

# PDPW MANAGERS memo

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June 29, 2007

Welcome to the PDPW Managers Memo electronic newsletter!

This communication enables PDPW to keep you informed in a timely and effective way.

Thanks,  
Professional Dairy Producers of Wisconsin (PDPW)

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## PDPW CALENDAR

Oct. 30-31, 2007: Dairy Policy Summit, Marriott, Madison West

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

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

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**WE'VE MOVED! PDPW HAS A NEW**, easily accessible business office in Fond du Lac. You can find us at N5776 US Hwy 151, Suite 1, Fond du Lac, WI, 54937. Please note our new address and new fax number, 920-273-0369. Our phone number will stay the same, 800-947-7379. Stop in and see us sometime!

**THANK YOU TO THE WAAE!** A special thanks to The Wisconsin Association of Agricultural Educators, Inc. for recognizing Professional Dairy Producers of Wisconsin with the Organizational Relations Award. This honor was given as a token of their appreciation for the faithful service, leadership assistance and cooperation given to the WAAE in the promotion and furtherance of Agriculture Education.

**GET THE KNOWLEDGE TODAY'S BUSINESS WORLD REQUIRES** with Master's level training geared specifically to today's dairy industry leaders. The next PDPW Managers Academy is set for January 22-24, in Phoenix, Arizona and includes two full days of interactive business training plus a full day of touring. Leading the first day's training on strategic planning and business analysis is Jim Austin of Decision Strategies International. Tours include a visit to Shamrock Dairy, Tom Dugan's dairy, a cotton gin and a large feedlot. Look for more details to coming soon. Meanwhile, save the date and make plans to attend this exceptional business training opportunity.

**START YOUR ENGINES FOR THE PDPW YOUTH LEADERSHIP DERBY!** It's time to rev up for the fast track at the PDPW Youth Leadership Derby. This weekend conference is stacked with non-stop fun, hands-on labs and workshops, tours and valuable networking opportunities. The 2007 Youth Leadership Derby will be held November 3-4 at the Marshfield High School. The Youth Leadership Derby is a high energy, 24-hour lock-in for youth ages 15-18 who are interested in the dairy industry.

**JUNE IS NATIONAL SAFETY MONTH.** It's also a great time to stop and consider ways to stay safe at home and around the farm. With the increase in outdoor activities that typically accompany the summer months, this is an appropriate time to focus attention on injury prevention and the risks of accidental injuries. According to a report from the National Safety Council, motor vehicle crashes continue to be the leading cause of injury-related death in the country. Taking steps to avoid driving distractions and speeding and remembering to wear seatbelts can help save lives.

**SUCCESS, STEWARDSHIP, TEAMWORK, AND MENTORING** are just some of the topics business guru and author John Maxwell covers in our latest recommended reading, "Leadership Promises for Every Day." This book is a daily devotional that blends leadership wisdom and spirituality with business lessons from this widely recognized authority on the subject. With topics such as "Leader's Day," "Most Powerful Minutes," "God's Word" and "ultimate leader" this book is designed to connect you with God and provide daily leadership thoughts.

**EVALUATING NEW TECHNOLOGIES TO MANAGE MANURE AND ODOR** control is one of many duties assigned to DATCP's new livestock facility siting engineer Steve Struss. This newly created position will help meet the needs of farmers and local governments by guiding policy decisions about state odor standards. Struss is a veteran DATCP engineer, who brings a wealth of experience to this position including work on the state's odor standard and 16 years of designing farm conservation practices. You can contact him directly by phone at 608-224-4629 or email [steve.struss@wisconsin.gov](mailto:steve.struss@wisconsin.gov).

**CONCENTRATED ANIMAL FEEDING OPERATIONS** workshops, hosted by the Wisconsin Department of Natural Resources, continue over the next few weeks and pre-registration is required. This is your chance to get questions answered and hear first hand how recent revisions to CAFO regulations may impact you and your operations. Expansion workshops take place July 17, in Eau Claire and July 19 in Green Bay. Current Permit Workshops are scheduled for July 10 in Richland Center, July 18 in Eau Claire and July 24 in Green Bay. To pre-register call 800-822-7675 or e-mail at [Laura.Lueders@wisconsin.gov](mailto:Laura.Lueders@wisconsin.gov) at least 10 days prior to the event. A brochure is available online at [http://dnr.wi.gov/org/water/wm/nps/ag/CAFO\\_brochure\\_07.pdf](http://dnr.wi.gov/org/water/wm/nps/ag/CAFO_brochure_07.pdf).

**FAIR SEASON IS HERE** and with it comes a great opportunity to speak up for animal agriculture and tell our story to non-farm audiences. It is increasingly important that consumers know and understand not simply where their food comes from but also that we care about the health and comfort of our animals. The Wisconsin Milk Marketing Board offers the following "be attitudes" for dealing with the non-farming public: Be prepared with two or three key ideas; be positive and find ways to turn negatives into positives; be honest; be brief; be yourself; be energetic; be focused. Make sure everyone knows that we are animal care specialists.

**THE WISCONSIN RURAL LEADERSHIP PROGRAM IS SEEKING HIGHLY MOTIVATED LEADERS** who live in Wisconsin, already actively involved in their communities, but with a commitment and capacity to take on higher leadership responsibilities. This two-year program will take you on a journey of eight Wisconsin seminars dealing with various topics such as environmental issues, technology, state government, diversity, global economics, urban issues, leadership, and tension between individuals and community. The program also includes a one week seminar in Washington DC, a one week seminar somewhere in the US, and a two week international seminar. Applications are currently being accepted. Visit [www.uwex.edu/ces/wrlp](http://www.uwex.edu/ces/wrlp) to download an application under "How to Apply" or call 608-263-0817.

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