

# PDPW MANAGERS memo

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March 6, 2009

If you depend on dairy, you'll want to be at the PDPW Annual Business Conference, March 17-18 at the Alliant Energy Center in Madison!

This conference is the one place to find the best business resources, inspiring positive energy and camaraderie with friends in the dairy industry. The pre-registration deadline is Tuesday, March 10, with late and walk-in registrations being accepted the day of the conference. We are excited to extend this outstanding opportunity to improve and enhance your business. We serve you, and we hope you can join us at the Annual Business Conference!

Along with Annual Business Conference information, this Managers Memo features:

- ✓ Tips for problem solving and decision making.
- ✓ Insight on credit cards
- ✓ A link to the complete line-up of items available through Live & Silent Auctions held at the Annual Business Conference.

Thanks,  
PDPW

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## FEATURED ANNUAL BUSINESS CONFERENCE SESSION:

**WEIRD. WACKY. THAT'S TODAY'S ECONOMIC TIMES.** And you'll be able to understand what in the world is happening in these times when you attend Mark Pearson's general session on Tuesday, March 17. Combining humor and fact, Mark will delve into changing consumer trends, demographics, land values and ag policy as well as provide an update and outlook for the farm markets and global trends impacting these markets. This well-known "Market to Market" broadcaster, former Assistant Secretary of Agriculture for Iowa and past senior editor of "Successful Farming" magazine will tackle the realities and leave you with manageable insights and information that can help boost your bottom line. Visit [www.pdpw.org](http://www.pdpw.org) to see the conference flyer or to register online.

"The PDPW Annual Business 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."  
Randy Bonde, Bonde Acres Dairy, Newton, WI

Visit [www.pdpw.org](http://www.pdpw.org) to see the complete line up of speakers and sessions at the Annual Business Conference or to register online.

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## For Your Dairy Business:

**ABC WILL TAKE YOU TO ALL THE WAY TO 'XYZ'.** That's right. This year's Annual Business Conference (ABC) will cover the gamut with it's highly interesting—and profit enhancing—specialty sessions. You will have the choice of 18 breakout sessions, along with the valuable general sessions! Topics include growing your next middle manager, preserving farmland, immigration, energy opportunities, making sound feed decisions without cutting production, planning today for your business tomorrow, working with your lender and estrus synchronization programs. And that's just a sampling of the session topics. You can learn more by reading the ABC brochure online by visiting [www.pdpw.org](http://www.pdpw.org).

**HAVE YOU GOTTEN A CHANCE TO READ LAST WEEK'S MAIL?** Check out the Feb. 25 issue of Hoard's Dairyman to become more in-the-know about the upcoming Annual Business Conference with the special PDPW section. Ditto for Agri-View's PDPW Dairy's Bottom Line special section that arrived in their Feb. 26 issue. It contains valuable information about the conference and its diverse and insightful speakers.

**HANDY FACT SHEETS ON NCRS FARM BILL CONSERVATION PROGRAMS** have been released and are available on the web at [www.nrcs.usda.gov/programs/farmbill/2008/ataglance.html](http://www.nrcs.usda.gov/programs/farmbill/2008/ataglance.html). New conservation provisions in the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill) build on the gains made by landowners over the past decade, with many new provisions simplifying existing programs. New programs address high-priority environmental protection goals.

**THERE'S STILL TIME** to register for the Hall of Ideas tradeshow at the Annual Business Conference. If you're involved in animal genetics, animal health, banking, consulting, energy, equipment, farm supplies, feed, seed, utilities and other areas that have innovative, business-minded dairy customers, then the Hall of Ideas tradeshow is the place to be. Your business will benefit from the one-on-one contact with the nation's most progressive producers. The tradeshow contract is available at [www.pdpw.org](http://www.pdpw.org), then click on "Annual Business Conference Hall of Ideas—Tradeshow Contract" link on the homepage.

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## For Your Business Mind:

**LET EVERY MEMBER BENEFIT—AND BENEFIT EVERY MEMBER** of your team by ensuring that each member is receiving the Managers Memo, Capitol Link and other valuable email communications from PDPW. To keep your team members informed, please send their email addresses to [mail@pdpw.org](mailto:mail@pdpw.org).

**IT'S EXCITING. IT'S FAST ACTION. AND IT'S FOR A GREAT CAUSE.** That's the PDPW Education Foundation live auction and its fantastic array of auction items that will go under the hammer on Tuesday, March 17, at the 2009 PDPW Annual Business Conference after the evening's keynote speaker, former Packer Adam Timmerman. A few of the items up for auction include a golfer's dream package with gift certificates at four premier Wisconsin courses; Alliant Energy Suite in Veteran's Memorial Coliseum during World Dairy Expo 2009; and two registered, high quality calves – a Holstein and a Jersey. These items, along with those in the silent auction, will contribute to a great future for the dairy industry—and PDPW is ever so thankful for those who have so generously donated to this event. [Click here](#) to check out the complete listing of auction items and decide which item or items deserve your bid.

**AN ORGANIZED APPROACH TO PROBLEM SOLVING AND DECISION MAKING IS JUST SEVEN GUIDELINES AWAY.** Authenticity Consulting LLC has developed seven guidelines that help managers and supervisors stop reacting and take an organized approach to problem solving and decision making. The result: not getting stuck in a circle of solving the same problem over and over again and a smoother running business. The guideline: 1) Define the problem; 2) Look at potential causes for the problem; 3) Identify alternatives for approaches to resolve the problem; 4) Select an approach to resolve the problem; 5) Plan the implementation of the best alternative; 6) Monitor implementation of the plan; and 7) Verify if the problem has been solved or not. The complete article, which expands on each of the seven guidelines, can be read by visiting [http://www.managementhelp.org/prsn\\_prd/prb\\_bsc.htm](http://www.managementhelp.org/prsn_prd/prb_bsc.htm).

**EMPLOYEE TRAINING AND DEVELOPMENT** can be good for the employee—and good for your business. Supervisors who conduct training among employees will typically benefit from increased job satisfaction and morale among employees, increased employee motivation and increased efficiencies that can result in financial gain. Employees who receive training and development also tend to better adopt new technologies and methods, stay rather than leave and are more open to innovation in strategies and products. Businesses that conduct training among employees also increase their business image. Two sessions at the Annual Business Conference can further enhance your knowledge in this area: “Develop Individuals Within Your Hispanic Workforce” on Tuesday morning, March 17, and “Producer Panel: How Growing Middle Managers Multiplies Management Muscle” on Wednesday morning, March 18.

**BOOK REVIEW: *FAMILY WEALTH—KEEPING IT IN THE FAMILY: HOW FAMILY MEMBERS AND THEIR ADVISERS PRESERVE HUMAN, INTELLECTUAL AND FINANCIAL ASSETS FOR GENERATIONS.*** James E. Hughes Jr. has turned his estate planning and attorney experience into a short, thoughtful book that helps families understand that their wealth is more than dollars. Mixing optimism, solid classical references and a practical blueprint for success, Hughes stresses the importance of two important elements of family wealth: human capital (all of the individuals who comprise the family) and intellectual capital (the sum of what each individual member knows). The author explains why families should create and practice “a system of representative governance founded on a set of shared values that expresses the family’s ‘differentness.’” The book has been hailed as “a landmark book that changed the way exceptional families think about their heritage, their wealth and their legacy to future generations.”

**DID YOU KNOW...** Gifts to the PDPW Education Foundation help fund the Agriculture Community Engagement (ACE) program. ACE brings together rural residents and local elected officials to learn about agriculture issues. PDPW provides farm tours, brings local elected officials to events, and facilitates positive communication on issues facing the dairy industry and rural communities. PDPW member and dairy producer, Daphne Holterman from Rosy-Lane Holsteins LLC in Watertown, further explains, “As farmers, we can be the “green space” our urban neighbors desire by continuing to be good stewards of the land, air and water. We just need to tell our story more and better! ACE was a big step in that direction.”

**GOOD NEWS FOR CREDIT CARD USERS:** Not all credit card rewards programs are tightening their belts. Some programs are offering good deals and interesting perks. Depending on the rewards programs, points can be used to pay for gas and groceries, go toward your mortgage, underwrite skydiving or even contribute to a favorite charity. Citi Financial’s Thank You Network has aligned with Expedia.com for travel and Amazon.com’s retail network to offer more than 5 million reward items. Bank of America has expanded its Add It Up program for online banking customers and allows customers to earn cash rewards for purchases at retailers such as Target, JCPenney’s and more than 270 other online retailers. Other credit card companies with intriguing rewards programs include American Express, Capital One, Wells Fargo and Discover Card. USAA is following suit and will adding new features to its rewards card program as well. If you use a credit card and want to be rewarded for your activity, check out the rewards programs. You just might be surprised what credit card companies are doing to entice and keep customers.

**WOW! YOU CAN MAKE A DIFFERENCE** as aging is reportedly more lifestyle than genetics. John W. Rowe, former director of the MacArthur Foundation Research on Successful Aging, says, “Only about one-third of aging is heredity; the rest is acquired—that means you are responsible for your own old age.” To age successfully, individuals are advised to exercise, control their weight, stay connected with family and friends, undertake meaningful activities and not smoke.

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