

PDPW MANAGERS memo

March 28, 2008

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

- The Herdperson Training had an overwhelming response and is now full.
- Need summer help and want to impact a future dairy leader? Host an intern!
- Earth Day is April 22, but the dairy industry celebrates every day!

Thanks,
PDPW

Featured PDPW Member:

"Any PDPW event I have ever attended, I have always come away with a cup full of knowledge which has had huge benefits to our dairy."

~Logan Bower, Pleasant View Farms, Blain, PA

Logan Bower and his team of eleven employees milk 500 Holsteins and farm 650 acres in central Pennsylvania. Most of their field work is done by custom contractors, allowing them to concentrate the efforts of their labor force on the care of the cows and calves.

"Dairy farming, like any other business, is constantly evolving," said Logan. "Education is the key to keeping up with this constant change." Logan has attended multiple PDPW Annual Business Conferences and Managers Academy executive education programs. "PDPW has afforded me numerous opportunities to travel to different parts of the country and network with producers from around the country. In order to develop a vision for the future, I feel it is important to look beyond your own state's boundaries," he said. "PDPW's programming has helped me to keep a finger on the pulse of the dairy industry along with maintaining a panoramic view of the industry."

For Your Dairy Business:

HERDSPERSON TRAINING SESSION HAS FILLED. Both of these one-day, hands-on sessions have filled to capacity. Attendees will learn to better prevent, diagnose and proactively handle some of the most challenging situations in their milking group. The session will include a two-hour advanced bovine reproduction course taught by Dr. Roy Ax, University of Arizona, and a three-hour advanced cow-side practice and decision-making session taught by Dr. Jerry Gaska and Dr. David Ohman, leading Wisconsin bovine practitioners. Training was limited to the first 45 registered per day in order for a unique one-on-one training.

HOST AN INTERN OR BE AN INTERN and both sides are winners. The PDPW Enhanced Internship Program is accepting applications for student interns and for dairy producer hosts. This internship opportunity is a win-win situation. Interns gain valuable practical, hands-on experience and hosts have an extra person who truly cares about dairying and wants to learn from you. To learn more, call 800.947.7379 or email sorth@pdpw.org. Applications for both students and producers are available [at this link on the PDPW website](#).

THE PRODUCER-LED NATIONAL DAIRY ANIMAL WELL-BEING INITIATIVE wants your comments and suggestions regarding the Initiative's Draft Principles and Guidelines. The Draft Principles and Guidelines, presented at the 2007 World Dairy Expo, are intended to provide a uniform umbrella of assurance that the industry is meeting its ethical obligation for dairy animal well-being. Topics covered include nutrition; animal health; management; housing and facilities; handling, movement and transportation; and third-party oversight. To learn more, please visit www.dairywellbeing.org.

IF YOU'RE INTERESTED IN THE PREVENTION AND CONTROL OF JOHNE'S, then register now and attend a special industry-wide workshop, "New Horizons in Johne's Disease Control," on Friday, April 18, at Michigan State University. The workshop—open to producers, veterinarians, extension specialists and other interested professionals—will highlight field application of cutting-edge research to help producers control and prevent Johne's disease. Registration is just \$10/person. For a meeting agenda and to register, visit www.jdip.org.

For Your Business Mind:

MARION BARLASS, MARK DIEDERICHS AND PATTY ENDRES are your three new board members elected at PDPW's Annual Business Conference. Barlass runs a family dairy of 400 registered Jerseys in Janesville and has three children who have dairy science degrees. She has served on committees for the University of Wisconsin as well as for the Wisconsin Department of Agriculture. Barlass states that she is "determined to help keep the dairy industry strong and moving forward for our generation and for generations to come." Diederichs, of Malone, is part owner and general manager of Lake Breeze Dairy, a 3,000-cow dairy that utilizes a methane digester to produce enough electricity to power 600 homes. In addition to having served on numerous cooperative boards, Diederichs is on the Ag Ambassador Committee for the Fond du Lac Area AgriBusiness Council and was the Communicator of the Year from DBA in 2004. Endres of Lodi owns and operates Endres Jazzy Jerseys along with her husband Dave. Involved in the industry for 22 years, Endres has served on several agricultural committees including chair of Young Farmer and Women's Committee for Farm Bureau, is a Waunakee FFA Alumni founding member and part of the state Farm Bureau's speaker bureau. These are your PDPW board members, and you are urged to get to know them.

RECESSION: YES? NO? Only the future can tell. We are all well aware of the slumping housing market, rising unemployment and anemic gross domestic product growth. Even with these factors occurring, some economists maintain that the nation should avoid slipping into a recession this year. Other economists contend that a recession has already begun. Additional facts and opinion about the economy can be found at <http://www.bloomberg.com/apps/news?pid=20601068&sid=aVjval7eKD.0&refer=home>.

ALTHOUGH EARTH DAY IS EVERY DAY ON A DAIRY FARM, let's celebrate our nation's designated Earth Day, April 22, by sharing information about the dairy industry's dedication to the environment and the earth. And let's stress that, as dairy producers, we are dedicated to the environment and the earth all year round. Why not write a letter to the editor of your local newspaper highlighting this fact. You may be surprised what an impact one letter can have on a community.

When communicating with friends and community members, keep these three key messages in the back of your mind to effectively share information about your dairy business and our industry:

1. Farmers are the original environmentalists.
2. Dairy producers take pride in serving as good stewards of the land, water and air. (Use examples from your farm to illustrate the many ways a dairy protects the land. For example, explain that farms have "dieticians" for the soil to ensure all of the necessary nutrients are available.)
3. Every day is Earth Day on a dairy farm. Dairy farm families live and work on the farm, where they enjoy the environment and do their part to ensure a clean and healthy earth for the next generation.

YOU CAN EITHER WIN THE LOTTERY OR READ "How Come That Idiot's Rich and I'm Not?" by Robert Shemin to discover the secret to financial well-being. Author Shemin urges us to toss out old money-making rules and replace them with wealth-friendly, upside-down thinking. He explains which three assets we must own to become a rich idiot—and how to obtain these assets with little or no money of our own. Plus, he tells us how setting one powerful success goal can change our financial lives. And all is shared in a fun, witty way.

YOU CAN USE BODY LANGUAGE to your advantage. Whether in a professional setting or social environments, people form a judgment based on body language first and message second. We send signals with individual parts of the body as well as in concert. Bored people tap their feet, drum their fingers or look anywhere but at the person talking. An open person keeps arms uncrossed and often uses hands for gestures. Eye contact is most likely prolonged and relaxed. What is your body language telling others? To learn more about body language and how to use it to your advantage, check out http://changingminds.org/techniques/body/body_language.htm.

THE FIRST WARM, SPRING WEEKEND IS THE IDEAL TIME to give your vehicle a good spring cleaning. Before washing your vehicle, clean and vacuum the inside. Once that task is completed, wet down the vehicle and wash away debris using a mist-spray nozzle on your hose. Blast the undercarriage and wheel wells with the hose to remove as much salt buildup as you can. Using a bucket with tepid water and soap, sponge down all areas of your vehicle gently, rinsing the sponge frequently. Fender and bumper areas should be done last. Rinse the whole vehicle, from top to bottom, before any soapy areas are allowed to dry. Dry the vehicle lightly with a chamois or natural-fiber drying cloth. A spring-time handwash may be better than commercial carwashes as many carwashes recycle a certain portion of their water and busy, winter-thaw days may result in salty water in their water.

SEND FELLOW EMPLOYEES THEIR OWN MANAGERS MEMO so they know what's happening in the dairy industry. You can add their email addresses to this valuable mailing list by emailing us at mail@pdpw.org.

PDPW Educational Calendar:

April 9 & 10, 2008: Dairy Herdsman Training

April 2 & 3, 2008: PDPW Committee Days

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