

PDPW MANAGERS memo

January 17, 2008

Check out all of the valuable information and these highlights:

- Dairy Connect training in Fond du Lac still has seats available.
- Release of the Annual Business Conference flyer.
- Agriculture Community Engagement Educational Seminar details.

Thanks,
PDPW

Featured PDPW Member:

"The Annual Business Conference continues to be our favorite PDPW event. We come home from the conference rejuvenated and reenergized, and we return to the dairy armed with new information and ideas. The networking opportunities are also very important to us."

-David Geiser and Deb Reinhart

David Geiser and Deb Reinhart of Gold Star Farms milk 250 Holstein cows in a double-8 parallel parlor, 3 times a day. Their dairy has 300 freestalls and a special needs barn. They also raise their own young stock, and they send their heifers to another location for breeding and return them to the dairy to freshen. The couple graze 90 acres of their farm with dry cows, young stock and bred milk cows. Their crops are purchased from neighboring farmers, who are also partners in our nutrient management plan.

When asked about the importance of PDPW, Dave and Deb responded, "PDPW has impacted our dairy by making excellent programs available to our team. We attend the Annual Business Conference each year and often take our herdsman."

Each year both Deb and Dave put a lot of effort into sharing their dairy by participating in the PDPW Mentor Program and the Mexican internship program. Their involvement helps to grow the next generation of dairy producers. Deb is also on the PDPW Education Foundation Board of Directors.

Dave and Deb explained, "We have gained valuable communication opportunities with our staff hosting summer interns from Mexico. PDPW has helped us take our business to the next level as we transitioned from 80 to 250 cows."

For Your Dairy Business:

EENY, MEENY, MINY, MO. You'll have a tough time selecting which specialty sessions to attend at the Annual Business Conference, March 11-12, at the Exhibition Hall at the Alliant Energy Center, Madison. Your "Solving the Profit Puzzle" business conference is designed to give you a choice of specialty sessions, and the choices are first-rate. All decks will be cleared, however, so conference attendees can hear Kay Caldwell share "A Lesson from Southwest Airlines" on Wednesday morning. Kay will help us discover our inner spirit and purpose and teach us how to celebrate the gifts we have. The event brochure is now available online at www.pdpw.org.

SPEAK ABOUT THE INDUSTRY WITH KNOWLEDGE AND CONFIDENCE thanks to PDPW's Dairy Connect class, January 30, at UW-Fond du Lac. This one-day media training class will help grow your communication and issues management skills so you can deliver key messages on vital industry issues and speak up on behalf of fellow dairy producers. Class size is limited so reserve your space TODAY by call 1-800-947-7379 or registering online at www.pdpw.org.

TAKE YOUR PICK: FEB. 6 OR 7 for the Nutrition Innovation Seminar. Both one-day events—Wednesday, Feb. 6, in Green Bay and Thursday, Feb. 7, in Madison—have identical agendas stacked with top-of-the-line dairy cow nutrition experts. The three general sessions will zero in on essential fatty acid technology, transition programs and the opportunities and shortcoming of HMSC and dried corn. Break-out sessions will allow you to delve deeper into these topics. Register today or learn more about this seminar by visiting www.pdpw.org.

AGRICULTURE AND LOCAL COMMUNITIES CAN CO-EXIST AND THRIVE. The Agriculture Community Engagement (ACE) Educational Program underscores this belief, with PDPW, Wisconsin Counties Association and the Wisconsin Towns Association working together to make it happen. Dairy producers are encouraged to attend an ACE Educational Seminar, "Agriculture's Changing Face—Meeting Environmental and Community Needs," on Tuesday, Feb. 12, at Liberty Hall in Kimberly. In addition to an insightful dairy producer panel, agenda topics include ground water and manure application; livestock siting update; and dairy's impact on culture, land, the economy and the education system. Visit www.pdpw.org for more details and to register.

JUST DUE IT! Yes, it's that time of year again. Please submit your 2008 membership dues so PDPW remains strong and can continue to share ideas, solutions, resources and experiences with you and fellow dairy producers. Our goal is to help you succeed. Please send a check or pay online today at www.pdpw.org.

COMPANIES CAN GET THEIR NAME IN FRONT OF DAIRY PRODUCERS VIA TWO AVENUES: signing on as a sponsor and/or exhibiting at the Annual Business Conference. As a Mission, Corporate or Annual Business Conference sponsor of PDPW, your company name will appear on upcoming Annual Business Conference flyers. When you reserve your booth space now, you can take full advantage of all exhibition benefits, including being on the PDPW Profit Center CD. To learn more about either or both opportunities, please call PDPW at 1-800-947-7379.

For Your Business Mind:

BOOK REVIEW: *INNOVATIONS AND CUSTOMER READINESS* sometimes go hand in hand but not always. When the two don't match up, outstanding companies can lose their market dominance, notes Clayton Christensen, author of *The Innovator's Dilemma, When New Technologies Cause Great Firms to Fail*. Christensen's book focuses on complex and critically important relationships between technological change and business success. Drawing on patterns of innovations in a variety of industries, the author presents a set of rules to help managers learn when not to listen to mainstream customers as well as when to pursue smaller markets in

lieu of larger, more lucrative ones. *The Innovator's Dilemma* has been called "the most profound and useful book written about innovation."

WANT YOUR CHILD OR GRANDCHILD TO BE A MILLIONAIRE? Then consider giving that individual \$4,000 a year for six years to create and grow a Roth IRA. If donating to the cause isn't an option, then consider advising your child or grandchild to establish and contribute to a Roth IRA of his/her own for six consecutive years. Your teen-ager or teen-aged grandchild can contribute up to \$4,000 a year to a Roth IRA if he or she is gainfully employed. Although the contributions are not tax deductible, teen-agers are ordinarily in such a low tax bracket that it doesn't matter. If a child contributes \$4,000 each year between the ages of 16 and 21, doesn't add another cent to the Roth IRA after age 21 and the Roth IRA earns 10 percent per year, the child will be a millionaire at age 65. In fact, considering these assumptions, the child's Roth IRA should be at \$2,045,042 at age 65, and the money will be 100 percent tax free.

SLEEP NEEDS CHANGE over a person's lifetime. Children and adolescents need more sleep than adults. Interestingly, older adults need about the same amount of sleep as younger adults—seven to nine hours of sleep per night. Unfortunately, many older adults sleep less deeply, wake up more often throughout the night and often get less sleep than they need. One reason is that they often have more trouble falling asleep. A study of adults over 65 found that 13 percent of men and 36 percent of women take more than 30 minutes to fall asleep.

Sleep deprivation can negatively impact your life. The cost in lost production, accidents and human lives is astronomical. The good news is that you improve the quality of your sleep by following these simple steps:

- Release stress during the day.
- Work with your natural sleep rhythms.
- Avoid bright lights for at least an hour before bedtime.
- Sleep in a quiet, dark room with some fresh air at about 60 degrees.
- Avoid electric blankets.
- Establish a regular sleep schedule.
- Avoid alcohol before bedtime.
- Avoid caffeine for at least four hours before bedtime.
- Don't watch TV news before bedtime.
- Take time for prayer, meditation or poetry reading before bedtime.

PDPW Educational Calendar:

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

Feb. 12: PDPW Agriculture Community Engagement Educational Session, Liberty Hall, Kimberly, Wis.

March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.

April 9 & 10, 2008: Dairy Herdsman Training

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