

PDPW MANAGERS memo

October 9, 2009

Keep reading to see these highlights and more:

- Registration deadline approaching for Calf & Heifer tours. Register today and get on the bus!
- Check out the new and improved PDPW website!
- Tips to overcome perfectionism.

Thanks,
PDPW

For Your Dairy Business:

KEEP TRACK OF INDIVIDUAL ANIMAL WEIGHTS. That's the advice Greg Goodell of The Dairy Authority, Greeley, Colo., gives heifer-growing operations, adding that weights provide an objective measure of whether growth targets are being met. Speaking at the American Association of Bovine Practitioners annual meeting in Omaha, Neb., Goodell said heifer-growers should weigh heifers at three key times: 1) upon arrival; 2) at pre-breeding; and 3) one to two days before departure. He notes that heifers arriving at lower-than-normal weights may indicate a health problem at the source farm.

WITH IMPORTANT CULLING DECISIONS made on the farm almost every day, UW-Animal Science Department has a practical training workshop in cattle reproduction that could help with that decision-making process. "This training will help producers make more informed decisions about the reproductive status of their cattle," says Dave Northey, workshop instructor. Northey explains that two of the most important points of the training are seeing reproductive structures and relating them to events of the estrous cycle or early pregnancy. The hands-on instruction using live animals covers palpation/ultrasounding of ovaries and uterus, discussion of key hormones involved in the estrous cycle and early pregnancy, and application of this knowledge to problem breeders within the herd. Northey adds that recent workshop attendees include employees of two large dairies, which upon completion of the class, assumed a larger role in the reproductive management of their respective herds. To learn more about this training opportunity, contact Dave at noresk42@yahoo.com, or 608-263-5650. Editor's note: Attendees at the Nov. 7-8 Youth Leadership Derby in Milton will be privy to a snippet of the practical training during a 60-minute workshop session.

SUPER-SHEDDERS ARE A MENACE TO DAIRY HERDS, and research shows that 20 percent of dairy cows positive for Johne's disease are super-shedders, notes Dr. Bob Whitlock, University of Pennsylvania. Dr. Whitlock explains that super-shedders shed more *Mycobacterium avium* subsp. *paratuberculosis*, the bacteria known to cause Johne's disease, than all other cows combined, with major new findings showing that just one super-shedder can excrete more MAP colony-forming units per day than 2,000 moderate-shedders or 20,000 low-shedder cows. The challenge is that preliminary observations suggest that most super-shedder cows do not have clinical signs of Johne's disease but are shedding as much or significantly more MAP into the environment than a typical cow with clinical Johne's disease. The best way to identify super-shedders: Test.

OCT. 15 IS THE DEADLINE TO REGISTER FOR PDPW'S OCT. 20 AND 21 CALF AND HEIFER TOURS that will feature innovative, low-cost, retrofitted and state-of-the-art facilities. Tuesday's Oct. 20 tour in northeastern Wisconsin will start and end in Appleton and includes stops at Wiese Brothers, Greenleaf, a 2,300-cow dairy that raises calves and heifers on one site; Abel Farms, Eden, that grows more than 1,200 wet calves and heifers; 3-D Dairy, Malone, that uses computerized calf feeders for its 100 calves; and Schneider Farms, Hilbert, where 3,800 calves and heifers go from warm nurseries to bedding packs to freestalls. Wednesday's Oct. 21 tour, which will start and end in Eau Claire, will trek around northwestern Wisconsin and includes stops at Marty Weiss, Durand, who uses a self-cleaning, bunker pen system and has plans for another facility; Prissel Valley Farms, Durand, that raises 100 wet calves and recently added a 550-stall heifer barn; Bussee's Barron Acres, Barron, a highly successful 2,800 calf-raising operation; and Sugar-Bol Farm, Chetek, that uses a bedding recycler and has retrofitted facilities with free-stalls and lots with mounds. Dairy producers—PDPW members and non-members—as well as industry leaders are encouraged to attend one or both tours. Registration fees cover round-trip bussing, lunch, refreshments and information that can't be gathered anywhere other than from experienced calf and heifer raisers. To register for either or both the Oct. 20 or Oct. 21 calf and heifer facility tours or to learn more, visit www.pdpw.org.

CALVES INFECTED WITH *CRYPTOSPORIDIUM PARVUM* are impacted by what calf raisers feed them. In a Cornell University experiment, calves infected with *C. parvum* fed a 28 percent protein, 20 percent fat milk replacer in amounts supplying 4.35 mcal metabolizable energy/day for one week and 5.6 mcal/day for two weeks had a significantly better outcome than *C. parvum*-infected calves fed a 20/20 milk replacer supplying 2.44 mcal ME/day. At the end of three weeks, the better-fed calves gained 130 grams per kilogram (of milk replacer ingested) per day while the conventionally fed calves lost weight.

WHAT AN EXCITING AND ENLIGHTENING LINE-UP OF SPEAKERS, TOURS AND ACTIVITIES are on tap at the 2010 Youth Leadership Derby, the weekend of Nov. 7-8, at Milton High School, Milton, Wis. Youth ages 15-18 will walk away from this event prepared for personal success and more fully informed about careers in the dairy industry. They'll also know more about cows, crops and communication and will have made several new friends and industry connections. Plus, they'll have had a lot of good, wholesome fun! Registration fee of \$100 per person covers all training materials, trips and food. Why not register your teen, a neighbor's teen or sponsor a youth to encourage the next generation of dairy industry leaders. To find out more visit www.pdpw.org.

PDPW'S FRESH UPDATED WEB SITE IS NOW A ONE-STOP SHOP FOR IMPORTANT, CURRENT INFORMATION, including weather updates for your location, market reports and national agricultural news headlines and articles. Tabs across the top of PDPW's home web page allow visitors to learn more about PDPW as an organization, hear from PDPW members themselves and access and sign up to receive the organization's three key communication vehicles: the monthly *Manager's Memo* and *Capitol Link* e-newsletters and the PDPW-sponsored *AgriView's Dairy's Bottom Line* tabloid. Information about PDPW's Education Foundation is also provided. "As the largest producer-led education organization in the nation, we have a responsibility to provide our members and others within the dairy industry with information that is important to them," states Doug Knoepke, a dairy producer from Durand, Wis., and president of PDPW. "The redesign of our web site allows us to include more information, provide more helpful resources and let individuals know about scheduled educational events that can help improve their bottom line." Check out the web site's new fresh look for yourself at www.pdpw.org.

NO-COST CONFIDENTIAL ENVIRONMENTAL ASSESSMENTS AND NUTRIENT MANAGEMENT PLAN DEVELOPMENT are available to livestock producers in Wisconsin through the CLEAN^{EAST} Program which helps dairy producers—as well as other livestock producers—identify and implement farm management practices that protect the environment. Owners/operators who apply and are selected by the program receive on-site support services from a qualified Technical Assistance Professional (TAP). More details on the CLEAN^{EAST} Program can be found at <http://livestock.rti.org>.

For Your Business Mind:

EXECUTIVES WILL BUILD PROFESSIONAL COMPETENCIES AND CONFIDENCE and discover unprecedented opportunities for their company's business health during the 2010 Managers Academy, Jan. 19-21, Seattle, Wash. Developed by the Professional Dairy Producers of Wisconsin, Managers Academy includes two days of highly interactive presentations, workshops and panels coupled with one day of unique, insider-only tours of three Seattle area businesses. Key trainers Dr. David Kohl and David Parker will help attendees capitalize on the economic environment to reach peak business performance and empower them to make more effective short- and long-term decisions for the viability and advancement of their business. This executive-level training is ideal for owners and managers of dairies and other agribusinesses, whether you work independently or manage a team. The conference is limited to the first 100 who register. To learn more about Managers Academy or to register for this unique business training, visit www.pdpw.org.

WANT TO SPEND MORE TIME MANAGING AND LESS TIME answering employee questions? If so, Sara Swenson, Lookout Ridge Consulting, urges owners and managers to identify internal leaders and grow their skills. "This will allow those individuals to become the first contact for employee questions and allow you to focus on management." To build up leaders, Swenson recommends following these tips: 1) Remember that each employee's growth will be a process, not an event. 2) Identify each potential leader's strengths and weaknesses so you can effectively focus your time with them. 3) Allow each person one-on-one time with you and make sure they understand and comprehend the role that they are working to fill. 4) In the beginning, when other employees come to you for assistance, make certain the identified leaders are on hand to observe you and learn how you handle situations. "Over time, the transition will take place," Swenson states, "and employees will go to the identified leader. You will have an opportunity to observe how they handle situations, offer assistance and support—which will build their confidence as well as your confidence in them." After you have attained a level of comfort, Swenson says it is time to let your developed leader flourish and handle situations independently. But don't forget to check-in on the process, continue to support the individual and set goals to promote continued growth. "Encourage the development of others by giving responsibility and holding them to be accountable," she concludes.

BOOK REVIEW: *WIRED TO CARE*. Dev Patnaik, business strategist and adjunct faculty member at Stanford University, partnered with word wizard Peter Mortensen to deliver a 251-page management manual that underscores the importance of not running a business by numbers alone, maintaining that business people will do better when they are empathetic and understand customers, partners, suppliers, others. With businesses not worrying about their own problems and caring about the world around them, the authors share how businesses can see new opportunities faster than their competitors and use powerful anecdotes—case studies that haven't been hashed over in the popular press—to bring their message to life. Broken into 11 easy-to-read chapters, *Wired to Care* maps a path to better profits, better products and happier employees by seeing the world through new eyes. At the end, science takes center stage and pulls the three part-book—"The Case for Empathy," "Creating Widespread Empathy" and "The Results of Empathy"—together, with the author spending 30 pages exploring the scientific underpinning of the success stories included in the book. One reviewer's remarks: "*Wired to Care* will convince you that businesses succeed with their hearts as much as their heads. Dev Patnaik has given us just what we need for the lean years."

STRIVING TO MAKE EVERYTHING 'PERFECT' can result in guilt, pessimism and "What's the use" thinking—and who wants those feelings. The good news is that what was learned—perfectionism—can be unlearned. And, while overcoming perfectionism takes effort and time, the benefits are well worth it. Ten helpful ways to overcome perfectionism include 1) Admit to yourself that you are human. 2) Realize you will make mistakes and that that is okay to make mistakes. 3) Make sure your goals are realistic and attainable. 4) Like yourself as you are, not how you think you should be. 5) Do not define your success as "best" or "first." 6) Base your expectations on what you have done in the past, not what you think you should be able to do now. 7) Don't measure your success against others' success. 8) Concentrate on the task and the joy of doing it, not on the result. 9) If you are feeling stressed, stop and realize that you are pushing yourself too hard. 10) Intentionally make mistakes occasionally and notice that the world did not end.

IT PAYS TO COMPARISON SHOP AND LOOK BEYOND THE BASIC TICKET PRICE before booking airfare. Many commercial airlines now charge \$15 for your first checked bag and as much as \$30 for your second piece of checked luggage. That's an additional \$30 to \$90 per roundtrip than the ticket price reflects. Thus, a \$200 roundtrip ticket can quickly add up to \$290 with two pieces of checked luggage. In early September, three airlines—United, American, Continental and Delta—imposed an additional \$10 fee if you fly on the year's busiest travel days such as the Sunday following Thanksgiving and the weekend of Jan. 2-3. This extra \$10 doesn't appear on the ticket's price but instead is listed as a "miscellaneous surcharge." To learn what each airline charges—or doesn't charge—for checked baggage, visit:

<http://www.airfarewatchdog.com/AirfareWatchBlog/tabid/54/articleType/ArticleView/articleId/868/Checked-bag-fees-airline-by-airline.aspx>

PDPW Education Calendar:

October 20 & 21 – **Heifer Facility Tours**, Two – One day tours in WI

November 7-8 – **Youth Leadership Derby**, Milton High School, Milton, WI

November 11-12 – **Dairying Duo: Herdsperson Training**, One day about the cow, one day about the people

December 1 – **Commodity Marketing Class**, Introduction and Sign-up session, Beaver Dam, WI

December 8,9 &10 – **Calf Care Connection**, Arlington, Chilton, Eau Claire, WI Three – One-day workshops

January 19-21, 2010 – **Managers Academy**, Seattle, Washington

January 20, 2010 – **Masterlink Microsoft Training** (Excel, Word and Outlook), Appleton, WI

March 16-17, 2010 – **PDPW Annual Business Conference**, Alliant Energy Center, Madison, WI

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