

# PDPW MANAGERS memo

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December 13, 2011

Keep reading to see these highlights and more:

- Is commodity marketing for you? Come find out Dec 14
- Sign up for Managers Academy today
- Tips to help a calf get started on its way

Thanks,  
PDPW

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## For Your Dairy Business:

**BECAUSE IT'S DIFFICULT TO PLAY THE MARKETING GAME** without knowing the fundamentals, PDPW is sponsoring a six-session Commodity Marketing Course that will focus on milk marketing, and you've invited to check out the course FREE during a two-hour introductory class on Wednesday, Dec. 14, at Greenstone Farm Credit Services in DePere. The intro class, which starts at 1 p.m., will give you the opportunity to participate in a formal class presentation on commodity marketing, experience the teaching style of lead instructor Carl Babler and learn how commodity marketing can work for you to minimize risk. There's no need to pre-register for the Dec. 14 introductory class, and you're encouraged to bring another person from your dairy with you. After all, if you decide to enroll in the six additional commodity marketing classes, up to two from your dairy can attend for one price. To learn more about the free intro class or the six additional classes, go online to [www.pdpw.org](http://www.pdpw.org).

**WORLD CLASS WEBINAR FOCUSES ON MAKING FACILITIES WORK FOR THE COWS...AND YOUR BUSINESS AND BOTTOMLINE** Can you ask your lender for money so you can build or remodel a barn without adding any more cows to your dairy? Yes, and with confidence. An upcoming Dec. 19 World Class Webinar hosted by the Professional Dairy Producers of Wisconsin and led by Dr. Nigel Cook, University of Wisconsin School of Veterinary Medicine, will give you these tools—and more. **Planning Cows for Transition: Building and Remodeling to Freshen Up Your Fresh Cows**—will focus on the planning, designing and developing, as well as working with a lender, to build or remodel facilities that make your transition cows happy, healthy and productive. It's the perfect webinar for today's busy dairy producers, lenders and others interested in learning more about how to design functional facilities that optimize a dairy farmer's ability to provide cow care and increase on-farm profitability. To register or gather more information go to [www.pdpw.org](http://www.pdpw.org) or call PDPW at 800-947-7379.

**"MAN'S MIND STRETCHED TO A NEW IDEA NEVER GOES BACK TO ITS ORIGINAL DIMENSION."** This quote by Oliver Wendell Holmes Jr. aptly describes what you—or one or more of your valued employees—can gain by participating in the 2012 Managers Academy, Jan. 17-19, in Atlanta, Ga. Centered on the theme "Executing Excellence," Managers Academy is executive-level training that can have a life-altering impact on you and your business. Managers Academy business coaches Dr. David Kohl and Dr. Danny Klinefelter, outside-of-industry panelists, top-notch experts and one-on-one visits with the movers and shakers at CNN, Centers for Disease Control and AGCO's Global Training Center will help you unpack the skills, knowledge, attitudes and behaviors needed so you can think critically, find new answers, uncover new opportunities and make better, more educated decisions. With the 2012 Managers Academy just over a month away, why not sign up today at [www.pdpw.org](http://www.pdpw.org) and secure your space.

**FIVE REASONS WHY YOU SHOULD ATTEND PDPW'S 2012 BUSINESS CONFERENCE, MARCH 13-14:** 1) Sharpen your creative decision-making skills for stronger, faster, more educated decisions; 2) Take home proven techniques that will move your team beyond "the way we've always done it"; 3) Gain greater clarity and focus by challenging self-limiting perspective; 4) Get outside the lines with new information and creative problem solving; and 5) Access more of your "idea power" and be all you can be. Emcee Dr. Mike Hutjens, keynote speakers Su (James) Hao, Donald Driver and Andy Andrews and the 30-plus specialty session speakers will give you invaluable on-the-farm tools, techniques and strategies for a brighter tomorrow. Look for details about the 2012 Business Conference online after the first of the year. And mark this important two-day event on your Blackberry or calendar today.

**IT'S A FACT: INFECTIOUS LESIONS OFTEN INCREASE DURING THE WINTER MONTHS.** Zinpro research nutritionist Dr. Jeff DeFrain offers these management strategies to help prevent infectious lesions during cold weather when footbath programs typically decrease: 1) Focus on keeping cows cleaner; 2) Maintenance trim cows at least two times per year to help keep cows off their heels while also opening up the interdigital space; 3) Maintain a good micronutrient program as trace mineral nutrition plays a critical role in building and maintaining strong, healthy feet; and 4) Go to a spray program when footbaths cannot be used. DeFrain also advises not using formaldehyde when the temperature of the solution cannot be maintained above 45 degrees.

**25% TO 95% REDUCTION IN MILK PRODUCTION.** That's what can happen when winter dysentery strikes an animal. Nutritionists and veterinarians agree that the first step in managing the disease is to stop the cycle, and these seven steps might just help: 1) Isolate newly introduced animals for at least two weeks as the incubation period for most infectious disease in adult dairy cattle fall within this time frame. 2) Isolate cattle exhibiting diarrhea or unusual clinical symptoms. 3) Limit farm access to outside visitors. 4) Control movement patterns of cattle and people, recognizing that maternity cows and calves are most susceptible to winter dysentery. 5) Have farm employees working with cattle change out of soiled clothes and sanitize boots as often as necessary for their particular job. 6) Reduce manure contamination in water, feed, feed bunks and feeding equipment. 7) Work closely with your herd veterinarian to aid in diagnoses and to develop protocols for management practices before an outbreak situation occurs.

**YOU CAN RESUSCITATE A NEWBORN CALF WITHOUT DRUGS OR AN ASPIRATOR.** If a newborn calf isn't shaking its head within 5 minutes of birth and attempting to stand within 15 minutes, then Dr. Sheila McGuirk, University of Wisconsin School of Veterinary Medicine offers these five tips for resuscitating the newborn without the use of drugs or an aspirator. Tip #1: Rub the calf from rump to head along the backline using a clean, dry towel. Tip #2: Rub the calf's head by the ears and eyes using a clean, dry towel. Tip #3: Place a clean straw in the forefront of the calf's nostrils. Tip #4: Poke the end of a clean straw in the center front of the calf's nose. Tip #5: Dribble ice water on the back of the calf's head or place a tiny amount inside the calf's ear. (Editor's Note: These are just a few of the tips and tricks Dr. McGuirk shared at the PDPW-sponsored Calf Care Workshops in October.)

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## For Your Business Mind:

**TRANSITIONING THE FARM** will be the focus of discussion during the first of three World Class Webinars in 2012 led by attorney George Twohig of Twohig Reitbrock Schneider & Halbach, Chilton, Wis. Twohig, who specializes in agricultural agribusiness law, will discuss how to start the farm transitioning process, from the passing of assets to how to create a structured plan to transition the business to the next generation with the least amount of stress. The first farm transition World Class Webinar is Monday, Jan. 9, at noon and will last for 60 minutes. Why not gather the family around the computer and learn the ins and outs together. You can check out this World Class Webinar series online at [www.pdpw.org](http://www.pdpw.org).

**HOW YOU STAND AND POSITION YOUR ARMS DURING A DISCUSSION** with employees, family, friends and others says a lot. Sometimes you may be sending the wrong message just through your body language—and this message probably won't help you get what you want accomplished. Brad Phillip, author of the Mr. Media Training Blog and president of Phillips Media Relations, says hands placed on the waist so elbows are bent “establishes dominance and communicates there are ‘issues’.” When hands are placed behind one's back, the message is “don't draw near” and will keep people at bay. Thus, watch where your arms and hands are placed. Best place for your arms are in an open, relaxed position and use your hands to gesture occasionally.

**BOOK REVIEW: THE NOTICER.** Written by Andy Andrews, this quick and easy read is part autobiographical, part fiction and extremely inspiring. Andrews, who is often called a modern-day blend of Will Rogers, Paul Harvey and Garrison Keillor, lets his story-telling ability shine in *The Noticer* as he tells about “Jones,” a mysterious old man who has the uncanny ability of showing up at just the right time in people's lives. Jones notices stuff—the things many other people miss—and he offers the one thing we so frequently need: perspective. Jones speaks to that part in us that is yearning to understand why things happen and what we can do about it. A sample of the many distilled wisdom handed out in *The Noticer* include “Worry is just imagination used in an unproductive way,” “We often judge ourselves by our intention but others by their actions” and “Many of life's treasures remain hidden because we never search for them.” One reader summarized this Andy Andrews' book in this manner: “This is a MUST READ book. . .very easy to read (two evenings), nothing that is too deep to comprehend. This book presents basic principles of life in an uplifting and encouraging way. Right this minute, I am ordering 10 copies to give away to family and friends.” Ah, perhaps a book to consider as a Christmas gift to yourself and others?

**POSTIVE STORY ABOUT DAIRYING HITS YouTube.** Here's a link you can share with friends—ag and non-ag. Yes, dairy farmers care about their animals, and this animated cartoon is one way to spread the word. Link: [http://www.youtube.com/watch?v=vS\\_PhiYmNJg](http://www.youtube.com/watch?v=vS_PhiYmNJg)

**WHAT'S YOUR FAVORITE CHRISTMAS CAROL?** Is it “White Christmas,” “Little Drummer Boy,” “Jingle Bells,” “Santa Claus is Coming to Town”? You name a Christmas carol and the words are most likely online. If you're looking for the words of your favorite holiday carol to make the holiday season one filled with family fun and laughter, then check out <http://www.41051.com/xmaslyrics/>

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## **PDPW Education Calendar**

December 14      **Commodity Marketing Introductory Class** – Greenstone Farm Credit DePere, WI  
January 17-19, 2012      **Managers Academy** – Atlanta Georgia  
March 13-14, 2012      **PDPW Business Conference** – Alliant Energy Center, Madison, WI

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