

PDPW MANAGERS *memo*

December 14, 2007

Managers Memo highlights:

- Registrations are now being accepted for the 6-class Commodity Marketing Class. Details are below.
- Announcement of the Annual Business Conference keynote speaker.
- Hear from Calf Care Connection attendees.
- Learn more about computer options with Tech Tips from Techsquad.

Merry Christmas to you and your family!

Thanks,
PDPW

Featured PDPW Member:

"PDPW provides cutting edge educational programs that help fine tune employee and management skills, which improves business profitability."

~Gary Tauchen

Tauchen Harmony Valley, Inc. is a family owned dairy farm near Bonduel. Herbert and Marlys Tauchen, along with their four sons- Gary, Alan, Steve, and Greg, complete the management team. They milk 1000 cows and farm 1700 acres.

When asked about their favorite PDPW event, Gary explained, "The Dairy Policy Summit is extremely valuable because policy and politics affect us all. The summit brings together producers, government agencies, legislators, university researchers, industry, and town and county officials. It offers an excellent opportunity to network and discuss some of the most important issues affecting our industry, including the environment, food safety and animal health, land use, global trade and energy."

For Your Dairy Business:

MARKETING TOOLS AND PRINCIPLES TO SUCCESSFULLY MARKET MILK and other commodities are being taught in a 6-class Commodity Marketing Course being held at the Fox Valley Technical College. PDPW is now accepting dairies and dairy businesses to register for these classes and the first class is running from 1 - 3 p.m., on January 7, with the remaining five classes set according to participant's schedules. Go to www.pdpw.org for complete details or call the office at 800.947.7379.

UW-FOND DU LAC IS THE LOCATION FOR THE NEXT PDPW DAIRY CONNECT™ communications training program. Scheduled for January 30, *Dairy Connect™* is a one-of-a-kind program that provides the highest level issues and communications training geared exclusively for the dairy industry. This will be the first time we've offered this unique program in eastern Wisconsin. The program is limited to 15 people, so those interested should call today to secure a spot or register online today.

NEW WORLD NUTRITION APPLIED TO REAL WORLD STRATEGIES. That's the essence of PDPW's Nutrition Innovation Seminars slated for February 6 in Green Bay, with an identical session repeating in Madison, February 7. These seminars are geared specifically towards feeding managers, dairy owners and nutrition consultants. Accordingly, we have assembled a high-powered group of world-renown speakers, including: Dr. Jim Drackley, University of Illinois Champaign-Urbana, Professor of Animal Sciences and Nutritional Sciences and Director of the Midwest Dairy Consortium; Dr. Mary Beth Hall, USDA Dairy Forage Research Center, Madison, Wis.; Dr. Charlie Sniffin, President of Fencrest, LLC, New Hampshire; and Dr. Charlie Staples, University of Florida. The program brochure and registration materials are posted online at www.pdpw.org.

IT IS A GREAT HONOR TO ANNOUNCE OUR KEYNOTE SPEAKER for this year's Annual Business Conference: Captain Scott F. O'Grady. With more than 1,300 military flying hours including over 1,000 in an F-16, Captain O'Grady tells an incredible story of how he survived in hostile territory for six days before being rescued by the U.S. Marines. His courageous story is documented on the Discovery Channel presentation, *Behind Enemy Lines* and in the bestselling book *Return with Honor*. He also was featured on CNN's *Voices of the Millennium*, and *Then and Now*, series focusing on influential personalities of the past 25 years and is sure to be an inspiration. Interested tradeshow exhibitors should make sure to sign up by January 1 to qualify for the early-bird special pricing. Online registration will be available next week, and the complete flyer will be available next month.

For Your Business Mind:

"PERTINENT, INFORMATIVE FOR ALL producers and industry reps" is how Jeannie Winkelman describes the recent Calf Care Connection Seminar she attended. Likewise, Joel Griebnow noted the seminar came at right time because of salmonella outbreak in his calves and said: "With the research of Cornell University and the Wisconsin Veterinary Diagnostics Lab, it gave me the answers I was looking for to hopefully prevent the next outbreak from happening." Attendee Amber Cordes says, "The most valuable part of the *Care Care Connection* was being able to bounce ideas and experiences of other producers and the speakers and vets" and Troy Ripp enjoyed "sharing info with others from different farms, large and small, specialized and organic."

THE MASTERS' LEVEL BUSINESS TRAINING PROGRAM, MANAGERS ACADEMY, is available only through PDPW and it provides hands-on training that you can't get anywhere else. This year's Manager's Academy is full, however, so if you've missed your chance to enroll, keep it in mind for next year and remember to act early. If you are enrolled, we'll see you in Phoenix January 22-24!

BOOK REVIEW: A LEADERSHIP BOOK IN NOVEL FORM is our holiday recommended reading for you. *The Gold Mine: A Novel of Lean Turnaround*, by Freddy and Michael Ballé, incorporates the technical and human elements necessary to maximize value and minimize waste in the business world. *The Gold Mine* explains the concept of 'lean' as a business system—using an easy-to-read, realistic story showing how principles are interrelated and how they lead to useful tools. This is a light, enjoyable read with useful messages for anyone interested in industry and operational turnaround and would make a great holiday gift for any business-minded person.

YEAR END MONEY MOVES COULD SAVE you considerable time and expense, especially in light of the successful year many dairy producers have enjoyed. The web site <http://dontmesswithtaxes.typepad.com> has a 5-part series offering many pertinent tips for financial housecleaning. From taxes, investments, and retirement to end-of-year tasks to tie up financial details, this series is worth reading. Dairy producers also will want to check on the Wisconsin Dairy and Livestock Farm Investment Credit. Information on this is available online at <http://www.dor.state.wi.us/faqs/pcs/dairy.html#d1>.

THE CENSUS OF AGRICULTURE IS COMING SOON to a mailbox near you! This count is taken every five years and looks at land use and ownership, operator characteristics, production practices, income and expenditures and many other areas. Report forms for the 2007 Census of Agriculture will be mailed to farm and ranch operators on December 28, and completed forms are due back by February 4, 2008. Producers can return forms by mail or, for the first time, online via a secure web site. For America's farmers and ranchers, the Census of Agriculture is their voice, their future and their responsibility!

WHAT DO ROLLS-ROYCE ENGINES HAVE TO DO WITH WISCONSIN dairy businesses? Both are world class industries that continually see the need to invigorate and incentivize its workers. A very successful employee-engagement program at the Rolls Royce Engine Services-Oakland division is paying big financial and worker morale dividends for the company and could serve as a model for dairy businesses of all sizes. The core program includes weekly leadership walk-arounds and employee huddles; a meeting effectiveness program; employee-driven communications team; leadership training program and customer understanding initiative. The program is detailed in the December "Incentive" magazine, also available online at www.Incentivemag.com.

Tech Tips From Techsquad:

12 Surefire Signs Your Business is Ready for a Server

At one time, servers only made sense for large organizations because of their high cost and complexity. But today, there are very affordable and easy-to-implement server systems designed specifically for a growing small business. If you're not absolutely certain that installing a server could help your business enough to justify the cost, here are 12 surefire signs that your business could definitely benefit from an upgrade.

1. You have two or more computers that need to share office equipment (printers, fax machines, scanners) and resources (Internet access).
2. You have irreplaceable files and data residing on more than one computer that need to be secured from loss, corruption, or unauthorized access.
3. You need (or would like to have) secure access to your computer files while traveling or working from home.
4. You need to back up critical files on more than one computer, and you would like to be able to restore accidentally deleted files or previous versions of your files.
5. You need CRM (customer relationship management) software and accounting programs to manage and communicate with your growing list of clients and vendors.
6. You need to manage different versions of one file.
7. You need a central communication system that makes it easy to schedule group meetings and share information with employees, vendors, and customers.
8. You need to allow employees to share databases and other software tools.
9. You would like to send group faxes and e-mail broadcasts to customers.
10. You want to save money by hosting your own company website and e-mail.
11. You want to control employees' access to sensitive financial records and personnel information.
12. You want a central access point for information instead of having to hunt down various files and data on various computers on your network.

To learn more about TechSquad and how to avoid computer disasters, 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.

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