

# PDPW MANAGERS memo

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February 28, 2008

Highlights in this e-newsletter include:

- Annual Business Conference evening speaker announced!
- Annual Business Conference pre-registration deadline is Monday, March 3
- Earn Registry of Professional Animal Scientists continuing education credits when you attend Annual Business Conference
- Enhanced Internship Program details are released
- Wisconsin Sesquicentennial and Century Farm applications are due

Thanks,  
PDPW

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## Featured PDPW Member:

"My favorite part of the PDPW Annual Business Conference is the networking with other dairy producers and other dairy professionals in the Hall of Ideas. The conference is a refreshing escape from our daily routine, and it is very uplifting to associate with positive people who share the same business challenges every day and when planning for the future."

~Randall Bonde, Bonde Acres Dairy, Newton, Wis.

Randall and his wife Mary own and operate Bonde Acres Dairy. Their 145-cow herd of Holsteins averages 90-95 lbs. per head per day, and are milked in their 12-stall flat parlor with 6 units and ATO'S. Bonde's calves are raised on their farm until they are 4 months old. They then go to a heifer raiser until they are 7 months pregnant, and are moved back to the farm to start the transition process. Additionally, they own 240 acres and rent an additional 20. All crops are custom planted and harvested. The Bonde's have a liquid manure storage facility and bed with sand.

When asked about his favorite PDPW program, Randall said, "The PDPW Enhanced Internship Program has by far been the most rewarding experience." He further explained that "Life is all about people and relationships, and the internship program gives us a chance to live and learn and grow and teach the next generation of dairy professionals."

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## For Your Dairy Business:

**COACH BRET BIELEMA AND A LIVE AUCTION PROMISE HIGH EXCITEMENT** at the Annual Business Conference on Tuesday evening, March 11, in Madison. Bielema will share the tools that help players achieve on the field and off the field—and the tools that help 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 head coaches. Another fun Tuesday evening event is the PDPW Education Foundation live auction. Seven awesome items are up for grabs: a registered, high-pedigreed Jersey calf, OF Maximus Chelsea, an Alliant Energy Suite in Veterans Memorial Coliseum during World Dairy Expo 2008, family-sized Kalahari Waterpark Resort gift certificate, WestfaliaSurge rotating cow brush, Profit Puzzle quilt, 10-person pheasant hunt and a six-person Lake Michigan charter fishing trip. To learn more about the live and silent auction items go to [www.pdpw.org](http://www.pdpw.org).

**PROPOSED DNR'S RUNOFF MANAGEMENT RULES COULD IMPACT YOUR MANURE HANDLING PRACTICES.** Get the skinny regarding the proposed revisions to DNR's Runoff Management Rules and Impact on Agriculture (NR-151) during this Tuesday, March 11, session at the Annual Business Conference. Speakers Dave Jelinski, DATCP, and Russ Rasmussen, DNR, will discuss proposed tillage setbacks, establishment of a statewide phosphorus index and modifications to the erosion and nutrient management performance standards. You'll want to be all ears as the proposed revisions could affect every farm in the state. Log on to [www.pdpw.org](http://www.pdpw.org) to view the flyer and to register.

**DISCOVER WHAT AND HOW GLOBAL FACTORS INFLUENCE YOUR MILK CHECK, FEED COSTS AND OTHER ITEMS** during the "Unravel the tangled web of global influencers and understand dairy's changing dynamics" session set for Wednesday, March 12, at the Annual Business Conference. Matt McKnight, VP of Export Ingredient Marketing and Industry Affairs for the U.S. Dairy Export Council, will provide first-person insight into the complex puzzle that impacts all producers, regardless of dairy size, location or management style. You'll walk away saying "I got it!" Pre-register today! Log on to [www.pdpw.org](http://www.pdpw.org) to view the complete flyer details.

**CONTINUING EDUCATION CREDIT CAN BE YOURS** when you attend the Annual Business Conference, March 11-12, in Madison. PDPW is proud to partner with the American Registry of Professional Animal Scientists to provide continuing education credits. Click on this link to learn more: <http://www.arpas.org/calendar.asp>.

**ATTENTION HERDSMEN: IMPROVE THE HEALTH OF YOUR COWS** by attending one of two intensive one-day seminars near you on April 9 or April 10. Three dynamic speakers are on tap: 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.

**COLLEGE STUDENTS ARE LOOKING FOR SUMMER INTERNSHIPS** to gain valuable on-farm experience and grow their skills. The PDPW Enhanced Internship Program connects college students to dairy producers who would like to host a summer intern and invest in the next generation of dairy producers. Each internship is created to meet the needs of the dairy producer and the student, ensuring a successful partnership, valuable experience and learning opportunity for those involved. For more information, to apply to host an intern or to apply as an intern, please call 800.947.7379.

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## For Your Business Mind:

**BE A FRIEND AND SHARE THE NEWS.** Yes, everyone in your dairy or company—and all PDPW members—can receive his or her own copy of the Managers Memo and other informative email communications from PDPW. Just send us the email addresses of individuals who would gain from the Managers Memo and other items and it's a done deal. Our email address is [mail@pdpw.org](mailto:mail@pdpw.org).

**ACE WAS AN ACE.** The exchange of information at the recent Agriculture Community Engagement (ACE) meeting was enlightening—on both sides of the coin. Dairy producers interacted with community leaders, elected officials, conservation officials and interested Wisconsinites to further develop an understanding of today's agricultural needs as we grow communities and continue to protect our water, people and economic base. Here's what three participants said about their experience: "It is great to get dairy producers together with the people making the decisions in our community," "Great opportunity to see different perspectives" and "I liked the sharing of hard data, facts not fiction."

**BOOK REVIEW: EGONOMICS – WHAT MAKES EGO OUR GREATEST ASSET (OR MORE EXPENSIVE LIABILITY)** reveals how to turn the ego from a consistent and costly liability to a fixed, appreciated asset. In their business-oriented book, authors David Marcum and Steven Smith explain why managing the power of ego is the first priority of business and detail the four early warning signs that ego is costing your company and the three principles of egonomics that turn it around. Additional chapters devoted to humility, curiosity and veracity help make this a book every leader should read. After all, ego can be a very powerful force within any business or family.

**2008 SESQUICENTENNIAL AND CENTURY FARM AND HOME AWARD APPLICATIONS** are now available. To qualify for the award, your family needs to prove continuous family ownership of a property in the state of Wisconsin for either the last 100 or 150 years. All property owners will be honored at a special Sesquicentennial and Century Farm and Home Award program held on August 5, 2008, in conjunction with the 2008 Wisconsin State Fair, July 31 – August 10. To request a copy of either application, write to Century or Sesquicentennial Farm & Home Program, 640 S 84 St., West Allis, WI 53214, call 414-777-0580, or call the Wisconsin Department of Agriculture, Trade and Consumer Protection, Bureau of Farm Services at 1-800-942-2474. Applications are due by April 1, 2008.

**THE SKYROCKETING COST OF FERTILIZER, SEED, LAND RENT AND OTHER CROP INPUTS** is prompting Wisconsin farmers to consider planting fewer acres to corn and more to soybeans, wheat and forage crops. That at least, is the consensus drawn from a survey conducted at last month's annual Corn/Soy EXPO Wisconsin Dells. The random questionnaire distributed at the event's registration desk indicates some 20 percent of responding growers plan to decrease corn acreage in order to increasing soybean acreage this spring. Along with sharply higher input costs, growers cited wide fluctuations in commodity prices and weather worries as factors influencing their crop decisions. Presentations from the 2008 Corn/Soy EXPO are posted online at [www.wicorn.org](http://www.wicorn.org).

**ONE-FOURTH OF ALL AUTO ACCIDENTS** in the United States occur in intersections. The U.S. Department of Transportation offers these three intersection safety tips: 1) Avoid following a large vehicle too closely through an intersection with stoplights because you won't be able to see if the light has changed. Also, leave enough space so you can clearly see everything in all directions before moving. 2) When entering an intersection, always yield the right of way to vehicles already in the intersection. And 3) When turning left, don't turn your wheels until you are ready to turn. If a vehicle hits you from behind, you could be pushed into oncoming traffic.

**TEN MINUTES MIGHT DO THE TRICK.** If you can't find long stretches of time to exercise, try 10 minutes. In fact, taking four 10-minute walks a day may be better for lowering blood pressure than one 40-minute walk. In one study of people with pre-hypertension, the blood-pressure lowering benefits of walking last 11 hours for those who took four short walks compared to seven hours among those who walked 40 minutes all at once.

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### **PDPW Educational Calendar:**

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

April 9 & 10, 2008: Dairy Herdsman Training

### **PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**

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