

PDPW MANAGERS memo

March 14, 2008

This PDPW Managers Memo has all the highlights from this week's Annual Business Conference!

The **PDPW Annual Business Conference** helped producers from coast-to-coast "Solve the Profit Puzzle" with expert speakers and industry leaders from across the nation at the conference at this two-day conference. A total of **1,486 people from 26 different states** attended this premier dairy industry event. The Hall of Ideas tradeshow made history with a **record breaking number of exhibitors** showcasing the newest ideas and solutions to help producers achieve profitability on their dairy. Mark your calendar now for **next year's conference March 17-18!**

Thanks,
PDPW

Featured PDPW Member:

"We're pleasantly surprised how many people are here, we didn't quite know what to expect," said Mandy Nunes. Mandy and her husband, Matt, had the opportunity to experience the Annual PDPW Business Conference for the first time this year.

"I saw what the panels were and some of the speakers, and thought it looked really interesting," said Mandy. "The calf raising session on salmonella grabbed my attention because we had a couple calves that had salmonella."

Matt and Mandy live in Chippewa Falls on their registered Holstein farm, Scientific Holsteins. They were also a part of the expert panel: "Where to go, where to grow" at the PDPW Annual Business Conference on Tuesday morning. They shared their story on how they made their decision to re-locate to Wisconsin four and a half years ago.

Both were raised in California and made their home in Oregon for seven years. In 1997, the family moved to Michigan, where Matt managed the herd at The Apple Farm prior to their move to Wisconsin. "After careful consideration, we determined Wisconsin was where we wanted to be," said Matt. There were many advantages that drew them to the state, especially the availability of farms to choose from, as well as the close proximity to World Dairy Expo, which would help them follow their passion with registered cattle. "It's been a great move for us to Wisconsin and we're pretty sure we will be here the rest of our life," he added.

For Your Dairy Business & Your Business Mind:

HERDSPERSON TRAINING SESSION IN MADISON on April 9 or April 10. This one-day seminar will feature three dynamic speakers – Dr. Roy Ax, University of Arizona; Dr. Dave Ohman, Monsanto technical services specialist; and Dr. Jerome Gaska, Gaska Dairy Health Services. Mark your calendars now for one of these highly informative training days. Attendees will participate in a full day of intense hands-on training and demonstrations. Through the PDPW Herdsperson Training you will learn to better prevent, diagnosis, and proactively handle some of the trickiest situations that arise in the milking group. Saving one cow or reducing wasted milk will be your return-on-investment for your training time and registration costs. Visit www.pdpw.org to learn more and to register.

SPEAK ABOUT THE INDUSTRY WITH KNOWLEDGE AND CONFIDENCE thanks to PDPW's Dairy Connect class, Tuesday, March 18, 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. Reserve your space TODAY as only a few spots remain. Registration is available by calling 1-800-947-7379 or registering at www.pdpw.org.

PDPW ANNUAL BUSINESS CONFERENCE 'BY THE NUMBERS.' With a total of 1,486 attendees from 26 states, the Annual Business Conference was the place to be for anyone in the dairy industry March 11-12. The Hall of Ideas tradeshow made history with record number of 170 booths. A total of 33 speakers covered every timely topic in 18 specialty sessions and 5 general sessions. The PDPW Education Foundation gained \$30,685 to continue providing a legacy of learning for the dairy industry. Milk chugs consumed during the entire event totaled 6,200, an average of about four milk chugs per person during the two-day conference. And a total of 13 volunteers from UW-Madison helped throughout the conference.

BADGER FOOTBALL COACH BRET BIELEMA SHARED HIS BELIEF IN ACHIEVING GROWTH with producers during the Tuesday evening banquet at the PDPW Annual Business Conference. He shared how he achieved growth through his experiences with coaching players and helping them achieve their goals both on and off the field. "For us to have success, we all have to be on the same page," he said. He also alluded to many lessons that he learned growing up on a hog farm in Illinois and how it has helped him attain success. He said his farm background was influential in shaping his career path and guiding him to where he is today.

He shared his life story and details on building the picture of success. He also unveiled many tools which have helped make him only one of three men in Big 10 history to have guided their teams to as many as 21 wins in their first two seasons as Big 10 coaches.

Additionally, Bielema highlighted three important values which he believes are influential to success in life. The first thing is communication, which he said is a huge factor. Another value he highlighted is trust. "Trust is earned, not given," he said. The last value that in which he really believes is that an individual needs to have fun. "Choose the job you love and you'll never work a day in your life," he said. "I truly believe I've chose a profession I love and I've never worked a day in my life."

Bielema also donated a Badger Package to the live auction and made a \$500 contribution, both of which will go to the PDPW Education Foundation.

AIR FORCE FIGHTER PILOT, CAPTAIN SCOTT O'GRADY SHARES NEAR DEATH EXPERIENCE. O'Grady was shot down over Bosnia while helping to enforce the NATO no-fly zone in an F-16. Alone – for six days, O' Grady faced death and capture. O'Grady shared his compelling story in which he survived in hostile territory until being rescued by the U.S. Marines with producers at the PDPW conference. He provided them with an insight to view challenges differently, embrace change, and discover success even under the most daunting and trying circumstances. "My life is a gift from god and that was a gift I wasn't willing to give up," he said. "I believe that having a job and a profession that you enjoy in life is truly a blessing."

O'Grady also wrote a book highlighting his story, *Return With Honor*, which spent six weeks on *The New York Times* bestseller list. He also published *Basher Five-Two*, a children's edition of his original story. His courageous story was also documented on the Discovery Channel presentation, *Behind Enemy Lines*. Additionally, he was featured on CNN's *Voices of the Millennium*, and *Then and Now*, series which focused on the most influential personalities of the past 25 years. Captain O'Grady accumulated more than 1,300 military flying hours of which over 1,000 were in the F-16.

NEW LEADERSHIP ELECTED TO PDPW BOARD & A SPECIAL RECOGNITION. Marion Barlass, Janesville; Mark Diederichs, Malone; and Patty Endres, Lodi were announced as the newly elected board members Wednesday afternoon at the Annual Business Meeting. Member's backgrounds: Barlass, husband Bill and son Brian have a 400-cow registered Jersey farm and are heavily involved in state and national Jersey organizations. Diederichs has been in the dairy business for 25 years and is part owner and manager of Lake Breeze Dairy. Endres and husband Dave own and operate Endres Jazzy Jerseys, consisting of 750 milking cows. A very special staff member, Julie Gabris was recognized Tuesday night at the annual conference for providing 15 years of dedicated service to PDPW. Gabris is the member resource manager for PDPW.

LIVE AND SILENT AUCTIONS HELP SUPPORT PDPW EDUCATION FOUNDATION. A grand total of \$24,235 was raised to help support the PDPW Education Foundation from both the live and silent auctions at the Annual Business Conference. A total of \$11,800 was raised from the live auction, with the high seller being a registered high pedigree elite Jersey calf, OF Maximus Chelsea, donated by Owens Farm Inc. and sponsored by Alto Dairy Cooperative, Cooperative Plus, Inc., Select Sires, Land O'Lakes Cows Match Jersey Blend, Wisconsin Jersey Breeders Association, Wisconsin Junior Jersey Breeders Association and Wisconsin Soybean Program The calf was purchased by Ron and Nicolle Wussow for \$4,200. Other live auction items included: WestfaliaSurge Rotating Cow Brush, donated by Westfalia Surge, Inc., purchased by Duane Boon for \$2,100; Alliant Energy Suite, donated by Alliant Energy, purchased by WestfaliaSurge for \$1,900; Badger Package, donated by Bret Bielema, purchased by Jay Stauffacher for \$1,100; 10-bird Pheasant Hunt Gift Certificate, donated by Diamond V Mills, Inc., purchased by Joe Weyker for \$775; Kalahari Waterpark Resort \$500 Gift Certificate, donated by Arm & Hammer Animal Nutrition and Wagner Farms, purchased by Deb Reinhart for \$750; 6-person Charter Fishing Trip, donated by Land O'Lakes, Inc., purchased by Investors Community Bank for \$500; Profit Puzzle Quit, handmade by Karla Zimmerman and sponsored by Morgan & Meyers, purchased by Deb Reinhart for \$475. The silent auction raised a total of \$12,435 to support the PDPW Education Foundation. A tremendous thank you goes out to all silent auction donors, buyers and bidders!

BOOK REVIEW: THE 21 IRREFUTABLE LAWS OF LEADERSHIP provides insight on lessons author, John C. Maxwell, learned through his leadership successes, failures, and observations from the worlds of business, politics, sports, religions, and the military. Kay Caldwell referred to his lessons on leadership when she shared her experience working at Southwest Airlines at the PDPW Annual Business Conference. Maxwell is an internationally recognized leadership expert, speaker, and author who has sold over 13 million books. Several of his books have made the New York Times Best Seller's List.

PDPW Educational Calendar:

March 18: Dairy Connect

April 9 & 10: Dairy Herdsman Training

March 17-18, 2009: PDPW Annual Business Conference

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