational grazing on their farm, where a focus on productivity from healthy cows and land has led to consistent profitability. The herd consumes a high forage diet, coming mainly from pasture for up to 8 months of the year, and the soil is protected year-round by grass and legumes. The cows are milked in a swing 14 milking parlor with a parlor grain feeding system to maximize the efficiency of the grazing system by reducing time spent off pasture. A freestall barn is used for winter housing and summer supplemental feeding of the milking herd.

Dan and Shelly are both 1990 graduates of UW-Madison; Dan with a BS in Dairy Science and Shelly with a Landscape Architecture degree, and they have 3 children.

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## For Your Dairy Business:

**"ONE OF THE BEST FINANCIAL SPEAKERS I'VE EVER HEARD"** is how producer Dan Truttmann of Blanchardville describes R.L. "Dick" Wittmann who will lead the Sept. 10-11 Management Accounting Conference in Middleton. Truttmann, who attended Wittmann's session at the Annual Business Conference, was also impressed with Wittmann's message, adding "You will go home with the tools and information to incorporate management accounting on your dairy for increased profitability." Yes, this two-day conference will give you the tools to link financial analysis with strategic thinking, and you'll gain even more by attending the one-day follow-up on Nov. 17 where you can get additional questions answered. Go online at [pdpw.org](http://pdpw.org) to read more about the conference or to register. Seating is limited to the first 100, and registrations are coming in quickly.

**SPEAK UP WITH CONFIDENCE AND CONVICTION** by participating in Dairy Connect, an informative and motivational one-day communication training program set for Tuesday, Sept. 16, in Madison. Dairy Connect will teach you how to speak on current issues and trends and help you convey your story and share it with confidence to any audience. If you are a seasoned speaker or a rookie, you'll gain from this training conducted by a communications professional. You'll walk away prepared to deliver a positive industry message to media and the public, including consumers, neighbors and local officials. Training is limited to the first 15 who register, you can register today: Go to [www.pdpw.org](http://www.pdpw.org) to register online, or call 1-800-947-7379 or send a check for \$150 (member) or \$175 (non-member) to PDPW.

**WANT TO HIRE QUALITY, RELIABLE PEOPLE?** Then try following these five tips developed by the "Counselors to America's Small Business." Tip #1: Before you hire employees, examine your own skills. Hire to complement your skills, not duplicate them. Tip #2: Cast a broad net and interview applicants by asking all applicants the same questions. Tip #3: If you have a website, draw applicants to your site by using your web address in all advertisements. Tip #4: If you have one, use a toll-free way such as a 1-800 phone number or fax number for applicants to contact you. Tip #5: Offer a signing bonus of \$25 to \$2,500 as an incentive to help bring in a fence-sitting applicant. Want to learn more about human resources? Mark your calendar now for the PDPW Human Resource Workshop on Dec. 9-10. Details coming soon!

**THE NUTRIENT INNOVATION & TECHNOLOGY TOURS** information and registration is released. 100 is the number of people who can register and participate in the Nutrient Innovation & Technology Tours slated for Oct. 14-16. During these three days, we'll visit nine dairies, hear from owners and managers and see innovations and technologies such as water purification, sand separation, digesters and other nutrient management systems. Dairy visits include So-Fine Bovines, Central Sands Dairy and Van Der Geest Dairy Cattle, on Tuesday, Oct. 14; Five Star Dairy, Emerald Dairy and Jon-De Farm, on Wednesday, Oct. 15; and Crave Brothers Farm & Crave Brothers Farmstead Cheese, Larson Acres and Blue Star Dairy, on Oct. 16. Evenings will be devoted to an expert producer panel on Tuesday and a national environmental panel on Wednesday. Plus, we'll have plenty of time to socialize with fellow tour attendees. Go to [www.pdpw.org](http://www.pdpw.org) for a more complete description of the Nutrient Innovation & Technology Tours.

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## For Your Business Mind:

**A FUN-FILLED WEEKEND IS ON TAP** for youth attending Youth Leadership Derby, Nov. 8-9, in Brillion. This weekend lock-in will allow youth, ages 15-18, to learn and explore the many careers available within the dairy industry and to obtain important life skills. Did we mention fun? That's right. In addition to learning, seeing and doing, this fast-paced weekend promises to be packed with fun. What a great opportunity to interact with youth across the state and Midwest, meet new friends, share experiences and learn at the same time. The \$100/person registration fee includes all training materials, meals, tours, snacks, lock-in and entertainment—with no extra charge for the fun part of the weekend. Details are available by visiting [pdpw.org](http://pdpw.org) and clicking on the Youth Leadership Derby link.

**SEARCHING FOR A UNIQUE GIFT IDEA** for a birthday or a thank you, to honor an accomplishment or pay tribute to an important person in your life? If so, think PDPW Education Foundation, a charitable tax-deductible non-profit, 501(c)(3) that helps create a legacy in learning. Individual donations, corporate donations, special gifts and legacy gifts are welcomed and encouraged. The PDPW Education Foundation shares ideas, resources, experiences and solutions through education about important issues surrounding the dairy industry. You can donate via mail or online at <http://www.pdpw.org/contribution.html>. Oh, yes, you're more than welcome to donate to the PDPW Education Foundation on your own behalf, and each donation—whether to honor another or "I just want to do this for myself"—helps ensure a strong future for the dairy industry.

**THREE CHEERS FOR** three hugely successful Business Transition seminars. Dairies from across the state were represented at these three one-day seminars. And it was ever so great to have multiple generations attending so clear communication can be fostered through the business transition process. If attendees implement what was learned, then Wisconsin dairy producers should substantially exceed the national average whereby “only about 30 percent of family-owned business transfer successfully to the second generation.” Here’s just a few of the survey comments we received from the sessions: “Everything--phenomenal session. Great interaction throughout.” “It was a very real-life topic that was presented in a very informal manner.” “Amazing speaker with great information.”

**LAST CHANCE FOR THE EARLY BIRD TRADESHOW SPECIAL** for the 2009 Annual Business Conference, March 17-18. The early bird special: 50% off the first exhibitor’s registration. That’s \$100 savings, and PDPW will honor any tradeshow space contract postmarked, faxed or emailed on or before Sept. 1. What a deal! Tradeshow contracts are available online at [www.pdpw.org](http://www.pdpw.org). Just click on “Annual Business Conference Hall of Ideas – Tradeshow Contract.”

**BOOK REVIEW: *THE FIVE MOST IMPORTANT QUESTIONS (YOU WILL EVER ASK ABOUT YOUR ORGANIZATION)*.**

If you have an hour or two, then you have time to start and finish this 100-page self-assessment tool written with non-profit organizations in mind. This tool is also applicable to your business. This “how-to” manual gives big-picture guidance to five simple but all-important questions: 1) What is our mission? 2) Who is our customer? 3) What does the customer value? 4) What are our results? And 5) What is our plan? Author Peter Drucker, an intellectual giant and authority on management, addresses each question along with a contributing author. As you read through this book, you’ll find yourself revisiting your organization’s or your business’ core identity and getting back to what counts.

**TRACE AMOUNTS OF BISPENOL A (BPA) THAT LEACH OUT** of food containers are not a threat to infants or adults. That’s the recent findings of Food and Drug Administration scientists. The plastic-hardening chemical, similar to the hormone estrogen, is used to seal canned food and to make shatterproof water and carbonated beverage bottles as well as dental sealants and hundreds of household items, ranging from sunglasses to CDs. When releasing its findings, the FDA did acknowledge that more research is needed to fully understand the chemical’s effects on humans and noted “there are always uncertainties associated with safety decisions.” The FDA released its preliminary re-evaluation ahead of a September meeting where outside advisors will debate the chemical’s safety. Despite the new FDA findings, at least 11 states are considering bills to restrict use of the chemical. More than 6 billion pounds of bisphenol are produced in the United States each year by Dow Chemical, BASF, Bayer AG and other manufacturers.

**FIRE UP THE GRILL** and test your hand at grilling the perfect hamburger. For that perfect, juicy hamburger, grilling experts recommend using ground beef that is about 80 percent to 85 percent meat and 15 percent to 20 percent fat. Salt and pepper should be mixed lightly into the meat before molding it into a uniform, fairly flat patty, no thicker than ¾-inch. When forming patties, handle the meat as little as possible since loosely packed burgers are crisper on the outside and juicier inside. To keep patties flat and from rising in the center, poke a hole in the center of each—the hole will fill as the patty cooks. As the patty grills, never press the patty with the flat side of a spatula, as pressing squeezes out the flavorful juices and can also cause dangerous flare-ups. Place the patties on an oiled grill grid, grilling over the heat for 5 to 7 minutes per side for medium, less for rare to medium-rare and 7 to 9 minutes per side for well done. Turn each patty only once. The USDA recommends all ground meat be cooked to at least medium doneness or 160 degrees.

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## **PDPW Education Calendar:**

September 10-11 – **Management Accounting**, Marriott Madison West, Madison  
September 16 – **Dairy Connect Training**, WMMB, Madison, WI  
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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