

PDPW MANAGERS memo

October 15, 2012

Keep reading to see these highlights and more:

- Continuing education opportunities for everyone on your dairy
- The value of “stress free” environments
- Got SOP’s?

Thanks,
PDPW

For Your Dairy Business:

PUT ON YOUR CFO HAT AND DIG INTO THE FINANCIAL ASPECT OF YOUR BUSINESS at PDPW’s Business Financial Decision-Making Conference, Oct. 17-18, in Oshkosh at the Hilton Garden Inn. Business coaches Dr. David Kohl and Dr. Allan Gray will give you a macro and a micro look and provide you with an abundance of business/financial nuggets, perspectives and actions you can take in 2013 and beyond. In addition to classroom presentations, you will put newly learned financial information, decision-making tools and negotiating skills to work in the evening as you interact with your colleagues in a small-group format. You’ll discover the power and financial advantage of saying “deal” to certain decisions and “no deal” to others. When you leave at noon on Thursday, you’ll be ready to apply what you’ve learned to help sustain your own business. To register, call PDPW at 1-800-947-7379 or visit www.pdpw.org to get more information. Hurry, as this conference is this week.

PDPW’S 100-POUND DAIRY FACILITIES TOUR ISN’T YOUR ORDINARY DAIRY TOUR. Dr. Nigel Cook of the Dairyland Initiative will share his expertise and guide three days of tours of Wisconsin dairies where cow comfort is a priority—and where facility design is enabling cows to achieve milk production of 100 pounds per cow per day or higher. Dairy owners will share their lessons learned, what they wish they had done differently and how their dairy facilities are enabling their cows to reach their potential. Tour dates: Tuesday, Oct. 23, facilities with less than 500 cows—Kellercrest Registered Holsteins Inc., Mt. Horeb; Mystic Valley Dairy, Sauk City; and Sunburst Dairy Inc., Belleville. Wednesday, Oct. 24, facilities with 1,000 cows or more; Majestic View Dairy, Lancaster; Darlington Ridge Farms, Darlington; Larson Acres, Evansville. Thursday, Oct. 25, Badger Pride Dairy, Valders; Siemers Holstein Farm, Newton; and Soaring Eagle, Newton. These are three separate one-day tours. That said, you’re welcome to attend one, two or all three days of tours. Buses will load at 8 a.m. and return around 5 p.m. each day. Days 1 and 2 leave and return to Madison and Day 3 leaves and returns to Appleton. You can learn more about these awesome tours online at www.pdpw.org. Cost is just \$79/person/day for PDPW members and \$129/person/day for non-PDPW members.

YOUTH LEADERSHIP DERBY: NOV. 3-4. Just a few weeks remain to register youth ages 15-18 for the 2012 Youth Leadership Derby headquartered out of Sheboygan Falls High School. This fun, information-packed Saturday morning through Sunday morning event will treat youth to four amazing tours—Cedar Valley Cheese, Sargento, Majestic Crossing Dairy and Kestell Farm—plus three “oh, my gosh” hands-on breakout sessions, an evening of fun and lots of time to get to know other youth. After a lock-in at Sheboygan Falls High School, there’s the “Co-opedile hunt” on Sunday morning where youth will discover the keys to being real, happy, strong and believing in themselves. Registration fee of \$100/youth covers the weekend that will equip youth with leadership skills, confidence and new connections to explore career opportunities. To register a youth or learn more about the Youth Leadership Derby, please go to www.pdpw.org to get more information or to register call PDPW at 1-800-947-7379.

INCREASE YOUR AWARENESS OF COMPLEX ISSUES at the Dairy Policy Summit, Tuesday, Oct. 30, in Madison at the Sheraton Madison Hotel. This is where you can stay abreast of current and potential local, state and national policies and actions and concerns that can significantly impact the future of the dairy industry. Summit participants will take part in two general sessions: "Roadways for Agriculture" featuring panelists Sgt. Michael Klingenberg, engineer Steve Pudloski and Wisconsin Towns Association's executive director Rick Stadelman and "Vision for Dairy" with Wisconsin Secretary of Agriculture Ben Brancel and Wisconsin Department of Natural Resources Secretary Cathy Stepp. Participants will also have their choice of two of four breakout sessions: "Caution: Rough Water," "What Matters and More," "NRCS: Recent Revision Updates that Affect Your Dairy" and "Immigration Updates." This all-important Dairy Policy Summit is just \$49/person for PDPW members and non-members. To register, please call PDPW at 1-800-947-7379 go to www.pdpw.org to register online.

RAISING DAIRY CALVES SIGNIFICANTLY IMPACTS PROFITABILITY and doing things right is a must. PDPW's Calf Care Connection Workshops on Tuesday, Nov. 13, in northwestern Wisconsin, and Wednesday, Nov. 14 in northeastern Wisconsin will combine classroom science with show-and-tell tours that demonstrate practical, on-farm application. Dr. Becky Brotzman, University of Wisconsin-Madison, will kick off both days with a cutting-edge classroom presentation: "Healthy Environments for Healthy Calves." Then, after lunch, tours will depart for area farms to view calf facilities and discuss care and feeding techniques with the calf managers of those farms. The Tuesday, Nov. 13, workshop begins at 9:30 a.m. at the Holiday Inn-Campus Area, Eau Claire, Wis., with afternoon tours visiting Hamlin Valley Farms, Strum, Wis., and Arrowhead Farms, Chippewa Falls, Wis. The bus will return to the Holiday Inn by 4:15 p.m. The Wednesday, Nov. 14, workshop begins at 9:30 a.m. at Millhome Supper Club, Kiel, Wis., with afternoon tours to Hanke Farms, Sheboygan Falls, Wis., and Hochkammer Dairy Farm, Manitowoc, Wis., returning to the supper club by 4:15 p.m. Registration is \$79/person/day for PDPW members and \$129/person/day for non-PDPW members. To learn more about these two workshop/tours, please call PDPW at 1-800-947-7379 or go online to www.pdpw.org.

ECONOMIC LOSSES ASSOCIATED WITH DYSTOCIA can have severe consequences in dairy herds due to an increased number of stillbirth and maternal injury. Dystocia can also negatively affect the productive and reproductive performance of lactating dairy cows due to increased risk for uterine disease (metritis) and ovarian dysfunction. While it's ideal to let nature take its course, there is a time for intervention, and being able to recognize the imminent signs of calving is critical for positive outcomes. Gustavo Schuenemann, DVM, College of Veterinary Medicine, The Ohio State University, says, once the amniotic sac or water bag appears outside the vulva, the birth should occur within 70 minutes. He advises that you call your veterinarian if there is no progress 30 minutes after your intervention. For first-calf heifers, once the nose/feet of the calf are outside the vulva, he advises you help finish the birth. Ditto for backward presentations in cows or first-calf heifers. "Establish calving protocols (including the frequency of observations, and how and when it is appropriate to intervene) and have them available," Schuenemann states. "If suspected, check for hypocalcemia and uterine torsion."

For Your Business Mind:

"THERE ARE SOME THINGS YOU LEARN BEST IN CALM, AND SOME IN STORM." While the dairy industry has learned a lot this last year "in a storm," this quote by Willa Cather also highlights learning "in calm"—and that calm will occur at the **2013 Managers Academy, Jan. 15-17 in New Orleans, La.** Business coaches Dr. Allan Gray and Mike Scott will share information and skills to help you successfully navigate today's shifting landscape, embrace the unknown and not-appreciated known factors and build a business climate for innovation and change. Their two days of classroom presentations and small-group discussions will be supplemented by a day of executive-level tours of the Domino Sugar Refinery, Motivati Seafoods and Shell Robert Training & Conference Center. This is executive education developed specifically for CEOs who are dairy owners, managers, industry directors, processors, marketers and distributors. A registration is the ideal reward for a company shining star, those you want to acknowledge and say "we believe in you" or yourself. Ben Franklin said it best: "An investment in knowledge pays the best interest." To learn more about the 2013 Managers Academy or to register, please go online to www.pdpw.org or call PDPW at 1-80-947-7379.

DISCOVER WHERE AND HOW TO INVEST IN YOUR DAIRY'S GREATEST ASSET: PEOPLE at the Dec. 5-6 **People Management Workshop in Wisconsin Dells, Wis.** Developed by PDPW, this workshop will be led by the dynamic Mary Kraft, human resources director and chief financial officer of Badger Creek Farm Inc. and Quail Ridge Dairy LLC, two of the top dairies in Colorado. Whether you are contemplating expanding your dairy or simply want a smoother running dairy that capitalizes on its people power, this program is for you. You'll learn "real working tools" provided by a real working manager. These tools are applicable to family and non-family labor and different generations within a dairy. The conference starts at 9:30 a.m. Wednesday, Dec. 5 and goes through noon on Thursday, Dec. 6. Registration is \$219/person for PDPW members and \$269/person for non-PDPW members. To learn more about this people management workshop, go online to www.pdpw.org or call PDPW at 1-800-947-7379.

NONE OF US ARE AN ISLAND... we realize our potential and success through our own hard work, the opportunities created by those who have paved the way for us and by the backing of those who support our efforts every day. Please take a moment to go to www.pdpw.org and review the listings of PDPW's Corporate and Mission Sponsors, they support the efforts of dairy producers and do their part to make our industry great.

AN EMPLOYEE OUT SICK? NEW EMPLOYEE? CHANGING PROTOCOLS? No worries if you have Standard Operating Procedures (SOPs) in place. SOP documents need to be accessible to all employees and managers. David R. Bray, Dairy Extension, University of Florida, says business can go on seamlessly and efficiently when everyone knows SOPs. He adds that, in addition to employees knowing SOPs they also understand that their specific job "is important to the operation of the dairy as a whole." Your SOP document should cover everything from A to Z on your dairy and should make it possible for whoever replaces an existing employee that they can perform the same tasks in the same ways as the one whom they replaced. This includes permanent replacements or relief personnel used in shift changes and days off, holidays, etc.

VOTING: IT'S YOUR RIGHT AND one of the most critical ways you can influence governmental decision-making. Five good reasons why you should vote: 1) Voting lets your voice be heard. 2) Once voice, one vote really does count. 3) Voting can change communities. 4) Voting can effect change and make a difference in our own lives, our industry, our world. 5) Voting gives you credibility. Often, we voice our concerns to elected officials, but, if we aren't voting, our concerns may not matter to them. Voting can actually give you the credibility to make your concerns a top priority for officials. Election day is Tuesday, Nov. 6

YOU ARE INVITED to a reception to honor **Karl Klessig** who is receiving a CALS Honorary Recognition Award. Thursday October 18, 2012 4pm – 5pm Animal Sciences Building Foyer 1675 Observatory Drive, Madison, WI.

BOOK REVIEW: THE FIVE DYSFUNCTIONS OF A TEAM. Author Patrick Lencioni maintains that building a cohesive team is not complicated. To illustrate his point, Lencioni presents a fictional case involving a female CEO of a struggling Silicon Valley firm who has taken control of a dysfunctional executive committee. He then uses scenarios that occur in any size of company/organization and offers detailed instructions for overcoming the human behavioral tendencies that can corrupt teams—behavioral tendencies such as absence of trust, fear of conflict, lack of commitment, avoidance of accountability and inattention to results. At the end of the story, Lencioni summarizes his main points and provides suggestions that can bring about change. One reviewer stated, "A good book that emphasizes the need for trust, accountability and team goals in order to make a team function. As an executive, I found it spoke truthfully to the difficulties and realities of personalities."

PDPW Education Calendar

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| October 17-18 | Business Financial Decision Making – Oshkosh, WI – One two-day conference |
| October 22 | World Class Webinar– Mastitis – To Treat or Not to Treat - with Dr. Pam Ruegg |
| October 23-25 | 100 Pound Dairy Tours – Departing Madison and Appleton, WI – Three one-day tours |
| October 30 | Dairy Policy Summit – Madison, WI |
| November 3-4 | Youth Leadership Derby – Sheboygan Falls High School - 24 hour lock-in |
| November 13 & 14 | Calf Care Connection – Eau Claire & Kiel, WI – Two one-day workshops |
| January 15-17, 2013 | Managers Academy – New Orleans, LA – Three day training |
| March 12-13, 2013 | PDPW Business Conference – Alliant Energy Center, Madison, WI |

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