

# PDPW MANAGERS memo

---

October 17, 2011

Keep reading to see these highlights and more:

- Milk pricing reform, dairy beef safety and immigration reform – Oh My!
  - Are you prepared for an accident?
  - A, B, C, D, E, F, G's of Calf raising.
- 

## For Your Dairy Business:

**REGISTER NOW** for the October World-Class Webinar, "Running Your Business during Volatile Times," led by agricultural commodity marketing guru Dan Basse, AgResource. This webinar, which will take place on Monday, Oct. 31, will provide the answers to your nagging business questions: How does a busy dairy producer handle the volatility of markets, input prices and the resulting revenue? What's driving economic activity? How can anyone producing milk stay on top of it all and make smart business decisions? What tools can be used to stay ahead?

The webinar starts at noon and will last for 60 minutes. If you're busy on Oct. 31 at noon, no worries, the webinar will be recorded so you can listen to it at your convenience. But you must be registered to participate in the webinar or to listen to the recorded webinar. Registration for the October World-Class Webinar is \$100 per computer for PDPW members and \$125 for non-members. **\*\*This per-computer registration means you can have as many people participating as can fit around that computer. It is a great idea to gather your neighbor, business partners or clients and watch the webinar together!** To register, please go online to [www.pdpw.org](http://www.pdpw.org) or call 800.947.7379

**THREE BIG ISSUES—MILK PRICING REFORM, DAIRY BEEF SAFETY AND IMMIGRATION REFORM—**will be the center of attention at the upcoming PDPW Dairy Policy Summit on Wednesday, Nov. 9, in Madison. In-the-know opinion leaders and industry representatives will provide national and state perspectives on these important issues and deliver a panoramic view from all sides of each issue. Yes, this is your opportunity to engage in key dairy-shaping discussions and learn about legislation and proposals being written now. The 2012 Dairy Policy Summit starts at 9 a.m. and concludes at 4:15 p.m. Registration is just \$40/person and includes lunch. Registration deadline is Tuesday, Nov. 1. You can register online at [www.pdpw.org](http://www.pdpw.org) or by calling 800.947.7379. Walk-ins will be accepted at \$50/person.

**GOT A TEEN OR KNOW A TEEN? THINK YOUTH LEADERSHIP DERBY.** Slated for Nov. 5-6, Youth Leadership Derby is the perfect place for on-farm and off-farm teens, ages 15-18, to have fun and interact with other teens while exploring opportunities in the dairy industry. This year's agenda includes four tours, three breakout sessions, a college mentor and a dynamic wrap-up session, plus lots of food. We're talking an experience that will have teens excited, ready to excel and glad they attended. Registration for Youth Leadership Derby is \$100/teen and covers the tours, training material and food. To learn more about YLD or to register, call PDPW at 800.947.7379 or go online to [www.pdpw.org](http://www.pdpw.org).

**GREEN BAY PACKER WIDE RECEIVER DONALD DRIVER**, *New York Times* best-selling author Andy Andrews and international dairy guru James Hao will be the keynote speakers at the Professional Dairy Producers of Wisconsin's 2012 Business Conference, March 13-14, in Madison, Wis. Add to these keynotes, emcee Dr. Mike Hutjens, more than 15 breakout sessions and the Hall of Ideas tradeshow and you have one amazing Business Conference. Mark your calendars and Blackberry's now. More information about PDPW's 2012 Business Conference is online at [www.pdpw.org](http://www.pdpw.org).

**CALLING ALL CEO'S OF DAIRIES, MANAGERS**, industry directors, processors, marketers and distributors. The 2012 Managers Academy, "Executing Excellence," is bringing in the big guns—and taking attendees to insider tours—so critical thinking can be taken to the next level and company performance can be optimized. Set for Jan. 17-19 in Atlanta, GA. Managers Academy is three days of high-level executive training : two days in class and one day of tours to the Centers for Disease Control, CNN and AGCO's Global Training Center. Lead business coaches will be Dr. David Kohl and Dr. Danny Klinefelter. Registration for the 2012 Managers Academy covers all sessions, training materials, meals, tours and tour travel. Registration fee for PDPW members is \$700 for the first registrant of a member farm/business and \$600 for each additional registrant from the same farm/business. The non-member registration rate is \$875 for the first registrant from a farm/business and \$600 for each additional registrant from the same farm/business. To learn more about the 2012 Managers Academy go online to [www.pdpw.org](http://www.pdpw.org) or call PDPW at 800.947.7379.

**ACCIDENTS CAN HAPPEN ANYWHERE. IS YOUR DAIRY PREPARED?** A quick response can frequently make a big difference to the victim. If you know what to do, you can improve an injured person's chance of survival. Here are five basics for first aid on the farm: 1) Have one or more individuals trained in first aid, with training updated on a yearly basis. 2) Locate first aid kits in farm buildings and machinery and have first aid kits clearly labeled so they are easy to find. 3) Know where the closest kit is to each work area. 4) List emergency numbers at each phone along with legal land locations or rural addresses to give to the emergency operator. 5) If possible, have a cell or mobile phone with you out in the field. If you or someone else gets hurt away from the farm yard, you can call for help.

**LOW-COST VS. CHEAP.** That's the challenge when converting an existing building into a milking center. Dr. Doug Reinemann, professor, Biological Systems Engineering, University of Wisconsin-Madison offers these 10 do's and don'ts when planning a milking parlor, especially for "retrofit" and "low-cost" alternatives: 1) Know how much you can spend. 2) Let the installer design the milking system. 3) Don't over estimate the value of old equipment. 4) Get the building right. 5) Plan the building, stalls and holding area for good cow flow. 6) Rewire if you remodel. 7) Put in energy-efficient lights. 8) Invest in energy efficient technology. 9) Make sure floors drain well. 10) Install good ventilation. You can read Reinemann's comments in full at <http://www.das.psu.edu/research-extension/dairy/capitalregion/newsletter/articles/df-201108-03>

**FOR HEALTHY CALVES, CONSIDER 'A' THROUGH 'G.'** Neil Broadwater, extension educator with the University of Minnesota, says a large part of raising healthy calves is to focus on the "A, B, C, D, E, F and G's. Here are Broadwater's A through G's: **A**ttention to detail. **B**edding. **C**leanliness. **D**ry. **E**nvironment. **F**eeding utensils. **G**rowth success. "Using these fundamentals for everyday calf management will help minimize calf illness and deaths on the dairy farm," he summarizes. Broadwater goes into significant detail concerning each of these areas in his paper which you can read in full at <http://www1.extension.umn.edu/dairy/calves-and-heifers/the-abcdefgs-for-healthy-calves/>

---

---

## For Your Business Mind:

**TEST YOUR KNOWLEDGE OF LEGAL DRUG USE.** This five-question quiz composed by Michelle Arnold, D.V.M., was designed to test a dairy producer's knowledge of legal drug use. Why not take the quiz and see how many you get correct? Question 1 (T or F): As long as I buy "over the counter" (OTC) drugs such as Penicillin G, Biomycin 200 or Today mastitis tubes at the feed store or over the internet, I can legally give them at whatever dose and for however many days I choose to my cattle. Question 2 (T or F): As long as instructions for a drug are written so that an animal owner can understand and follow them without any serious consequences, then the drug must be classified as an OTC drug. Question 3 (T or F): A prescription or "legend" drug may have either or both of the following statements on the container: "Caution: Federal (US) law restricts this drug to use by or on the order of a licensed veterinarian." And "For sale to licensed veterinarians only." Question 4 (T or F): If a veterinarian has been on my farm in the last year, he or she is required to write a prescription for me if I request it. Question 5 (T or F): A veterinarian can use or prescribe the use of any drug "off label" or "extra-label" in food animals as long as he/she applies a new label specifically explaining directions for use and slaughter withdrawal time. You can find out the answers to these T/F questions online at

<http://www2.ca.uky.edu/afsdairy/extension/herdhealth/testknowledgeoflegaldruguse>

**BLACK CATS, JACK O'LANTERNS, COSTUMES.** Right after the school supplies hit the store shelves, Halloween items were everywhere. And no wonder, as Halloween is the second most commercially successful holiday in the United States. Did you know that. . . Orange and black are Halloween colors because orange is associated with the fall harvest and black is associated with darkness and death. . . Halloween was brought to North America by immigrants from Europe who would celebrate the harvest around a bonfire, share ghost stories, sing, dance and tell fortunes. . . Chocolate candy bars top the list as the most popular candy for trick-or-treaters with Snickers #1. . . About 50% of adults in the United States will dress up for Halloween. Will you be among them?

**BOOK REVIEW: THE BUTTERFLY EFFECT.** This 109-page book by Andy Andrews can be read cover to cover in just 15 minutes. But this short read packs a wallop when it comes to a message and meaning. In *The Butterfly Effect*, Andrews, who will be a keynote speaker at PDPW's Annual Business Conference, shares a compelling and powerful story about a decision one man, Joshua Lawrence Chamberlain, made during the Civil War, and the ripple effect this decision had on us individually and nationwide today. To make his point, Andrew plays out "what if" scenarios. One reader said reading this book made him realize that "actions matter. Actions make a difference and sometimes a much greater difference than we will ever be aware of. The two-minute conversation you have with the annoying neighbor kid may be of greater importance than the speech you give in front of a room full of people." *Editor's note:* Substitute "employee" for "annoying neighbor kid" and see if this book might be for you.

---

## PDPW Education Calendar

October 19 & 20	<b>Calf Care Connection</b> – Marshfield & Arlington, WI – Two one-day workshops
October 31	<b>World Class Webinar Series with Dan Basse</b> - 2 <sup>nd</sup> of a 3 part webinar series
November 5-6	<b>Youth Leadership Derby</b> – Ripon High School, Ripon WI
November 9	<b>Dairy Policy Summit</b> – Madison, WI
November 28	<b>World Class Webinar Series with Dan Basse</b> – 3 <sup>rd</sup> of a 3 part webinar series
December 14	<b>Commodity Marketing Introductory Class</b> – Greenstone Farm Credit DePere, WI
January 17-19, 2012	<b>Managers Academy</b> – Atlanta Georgia
March 13-14, 2012	<b>PDPW Business Conference</b> – Alliant Energy Center, Madison, WI

## PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

[www.pdpw.org](http://www.pdpw.org)