

# PDPW MANAGERS memo

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March 7, 2013

Keep reading to see these highlights and more:

- Business Conference by the numbers
- Pie for a cause
- Dairy Markets – Capturing Opportunities

Thanks,  
PDPW

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## For Your Dairy Business:

**Two Days, 14 Specialty Sessions, Five Keynote Addresses.** Then, too, there will be an information-packed welcome from Dennis Frame, networking opportunities galore and the Hall of Ideas Trade Show. That's PDPW's Business Conference, March 12-13, in Madison in a nutshell. Crack that nut and you'll find cutting-edge specialty sessions, eye-opening keynote addresses and a welcome from Dennis Frame that can have a BIG positive financial impact on your bottom line. Whether you are a dairy producer or an industry supplier, PDPW's Business Conference is THE place to connect, share, learn—and RECHARGE! Visit [www.pdpw.org](http://www.pdpw.org) to check out the 2013 Business Conference brochure and pinpoint which specialty sessions you and those from your business plan to attend. This will be the most dynamic dairy event you will ever attend. It will challenge, engage and recharge even the savviest dairy professional!

**Five dairymen. Three open positions on PDPW's Board of Directors.** PDPW members, you decide who you want to serve you. And you do that by voting. While the Monday, March 4, deadline has passed for mailing in your ballot, you can still vote at PDPW's Business Conference, March 12-13, in Madison. All ballots must be cast by 1:00 p.m. on Wednesday, March 13, with one vote per dairy entity. Dairymen on the ballot include, in alpha order, Mitch Breunig, Sauk City, Wis.; Andy Buttles, Lancaster, Wis.; Brian Forrest, Stratford, Wis.; Marty Hallock, Mondovi, Wis.; and Ryan Keller, Richland Center, Wis.

**155 Companies, 169 Booths.** That's the count thus far for the Hall of Ideas Trade Show at PDPW's Business Conference, March 12-13, Madison. This means you have 155 industry partners who care about—and are invested in—your success. When you're not attending a specialty session or a keynote address, why not take advantage of this one-stop shopping and networking/learning opportunity in the Hall of Ideas Trade Show. Your industry partners can answer your questions and help you with innovative products and services as well as ideas, solutions and insight regarding animal genetics, animal health, banking, buildings, business management/consulting, education and research, energy, equipment, farm supplies, feed, milk processors, seed and utilities. You'll also have an opportunity to interact with and learn more about different industry organizations and government groups.

**You decide who will eat pie hands free**, and only four days remain for you to cast your vote. Sponsored by the Professional Dairy Producers Foundation, the no-hands pie-eating contest will take place at PDPW's Business Conference, next week, March 12-13, in Madison. Voting online and at the Business Conference closes March 12. All funds collected—\$1 per vote—will benefit PDP Foundation which supports educational activities that help the dairy community develop its people and maintain the public trust in dairy producers and the industry. Cast your vote today and until March 12 for Dean Strauss, Majestic Crossing; Keith Engel, GEA Farm Technologies; Charlie Crave, Crave Brothers Farms; Ben Brancel, Secretary of DATCP; Pam Jahnke, farm director, Wisconsin Farm Report Radio; Bob Meyer, Brownfield Ag News; and Bob Middendorf, WGLR Radio. To vote online, please go to <http://www.dairyfoundation.org>

**Attention serious cow geeks.** If you are among those you who focus on getting everything right and always seeking new information on how to get cows gracefully through the transition phase and into the high-performance phase, then PDPW's "Fine Tuning the Transition Cow Workshop" on Tuesday, April 9, in Oshkosh, Wis., is for you. This workshop's five presentations will provide the latest information on what cows need to glide smoothly through their transition time into their big-time milk-time: "Transition Cow Grouping Strategy Effects on Cow Health," Dr. Ricardo Chebel, DVM, University of Minnesota; "CSI: Cow Signs Investigation," Tom Lorenzen; "Feeding Strategies for the Transition Cow," Dr. Elliot Block; "On-Farm Ketosis Monitoring," Dr. Gary Oetzel, DVM, University of Wisconsin-Madison; and "Hypocalcemia Update for Dairy Farms," Dr. Oetzel. Push the pencil and you'll see how attending this workshop should quickly pay for itself. To register, please go online to [www.pdpw.org](http://www.pdpw.org) or call PDPW at 1-800-947-7379.

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## For Your Business Mind:

**Daylight savings time is just days away.** Although spring isn't officially here until March 20, Daylight Savings Time kicks in this Sunday, March 10, at 2 a.m. Don't forget to reset your clocks. Ever wonder why 2 a.m. was chosen as the change-over time? It's been reported that 2 a.m. was chosen since it "was practical and minimized disruption." Per Webhibit, "Most people were at home and this was the time when the fewest trains were running. It is late enough to minimally affect bars and restaurants, and it prevents the day from switching to yesterday, which would be confusing. It is early enough that the entire continental U.S. switches by daybreak, and the changeover occurs before most early shift workers and early churchgoers are affected."

**Save the Dates: April 22, May 20 and June 24.** The event: a World Class Webinar series titled "Dairy Markets: Capturing Opportunities" led by dairy economist Mary Ledman. The series: "Global Market Impact on My Milk Price: Understanding Your Milk Check," Monday, April 22; "Managing the Margins to Make the Money," Monday, May 20; and "Seizing Risk Management Opportunities for 2013 and 2014," Monday, June 24. All webinars are conducted at noon-1 p.m. While registration deadline for each webinar is one week prior to the webinar, you can avoid missing a deadline by registering today online at [www.pdpw.org](http://www.pdpw.org) or call PDPW at 1-800-947-7379. PDPW members can register for \$100 per session or \$275 for the series. Non-members can participate for \$125 per session or \$350 for the three webinars. If you have a time or date conflict, no worries as each webinar is recorded and you can access the webinar if you have pre-registered.

**Getting the most honest response** to a question hinges on the question asked. A University of Pennsylvania study found that posing a general question such as "What can you tell me about your experience here as a milker?" has a small chance of providing you with the honest information you're seeking, and a positive- assumption question such as "There aren't any problems with your job are there?" won't yield as honest of an answer as asking a negative-assumption questions. An example of a negative-assumption question that typically gives the person questioned the most space to give you an honest answer would be one such as "What problems have you had with your position to date?". Negative-assumption questions communicate that you assume there are difficulties and drawbacks and that you want to hear about them. Researchers also found that offering confidentiality boosted honest responses.

**With spring comes lightning and with lightning comes farm safety concerns.** Research shows that a vast majority of lightning casualties—deaths and injuries—can be easily avoided if the proper rules are followed. When you see lightning, count the time until you hear thunder. If this time is 30 seconds or less, seek proper shelter. If you can't see the lightning, just hearing thunder is a good back up rule. Wait 30 minutes or more after hearing the last thunder before leaving shelter. The best shelter commonly available against lightning is a large fully enclosed substantially constructed building means a place that has wiring and plumbing in the walls such as your milking barn or house. Once inside, stay away from any conducting path to the outside, away from plumbing and stay off the corded telephone. Stay away from electrical appliances, lighting, and electric sockets. Don't watch lightning from windows or doorways. If you can't get to a substantial building, a vehicle with a solid metal roof and metal sides is a reasonable second choice. As with a building, avoid contact with conducting paths going outside: close the windows, lean away from the door, put your hands in your lap and don't touch the steering wheel, ignition, gear shifter or radio. Do not go under trees to keep dry during a thunderstorm.

**BOOK REVIEW: "THINKING, FAST AND SLOW"** If you think thinking fast is wrong, think again. Ditto if you think thinking slow is wrong. In his book "Thinking, Fast and Slow," Nobel Prize winning economist Daniel Kahneman introduces two systems: System 1 is automated, intuitive and quick thought processes. For example, System 1 helps us know that  $2 + 2 = 4$  without any calculation, say "Madison" when asked the capital of Wisconsin or even read the emotions on another person's face. System 2 is slow, deliberate thought, and comes into play when you recognize that  $37 \times 79$  is a math problem, that you need Mapquest or a GPS to find the shortest route from Madison to New Orleans or filling out your tax forms. *Thinking, Fast and Slow* helps us understand what can go wrong when System 2 is too slow to keep System 1's impetuosity in check—and this information is backed by more than 50 years of experimental research dedicated to understanding how humans make choices when faced with uncertainty. Using anecdote, biography and plain-spoken insight, Kahneman presents an unsettling account of human judgment's common fallibilities that is both captivating and convincing. "Thinking, Fast and Slow will have readers looking at the world around them, and at their own decisions and opinions, much differently. This is not a fast book to read, however — nor should it be. There is too much to be savored," stated one book reviewer.

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## PDPW EDUCATION CALENDAR

March 12-13	<b>PDPW Business Conference – Alliant Energy Center, Madison, WI</b>
April 9	<b>Fine Tuning the Transition Cow Workshop – Oshkosh, WI</b>
April 22	<b>World-Class Webinar - Global Market Impact on My Milk Price: Understanding Your Milk Check</b>
May 20	<b>World-Class Webinar - Managing the Margins To Make The Money</b>
June 24	<b>World-Class Webinar - Seizing Risk Management Opportunities for 2013 and 2014</b>

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