

PDPW

MANAGERS *memo*

July 30, 2007

Welcome to the PDPW Managers Memo electronic newsletter! PDPW is working hard to keep you informed in a timely and effective way.

Thanks,
Professional Dairy Producers of Wisconsin (PDPW)

SIGN UP NOW FOR THESE PDPW EVENTS

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

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

PDPW is proud to announce our 2007-2008 Educational Calendar. The complete calendar is below.

Featured PDPW Member:

"I love the exposure to different ideas or ways of thinking. Progress can be made through diversity."
-Gary Princl

Gary Princl owns and operates an 80-cow registered Holstein dairy, Princl-Acres, in northern Manitowoc County. Along with his work on the farm, Gary finds time to be involved with the Wisconsin and National Holstein Association, and he serves on the Town of Mishicot Land Use Planning Committee. Gary can be found at many PDPW events, and he is hosting an intern through the PDPW Enhanced Internship Program this summer.

For Your Dairy Business:

TWO OF THE LARGEST PRODUCTION DAIRIES IN THE WORLD are on the tour schedule for this year's Managers Academy. Both Shamrock Farms and Tom Dugan's Dairy are family owned and operated enterprises and both manage an estimated 10,000 cows. Shamrock Farms is a fully integrated business that also distributes a full line of dairy products and runs family-focused dairy tours with interactive displays, games and tram rides. The Dugans, who moved to the Scottsdale area from Wisconsin in 1968, discontinued public tours about a year ago as they expanded their milking herd to concentrate on the business of farming. Along with these fascinating tours comes two full days of intense and highly interactive business management training that will combine the frameworks of strategic planning and business analysis. Registration for this

Masters level Manager's Academy, scheduled for January 22-24, 2008, in Phoenix, Arizona, is available through the web site at www.pdpw.org or by calling 800-947-7379.

SCHEDULE A DAY TO TOUR STATE DAIRIES and view several unique production and nutrient management systems. Three days of touring are set with three different stops each day of this PDPW Nutrient Management Dairy Tour. Buses will run from Madison, Eau Claire and the Wausau/Stevens Point area to different destinations. Each stop includes guided tours of the facilities and time to talk with dairy managers. It's a great way to gather ideas for your own operation. Look for more information and registration materials coming soon from PDPW. Meanwhile save these dates for touring: September 25, 26, and 27.

HOOF TRIMMING, UDDER DISSECTION, ANIMAL WELL-BEING AND FOOD SCIENCE are a few of the fun, educational and interactive labs offered at this year's PDPW Youth Leadership Derby. This weekend event, geared specifically for young people ages 15-18, is now set for November 3-4, at Marshfield High School. Along with the labs and other informational presentations, participants will spend Saturday afternoon touring a cheese plant, and two unique production dairies in the area. The registration fee of \$50 includes all training materials, meals, snacks and entertainment. For more information, phone the PDPW office at 800-947-7379 or www.pdpw.org to register and remember to spread the word to your local school guidance counselors, FFA and 4-H groups.

For Your Business Mind:

RECOGNIZE A FRIEND, MENTOR OR FAMILY MEMBER by helping create a legacy of learning. Give a donation to the PDPW Education Foundation in honor of that special someone or consider giving a donation in memory of a friend or family member. To learn more about donation and estate planning opportunities with the PDPW Education Foundation, please contact PDPW at 1-800-947-7379.

WE ALL SCREAM FOR ICE CREAM this time of year so it's only fitting that July is official recognized as National Ice Cream Month. Nearly nine percent of all the milk produced by U.S. dairy farmers goes to the ice cream industry, which generates more than \$21 billion in annual sales. Based on ice cream consumption figures, the top five individual flavors in terms of share of segment in the United States are: vanilla (26%), chocolate (12.9%), Neapolitan (4.8%), strawberry (4.3%) and cookies n' cream (4.0%). What's your favorite?

BOOK REVIEW: IT'S TOO LATE FOR YESTERDAY AND YOU CAN'T DEPEND ON TOMORROW, so you must focus on today. These ideas are the premise for bestselling author, pastor and motivational speaker John C. Maxwell's book *Today Matters*, our current recommended reading. According to Maxwell, the most important day you will experience is today. Making today your masterpiece is the key to success because today determines the successes of tomorrow. The book boils success down to 12 critical areas Maxwell calls the "Daily Dozen" that, among other things, help you control your agenda, stretch your creativity and thinking, manage your money, strengthen your faith, nurture your personal growth and find success in your career. The book devotes a chapter to each of the 12 disciplines and includes exercises and a short worksheet to help put these ideas into practice.

HERE'S ANOTHER GOOD REASON TO DRINK MORE MILK. Researchers in Boston found that people who drank one or more sodas a day had an increased risk of heart disease, and it didn't matter whether they drank diet or regular soda. The research comes from a massive, multi-generational heart study following residents of Framingham, Mass., a town about 25 miles west of Boston. It showed that soda drinkers are more prone to metabolic syndrome, a cluster of symptoms that increase the risk for heart disease including large waistlines

and higher levels of blood pressure, blood sugar, cholesterol and blood fats called triglycerides. These results even surprised the researchers who expected to see a difference between regular and diet soda drinkers. The full study is online at <http://www.framinghamheartstudy.org>

CHALK ONE UP FOR WISCONSIN DAIRY PRODUCERS. In the first, appealed decision of a Wisconsin livestock expansion application, the state's livestock siting review board sided with the dairy producers of Larson Acres. For the past few years, the Rock County Town of Magnolia had attempted to undermine the application for a heifer barn at Larson Acres by imposing permit conditions concerning nutrient management and other monitoring that conflicted with the state standards. In this recent decision, the State Review Board sided with Larson Acres' arguments and reversed all objectionable conditions giving Larson Acres approval for the construction and operation of the heifer facility that complies with state law.

IF YOU EMPLOY FOREIGN WORKERS or are thinking about it, you can participate in the Payroll and Foreign Workers National Phone Forum, sponsored by the Internal Revenue Service. The IRS is hosting this conference call for small-business owners to explain various payroll and legal issues that come with employing immigrants and aliens. Topics to be discussed include visas, the difference between resident and non-resident aliens, the withholding process for income and Social Security taxes, and W-4 rules. Participants will be able to ask questions after the presentation. Three sessions will start at 9 a.m., noon and 3 p.m. Central Daylight Time, Aug. 15, 2007. For more information and instructions for registering visit <http://www.irs.gov/businesses/small/article/0,,id=166814,00.html#payroll> or E-mail: nationalphoneforum@irs.gov.

PDPW Educational Calendar:

Sept. 25, 26 & 27, 2007: Nutrient Management Dairy Tours, Northwest, Central and South Central Wisconsin
Oct. 30-31, 2007: Dairy Policy Summit, Marriott West, Madison, Wis.
Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.
Nov. 14-15, 2007: National Dairy Issues Forum, Madison, Wis.
Dec. 4 & 5, 2007: Calf Care Connection, Madison & Green Bay, Wis.
Dec. 4, 2007: Hispanic Calf Care Workshop, Madison, Wis.
Dec. 10, 2007: Commodity Marketing Informational Class, Appleton, Wis.
Dec. 12 & 13, 2007: Hoof Health Seminar, Northwest and Southwest Wisconsin
Jan. 15, 2008: Effective Communications Training, Madison, Wis.
Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona
Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Fond du Lac & Eau Claire, Wis.
March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.
April 9 & 10, 2008: Dairy Herdsman Training

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