

PDPW MANAGERS *memo*

September 12, 2009

Keep reading to see these highlights and more:

- Learn more about upcoming PDPW programs and how they can benefit you and business
- See us at World Dairy Expo
- Tips to become a better communicator

Thanks,
PDPW

Featured PDPW Member:

East Branch Dairy, a 200-cow dairy located just outside of Fond du Lac, Wis., is family owned and operated. Dave Schmitz runs the farm along with the assistance of some hired help. The farm has expanded a lot over the past few years, and a positive attitude surrounds East Branch Dairy.

Cows are milked in a double-8 parallel parlor that uses unique, horizontal bars that lower to allow cattle back to the free stalls. This parlor was recently built in what was the old stanchion barn, most of the facilities from the original operation are still around and utilized for feed storage and calf growing.

East Branch Dairy provides their dairy with crops from their own acreage. Crops are harvested by Dave, with custom services available to him from the surrounding area.

When it comes to breeding decisions, 75 percent of the herd's heifers are bred using sexed semen. After many generations of careful breeding, East Branch Dairy has become a herd with high rankings in the type index. Dave says selections have now shifted more to the milk and component aspect.

As for the future, Dave says herd size will probably remain consistent but he suggests that a future generation may be stepping in to take over East Branch Dairy somewhere down the road.

"Our industry can only grow if we become more knowledgeable, and PDPW's symposiums throughout the year do a great job of bringing about new information about technologies and issues," Dave states. "I feel that you are only as good as the company you keep, and PDPW's membership is very progressive and positive about the industry, and that is something every producer can benefit from."

For Your Dairy Business:

BOOST THE KNOWLEDGE AND SKILLS OF YOUR HISPANIC MILKERS by sending them to a one-day PDPW-sponsored milker training workshop where all training will be delivered in Spanish. Select the workshop date and location best for your dairy: **Tuesday, Sept. 15, Fetzer Farms Inc., Elmwood; Wednesday, Sept. 16, Blue Star Dairy (Arlington Dairy), Arlington; Thursday, Sept. 17, Majestic Meadows Dairy, Sheboygan Falls.** Each workshop will be limited to 20 participants and includes two hours of classroom training complimented by parlor training. Workshop topics include good milking procedures, understanding the cow and milking equipment, harvesting milk quickly and completely, parlor efficiency and avoiding mastitis. To learn more go to www.pdpw.org.

READY FOR A REFRESHING BREAK FROM DAY-TO-DAY DAIRYING? Then attend the 2010 Managers Academy, Jan. 19-21, 2010 Seattle, Washington. Sponsored by PDPW, this executive training is the ideal place to sharpen your business skills, interact with bright minds and immerse yourself in leadership training that will give you an increased capacity to address future challenges and ensure sustainable success. Entrepreneur and business coach Dr. David Kohl of Virginia Tech and the highly energetic and talented David Parker will see that you 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. Look for details online at www.pdpw.org.

ENGAGE THE NEXT GENERATION OF INDUSTRY LEADERS by helping to spread the word about the Youth Leadership Derby, Nov. 7-8, Milton High School, Milton, WI Print off the Youth Leadership Derby flyer and get it in the hands of high school guidance counselors and vocational agriculture teachers as well as neighbors and friends. This weekend lock-in includes three tours, three hands-on learning labs, three winners circle workshops, a fun and educational competition and a dynamic keynote speaker. Designed for youth ages 15-18, this fun-filled event is a great way for each of us to recruit new talent into the dairy industry. The Youth Leadership Derby flyer can be accessed at www.pdpw.org.

WITH THE VALUE OF SAVING JUST ONE CALF BEING SO HUGE, now's the time to sign up for a Calf Care Connection workshop being offered in three locations: Tuesday, Dec. 8, Arlington; Wednesday, Dec. 9, Chilton; and Thursday, Dec. 10, Eau Claire. Each one-day workshop will feature calf researchers and industry experts who will deliver hands-on training and provide you with high-tech knowledge and skills to give you a competitive edge. You'll work with live calves and get your most burning questions answered. This one-day session is ideal for professional calf feeders, dairy producers and heifer growers. Learn more by visiting www.pdpw.org.

CONCERNED ABOUT IMPAIRED WATERS, the DNR is developing Total Maximum Daily Loads—TMDL's—for specific watersheds, calculating the allowable amount of a pollutant that the waterbody can tolerate and then allocating that allowable amount between pollutant sources including non-point sources—such as farmland—and point sources such as industrial dischargers. If the EPA approves the DNR's TMDL, then the DNR implements the TMDL by attempting to reduce pollutant loads, improve water quality and, eventually, remove the impairment to the water. The DNR's current focus is the Lower Fox River and Green Bay. The DNR's web page states, "The TMDLs developed for the Lower Fox River Basin and Green Bay will identify sediment and phosphorus reductions needed from both nonpoint and point sources to achieve water quality standards."

For more information about the Lower Fox TMDL process, go to <http://dnr.wi.gov/org/water/wm/wqs/303d/FoxRiverTMDL/>. For more information about TMDL's in general, visit <http://dnr.wi.gov/org/water/wm/wqs/303d/faqs.html>.

YOUTH PROGRAMS SPONSORED BY THE PDPW EDUCATION FOUNDATION received a big boost, thanks to a \$25,000 grant from the Land O'Lakes Foundation. The grant will help PDPW run three of its signature programs for the next generation of dairy producers: Mentor Program, Internship Program and Youth Leadership Derby. If you know a Land O'Lakes representative, please thank him or her for this generous gift that helps PDPW reach out to youth, delivering quality educational programs and leading the success of the dairy industry.

COME SEE US AT WORLD DAIRY EXPO, Sept. 29-Oct. 3, Madison. PDPW is having a booth at the World Dairy Expo and staff members would enjoy the opportunity to visit with you one-on-one. Bring a friend as well. The PDPW booth, Booth EH 4423, will be in the entry hall of the Alliant Energy Center, just as you enter from the barns. See you in Madison!

'YOU DECIDE' AND 'VALUE-ADDED DAIRY PRODUCTS' are the topics of two PDPW-sponsored educational seminars on tap at World Dairy Expo, Tuesday, Sept. 29. The educational seminars are designed especially for—and are open only to—FFA members and their advisors. Nessie Early, National FFA officer from California, will deliver the 8:00 a.m. "You Decide" seminar, helping members decode the mystery of decision-making. During the 9:00 a.m. seminar, Dr. Scott Rankin, UW-Madison, Food Science associate professor, will explore the diversity of dairy foods and relate how value-added products influence the industry. Why not call your local FFA chapter and encourage its members and advisors to take advantage of these two free educational seminars.

PDPW WELCOMES ROBIN STARKENBURG, PDPW's new Communication and Development Manager. Robin, who was raised on a 300-cow dairy in Washington and has a degree in agricultural communications, brings 16 years of experience to the job. She previously worked for two genetics-focused companies: ABS and Holstein Association USA. "I'm excited to be a part of the PDPW team as this position affords me the opportunity to help educate, unite and advance the dairy industry," Robin states.

For Your Business Mind:

IT'S A FACT: STRESSED PEOPLE OFTEN MAKE UNWISE DECISIONS. Research has found that, when we're stressed, we don't think clearly. Fear simply gets us more of what we don't want. The explanation researchers give for this phenomenon is that, under stressful conditions, we fall back on automatic, lower-level thought processes and are less able to utilize more rational and deliberative thinking to assist in making decisions. When we're stressed, our primal, unconscious stress response takes over and shuts down some physiological and mental functions in order to enhance others. Fight or flight kicks in—and neither is the best solution. Because the stress response is designed to ensure our physical survival in a situation where we're under physical attack, it causes us to have blinkered thinking where we focus on the threat and have great difficulty seeing anything outside of the problem arena, and it triggers a compulsion to react urgently and impulsively. Basically, we become all sail and no rudder. Business coaches advise us not to take any leaps of faith as we're likely to leap straight out of the frying pan and into the fire. Instead, we're advised to tame our primal stress response and claim back our calm, clear, resourceful mind so that we can think both creatively and rationally.

ELECTED OFFICIALS IN THE WESTBY AREA WILL LEARN more about the changing needs and issues surrounding modern-day agriculture—including dairying—during their Wisconsin Counties Association (ACE) meeting that includes a PDPW-coordinated educational tour on Tuesday, Sept. 15. Elected officials participating in the meeting will be provided information about dairying starting the minute they step on the tour bus to the Mike and Merna Fremstad dairy, Westby, and the facts will continue throughout the tour and the bus ride home. Questions will be answered—with attendees departing more knowledgeable about Wisconsin dairy producers, their challenges and dedication to a sustainable, environmentally focused business.

THE NO. 1 REASON PEOPLE LEAVE JOBS is "poor supervisory behavior." In other words, "bad bosses." That's the findings of a 2001 exit interview study. Among the key factors cited in "poor supervisory behavior" was poor communication skills. Human resource experts say people are too often promoted for their workplace accomplishments, without any assessment of their communication skills. To be an effective boss, and have employees want to stay rather than leave, you might want to try these seven basic communication tips: 1. Be a better listener. 2. Make time for employees. 3. Get the word out to those affected by any change as efficiently as possible. 4. Put out a consistent message about your values so employees know who you are and what you stand for and can, therefore, make better decisions on their own. 5. Give regular feedback before an annual evaluation. 6. Speak effectively before employee groups and communicate effectively when you email. 7. Discuss delicate matters in person, not via emails. Most conflicts must be settled in person, or at least by phone.

WITH VIRUSES AND HACKERS becoming more sophisticated about accessing your network, some businesses rely on a network monitoring system that permits a trained professional to watch over their computer network for slow or failing components, security breaches and alarms that signify trouble. A network monitoring system can also detect when a backup isn't working, you're running out of space on the server or a firewall is not functioning properly.

SIX BEHAVIORS CAN TURN YOUR GLASS FROM HALF EMPTY to half full. When one or more of these behaviors is practiced on a daily basis, your glass may even runneth over: 1) Focus on what can be controlled and avoid focusing on factors that are out of your control. 2) Smile and remember what's important in life: family, friends, a newborn calf, a warm house on a chilly night, the simple things in life like that first cup of coffee in the morning. 3) Interact with positive people by volunteering on committees, performing community service and/or attending school, church and community functions. 4) Take the word "but" out of your vocabulary as "but" negates what comes before it. Instead, use the word "and" such as "You're doing a great job, and it would be even better if. . ." 5) Acknowledge family, friends, employees with a simple "thank you" or "nice job," a handshake, a pat on the back, etc. You might be surprised at how good it feels when the acknowledged person smiles back at you.

BUNDLING TELEPHONE, CABLE TELEVISION AND HIGH-SPEED INTERNET SERVICES may sound like a smart move, but John Breyault, research director for the nonprofit Telecommunications Research and Action Center in Washington, D.C., points out that it doesn't make sense for everyone. "Most bundled packages are based on an all-you-can-eat model," he says, adding that the majority include unlimited local and long-distance calling, for example, which some customers won't use. "Many consumers will find that they're able to save money by buying services individually that more closely meet their needs." Breyault also recommends doing your homework regarding "triple play" packages as many can be complicated, are sometimes misleading and have fees that jump significantly after the promotion period ends. In addition, he urges consumers to pay careful attention to the fine print, which should spell out early-termination fees and any additional charges.

BOOK REVIEW: IN DEFENSE OF FOOD by Michael Pollan. This book isn't your ordinary PDPW-suggested read. The book is part of the University of Wisconsin-Madison "Go Big Read" program initiated by the university's new Chancellor Biddy Martin and will be the focus of class and event discussions across the campus and across disciplines. Author Pollan will visit the UW-Madison campus and deliver a public lecture about the book at the Kohl Center at 7:00 p.m. on September 24. "In Defense of Food" presents a tremendous opportunity for Wisconsin farmers to talk about food production in this state, to dispel myths associated with modern agriculture and to show support for the research and development that takes place with regard to agriculture at the UW College of Agriculture and Life Sciences. Dr. John Lucy, a UW-Madison food chemist, has written a response to "In Defense of Food" and this response can be read at: <http://www.gobigread.wisc.edu/resources.html>.

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**, Two – One day tours in WI

November 7-8 – **Youth Leadership Derby**, Milton High School, Milton, WI

November 11-12 – **Dairying Duo: Herdsperson Training**, One day about the cow, one day about the 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 19-21, 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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