

PDPW MANAGERS memo

February 1, 2008

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

- Find complete details and register today for the Nutrition Innovation Seminars!
- Find an ACE in the hole with the ACE Educational Seminar.
- Learn the goodness of laughter!

Thanks,
PDPW

Featured PDPW Member:

"PDPW always puts on such good programs and the people that attend are always great people who are willing to share ideas and thoughts. I look forward to meeting again and being a part of another PDPW event!"

~Rod Hissong, Mercer Vu Farms Inc., Mercersburg, PA

Rod Hissong is the third generation dairyman at their farm, Mercer Vu Farms Inc. His grandparents began the operation in 1949 with seven cows after his grandfather returned home from service in WWII. His parents eventually took over the dairy in 1971.

Growing up, Rod's family milked approximately 120 cows. The family, including Rod's brother Rick, incorporated the dairy in 1999 and did a business plan for expansion. They built a new dairy complex in 2002 and added a barn in 2005. Mercer Vu Farms Inc. currently has 1,600 mature cows, raise 1,300 heifers and crop 1,500 acres.

Mercer Vu Farms hauls their own milk and employs 22 full-time employees. Cows are housed in four-row, sand bedded freestall barns and milked in a double-20 herringbone parlor. Manure is flushed and sand is recaptured in mechanical sand separators. Manure is sent through solid separators where the solids are composted and some are used for bedding dry cows and heifers. Manure liquids are land applied either with irrigation or drag line application. The Hissong family grows 1100 acres of corn (400 of which is double cropped with rye) and 400 acres of alfalfa.

When asked about the Managers Academy, which Rod attended in 2006 and 2008, he said, "The Managers Academy gives me a much broader view of what our business needs to do today and in the future. It opened my eyes to a world of thought, outside of my everyday world."

For Your Dairy Business:

SHARPEN YOUR FEEDING ADVANTAGE at the 2008 Nutrition Innovation Seminars. General sessions will cover transition programs, essential fatty acids and their role in the immune and reproductive systems, and the opportunities and shortcomings of both HMSC and dried corn. Breakout sessions will focus on balancing amino acids to reduce ration protein and improve the environment, what cows have been teaching us about transition cow care and when, what and how to change your cow-feeding system. Registrations are still being accepted for both the Feb. 6 seminar in Green Bay and the Feb. 7 seminar in Madison. Register today or learn more about this seminar online at www.pdpw.org.

YOU'LL LOOK AT CHALLENGES DIFFERENTLY when the power piece of the profit puzzle is shared at this year's Annual Business Conference, March 11-12, in Madison. Captain Scott O'Grady, an Air Force fighter pilot, will disclose what he discovered within himself as he faced death, capture and the elements when shot down over Bosnia while helping to enforce the NATO no-fly zone in an F-16. Captain O'Grady's compelling life-and-death story will inspire us to view challenges differently, embrace change and discover success even under extremely trying circumstances. Register today for the Annual Business Conference so you can hear this dynamic presentation. Go to www.pdpw.org to see the recently released Annual Business Conference Flyer and to register.

SIT SHOULDER-TO-SHOULDER WITH LOCAL DECISION-MAKERS—community leaders, elected officials and conservation officials—on Tuesday, Feb. 12, at the ACE Educational Seminar in Kimberly and help inform and educate them on issues important to you and the dairy industry. You'll also learn about what is important to our state's communities. PDPW is an active partner in ACE (Agriculture Community Engagement), along with Wisconsin Counties Association and the Wisconsin Town Association. If you agree that agriculture and local communities can co-exist and thrive—and want to hear and be heard, then register today. Go online for more details.

PROMOTE YOUR BUSINESS AND SUPPORT WISCONSIN'S DAIRY PRODUCERS. Avenue #1 is having a booth at PDPW's Annual Business Conference trade show. The cost is just \$500, and you'll be reaching hundreds of Wisconsin dairy producers during the two-day show, March 11-12, in Madison. Reserve your booth space today as this is your last chance to be included on the PDPW Profit Center CD. Avenue #2 is by becoming a PDPW corporate sponsor. You'll be surprised just how a little money can get you a lot of recognition and promotion. Call 800.947.7379 today to learn more.

For Your Business Mind:

EIGHTEEN STATES. FOUR COUNTRIES. SOLD OUT CONFERENCE. Yes, the 2008 Managers Academy—developed and coordinated by PDPW—was a huge success. Equally as impressive as the numbers are the comments from attendees: "I learned in an entertaining, non-threatening environment by engaging in small group discussions how to better communicate, plan and strategize progress in my business and to help my dairy clients in theirs," Alyn M. McClure, DVM from Arizona, and "The Managers Academy is a great opportunity to network with forward thinking progressive dairymen. I also valued the opportunity to spend time with a group like this to energize and recharge my batteries," Jamie M. Kulesa, dairy producer from Idaho. Last week's executive training event in Phoenix helped find the entrepreneur in each attendee and delivered fresh, real-world insight. Managers departed with the tools to drive success, deliver results and obtain margins needed year after year.

RECEIVE FUNDING FOR INNOVATIVE CONSERVATION PROJECTS, thanks to the Natural Resources Conservation Service and its national 2008 Conservation Innovation Grant (CIG) program. Although there is no state-specific grant program in Wisconsin this year, individuals are encouraged to apply for the national CIG program. If you are an active farmer and have a pilot project or field demonstration, particularly one focusing on water quality or on-farm energy production or conservation, then your project has particular merit. The deadline for grant applications is Wednesday, Feb. 20. The CIG contact in Wisconsin is Don Baloun, don.baloun@wi.usda.gov. Good luck!

BOOK REVIEW: RETURN WITH HONOR is more than a fast-paced, true-life thriller about the endurance of Air Force Captain Scott O'Grady being tested to his limits when he is captured after being shot down in Bosnia. *Return with Honor* is an inspirational, exciting story of faith, hope, trust, survival, strength and a desire to live. Many readers praise the book as they find themselves applying methods O'Grady used in tight situations to their own lives. Read this book now before you hear Captain O'Grady at PDPW's Annual Business Conference or read it after his presentation. Either way, you'll be glad you did.

IF YOUR CELL PHONE HAS A BUILT-IN CAMERA, SNAP AWAY. But know that the resolution setting will determine if your photo is print quality. You can set your cell phone's camera resolution setting by going to "options," then selecting "resolution." Go with a lower resolution setting when you want to keep the picture on your cell phone or send it to another cell phone via messaging service. Select the highest setting if you want to print the photo at a later date. Remember: the higher the resolution, the larger the size of the picture file, thereby using more memory in the cell phone. If you take all pictures at the highest setting, you'll have less room to store photos and other files on your cell phone.

LAUGHTER IS GOOD FOR THE SOUL, and each of us can add more laughter to our life. A good start is to practice laughing 5 minutes a day. Other easy steps include laughing with other people when they laugh, seeking out entertainment that makes us laugh, amusing ourselves with our own sense of humor and giving ourselves permission to laugh at anything. Another easy way to add more laughter in our lives is to wear a smile, as a smile puts us closer to laughter.

Tech Tips From Techsquad:

The Truth about USB Devices

USB devices (such as storage devices, flash drives, mp3 players, electronic devices, etc) should be disconnected from your computer in a specific way. This comes as a surprise to most people, but you are not supposed to simply pull it out and disconnect it from the computer.

When a USB device is connected to your computer, there should be an icon in the lower right corner of your screen next to the time display that says "Safely Remove Hardware" when the arrow is moved over it. The icon looks like a rectangular card with a green arrow over it. Right click on that icon and then click "Safely Remove hardware". A box will come up displaying the USB device connected to your computer. Select that device, and then click "Stop". After that, a message should appear saying the device can now be safely removed from the computer. At this point, disconnect the device from your computer.

The reason for doing this is simple: when a USB device is connected, your computer is communicating with that device. When you use the 'Safely Remove Hardware' icon to first stop the device, it tells your computer that its going to be disconnected, so the computer finishes what its doing with that device and then lets you know that it can be safely removed. If this method is not used, the communication between the computer and the USB device is interrupted and you run the potential risk of causing problems to the USB ports on your computer and/or the USB device itself, not to mention possible data loss. With most USB devices this probably won't happen, but getting into the habit of removing USB devices the correct way can save you the potential risk.

To learn more about TechSquad, 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:

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

Feb. 12: PDPW Agriculture Community Engagement Educational Session, Liberty Hall, Kimberly, Wis.

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

April 9 & 10, 2008: Dairy Herdsman Training

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