

PDPW MANAGERS memo

April 11, 2008

Watch for these highlights in this edition of the Managers Memo:

- PDPW Board of Directors elects officers. Check them out below!
- Looking for summer help and want to impact the life of a young dairy leader? Check out the Enhanced Internship Program.
- Read on to learn useful information about vehicle brake safety and airport security.
- Learn how increased food costs are impacting restaurants.

Thanks,
PDPW

Featured PDPW Member:

"After being a PDPW member for many years, I have always felt that networking was very important to me. It still is and always will be! After being on the PDPW board for six years, I found out how important education, communication, and information is to the great dairy industry of Wisconsin."

~Jim Kruger

Jim & Sue Kruger and Jeff & Lisa Buchholz and their families own and operate So-Fine Bovines, LLC, located near Westfield, Wis. The farm consists of 650 milking Holsteins, with over fifty percent of the herd being registered. The operation also includes 2,300 acres of cropland. Custom services are used for heifer raising and forage processing.

In 1995, the two families merged their dairies. After approximately three years of working together, the two families created So-Fine Bovines, LLC which began operation July 1, 1998. They began milking operations in their new parlor on October 5, 1999. Duties are shared between the two partners. Jeff Buchholz is the Dairy Manager and is responsible for the daily operations; including milk production, herd health care, and the breeding program. Jim Kruger is the General Manager and is also responsible for the forages, feedstuffs, and the nutrient management program.

When asked about his outlook for the future of the dairy industry and the importance of PDPW, Jim explained, "PDPW has positioned itself well in the past, but more importantly, PDPW will play a major role in how the Wisconsin dairy industry positions itself for the future."

For Your Dairy Business:

WANTED: HOST DAIRIES. Multiple students have contacted PDPW and are interested in on-farm summer internship. Now dairies are needed to host these individuals and expose them to modern dairy production systems so they learn about the production side and perhaps think about entering production agriculture upon graduation. Internships are tailored to meet the individual needs of the farm and allow diversity of duties for the student to be involved in the day-to-day operation of the farm. To view program details and applications visit www.pdpw.org. Please complete and submit your host application today.

A SOLD-OUT CROWD OBTAINED HANDS-ON EXPERIENCE and learned from the top experts in the nation at the one-day Herdsman Training Sessions in Madison on April 9 and 10. Both one-day sessions were a solid homerun.

FARM SAFETY INVOLVES MORE THAN ROLL-OVERS, run overs and unguarded power take-off shafts. For the safety of your family and employees, we ask that you check out an out-of-sight area that is a major safety aspect of vehicles: the braking system. Common signs of brake failure include loss of brake pedal, squealing or grinding noises during braking, hard-to-stop vehicle, clicking noises during braking, excessive drag during acceleration and pulsation of the brake pedal during braking. Poor braking performance can occur for many reasons, including, but not limited to, crystallized brake pads and/or shoes, oil- or grease-soaked brakes, loss of engine vacuum or deterioration of the brake booster diaphragm, "hot spots" on the brake drums or rotors, worn or glazed brake pads, etc. The bottom line: check your brakes every six months to avoid unpleasant surprises and to help prevent an accident.

For Your Business Mind:

YOUR BOARD HAS OFFICIALLY JUMPSTARTED THE YEAR, and officers have been named. Your nine-member board of directors elected Dean Strauss, Sheboygan Falls, president; Doug Knoepke, Durand, vice president; Marion Barlass, Janesville, secretary; and Eric Hillan, Ladysmith, treasurer. Visit pdpw.org for a complete listing of your Board of Directors.

THE PDPW DAIRY'S BOTTOM LINE insert in Agri-View will arrive in your mailbox on Thursday. This special edition highlights the National Dairy Animal Well-Being Initiative and provides insight from a variety of animal welfare experts. This producer-led initiative will provide a uniform umbrella of assurance that the industry is meeting its ethical obligation for dairy animal well-being. While many processors are creating their own animal welfare program, it's important to note that the National Dairy Animal Well-Being Initiative is not an on-farm assessment program. Rather, it is an umbrella of principles and guidelines that helps provide customers the assurance they seek. To learn more, please visit www.dairywellbeing.org.

BUSINESS ETIQUETTE ALLOWS YOU to present yourself with the kind of polish that shows you can be taken seriously. In addition to touring two unique dairies and various training sessions, PDPW board members participated in a business etiquette training session with Susan Richardson. Here are six business entertaining tips Susan shared with the PDPW board: 1) Acknowledge and thank your server while dining. This is a direct reflection of how you treat others. 2) While standing, remember to hold your beverage in your left hand so your right hand is free to receive or to initiate a handshake. 3) Remove small, plastic drink stirrers from your beverage. They are not miniature straws. 4) At a business meal, order "user-friendly", easy-to-eat food. 5) Hold a wine glass by the stem so your body temperature will not alter the temperature of the wine. 6) Always carry small bills for tips and have this money easily accessible.

SOARING FOOD PRICES HAVE CHEFS SHRINKING PORTIONS, turning to "bigger profit" dishes such as pasta and using every bit of meat scrap possible. Not so-good news for the dairy industry is that Sysco Corp. is suggesting clients try butter blends rather than butter, noting that butter blends cost 30 percent less than butter. Driving up food prices are high oil prices and increased ethanol production which has triggered higher corn, feed and transportation costs. The National Restaurant Association estimates that wholesale prices to restaurant owners jumped 7.4 percent last year—the biggest jump in nearly three decades. The federal government said consumer food prices increased by 4 percent in 2007. A recent The Wall Street Journal online article tells a more complete story:

http://online.wsj.com/public/article/SB120493352022320755.html?mod=msn_free

IF YOU WANT STRAIGHT TALK ABOUT NUTS-AND-BOLTS PROBLEMS and have a passion for success, then “Winning” by Jack Welch and Suzy Welch is the book for you. This philosophical and pragmatic book addresses the “real stuff” of work and lays out answers to questions we face on and off the job. Among the many topics covered by Welch are candor, differentiation among employees, the importance of hiring and firing, competition and the external factors that can influence the success of a business. The final section of the book is devoted to the human side of great leaders. Bill Gates, chairman, Microsoft Corporation, endorses the book, saying, “A candid and comprehensive look at how to succeed in business—for everyone from college graduates to CEOs.” * This week’s book review was recommended by your newly elected president, Dean Strauss. Have you read a good book recently? If so, please forward your recommendation to mail@pdpw.org.

GETTING THROUGH AIRPORT SECURITY CAN BE A BREEZE. The secret to getting through airport security smoothly is to pack liquids in checked baggage, de-clutter your carry-on bag, allow yourself plenty of time to get through security and keep a positive attitude. If you must take liquids, lotions, gels or aerosols in a carry-on bag, then the 3-1-1 rule must be followed: no more than 3 ounces per product in a one quart zip-top plastic bag and one bag per passenger. You will need to place shoes, coat, jacket, heavy jewelry, change, etc. in a security container. Cameras, video cameras and computer must go in separate security containers. If you don’t travel a lot and are uncertain of what to do, ask the person in front or behind you. Chances are that they have been through the process before—and everyone in the waiting line will be glad that you asked and didn’t hold up the security line.

YOU CAN HELP PREVENT IDENTIFY THEFT by monitoring your credit card and account statements on a weekly basis. A report by the Better Business Bureau points out that accessing accounts online provides earlier identity theft detection compared to monitoring monthly paper statements and bills. Other steps to help prevent identify theft include closely monitoring the expiration dates on your credit cards and contact the credit issuer if the replacement card is not received prior to your card’s expiration date; matching your credit card receipts against monthly bills to ensure there are no unauthorized charges; and not volunteering any personal information when using your credit card.

PDPW Educational Calendar:

March 17 & 18, 2009 PDPW Annual Business Conference

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 US Hwy 151, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

Fax: 920-273-0369

www.pdpw.org
