

PDPW MANAGERS memo

January 2014

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For your Dairy Business...

SEE A NEED? FILL A NEED! Employers in the dairy industry and beyond are saying that "soft skills" are a top consideration when hiring and developing new employees. Soft skills include the suite of traits related to personality, social skills, communication abilities and attitudes. PDPW has developed Cornerstone Dairy Academy™ to foster the development of "soft skills" that complement the technical skills of those in dairy-related careers. It's an extremely unique two-day program designed for early-career professionals, students pursuing dairy-related careers in college and technical college, and individuals wanting to retool because they are at a crossroads in their dairy careers.

The first Cornerstone Dairy Academy will be held in conjunction with the 2014 PDPW Business Conference. Day 1 training, March 11, will focus on teamwork skills, communicating with different personality and leadership styles, workplace habits, business etiquette and professionalism. Day 2 of the training, March 12, will occur at the Business Conference where participants will use the professional and networking skills developed on Day 1. Participation in Cornerstone Dairy Academy will be limited to 30. The application deadline is Feb. 10. Details and an application are available online [here](#) or call PDPW at 800-947-7379. *To read about a recent survey of employers on this topic, click [here](#).*



WHAT DO BILL CLINTON'S CHEF, AN NFL WIDE RECEIVER, AN ECONOMIST, A NAVY SEAL AND A REPUTATION EXPERT HAVE IN COMMON? 1) They each exceed excellence in their careers; and 2) Each will deliver a keynote address at PDPW's 2014 Business Conference, March 12-13, in Madison. Mark your calendars now and plan to attend to hear these five "stars," plus you can tap the experience of the speakers and panelists in 16 different specialty sessions. [Click here](#) to learn more about the diverse program we've put together for you and everyone who works with you on your dairy. You'll find thought-provoking sessions with take-home-and-use information, all under the theme, "Exceeding Excellence." Register by clicking [here](#).

WEDNESDAY AND THURSDAY. This year's Business Conference will be conducted the second Wednesday and Thursday in March: March 12-13. Same location: The Alliant Energy Center, Madison, Wis.



BIGGER. BETTER. AND MORE TO SEE AND DO. The Hall of Ideas at this year's PDPW Business Conference, March 12-13, Madison, is expanding to include more booths plus a new Large Equipment Show. That's right, industry partners will be displaying and answering questions about mixers, robotics, tractors and just about any large equipment that dairy producers need and use. If you're a company that wants to be a part of this show, contact PDPW at 800-947-7379. If you're a dairy producer, be prepared to see some impressive equipment as many companies have already booked their space.

NEW "FRESHPICKS" - THREE STAGES, 12 DIFFERENT PRESENTATIONS. This year's Business Conference offers you more than ever before, including three FreshPicks idea stations where you can hear a variety of 30-minute presentations from fresh voices from around the country. Hear how Mooville Dairy started their creamery in Michigan. Learn from dairy producers who became involved in local government. Or catch a demonstration of the latest amazing phone apps. For a complete list of presentations, see the [2014 PDPW Business Conference flyer here](#).

ANY TIME YOUR HANDS OR LIPS START TO GET DRY is the time to check teat condition. Research shows that chapped teats are more prone to Staph. aureus colonization than teats with healthy skin condition. While minor teat chapping requires attention and can typically be managed by using a post-dip with adequate emollient levels, severe teat injuries including frostbite can occur when teat dipping is combined with severe cold temperatures and wind. Rather than discontinuing teat dipping in severe cold weather, experts recommend continuing to teat dip, limiting contact time to 30 seconds and blotting the teats dry. While this procedure will add approximately 20 seconds prep time per cow, experts stress that the extra time is well worth the investment.

IT DOESN'T TAKE A BLIZZARD TO CAUSE A BUILDING TO COLLAPSE. Accumulated snow and ice can do the trick. Snow load is the downward force on a building's roof by the weight of accumulated snow and ice. The roof or entire structure can fail if the snow load exceeds the weight the building was designed to shoulder, or if the building was poorly designed or constructed. Calculating the snow load on your barn takes more than an educated guess. The University of Wisconsin Cooperative Extension Service says that a ballpark estimate of snow load can be made with the following formula: Calculated Roof Loading (lb/ft²) = Depth (ft) x Density (lb/ft² /ft depth). The approximate density (lb/ft² /ft depth) for light snow is 5-20, packed snow 20-40, packed snow with ice 40-58, and ice 58. For example, a roof with 3 feet of light snow has an estimated roof load of 60 pounds per square foot (3 ft depth X 20 lb/ft²/ft depth density = 60 lb/ft²).

UW Cooperative Extension Service offers the following suggestions: 1) Use caution if standing on the roof, making sure to wear a safety harness and use securing ladders; 2) Use a snow rake, and avoid chipping or picking away at ice as that may damage the roof; 3) Remove snow in narrow strips to keep the load somewhat even; and 4) Not all snow needs to be removed. A thin layer of snow can protect the roof from damage while snow is being removed.

NESTING ISN'T JUST FOR BIRDS. It's for newborn calves too-and nesting can decrease the incidence of respiratory disease in calves. During their first week of life, calves spend 80 percent of the day lying down. During Week 2, this time only decreases to 75 percent. Now factor in that newborn calves have little body fat and their comfort zone is between 50°F and 78°F and the need for creating a nest for a calf becomes evident. Studies have shown that creating a nest where the calf's legs are covered by the straw not only helps keep calves comfortable but decreases the incidence of respiratory disease. You can test the effectiveness of the bedding yourself by kneeling down on it. If your knees feel cold after a few minutes, the calf will feel cold

too. If bedding materials are less than desirable or don't allow for nesting, calf blankets can be used to keep calves warm.

COLD TEMPERATURES CAN IMPACT VACCINES IN WINTER as much as hot temperatures can impair vaccines in the summer. With vaccines being temperature sensitive, it's important that they not be exposed to extreme temperature changes. If a vaccine gets too cold or freezes, the vaccine may undergo adverse changes to the adjuvant or antigen, resulting in a less effective vaccine and reduced immune response. Labels typically suggest vaccines be stored between 35°-45° F. If the vaccine is kept at a temperature above or below the recommended temperature on the label, it could adversely affect the vaccine-and that includes leaving a vaccine out in the cold for a long period of time. Use it, then put it away.

In case you missed it....

"The greatness of leaders in agriculture is rooted in humanity to serve," said Tom Thibodeau of Viterbo University. He kicked off the 2014 PDPW Managers Academy in Sacramento this week. Thibodeau led the 90 participants from across the nation through 10 characteristics of great servant leadership:

Listening, Empathy, Healing, Awareness, Persuasion, Conceptualization, Foresight, Stewardship, Commitment to the growth of people, Building community.



If you've never been to a PDPW Managers Academy, plan to attend in January, 2015. You will love learning alongside active dairy producers and other business professionals.

More Opportunities to Learn...

IF YOU WANT VIBRANT, GREEN COMMUNITIES, then attend the information-rich Agricultural Community Engagement™ (ACE) seminar on Wednesday, Feb. 19, in Madison. A collaborative effort between PDPW, Wisconsin Counties Association and Wisconsin Towns Association, the ACE seminar provides a platform where farmers and non-rural leaders can learn together. Four highly informative sessions include "All Roads Lead to Wisconsin's Future" - Rep. Keith Ripp and Sen. Jerry Petrowski will talk about Wisconsin's Implements of Husbandry legislation, with Rick Stadelman, executive director, Wisconsin Towns Association, as moderator; "Update from Washington, D.C.: Issues Affecting Agriculture and Local Communities" - Arthur Scott, National Association of Counties, Associate Legislative Director for Agriculture and Rural Affairs, and Karen Gefvert, Director Government Relations, Wisconsin Farm Bureau Federation; "Environmental Update"-UW Discovery Farms co-directors Amber Radatz and Eric Cooley; and "Voice and Vision from the Farm"-Dairy producers Kevin Griswold, Tag Lane Dairy, Ixonia, and John Koepke, Koepke Farms, Oconomowoc, will discuss the reality of everyday rural America. The seminar kicks off at 9:30 a.m. and concludes at 3:30 p.m. and includes lunch. To register, please contact Wisconsin Towns Association by Friday, Feb. 14. Ph (715) 526-3157.

TRANSITIONING THE FAMILY FARM as smoothly, seamlessly and cost-effectively as possible is the focus of a one-day Business Transition workshop offered in two locations: Tuesday, Feb. 11, in Cashton, Wis., and again Wednesday, Feb. 12, in Fond du Lac, Wis. Trainers Dr. Deb Houde, a consultant with the Family Business Consulting Group Inc., and George Twohig with Twohig Rietbrock Schneider & Halbach S.C. will help participants navigate the process of transferring ownership and management of the family business to the next generation. Houden will cover "Expectations + Communication = Superior Results" in the

morning presentation followed in the afternoon by agricultural attorney George Twohig's "Transition in Motion" session. Any question not answered during the presentations will be answered during an open Q&A with the expert trainers at the end of the workshop. To register or to learn more about this important workshop, contact PDPW at 800-947-7379 or [click here](#).

WHEN YOU HAVE TO WORK WITH FAMILY - A WEBINAR SERIES. A three-part PDPW World Class Webinar series will help dairy producers and other industry professionals address issues unique to family farm businesses, including working successfully with family members and transitioning responsibilities to the next generation. The interactive webinars will be led by Dr. Deb Houden, Director, University of Wisconsin Family Business Center and a consultant at The Family Business Consulting Group. The series begins Wednesday, January 29, noon to 1 p.m. CST with How to Prepare the Child (and the Business) for Their Return. Register for PDPW's World Class Webinars by calling PDPW at 800-947-7379 or clicking [here](#). Registered participants can watch a fully recorded version of the webinar after the event at their convenience.

For your Business Mind...

BOOK REVIEW: ACRES OF DIAMONDS. This short, 40-page book is based on a wildly popular speech reportedly delivered around the world more than 6,000 times by Russell Herman Conwell who was born in 1843 and died in 1925. Conwell's book tells the tale of an old Persian farmer who owned a very large farm and was wealthy and contented-until he became down and thought he was poor because he didn't own a diamond. Now offered free via e-reader, the book offers a multitude of lessons about the rewards of work, education and finding riches in life in one's own community or backyard. It's a classic work on how you can be great regardless of your station in life. One reader's comments: "I read Acres of Diamonds more than 15 times and each time I read it I discover something new I did not see the last time I read it."

A UNIQUE PASSWORD FOR EACH OF YOUR IMPORTANT ACCOUNTS is a great first line of defense against cyber criminals. Tips for creating "safe" passwords: 1) Each account should have a different long password that includes numbers, symbols and mixed-case letters. 2) Avoid using publicly available information such as your phone number or address in your passwords. 3) Don't use the same password for an online newsletter as you do you're your email or bank account. 4) Update and change your passwords regularly.

RATHER THAN HAVE A NEW EMPLOYEE JUMP INTO THE FRYING PAN, why not pair him or her with an experienced, knowledgeable employee who can serve as a mentor. The mentoring relationship can help the new employee quickly absorb your business' cultural and social norms and help the new employee quickly learn what is needed to succeed in his/her job and role. Instead of feeling like the odd person or outsider, your new employee will feel like an immediate part of the team and know he/she has someone to turn to should a question arise.

OUR PDPW SPONSORS support continuous improvement for the dairy industry. They believe in producer leadership, and they place a high value on lifelong education for those involved in the dairy industry. We deeply respect their commitment to us. It is by this partnership that we continue to build a strong industry filled with capable professionals. Click [here](#) to see a list of all our sponsors. If you interact with any of these companies, please thank them for supporting Professional Dairy Producers!

PDPW Education Calendar

January 29	World Class Webinar Series begins - "A Sustainable Family Business" with Dr. Deb Houden
January 30	Commodity Marketing Class, Janesville, WI
February 11	Business Transition Conference, Cashton, WI
February 12	Business Transition Conference, Fond du Lac, WI
February 19	ACE Regional Meeting, Madison, WI
March 11-12	Cornerstone Dairy Academy, Madison, WI
March 12-13	PDPW Business Conference, Alliant Energy Center Madison, WI
April 2-3	Milk Quality Conference, Green Bay, WI



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800-947-7379