

# PDPW MANAGERS memo

---

---

September 21, 2007

One highlight in this PDPW Managers Memo is the release of the Dairy Policy Summit details. Also, please take note that registration is still open for next week's PDPW Manure Management & Dairy Technology Tours.

Enjoy this edition of the PDPW Managers Memo electronic newsletter!

Thanks,  
PDPW

---

---

## SIGN UP NOW FOR THESE PDPW EVENTS

Sept. 25, 26 & 27, 2007: PDPW Manure Management Systems & Dairy Technology Tours  
Oct. 30-31, 2007: PDPW Dairy Policy Summit, Marriot Madison West, Middleton, Wis.  
Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.  
Nov. 20, 2007: Dairy Connect, Madison, Wis.  
Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

---

---

## Featured PDPW Member:

"PDPW provides us with easy access to a network of producers that help us navigate through a host of issues and problems – from DNR permits to animal welfare and public perceptions of agriculture."

*-Lloyd & Daphne Holterman, Rosy-Lane Holsteins LLC, Watertown, Wis.*

Lloyd & Daphne Holterman, along with their partner Tim Strobel, own and operate Rosy-Lane Holsteins LLC. The Holterman family has been farming for 26 years near Watertown, and the formed the LLC with Tim in 1999. Rosy-Lane Holsteins is currently expanding to 800 cows, from their current 730. They run 1100 crop acres, corn and hay, and they raise our own heifers and do some custom chopping. They also truck their own milk to Alto Dairy daily.

When asked if one PDPW conference stood out from other they have attended, the Holtermans responded, "The most valuable PDPW event was the negotiation program at the Managers Academy in Chicago a few years back – it was a great group of people attending and there were great presentations. A fun atmosphere made it memorable." Lloyd & Daphne are very active in many different aspects of PDPW. As a member of the PDPW Public Policy Committee, Lloyd enjoys learning about environmental laws and trends to better prepare and protect their business in this area. This year's PDPW Dairy Policy Summit is showcasing Rosy-Lane Holsteins LLC with a tour of this dairy, one of the nation's most innovative dairy businesses.

---

---

## For Your Dairy Business:

**IT'S NOT TOO LATE TO REGISTER: MANURE MANAGEMENT SYSTEMS AND OTHER DAIRY TECHNOLOGY** can be seen at this year's PDPW Nutrient Management bus tours. Three separate days of touring are scheduled across Wisconsin, as follows:

### **Tuesday, Sept. 25**

Departing from the Eau Claire Travel Center, Sleep Inn at the corner of Hwy 29 and Co. T, to Five Star Dairy, Emerald Dairy and Jon-De Farm;

### **Wednesday, Sept. 26**

Departing from Stevens Point, Fleet Farm on Hwy 10, to Van Der Geest Dairy, Badger Holsteins and Gordondale Farms;

### **Thursday, Sept. 27**

Departing from Middleton, Madison Marriott West, exit Greenway Blvd., to Cottonwood Dairy, Bedrock Bovines and Larson Acres.

All three tours depart at 8:30 a.m., return around 5 p.m. and included guided tours of facilities, time to visit with operators and lunch. It's a great way to gather ideas for your own enterprise. Reserve your seat today by calling 800-947-7379 or at [www.pdpw.org](http://www.pdpw.org).

**ANNOUNCING THE PDPW Dairy Policy Summit**, held Oct. 30-31, 2007 at Madison Marriot West in Middleton, Wis. This unparalleled program will address current business and industry issues, exchange ideas and seek solutions for today's dairy and energy industries. One highlight will be Governor Jim Doyle, as he will discuss the future of the Wisconsin economy. Multiple dignitaries, leaders and experts will also present at the Summit, including UW CALS Dean Molly Jahn; Secretary of the Department of Work Force Development Roberta Gassman; Secretary of DATCP Rod Nilsestuen; Director of Energy Independence Judy Ziewacz and Representative Al Ott, to name a few. In addition, attendees will tour Rosy-Lane Holsteins, owned by Lloyd and Daphne Holterman and the soon-to-open Renew Energy in Jefferson, Wisconsin. Register today by calling 800-947-7379 or see the complete agenda online at [www.pdpw.org](http://www.pdpw.org).

**AMERICA'S PREMIER INSPIRATIONAL AND MOTIVATIONAL KEYNOTE SPEAKER**, humorist, author, entertainer, and chalk artist, Sam Glenn, will provide a kick in attitude to attendees of this year's PDPW Youth Leadership Derby. This is one presentation the kids are sure to remember no matter how late they stay up "networking" with their peers! Registration is now available for this weekend full of fun learning that is geared specifically to young people considering careers in production dairying and agribusiness. This year's Derby is being held November 3-4, at Marshfield High School and the \$50 event fee includes all training materials, meals, snacks and entertainment. For more information, phone the PDPW office at 800-947-7379 or at [www.pdpw.org](http://www.pdpw.org).

**YOU ASKED FOR IT AND WE CONTINUE TO DELIVER.** With overwhelming interest and strong response from participants, another *Dairy Connect* communication and issues training is scheduled for Tuesday, Nov. 20 in Madison. Learn the art of communications with training in public speaking and current issues provided at the PDPW *Dairy Connect* seminars. Led by a pair of national trainers, *Dairy Connect's* informative and motivational one-day training program will help get you armed and ready to talk to your neighbors, the public and the media about dairy producers and the positive role the dairy industry plays in Wisconsin. To join *Dairy Connect* and make a difference, contact PDPW at 800-947-7379. *Dairy Connect* is limited to the first 15 who register.

**REGISTRATION IS LIMITED AND SEATS WILL FILL** fast for this winter's top-flight business training program – the PDPW Managers Academy. This national PDPW program, scheduled for Jan. 22-24, 2008 in Phoenix, Arizona, incorporates unique tours and interactive scenarios into a master's level business training seminar. This exclusive conference is designed for CEOs who are dairy managers, industry directors, processors, marketers and distributors and presents training beyond any other business program offered within agricultural circles. Learn more or register at [www.pdpw.org](http://www.pdpw.org).

**COMMODITY MARKETING...**It's hard to play the marketing game without knowing the fundamentals. Attend a six-class Commodity Marketing Course to learn the rules, principles, beliefs, assumptions, tools available to the marketer, and how to use the tools available. Anyone interested in learning more about this course should attend the informational class on December 10 from 1:00 - 3:00 p.m. at Fox Valley Technical College in Appleton. This first class does not require registration and there is no cost. At this informational class, you can enroll in the course of six additional classes. The course is limited to the first 30 entities, but anyone interested in encouraged to attend the informational class on Dec. 10. To learn more, check out [www.pdpw.org](http://www.pdpw.org).

### **For Your Business Mind:**

**THIS WEEK IS NATIONAL FARM SAFETY AND HEALTH WEEK**, and producers as well as parents, are reminded of the many potential dangers lurking on farms. While this year's theme – "It is easier to bury a tradition than a child" – may make you cringe, it drives home the importance of implementing accident prevention strategies to protect the future of our industry's most precious resource, our children. Remember these safety suggestions: Never carry children on tractors or equipment; don't allow children to freely roam on the farm. Instead, design a fenced "safe play" area; assign children age-appropriate farm tasks only; always turn off equipment, lower hydraulics, and remove keys before leaving equipment unattended. For more safety tips check out <http://www.nsc.org>.

**WHEN MAKING INVESTMENT AND SUCCESSION PLANS** consider investing in your industry by making contributions to the PDPW Education Foundation. With your help, this recognized charitable organization will continue to have a positive impact on Wisconsin's dairy industry by establishing a long-term legacy of learning. Consider making donations to this important cause part of your strategy. To learn more contact PDPW at 1-800-947-7379 or check the web site at <http://www.pdpw.org/contribution.html>.

**BOOK REVIEW: LEADERSHIP: HOW YOU EARN IT; HOW YOU PRACTICE IT; HOW YOU USE IT** to move your organization to the top is the subject of the book, *Leading with the Heart*, by Basketball Coach, Mike Krzyzewski. Coach K is well-known as coach of the U.S. National Basketball team and the Duke University basketball team. As one of the most successful NCAA coaches in history, Coach K reveals his personal principles for leadership both on and off the court. He suggests five fundamental qualities that make every team great: Communication; trust; collective responsibility; caring and pride. Each chapter includes pointers relating to the business world such as: "The freedom to grow personally, the freedom to make mistakes and learn from them, the freedom to work hard and the freedom to be yourself – these four freedoms should be guaranteed by every leader in the organization. Thanks to PDPW member Kelly Beaton, financial analyst with Schreiber Foods, Green Bay, for providing this reading recommendation. Tell us about inspirational books you've read recently so we can share them with others.

**DON'T IGNORE THOSE "NO-MATCH" LETTERS** sent by the Social Security Administration. New rules from the Department of Homeland Security now require employers receiving such letters to take specific steps to resolve employee documentation issues. The Social Security Administration informs thousands of employers via a "no-match" letter that certain employees' names and corresponding Social Security numbers don't match their records and about 11 percent are the result of transposed numbers, or inadvertent errors. In the past employers may have ignored these letters but new rules make it vital that employers receiving these notices follow all procedures to comply with the new regulations. An article in a recent *Dairy Herd Management* magazine includes a list of web sites and resources regarding the new law. It can be accessed online at [http://www.dairyherd.com/directories.asp?pgID=675&ed\\_id=6815&component\\_id=805](http://www.dairyherd.com/directories.asp?pgID=675&ed_id=6815&component_id=805) and additional information is available at the U.S. Immigration and Customs Enforcement web site at <http://www.ice.gov/partners/safeharbor/index.htm>.

**A PASTURE-BASED DAIRY FACILITY AND COMPOSTING PROGRAM** is being developed at Michigan State University with the aid of a three-year, \$3.5 million development grant from the W.K. Kellogg Foundation. Their plan includes a 120-cow milking herd on an intensively managed rotational grazing system and a replicated plot-based pasture system. Additionally, a portion of the milk produced will be used to make cheese at the school dairy plant. The Kellogg grant also provides seed funding for research, outreach and education programs focused on ecological and environmental aspects of animal production, rural community development, and the distribution and marketing of pasture-based dairy products.

---

## **PDPW Educational Calendar:**

Sept. 25, 26 & 27, 2007: Nutrient Management Dairy Tours, Northwest, Central and South Central Wisconsin  
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, Madison, Wis.  
Nov. 20, 2007: Dairy Connect, Madison, Wis.  
Dec. 4 & 5, 2007: Calf Care Connection  
Dec. 4, 2007: Hispanic Calf Care Workshop  
Dec. 10, 2007: Commodity Marketing Informational Class, Appleton, Wis.  
Dec. 12 & 13, 2007: Hoof Health Seminar, Northwest and Southwest Wisconsin  
Jan. 15, 2008: Effective Communications Training, Madison, Wis.  
Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona  
Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Fond du Lac & Eau Claire, Wis.  
March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.  
April 9 & 10, 2008: Dairy Herdsman Training

---

## **PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**

N5776 US Hwy 151, Suite 1  
Fond du Lac, WI 54937  
Phone: 800-947-7379  
Fax: 920-273-0369  
[www.pdpw.org](http://www.pdpw.org)

If you'd rather not receive the PDPW Managers Memo, please email [mail@pdpw.org](mailto:mail@pdpw.org).