

PDPW  
**MANAGERS**  
memo

November 11, 2013

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## For your Dairy Business...

**CHILLY OR FLAT COLD**, a baby calf needs additional nutrients to meet body maintenance requirements. And even more nutrients are needed if the calf is to gain weight once temperatures have dropped below 60° F. With winter approaching, Dianne Shoemaker, Ohio State University Extension dairy specialist reminds dairy producers that, while traditional milk replacer feeding recommendations of one pound of DM per day-usually fed as two bottles with 8 ounces of powder each-will allow a calf to gain a half pound/day in warm weather. Calves need 50 percent more milk replacer DM to meet maintenance requirements (neither gaining nor losing weight) when the temps turn to 32° F, she adds that additional milk replacer must be fed beyond that if we expect calves to grow.

NOTE: You can "walk in" to PDPW's Calf Care Connection programs Tuesday, November 12 in Fennimore or Wednesday, November 13 in Cleveland. Details are at [www.pdpw.org](http://www.pdpw.org) or call 800-947-7379.

*For a taste of the expert knowledge on tap at Calf Care Connection, click [here](#). Dr. Noah Litherland explains the science behind cold weather nutrition.*

**THE FIVE WEEKS PRIOR TO FRESHENING** is a critical time when heifers and cows can easily fall victim to bovine respiratory syncytial virus (BRSV) infections, states Greg Edwards, senior veterinarian, Dairy Technical Services, Zoetis. Edwards explains that the changes in immunity coupled with changing lactation can weaken an individual's ability to respond to disease exposure. He offers these suggestions: 1) Vaccinate this group of animals to help keep immune response in peak condition. 2) Provide cows with easy access to clean, fresh water at all times and encourage dry matter intake with ample feed bunk space that gives each cow feed access at the same time. 3) Give pre-fresh groups a clean, dry resting space that accommodates their large bodies, protects them from drafts and precipitation and helps them maintain body temperature with a constant exchange of fresh outside air. "Maintaining pre-fresh health and wellness will help prepare heifers and cows for a successful lactation," Edwards states. "Better health and maximized immunity can help provide a greater return on investment through increased milk production and lower treatment and labor costs."

**MOVING COWS IN LABOR IMPACTS CALVING.** A Canadian study published in the March 2013 issue of the Journal of Dairy Science shows that cows moved during late stage I labor—having signs of viscous, bloody mucus or abdominal contractions and possibly transitioning to stage 2 labor—resulted in this group having the longest labor. They did not, however, have longer contractions compared with cows in pre-labor and stage 2 labor (showing signs of suddenly tense and enlarged udder, raised tail or relaxed pelvic ligaments). While the late stage I labor group of cows spent half as much time lying in the first hour before calving compared with cows in the other categories, they did not differ in the number of position changes from standing to lying. The study also found that moving cows to a maternity pen during the late part of the first stage of labor caused a delay in the second stage of labor, with this likely driven by altered lying behavior. Work conducted by the William H. Miner Agricultural Research Institute indicates that late stage I "seems to be the worst time for moving, primarily due to the interruption of labor progress."

**WHEN THERE'S A FIRE, 'PASS.'** While having a fire is scary, the risk of serious farm fires can be compounded by users who do not understand how to use a fire extinguisher. A simple method for remembering the four steps in fire extinguisher use is the word "PASS": P - PULL the pin as this unlocks the operating handles; A - AIM the extinguisher at the base of the fire; S - SQUEEZE the operating handle; and S - SWEEP from side to side as you knock down the fire. Fire extinguishers should be kept in areas where fire hazards pose the greatest threat, areas such as in farm shops and near machine re-fueling stations. In addition to keeping fire extinguishers current and charged, it's important to use the proper type of fire extinguisher used. For most farms, the ABC-type extinguisher provides the best protection. This type of extinguisher controls fires involving common combustibles such as wood and paper (Class A fires), flammable liquids such as gasoline and grease (Type B fires) and fires involving electrical wiring and machinery (Class C fires).

**WINTER DRIVING CONDITIONS CAN TURN TREACHEROUS IN AN INSTANT.** Even on a relatively short trip, you can find yourself stranded for several hours. Here are a few steps that can make a big difference should you get stranded. As soon as you're stranded, call 911 if you have a phone and describe your location as precisely as possible. Don't leave the vehicle as it offers protection from overexposure to the cold, and a single person walking through the snow is harder to find than a stranded car or truck. You can make your vehicle visible for a rescue by hanging bits of bright colored cloth or plastic from the windows. If the snow has stopped falling, open the hood of the vehicle as a signal of distress. Run your vehicle's engine and heater about 10 minutes each hour to keep warm. Open a downwind window slightly for ventilation and clear snow from the exhaust pipe to prevent carbon monoxide poisoning. Keep yourself moving. Although a vehicle offers little room for you to keep your blood flowing, exercise is a must. Clap your hands, stomp your feet and move around as much as possible at least once an hour. In addition to keeping your body moving, keep your mind and spirit from wandering too far into gloom. While potentially dangerous situations are not a time of joy, keeping yourself from added stress will allow you to make smarter decisions when necessitated.

**A COUPLE OF "ACE" PROGRAMS ARE KEEPING LOCAL LEADERS INFORMED** about the needs and benefits of agriculture in their communities. ACE stands for Agricultural Community Engagement. In September, in conjunction with the Wisconsin Counties Association, PDPW hosted a bus tour to the Dane County Community digester and incorporated the farm perspective as PDPW member Chuck Ripp answered questions on the bus. Then in October, it was the Wisconsin Towns Association's turn. WTA members took a virtual tour of a modern dairy, followed by an open dialogue about farms with PDPW members John Koepke and Katie Schmidt on the panel. Open dialogue is really important to creating trust and partnerships.

## Member Spotlight....

Ocooch Dairy, Hillsboro, Wis., entered the industry in 1978 with 40 cows and 120 acres. Owned by the Jim Mlsna family, the dairy now milks about 550 cows and owns or rents approximately 1,700 acres of cropland, pastures and woodland. Expansions and improvements during the past 25 years includes a new double-12 milking parlor built five years ago. The parlor features a lot of the latest and greatest technology, including recycling heat from the compressor to keep the parlor warm and recycling water used to cool milk to water the cows.



The dairy has seven full-time employees and six part-time employees, with four out of five of Jim's children working full-time on the dairy. Daughter Stacy is the calf manager; daughter Jacqui oversees the fresh cows, sick cows and cow maintenance; son Peter is in charge of feeding and crop management; and son Tony, who recently returned from two tours of duty in Afghanistan, handles equipment repairs and assists with feed and crops. The fifth sibling, Thomas, works fulltime off-the-farm but returns to the dairy to work weekends with wildlife preservation. As for dad Jim, he oversees the dairy and, being a veterinarian, handles all of the dairy's vet work.

"Dad's big thing each year is attending PDPW's Business Conference," Stacy says. "He enjoys hearing various sessions and seeing what he can bring home and apply to the dairy."

"I really appreciate the topic-specific workshops as they are a great place to network with other producers. The workshops also let me pick the brain of experts. I always return to the dairy with practical, workable ideas that can be implemented to our benefit."

## Opportunities to Learn...

**MAXIMIZE THE VALUE OF EVERY COW** and stay on top of the latest science findings and on-farm practices when you attend the PDPW Herdsperson Conference Wednesday, Dec. 4, in Wisconsin Dells, Wis., and repeated on Thursday, Dec. 5, in Appleton, Wis. These one-day conferences will zero in on reproduction, and the experts will provide dairy owners and managers with information that can take their dairies to the next level. The agenda features Dr. Julio Giordana, "Profitability with Optimum Reproduction Performance"; Dr. Dick Wallace, "Hidden Opportunities in Dairy Replacement Heifers to Maximize their Lifetime Value" and "Residue-Free Record Keeping"; Dr. Luis Mendonca, "Understanding the Transition Cow"; and Dr. Paul Fricke with producer panelists Sarah Johnson and Dan Reuter, who will discuss "Heat Detection and Use of Activity Monitors." You can register or learn more about this year's Herdsperson Conference online at [www.pdpw.org](http://www.pdpw.org) or call 800-947-7379.

**EENIE, MEENIE, MINY, MO WON'T CUT IT** when you have "fork-in-the-road" decisions to make. You know the decisions -- the really big ones that have a major impact on the direction of your business, and the confusion and challenges that go with them. PDPW is bringing in agricultural business guru Dr. Allan Gray, Purdue University, for its Business Financial Decision-Making Conference with the theme, "Structuring Decisions to Deal with Today's Uncertainty." In just one day (Wednesday, Dec. 11) you'll be armed with important and practical tools needed to make strategic choices, learn a more reasoned systematic approach to making critical decisions and discover when it's time to kill a project. To learn more about the conference or to register, go online to [www.pdpw.org](http://www.pdpw.org) or call PDPW at 800-947-7379.

**WANT TO KNOW MORE COMMODITY MARKETING, PARTICULARLY MILK?** A free informational meeting is slated for Wednesday, Dec. 18, at Blackhawk Technical College, Janesville, Wis. Developed exclusively for PDPW, this 2-hour class will give attendees a sample of what the full year long six-session course will be like. If you like the introductory class, then you can enroll in the six additional sessions that will focus on marketing rules, principles, beliefs, assumptions and tools available to marketers. All classes will be taught by Carl Babler, a principal with Atten Babler Commodities LLC in Galena, Ill. The full six session

course, which is limited to just 30 people, is ideal for dairy owners, managers and herdspeople who want to engage in commodity marketing. You don't need to register for the free intro class; just show up at 1 p.m. and see if this Commodity Marketing Class is for you. Those signing up for the six additional sessions will determine when the classes will be conducted. Visit [www.pdpw.org](http://www.pdpw.org) for more details.

**SEND YOURSELF, COLLEAGUES, CUSTOMERS AND GAIN BIG TIME** when you attend the Managers Academy for Dairy Executives™ Jan. 14-16, Sacramento, Calif. Managers Academy breaks the mold of conventional leadership workshops. The 2014 educational training will realign how you think and look at change, negotiation and other business dynamics. Themed "Turning Challenges into an Avenue for Success and Sustainability," the 2014 Managers Academy includes two full days of in-class training coupled with a full day of out-of-industry tours. Trainer Tom Thibodeau will address and help attendees hone five key leadership areas while trainers Rob Wilson & Michael Kamins will share negotiating tactics, defuse negotiating "bombs" and reveal the secrets behind striking the best deal. Both days will have you sitting on the edge of your seat and participating in hands-on sessions. A day of executive-level insider tours will take participants to Blue Diamond Growers, the world's largest almond marketer and processor; E. & J. Gallo Winery, the world's largest winery and the foremost winery in the art of grape growing, winemaking, distribution and marketing; and Musco Family Olive Co., a third-generation family business that is looking at sustainability from all directions. These are not "tourist tours" and certainly not your standard dairy tours. You can learn more about this exciting, dynamic educational event online at [www.pdpw.org](http://www.pdpw.org) or by calling PDPW at 800-947-7379. It's never too late to register-and what a fantastic reward for those within your business. It's one of those gifts that will keep giving back all year long.

**CALF HUTCHES AND CALF BARNs BOTH WORK**, and November 's World Class Webinar starting at noon CST on Nov. 20 is the place where you can gather a multitude of tips that can help you create healthy environments for both housing options. During the webinar, "Calf Hutches or Barns: Methods to Make Either Option Work Well," Dr. Becky Brotzman, DVM, will deliver practical ideas regarding how to save on bedding costs, control disease, keep calves warm/cool, etc. Registration deadline for the November World Class Webinar is Wednesday, Nov. 13. While the webinars occur from noon to 1:00 p.m. CST, participants can watch a fully recorded version at their leisure. Kill two birds with one stone and register for both the Nov. 20 webinar as well as the Wednesday, Dec. 11, webinar "Animal Well-being Concerns for Every Calf Caretaker." Additional information about each webinar is online at [www.pdpw.org](http://www.pdpw.org). You can register online or by calling PDPW at 800-947-7379.

## For your Business Mind...

### BOOK REVIEW:

#### ***Being the Boss: The 3 Imperatives for Becoming a Great Leader.***

Authors Linda A. Hill and Kent L. Lineback don't want managers to just get by and learn by trial and error. They want managers to become great leaders by managing yourself, managing your network and managing your team. Combining six decades of research, teaching, practice and observation, Hill and Lineback deliver compelling stories and practical guidance for first-time managers as well as experienced managers seeking to master the most daunting challenges of leadership. You'll discover inherent paradoxes of management, common misconceptions about management and why being a boss and a friend can be incompatible. At the end of this short read, you'll clearly understand your strengths, where you can make progress and how to move forward.

**THANKSGIVING DAY MAY BE IN NOVEMBER BUT** every day can be "thanksgiving day." Why not wake up each day and be thankful for what you have-i.e. family members, workers, productive dairy cows, a warm house, land, a nice winter day, the morning news, a coat to wear outside, a smile when it's needed, even a spoon to stir your morning coffee. When we live with an attitude for gratitude, we appreciate the big-and the little-things that we have in



life. We notice what's right in our life instead of what's wrong and we begin to see every "problem" as an opportunity for growth and development. Yes, no matter what our situation, life can be good when we have an attitude for gratitude.

**GOT A "MO" YET?** "Movember" is a national November campaign challenging men to grow a mustache and ultimately get men to see their doctor and know their health status. Growing a mustache that others notice gives you the opportunity to initiate a conversation regarding men's health issues. You can then urge fellow producers and other dairy industry professionals to see their doctor. One in six U.S. dairy producers will be diagnosed with prostate cancer-and that's not even counting other dairy professionals. Consider the benefits of sporting facial hair for the rest of this month.

## Student Corner...

**ANOTHER ONE IN THE BOOKS.** Forty youth participated in the 2013 Youth Leadership Derby, featuring three tours, fun times with peers, leadership skills development, and exploration of secondary and post-secondary education opportunities through hands-on science. Don't tell these kids there's no future in farming! They are energized about potential



careers in the dairy industry.

**OUR PDPW SPONSORS** support continuous improvement for the dairy industry. They believe in producer leadership, and they place a high value on lifelong education for those involved in the dairy industry. We deeply respect their commitment to us. It is by this partnership that we continue to build a strong industry filled with capable professionals. Click [here](#) to see a list of all our sponsors. If you interact with any of these companies, please thank them for supporting Professional Dairy Producers!

## PDPW Education Calendar

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|-----------------|--|
| November 12, 13 | Calf Care Connection - 12th Fennimore, WI, 13th Cleveland, WI  |
| November 20     | World-Class Webinar: Calf Environment; Methods that Work- Calf Hutches or Barns: Methods to Make Either Option Work Well with Dr. Becky Brotzman |

- December 4, 5      PDPW Herdsperson Conference - "Zeroing in on Reproduction" -  
4th Wisconsin Dells, WI 5th Appleton, WI
- December 11      World-Class Webinar: Calf Environment; Methods that Work- Animal Well-  
Being Concerns for Every Calf Caretaker with Dr. Becky Brotzman
- January 14-16,  
2014      Managers Academy - Sacramento, CA
- March 12-13, 2014      PDPW Business Conference - Alliant Energy Center Madison, WI



*STAY CONNECTED*



[www.pdpw.org](http://www.pdpw.org)

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