

PDPW MANAGERS memo

August 13, 2010

Keep reading to see these highlights and more:

- 2010-11 PDPW Calendar of Events released
- Upcoming PDPW program details
- Keys to making informed management decisions

Thanks,
PDPW

Producer Profile: Mar-Bec Dairy – Marty & Becky Hallock

Marty Hallock and his wife, Becky, own and operate Mar-Bec Dairy in Mondovi, Wis. The duo began dairying in 1990 and today milk 680 Holsteins, raise all their own heifers—about 730 of them—and custom hire the field work for more than 1,200 acres of alfalfa and corn. This is a first-generation operation, with son Jonathon, a dairy science major attending college, pitching in when he's home. Marty welcomes the help, but is quick to add that "school comes first."

Despite the couple's accomplishments the past 20 years, Marty doesn't sit and focus on the positives for too long. "Somewhere somebody is better than you are," he says. That sentiment is one reason he joined the Professional Dairy Producers of Wisconsin many years ago.

"You've got to always want to do better," Marty states. "I go to PDPW to hear the speakers and their outside-the-box thinking." He says he especially enjoys the PDPW Business Conference every March. "Elite dairy producers go to that Conference. There's always something you can learn from them. The Conference gives me opportunities to get together with the industry's best producers and talk about things that might not have been covered during the sessions. I haven't missed a Conference in quite a long time."

For Your Dairy Business:

THE RECENTLY RELEASED PDPW 2010-2011 CALENDAR OF EVENTS IS JAMPACKED with workshops, conferences and additional events designed by dairy producers for dairy producers. "This calendar of events represents what dairy producers and other industry professionals are asking from PDPW, dairy's professional development organization," states Eric Hillan, dairy producer from Ladysmith and president of PDPW. "There is something for everyone, and many individuals will want to attend multiple events." To view all 2010-2011 events or to learn more about a specific event, visit www.pdpw.org or contact PDPW at 800.947.7379.

MILK PRICE VOLATILITY IN A GLOBAL DAIRY MARKET will be front and center among discussions at the Dairy Price Forum, Wednesday, Aug. 18, at the Kalahari Conference Center, Wisconsin Dells. Hosted by the Wisconsin Farm Bureau Federation and PDPW, this educational forum is the place for all dairy producers and those interested in the success of the dairy industry to dialog and obtain information to help dairy prepare for the 2012 Farm Bill and beyond. **Today is the last day to pre-register** so go online NOW and register at http://www.pdpw.org/event_form.php?id=38 Cost of just \$45 includes entry into the event plus meeting materials, lunch and an ice cream break. Walk-in registration will be allowed at a cost of \$50 per person.

IF YOUR JOB IS TAKING CARE OF THE DAIRY'S FIRST LADIES OF THE PARLOR, then the Herdperson Training is for you—and you can choose the one-day workshop most convenient for you: Tuesday, Sept. 14, Wisconsin Rapids, or Wednesday, Sept. 15, Madison. Sessions will help dairy producers rev up the reproductive performance of their cows, zero in on cow handling techniques to optimize performance, provide tools to better handle some of the trickiest situations that arise in the milking group and help prepare producers for an animal well-being assessment/audit. Pre-registration is due to PDPW by Monday, Sept. 6. Training cost: \$150 for PDPW members, with additional individuals from the same dairy at \$100; \$200 for non-PDPW members, with additional individuals from the same dairy at \$100. To register, please contact PDPW at 800.947.7379 or go online to www.pdpw.org.

HISPANIC HERDSPERSON TRAINING is on tap for Thursday, Sept. 16 in Arlington. This one-day hands-on workshop, developed by PDPW, will cover a wide spectrum of topics that your herdspersons face on a daily basis. All training will be delivered exclusively in Spanish. Training cost: \$150 for PDPW members, with additional individuals from the same dairy at \$100; \$200 for non-PDPW members, with additional individuals from the same dairy at \$100. Pre-registration deadline is Wednesday, Sept. 8. To register, please contact PDPW at 800.947.7379 or go online to www.pdpw.org.

THE ECONOMICS OF JOHNE'S DISEASE on a producer level is the focus of a new 16-page booklet published by USDA/APHIS/VS. The booklet, which is free to producers, shares facts about Johne's disease, explains the "iceberg phenomenon" and provides three ways to calculate the potential cost of Johne's disease within a dairy herd. One chart allows a producer to plug in his or her numbers so an on-farm estimate can be calculated in regards to clinically affected cows. Your free copy of this booklet can be ordered online at www.johnesdisease.org.

AN OVERWHELMING SUCCESS. These words aptly summarize the recent ACE Twilight meetings at Saxon Homestead Farm and Bragger Family Farm. Both events allowed attendees to tour a dairy and provided a platform for dairy producers, elected officials and others interested in dairying and their communities to interact and learn what it takes to continue to build great communities and work together to resolve challenging issues. Thank you to all who participated in these meetings!

THANK YOU PDPW CORPORATE AND MISSION SPONSORS! Your partnership with PDPW gives dairy producers across the state and nation access to valuable educational workshops and other informative events—and allows PDPW to provide the leaders and voice of dairy producers. Please support and acknowledge these valued PDPW corporate and mission sponsors. Mission sponsors: Badgerland Financial, Arm & Hammer Animal Nutrition, Charleston|Orwig, Land O'Lakes and Morgan&Myers. Corporate sponsors: Accelerated Genetics, Agri-View, AgStar Financial Services, ANIMART, Cargill Animal Nutrition, Cooperative Resources International, Dairyland Seed Co. Inc., DeWitt Ross & Stevens, Elanco Animal Health, First Capitol Ag, Focus on Energy, GEA Farm Technologies Inc., Greenstone Farm Credit Services, M&I Bank, NOVUS International, Orion Energy Systems, Pfizer Animal Health, Pioneer - A DuPont Company, Progressive Dairyman, Rural Mutual Insurance Co., Stewart-Peterson, TechSquad, Twohig, Rietbrock, Schneider & Halbach S.C., USAgNet LLC, Wisconsin Cheese Makers Association and Wisconsin Public Service.

For Your Business Mind:

THE FIRST 'WORLD-CLASS WEBINAR' IS RIGHT AROUND THE CORNER. The first "World-Class Webinar" will be delivered on Monday, Sept. 20, from noon to 1 p.m. CDT, and will feature the knowledgeable and engaging Dr. David Kohl, president of AgriVisions LLC and world-renown business coach. Dr. Kohl will provide information to help dairy producers diagnose their business from a financial and management standpoint and assist them in fine-tuning their operations. And this information will be coming to you while you sit in the comfort of your office or home—no traveling required. Because Dr. Kohl will also lead the October and November World-Class Webinars, you can register for the World-Class Webinars as a three-some or separately. The cost is just \$200 for the series of three webinars or \$75 per individual webinar for PDPW members or \$250 per series/\$100 per session for non-PDPW members. Register today online at http://www.pdpw.org/world_class_webinars.php or by calling PDPW at 800.947.7379.

THE 2011 MANAGERS ACADEMY WILL HAVE YOU VIEWING LEADERSHIP AND ADAPTING TO MOMENTUM from a four-pronged capacity: outward, inward, downward and upward. Set for Jan. 18-20 in Albuquerque, N.M., the 2011 Managers Academy will give you two days of highly interactive, engaging training—led by Dr. Buck Joseph, Dr. Chris Hinrich and Dr. Lowell Catlett—plus a day of unique business model tours moderated by Dr. David Kohl. Check your calendar and make plans now to attend this three-day executive-level training that will give you the skills and knowledge to manage momentum rather than having momentum managing you. You can check out the brochure online describing the ultra-exciting 2011 Managers Academy at: www.pdpw.org.

WHEN FINAL 2009 WORLD DAIRY IMPORT DATA GETS CRUNCHED, China may have surpassed Japan and the United States in 2009 to become the third largest dairy export market in the world by volume—and possibly could have even slipped by Mexico to claim the No. 2 slot. The July issue of USDEC's Export Profile newsletter outlines how and why China has become a global dairy market maker and how that might affect U.S. dairy suppliers. The issue also includes a Q&A with Steve Shelly, senior vice president with Schreiber Foods, on risk management. You can read the newsletter in full when you click on <http://www.usdec.org/Search/SearchResults.cfm> and click on the first item listed.

THE KEY TO MAKING INFORMED MANAGEMENT DECISIONS is a good recordkeeping system, notes Iowa State University extension farm management specialist Craig Chase. In addition to using financial records to plan and evaluate proposed projects, Chase advises producers to interpret financial and enterprise records in order to determine when the farming/dairy operation strays off-course. "With good financial information, owners will be able to determine how the farming operation got off-course and develop a corrective course of action," he explains. Chase urges producers to have a recordkeeping system that includes financial statements that provide an overview of the whole farming operation as well as enterprise (production) records that focus on the particular components of the farming operation. "Overall farm financial measures are important, but they tell producers only half the story," he adds. "If an overall financial measure indicates a change should be made in the farming operation, how will that change be determined? Enterprise records are tied to production units and allow a better understanding of how changes in production practices, pricing, etc. can affect not only the enterprise but also the overall farming operation."

A SUCCESSFUL MANAGER POSSESSES SEVEN MANAGEMENT SUCCESS SKILLS, states human resources expert Susan Heathfield. Her list: 1) Builds effective and responsive interpersonal relationships. 2) Communicates effectively in person, print and email. 3) Builds the team and enables staff to collaborate more effectively with each other. 4) Sets goals, then measures and documents employees' progress and success. 5) Creates an environment in which people experience positive morale and recognition and employees are motivated to work hard for the success of the business. 6) Leads by example and provides recognition when others do the same. 7) Helps people grow and develop their skills and capabilities through education and on-the-job learning. (PDPW makes skill No. 7 easy with its many workshops and conferences. Look over the 2010-11 Calendar of Events and see which events best meet your employee education needs. Managers and middle managers: The 2011 Managers Academy should be perfect for you.)

BOOK REVIEW: *FIRST BREAK ALL THE RULES—WHAT THE WORLD'S GREATEST MANAGERS DO DIFFERENTLY.* Authors Marcus Buckingham and Curt Coffman of The Gallup Organization present the findings of Gallup's mammoth research study involving 80,000 managers across different industries and a wide variety of situations. The book explains why many traditional notions and practices are counter-productive in business today and shares how the best managers select an employee for talent rather than for skills or experience and how they set expectations for employees and define expected outcomes rather than the right steps. It also outlines how best managers motivate people, building on each person's unique strengths rather than trying to fix weaknesses, and how they develop people by finding the right fit for each person, not the next rung on the ladder. The book includes 12 simple questions—generated from thousands of different survey questions on the subject of employee opinion—that companies such as yours should answer, with positive responses resulting in engaged employees and high-performance work units. The former president and COO of Best Buy, Bradbury H. Anderson, calls the book "essential reading," adding that the book "challenges basic beliefs of great management with powerful evidence and a compelling argument."

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

Fax: 920-273-0369

www.pdpw.org