

PDPW MANAGERS memo

November 30, 2007

Managers Memo highlights:

- Last call to register for the Calf Care Connection! Read on to learn more.
- Register for Managers Academy today. This Masters level, national training is almost full!
- Put the best foot forward and attend the upcoming Hoof Care Training Session. Information is below.

Thanks,
PDPW

Featured PDPW Member:

"PDPW has been tremendous to our business AND personal lives. Thanks to PDPW we have been able to grow ourselves as leaders, employers and community members. We have learned (and are continuing to learn) ways to improve in all of these important areas."

~Roger & Tammy Weiland

Roger and Tamara Weiland, and their sons Brady, Bryce, and Brett, own and operate a 350-milking cow dairy in Columbus, Wis. All of their feed sources are purchased, allowing them to specialize in and focus on producing top-quality milk. They raise weaned heifers on an off-site rented facility. The cows are milked in a double-six herringbone parlor and are housed in sand-bedded freestalls equipped with sprinkler systems.

When asked about their favorite PDPW event, Roger & Tammy named many of their favorites. "Tough question, because all of them have been important to us!" said this couple. They explained that "the Annual Business Conference is just plain fun, and a reunion of sorts for us! We are able to re-connect with everyone we've met throughout the years because of PDPW. An added bonus to the Annual Business Conference is a chance to once again hone in on our skills and improve self-confidence."

For Your Dairy Business:

QUALITY CALVES ARE THE FUTURE OF OUR INDUSTRY and PDPW's Calf Care Connection seminars provide the latest tips and techniques for raising those calves. Dr. Peter Vanderloo and his staff from the Wisconsin Veterinary Diagnostics Lab will lead demonstration, one-of-a-kind sessions designed for dairy producers, calf feeders and heifer growers. Two, one-day Calf Care Connection seminars are set for December 4, at the Exhibition Hall at the Alliant Energy Center in Madison and December 5, at the Radisson Hotel & Conference Center in Green Bay. This is the last call to register in advance and save \$10 by either calling our office or using the online registration form. Walk-ins will be accommodated, but at a higher price. Check out www.pdpw.org for more information.

THE ONLY CALF CARE PROGRAM WHERE YOU CAN HABLA ESPAÑOL comes to the Alliant Energy Center Madison December 4, and occurs at the same time as our English-speaking calf-care seminars. Spanish-speaking veterinarians Dr. Fred Moreiro, Pfizer Animal Health, and Dr. Oscar Duarte, OMMA International, will cover everything from delivery and handling the newborn calf to biosecurity and disease prevention entirely in Spanish. In addition, each participant will have the opportunity to practice the skills they learn in friendly, small-group settings. This is a great way to get your Hispanic employees up-to-date on the how-to and why protocols of the latest calf-care techniques. To get all the details, go to www.pdpw.org.

TAKE ADVANTAGE OF THE COMMODITY MARKETING INFORMATIONAL CLASS and then you can take advantage of risk management on your dairy. This informational class will be held Dec. 10, 2007 at the Fox Valley Technical College, Appleton, Wis. and is a valuable introduction to commodity marketing. There is no commitment and no cost for the first class, but attendees will learn more about the six-session commodity marketing course being offered. Interested producers can sign up for the course at the end of the informational class. This class and the entire course will focus on marketing tools and principles required to successfully market milk or other commodities. Call the PDPW office with questions or check out the brochure online.

LEARN TO DETECT, DIAGNOSE, AND TREAT DEBILITATING HOOF PROBLEMS such as foot rot, warts and white line disease during demonstration laboratory sessions. Professional trimmer and president of the National Hoof Trimmers Association, Jerry Bowman from Fairchild, Wis., and nationally-known professional trimmer and teacher Karl Burgi, from Baraboo, will lead these learning labs at our annual Hoof Care Seminars, Wednesday, Dec. 12 in Eau Claire and Thursday, Dec. 13 in Richland Center. Pick the session that's best for you but be sure to register now, since participation is limited and walk-ins won't be accepted. Discounts are available for college and high school students and registration includes lunch, breaks and all learning materials. The brochure and registration materials are on the PDPW website.

ONLY A HANDFUL OF SEATS REMAIN FOR THE ANNUAL MANAGERS ACADEMY so call today to be a part of this Master's level, business training program. We've got a fantastic set of tours, speakers and training opportunities lined up and it's a great opportunity to network with the movers and shakers of our industry. Our registered attendees represent all aspects of the food industry and include national and international industry leaders who will travel to Phoenix, January 22-24. Register today at www.pdpw.org or by calling the PDPW office at 1-800-947-7379.

AN ENCORE PERFORMANCE OF PDPW'S OWN UNIQUE *DAIRY CONNECT™* communications training program is scheduled for January 30, in Fond du Lac, due to the strong demand we've received. This program provides the highest level issues and communications training in small group sessions of only 15 people to prepare you for tough situations and sticky questions. You'll learn key messages for vital industry issues and professional communications techniques that can get you comfortable with speaking up on our issues. Secure your spot in this program today by calling the PDPW office at 800-947-7379.

ATTEND DAIRY SUMMIT V IN GALENA, ILL. and learn more about "Seizing Opportunities through Cows, Barns and People." A special addition to this year's Dairy Summit, organized by the Regional Dairy Modernization Task Force, is the Modernizing the Manager producer panel, coordinated by PDPW. On the panel, three passionate dairy producers will share their unique stories of how they have grown their businesses and also their own management skills. Hear their journeys, what worked for their businesses and their families, and get your questions answered. Their experiences will apply to any dairy, as the industry continues to change and business skills are becoming more and more important. To learn more, visit www.uwplatt.edu/soa/dmt.

For Your Business Mind:

"**THE NATIONAL DAIRY ISSUES FORUM WAS SOME OF THE BEST-SPENT TIME** I have had in a long time." That's just a sample of the feedback we got from our recent conference, which tackled the industry's toughest issues and attracted attendees from coast to coast. This program, with its high powered presenters, was a great success and truly made everyone present feel like they are part of the solution.

PARTICIPATING IN NATIONAL AG DAY EVENTS is another great way to be part of the solutions for agriculture. National Ag Day strives to educate non-farm Americans on the role of agriculture in their daily lives. While the 2008 event is still several months off, materials to help you participate are now available and the planning guide has a wonderful cow picture on its cover. Check it out at <http://payment.nama.org/agdayorder.htm> or go to <http://www.agday.org> for ideas and information on National Ag Day.

TRADE SHOW EXHIBITORS STILL HAVE TIME to reserve space at the PDPW Annual Business Conference and be part of Wisconsin's No. 1 dairy business program. Here's your chance to network with the region's top dairy producers and shine the spotlight on your company's goods and services. And, if you act now you can still take advantage of our show's "early bird" exhibitor discounts. Exhibitor materials are posted on our web site ([click here for a Word document of the contract](#)) or you can request information by calling our office.

BOOK REVIEW: WHAT'S SO WRONG ABOUT ANIMAL RIGHTS? A new book, *The Meat of the Matter*, by marketing manager Dan Murphy, lays out the details in a series of sharply written, short essays. In addition to unmasking the stupidity of animal rights activists, Murphy discusses such industry issues as food safety, biotechnology, immigration and nutritional issues from both regulatory and PR perspectives. You can get additional details on the book and the author at <http://themeatofthematter.com>.

BUILD YOUR DREAM DAIRY AND RAISE CROPS from the comfort of home with John Deere's new *Harvest in the Heartland* Nintendo DS game. The game is more of a simulation game for general audiences, with a complex land structuring system and plenty of options on how to run your farm. As John Deere or Jane Deere, you balance hard work and dedication with the three pillars of farm living: production, profit, and presentation. Using a touch screen, players can work the land, harvest crops, milk cows, and more to earn cash and improve the farm by purchasing land, livestock, and equipment. This being a John Deere game, big machinery is the highlight of this game. Still it may just be the perfect Christmas present for those dreaming of a green Christmas!

SOME 25 MILLION TELEVISION VIEWERS SAW THE MILK JUG TOAST as Helio Castroneves and his "Dancing with the Stars" partner celebrated their dance contest win last Tuesday evening in pure Indy Race Car style. Castroneves is an IRL driver who won the Indy 500 in 2001 and 2002, and the milk-jug chug is an Indy 500 tradition that dairy association executives have kept alive for more than 60 years. From the race track to the dance floor, milk really does a body good and milk producers couldn't buy better product endorsement!

DAIRY PRODUCERS AREN'T THE ONLY ONE'S WHO STRUGGLE WITH succession planning. Over the past few weeks, two iconic companies, Merrill Lynch and Citigroup, saw their CEOs unexpectedly depart. Surprisingly, neither company appeared to have a strategic approach to succession planning in place, according to a recent Forbes online article, which suggests four practices to help protect a business's interests and boost confidence in the company's long-term prospects. These practices include 1) Investing in forward looking analysis of the industry; 2) Identifying and developing future leaders over a 2-4 year time period; 3) Setting a selection process that includes discussion of the prospects future vision for the company; 4) A properly planned transition program for the new leader. The complete article is online at http://www.forbes.com/leadership/2007/11/07/succession-ceos-governance-lead-cx_sm_1107planning.html.

Tech Tips From Techsquad:

Things You Should Know Before Buying a New Computer This Holiday Season

When you are ready to buy a new computer, one of the first questions you may ask yourself is, "Where can I get the best deal?" Obviously you don't want to pay more than you have to, but there are other considerations besides price that you should consider before making your decision.

1. If you shop the local electronics superstores for weekly specials, you can easily get a standard machine at a good price. This option would work best for you if you're not too picky or if you don't have any special requirements for gaming, graphics, or special software requirements.
2. If you buy over the Internet from a major manufacturer you'll get more choice and customization on the components, chip speed, RAM, hard drive size, and video components, but you'll pay a slightly higher price.

The biggest downside to buying online is that you'll have a hard time getting technical support if something goes wrong. In many cases, these companies have help desk people located in countries outside of the US, which means you might have a hard time communicating with them, or getting to a supervisor.

3. Sometimes only a component (like the hard drive) will go bad. When this happens, you'll have to ship the entire machine back to the manufacture and wait a couple of weeks for them to repair it and ship it back. You also run the risk of losing all your data and configurations unless you have a reliable backup.

The Bottom Line:

If you are shopping solely on price and aren't too picky, then watch the weekend papers for sales at your local electronic superstore. They can offer a great price on a standard machine. Usually you can save anywhere from \$100—\$200 buying this way and for semi-customization at a decent price, check the Internet. There are hundreds of online resellers offering PCs at competitive prices.

To learn more about TechSquad and how to avoid computer disasters, please visit <http://www.techsquad.us/pdpw/>. TechSquad is the official IT provider for PDPW. PDPW is excited to include this helpful section in the Managers Memos. If you have a specific computer question that you'd like featured in future Managers Memo Tech Tips, please email your question to mail@pdpw.org.

PDPW Educational Calendar:

Dec. 4 & 5, 2007: Calf Care Connection, Exhibition Hall at the Alliant Energy Center, Madison, Wis. and Radisson Hotel & Conference Center, Green Bay, Wis.

Dec. 4, 2007: Hispanic Calf Care Workshop, Exhibition Hall at the Alliant Energy Center, Madison, Wis.

Dec. 10, 2007: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 11, 2007: Tri-State Regional Dairy Summit (Modernizing the Manager Special Session, Coordinated by PDPW), Galena Convention Center in Galena, Ill.

Dec. 12 & 13, 2007: Hoof Health Seminar, Sleep Inn at the Eau Claire Travel Center and Country Inn & White House Banquet in Richland Center, Wis.

Jan. 15, 2008: Effective Communications Training

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.

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

April 9 & 10, 2008: Dairy Herdsman Training

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