

# PDPW MANAGERS memo

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July 25, 2008

**This Managers Memo includes details on the following highlights and much more.**

- Reserve your seat for the Business Transition seminar
- Find out more about the Youth Leadership Derby and share this opportunity with a young leader
- Learn about family business meetings and their value

Thanks,  
PDPW

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## **Featured PDPW Member:**

“I got involved with PDPW for the educational benefits, but over the years it’s almost grown into a fraternity of like-minded progressive dairy producers. The PDPW experience is very upbeat and optimistic.”

~Dan Siemers, Siemers Holstein Farm, Inc.

Dan Siemers, along with his brother Paul, and their families own and operate Siemers Holstein Farm, Inc. in Newton, Wis. They are the fifth generation dairy producers. The Siemers family milk 2,300 cows, raise the majority of their young stock and calves and crop 3,800 acres. Dan explained that their business strategy is to make steps to enable us to invest for the future and retirement, to allow the dairy to be transitioned quite easily to the next generation.

Dan will be one of the featured dairy producer panelists at the PDPW Business Transition Seminar, which will be held throughout the state next month. Details on this valuable session are below.

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## **For Your Dairy Business:**

**PDPW'S ONE-DAY BUSINESS TRANSITION SEMINARS** will leave no stone unturned so your business can be transitioned successfully. You'll be exposed to the entire spectrum of transition, as speakers include a savvy attorney, an experienced ag lender and dairy producers who have transitioned their business or are in the process of such. Topics include developing and analyzing a balance sheet, using your business and personal objectives to identify alignment and challenges with business team members and creating a transfer plan. Discussions will be open and candid. To get the most from this training, all generations involved in your business are encouraged to attend. You have three choices of dates and locations: Aug. 12, Fond du Lac; Aug. 13, Eau Claire; or Aug. 14, Wisconsin Dells. Registration deadline is Aug. 4. The Business Transition Seminar brochure and registration form are available at [pdpw.org](http://pdpw.org) or you may register by calling 800.947.7379.

**AG ECONOMIST AND MANAGEMENT ACCOUNTING GURU DICK WITTMAN**, who spoke at PDPW's Annual Business Conference, is back by popular demand, and this time will lead not a short session but a two-day training seminar on September 10-11 in Madison. Dick has a knack for presenting valuable accounting information in a producer-friendly style as, in addition to having a private consulting practice; he manages an 18,000-acre dry land crop, range cattle and timber operation with three other family partners. Stay tuned for more information about this tremendous opportunity.

**BECOME A POWERFUL POSITIVE INFLUENCE WITHIN YOUR COMMUNITY** by participating in Dairy Connect on Sept. 16. This one-day, one-on-one communications seminar will update you on industry issues and help you become confident to spread the industry's positive message of innovation, high standards and stewardship with any audience—friends, community members and even the media. You'll learn from the best, a national professional communications and media trainer, and be trained to speak up with command, conviction and confidence. For more information about this unique opportunity, visit [pdpw.org](http://pdpw.org) to read the Dairy Connect flyer online and to register. Registration is limited to just 15 participants, so register today.

**KNOW WHAT'S HAPPENING AND WHEN IT'S HAPPENING** by checking the PDPW Education Calendar online and adding the events to your own calendar or PDA. Or, if you want to make life easier, sign up to receive an Outlook calendar invitation. Signing up is easy. Just email us at [mail@pdpw.org](mailto:mail@pdpw.org) and request an invitation.

**REGULAR FAMILY BUSINESS MEETINGS** can have an extremely positive influence on the success of your business. Conducted as little as once or twice a year or on a more regular basis, family business meetings focus on long-term plans for the operation and management of the business. They also can lead to a stronger family, a stronger business, help recognize and resolve conflict and plan for future ownership. You can learn more by reading "Conducting Successful Family Business Transition Meeting" authored by Chris Zoller of The Ohio State University at <http://ohioline.osu.edu/bst-fact/pdf/3612.pdf>. And, you can learn even more about transitioning your business by attending one of three PDPW Business Transition Seminars in August.

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## For Your Business Mind:

**DO YOU KNOW ANY TEENAGERS, AGES 15-18?** Then, share information with them about an upcoming fun and educational weekend event: Youth Leadership Derby, Nov. 8-9, in Brillion. Heck, why not just sign them up as a "Just Because I Like You" gift to this young leader. You'll be doing the dairy industry and the youth a definite service. A popular time will be Saturday evening's Winners Circle Workshops. Lap 1, TLC on Every Dairy, will zero in on the dairy industry's important role as animal caretakers. Lap 2, What's in Your Future?, will guide youth through goal-setting and planning for the future. Lap 3, From Text to Talking, will give youth the tools to tune-up their texting and talking to become effective communicators for the industry. The \$100/person registration fee covers all training materials, meals, tours, snacks, entertainment and the all-night lock-in. What a deal! Individuals can learn more and/or register online by visiting [www.pdpw.org](http://www.pdpw.org).

**HAVING EMPLOYEES "OWN" THEIR WORK** may not be as tough as it sounds. The Counselors to America's Small Business offer these four tried-and-proven tactics: 1) Include employees in long- and short-term planning efforts; 2) Seek employees' input regarding projects for which they are held responsible; 3) Include employees, when appropriate, in top-level discussions and meetings; and 4) Ask employees their opinion. Ask what, if anything, should be done to make the next project easier.

**TO DEVELOP FUTURE AGRICULTURAL LEADERS, RURAL MUTUAL INSURANCE COMPANY IS OFFERING FREE REGISTRATION AND TWO NIGHTS LODGING** at the Wisconsin Farm Bureau Federation Young Farmer Conference, Dec. 5-7, at the Kalahari Resort in Wisconsin Dells for individuals, ages 18-35, who have never attended a Farm Bureau Young Farmer Conference and apply for sponsorship at the Wisconsin Farm Bureau web site: [www.wfbf.com](http://www.wfbf.com). The registration fee covers meals, workshop sessions and the Michael Martin Murphy concert. Deadline to apply is Aug. 31. Rural Mutual is also offering a \$100 Kalahari gift card to any Farm Bureau young farmer who attends the conference and refers another young farmer who is accepted for sponsorship and attends the conference. The referral form is available on the Farm Bureau web site.

**TO HELP PRODUCERS GET THE MOST VALUE OUT OF CORN**, researchers are focusing on starch digestion factors. Randy Shaver, professor of dairy science at the University of Wisconsin-Madison, and Mike Tassoul, UW-Madison dairy science graduate student, shared information at PDPW's Annual Business Conference about a study that showed three key points: 1) Optimum kernel processing score guidelines for corn silage may be set too high.; 2) The variation in nutritional and processing characteristics of corn silage and grain samples is extensive; and 3) Starch digestibility assays can aide our ability to evaluate corn silage and grain samples. Pat Hoffman, another UW professor, stressed that researchers "are starting to understand corn chemistry to a much greater extent." The three principal components of starch digestion, he explained, are particle size—which is challenging to measure in corn silage; moisture—which is a routinely used marker for maturity; and endosperm maturity/genetics—of which the least is known. With the high price of corn, this research focus on starch digestion in corn silage, high moisture corn and dry corn will most likely continue.

**BOOK REVIEW: *INFLUENCER: THE POWER TO CHANGE ANYTHING***. Written by Joseph Grenny, David Maxfield, Ron McMillan, Kerry Patterson and Al Switzler, this New York bestseller isn't your typical read. The writing has a scientific style, with information, colorful examples and success stories pulled from the fields of psychology, social psychology and organization theory and put in a leadership context. The book is a fascinating read and delivers a step-by-step approach so you know how to tackle problems and enact change.

**AS MANY AS 9 MILLION AMERICANS HAVE THEIR IDENTITIES STOLEN** each year. The crime takes many forms, and you may not find out about the theft until you review your credit report or a credit card statement and notice charges you didn't make. Or you may find out when you're contacted by a debt collector. Six methods skilled identity thieves use to get their hands on your information include 1) dumpster diving—rummaging through trash looking for bills or other paper with your personal information on it; 2) skimming—stealing credit/debit card numbers by using a special storage device when processing your card; 3) phishing, pretending to be financial institutions or companies and sending spam or pop-up messages to get you to reveal your personal information; 4) changing your address—diverting your billing statements to another location by completing a change of address form; 5) old-fashioned stealing—stealing wallets and purses, mail, including bank and credit card statements, pre-approved credit offers and new checks or tax information; and 6) pretexting—using false pretenses to obtain your personal information from financial institutions, telephone companies and other sources.

**SIX OF THE 10 LARGEST COMPANIES IN THE WORLD**, based on CNN Money's annual ranking for revenue generated, are petroleum companies: Exxon Mobil, Royal Dutch Shell, BP, Chevron, Total and Conoco Phillips. But the No. 1 position based on revenue generated was not a petroleum company; it was U.S.-based Wal-Mart Stores. Rounding out the Top 10 largest companies in the world are Toyota Motor, ING Group and General Motors. The list of most profitable companies included five of the six largest companies—Exxon Mobil, Royal Dutch Shell, BP, Chevron and Total—as well as General Electric, Gazprom, HSBC Holdings, Petronas and J.P. Morgan Chase & Co. General Motors topped the "money losers" list. To see the complete list, go to [http://money.cnn.com/magazines/fortune/global500/2008/full\\_list/](http://money.cnn.com/magazines/fortune/global500/2008/full_list/).

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## **PDPW Education Calendar:**

August 12,13,14 – **Business Transition Seminar**, Holiday Inn in Fond du Lac, Sleep Inn in Eau Claire and Kalahari Resort Wisconsin Dells

September 10-11 – **Management Accounting**, Marriott Madison West, Madison

September 16 – **Dairy Connect Training**, WMMB, Madison, WI

October 14-16 – **Nutrient Innovation and Technology Tours**, Throughout Wisconsin, Start and end of tour at LaQuinta Inn & Suites in Madison

October 30-31 – **Dairy Policy Summit**

November 8-9 – **Youth Leadership Derby**, Brillion High School in Brillion, WI

November 18, 19 & 20 – **Production Management Symposium**

December 2 & 3 – **Calf Care Workshop for Hispanic Employees**

December 9-10 – **Turnkey Human Resource Workshop**

December 11 – **Commodity Marketing Informational Class**

January 20-22, 2009 – **Managers Academy**, Florida

February 4 & 5, 2009 – **Milker Training for Hispanic Employees**

February 19, 2009 – **Agriculture Community Engagement (ACE) Regional Meeting**, Holiday Inn in Fond du Lac, WI

March 17-18, 2009 – **PDPW Annual Business Conference**, Alliant Energy Center, Madison, WI

April 9 & 10, 2009 – **Heifer Facility Tours**, Throughout Wisconsin

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