

# PDPW MANAGERS memo

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October 26, 2007

We hope to see YOU at the Dairy Policy Summit, Oct. 30-31. More details about this stacked conference are below. Pre-register and SAVE!

Last call for young dairy leaders! It's not too late for youth to sign up for the Youth Leadership Derby, Nov. 3-4. Please encourage them to register today!

Don't forget to register for the Managers Academy before Nov. 1 for the chance to win free airfare! Check out the Managers Academy details.

Thanks,  
PDPW

## **SIGN UP NOW FOR THESE PDPW EVENTS**

Oct. 30-31: PDPW Dairy Policy Summit, Marriott Madison West, Middleton, Wis.

Nov. 3-4: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

Nov. 14-15: National Dairy Issues Forum, Holiday Inn at The American Center, Madison, Wis.

Nov. 20: Dairy Connect, WMMB, Madison, Wis.

Dec. 4 & 5, 2007: Calf Care Connection

Dec. 4, 2007: Hispanic Calf Care Workshop

Dec. 10, 2007: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 12 & 13: Hoof Care Training Session, Sleep Inn, Eau Claire Travel Center, and Country Inn & White House Banquet, Richland Center, Wis.

Jan. 22-24: Managers Academy, Phoenix, Arizona

Feb. 6 & 7: Nutrition Innovation Seminar, Radisson Hotel & Conference Center, Green Bay, Wis. and Crowne Plaza Hotel, Madison, Wis.

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## **Featured PDPW Member:**

"PDPW has impacted our dairy because the meetings and conferences get you off the farm to show you what other producers are doing to be successful. The other value of PDPW is the other producers that you meet. The relationships you build with these producers are very useful when margins are tight and you are trying to make decisions about your future. Or maybe you are having an employee issue and you need some advice."

-Mitch Breunig, Mystic Valley Dairy, LLC, Sauk City, Wis.

Mystic Valley Dairy, LLC is a 400-cow dairy business owned by Louis and Jeannette Breunig and their son, Mitch. The farm consists of almost 1,000 acres on which corn, alfalfa, wheat and soybeans are grown. In addition to the cows, the farm also has 400 young stock and 60 steers.

The primary focus of Mystic Valley Dairy is the genetics. Each year about 70 replacements are sold to other dairy farms. They also sell breeding bulls. Last year ten bulls went to AI and 20 were sold locally. The Breunigs also have been able to sell embryos to six different countries last year. "We are very proud of the fact that the two bulls with the most registered offspring in the US that last four months have been our two full brothers, Toystory and Lou," said Mitch.

## For Your Dairy Business:

**REACH FOR THE PINNACLE OF DAIRY POLICY KNOWLEDGE** and issues management by participating in this year's PDPW Dairy Policy Summit. The program is stacked with leaders, experts and dignitaries to help us tackle the tough issues that come with new technologies, such as a growing industry, an increasing state population and the emergence of renewable fuels. Pre-registration is still available and you will save money from paying at the door. The Dairy Policy Summit will be held Oct. 30-31 at the Madison Marriott West, Middleton. Go to [www.pdpw.org](http://www.pdpw.org) to view the Dairy Policy Summit brochure and to register.

**IF A PICTURE IS WORTH A THOUSAND WORDS, TOGETHER SAM GLENN'S** pictures and words will provide priceless lessons in leadership and motivation at this year's Youth Leadership Derby. Registration for this one-of-a-kind career development program for teenagers remains opened through Monday, October 29. This weekend-long event is set for November 3-4, at the Marshfield Wisconsin High School and includes field trips to several dairies as well as interactive sessions on leadership, career development and finances. Make sure all the youth in your life know about this unique, fun, learning experience! Registration forms are on the web site or available by calling the PDPW office. For more information, phone the PDPW office at 800-947-7379 or visit [www.pdpw.org](http://www.pdpw.org).

**TAKE THE BULL BY THE HORNS AND REGISTER NOW** for the National Dairy Issues Forum Nov. 14-15 at the Holiday Inn at The American Center, Madison, Wisconsin. Keynote speaker for this important industry event is Former Congressman Charlie Stenholm (D-TX) who will set the record straight on a number of industry-related issues including animal well-being. As a former member of the House committee on Agriculture, Stenholm earned a reputation for building bipartisan alliances in areas as diverse as agriculture, resource conservation, food safety, Social Security, energy, health care and the budget. Register today to take part in determining dairy's direction by participating in this national industry meeting. Visit [www.pdpw.org](http://www.pdpw.org) for the complete agenda or to register online today.

**PRACTICE THE ART OF COMMUNICATIONS** with training in public speaking and communications provided at the PDPW *Dairy Connect* seminars. Our next seminar is Tuesday, Nov. 20, at WMMB in Middleton. *Dairy Connect's* informative and motivational one-day training program can help provide you with the information and confidence you need to stand up and talk to your neighbors, the public and the media about dairy producers and the positive role the dairy industry plays in Wisconsin. This training session is limited to 15 people, in order to facilitate hands-on, personal learning and our slots are filling. Check out the complete flyer, visit [www.pdpw.org](http://www.pdpw.org).

**THERE'S STILL TIME TO QUALIFY FOR FREE AIRFARE** to this year's Managers Academy. Simply register by November 1, for your chance to win our special incentive drawing for free air travel to Phoenix. This master's level business training session includes tours of several, unique Arizona businesses, including Shamrock Farms, milk distributors for Subway and the largest, family owned and family operated dairy in the Southwest. Registration is available, but limited to our first 100 participants so don't delay. Visit [www.pdpw.org](http://www.pdpw.org) to check out the all the details or register online today.

**MARK YOUR CALENDARS FOR MARCH 11-12, 2008** -- the date of the next PDPW Annual Business Conference. Our featured conference is one you won't want to miss as industry leaders, information specialists and business representatives come together to help 'Solve the Profit Puzzle.'" This conference always provides sessions full of new ideas and information as well as time for networking and reenergizing. Our Hall of Ideas tradeshow is a great place to come face-to-face with dairy industry suppliers and see the latest and greatest goods and services. Exhibitor contracts are available online at [www.pdpw.org](http://www.pdpw.org) or by calling 800.947.7379.

**YOU HAVE A CHANCE TO CONTROL YOUR DESTINY** and protect your freedom to operate by demonstrating that the dairy industry is committed to doing the right thing with the National Dairy Animal Well-Being Initiative. This industry-wide initiative announced during World Dairy Expo is a broad based group of volunteers from across the country representing every facet of the dairy industry. Learn more about this initiative at the National Dairy Issues Forum when the experts who created the group's first draft discuss its principles and guidelines. You can also stay updated on the group's progress online at [www.dairywellbeing.org](http://www.dairywellbeing.org).

## For Your Business Mind:

**BIGGER ISN'T ALWAYS BETTER** as our latest recommending business book relates. In writing *Small Giants – Companies that Choose to Be Great Instead of Big*, author Bo Burlington profiles fourteen small businesses that made conscious decisions to stay small and focus on quality over growth. It's likely you've never heard of these companies, but Burlington, an Editor at Inc Magazine, uses interviews with their leaders to explain how companies can succeed by focusing on quality over growth. The book provides great examples of the importance of taking it slow and making sure you keep the quality of work that has allowed you to think about growth.

**AVOID THE FIVE MOST COMMON SAFETY STANDARD VIOLATIONS** to protect your workers and the environment. An article in the latest issue of *MY Business* magazine, uses recent OSHA statistics to come up with the following list of common safety standards that small companies should be aware of, as follows: 1) Safe Scaffolding Standards are provided online at [www.osha.gov/SLTC/etools/scaffolding](http://www.osha.gov/SLTC/etools/scaffolding); 2) Fall Protection Requirements are found at [www.osha.gov/Publications/3146.html](http://www.osha.gov/Publications/3146.html); 3) A Written Hazard Communication Program including lists of hazardous chemicals, MSDS sheets and labels for all such products, employee training of all routine and non-routine work tasks and methods for informing contractors of your program; 4) Respiratory Protection regulations are explained at [www.osha.gov/SLTC/etools/respiratory/index.html](http://www.osha.gov/SLTC/etools/respiratory/index.html) and, 5) Lockout/Tagout requirements for equipment. An interactive training program is provided online at [www.osha.gov/dts/osta/lototraining/index.htm](http://www.osha.gov/dts/osta/lototraining/index.htm).

**FOCUS AND THE ABILITY TO SAY NO TO IDEAS** is in short supply among many of today's business leaders according to Tony Hsieh, CEO and Director, of Zappos.com. Writing in *Inc.*'s online blog (<http://www.inc.com/gems/blog/2007/10/focus.html>) Hsieh suggests business leaders ask themselves what they want their business to be best at and then to focus both their own time and the entire company's time on achieving that. As simple as the concept sounds, it can be difficult, Hsieh notes, because it's so easy to get caught up in the day-to-day activities of actually running the business. But, staying focused on the one thing your business does well rather than trying to cater to everyone is likely to pay off in the long run, as it has for his web-based shoe company.

**DAIRIES LABELING MILK AS "ANTIBIOTIC-FREE" AND "PESTICIDE-FREE"** are facing scrutiny by the Pennsylvania Department of Agriculture. A recent report in *Pennsylvania Ag Connection* (<http://www.pennsylvaniaagconnection.com>) reports that Pennsylvania Agriculture Secretary Dennis Wolff says such claims are false or misleading and must be changed. He notes that all processed milk sold in Pennsylvania is tested a minimum of 10 times to guarantee that it is free of such substances, which are illegal for milk to contain. Wolfe said some milk labels contain statements such as "hormone-free," but all milk contains hormones, and some labels claim the absence of synthetic hormones, but there is no scientific test that can determine the truth of this claim. So far 16 companies have been notified that they must correct their labels by January 1 in order to continuing selling in the state.

## Tech Tips From Techsquad:

**SUREFIRE SIGNS THAT YOUR PC IS INFECTED WITH SPYWARE, MALWARE, AND VIRUSES:** Since most malicious programs are designed to hide themselves, detecting their existence is not always easy. However, there are a few surefire signs that you have been infected:

- You start getting swamped with pop-up ads that seem to come from nowhere and constantly interrupt your use of the computer.
- Your computer is unstable, sluggish, locks up, or crashes frequently.
- Your web browser's home page changes on its own and you cannot modify the settings. You may also see toolbars on your web browser that you did not set up.
- You get a second or third web browser popping up behind your main browser that you didn't open or request.
- Mysterious files suddenly start appearing.
- Your CD drawer starts opening and closing by itself.
- You get constant runtime errors in MS Outlook/Outlook Express.
- You find emails in your "Sent Items" folder that you didn't send.
- Some of your files are moved or deleted or the icons on your desktop or toolbars are blank or missing.

If you are experiencing one or more of the above when using your computer, you are infected and should seek help from a senior computer technician.

To learn more about TechSquad the safeguarding your computer, please visit <http://www.techsquad.us/pdpw/>. TechSquad is the official IT provider for PDPW. PDPW is excited to include this helpful section in this edition and future Managers Memos.

## PDPW Educational Calendar:

Oct. 30-31, 2007: Dairy Policy Summit, Madison Marriott West, Middleton, Wis.

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

Nov. 14-15, 2007: National Dairy Issues Forum, Holiday Inn at The American Center, Madison, Wis.

Nov. 20, 2007: Dairy Connect, WMMB, Madison, Wis.

Dec. 4 & 5, 2007: Calf Care Connection

Dec. 4, 2007: Hispanic Calf Care Workshop

Dec. 10, 2007: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 11, 2007: Tri-State Regional Dairy Summit (Modernizing the Manager Special Session, Coordinated by PDPW), Galena Convention Center in Galena, Ill.

Dec. 12 & 13, 2007: Hoof Health Seminar, Sleep Inn at the Eau Claire Travel Center and Country Inn & White House Banquet in Richland Center, Wis.

Jan. 15, 2008: Effective Communications Training

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.

April 9 & 10, 2008: Dairy Herdsman Training

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