

December 16 2013

*Brought to you by Dairy's Professional Development Organization™*

## For your Dairy Business...

**FEELING BUSY? OLD-SCHOOL PEN AND PAPER DO THE TRICK.** You're busy, and the same goes for others working on a dairy. All too often what we think at the time we'll commit to memory fails to be remembered-and then either isn't recorded or is recorded incorrectly. That's why it helps for all workers to carry a pocket notebook and pen so they can write down occurrences such as estrous (heat) observation, injuries, disease symptoms, calvings, breedings, treatments and other miscellaneous information. These temporary notes should be dated, with time, correct animal identification and other data pertinent to the situation. While situations noted may or may not require immediate attention, in either case, the note should be made immediately and then transferred to permanent records as soon as possible.

**MANAGEMENT PRACTICES CAN MAKE A BIG DIFFERENCE** when it comes to helping fresh cows eat well after calving and enter lactation with no or very minimal health- and metabolic-related issues. Dr. Donna Amaral-Phillips, University of Kentucky, notes that social, environmental and metabolic stresses can be lessened by: 1) Providing adequate feedbunk space so cows stand less and eat when they need to. To prevent potential problems with lameness and other metabolic disorders after calving, close-up dry cows should be provided with 36 inches/cow of feedbunk space. 2) Providing adequate resting space that is clean, dry and comfortable. Giving cows a clean, dry environment is critical, as during this time frame, cows naturally have a lower immune function and are more susceptible to infections, such as mastitis and metritis. 3) Minimizing the number of pen moves or addition of cows to the group. Each time new cows are added to a group, the social hierarchy within the group is changed and must be re-established. When possible, multiple cows, rather than single cows, should be introduced into a group together.

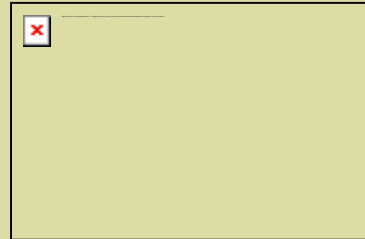
**YOU CAN HELP PREDICT INDIVIDUAL COW RISK FOR KETOSIS.** The University of Minnesota has developed a model that uses body condition score and colostrum yield to predict cows at risk for subclinical ketosis. Using 200 cows, the university's "Pre-K" model accurately identified 80 percent of cows that developed subclinical ketosis. University of Minnesota researchers found that cows with high body condition score have greater potential for body fat mobilization after calving. Work shows that a good early predictor of energy demands is colostrum yield, as cows with high colostrum yield appear to produce more milk in early lactation. Cows with a body condition score over 3.5 and colostrum yield greater than 16 pounds were found to be at risk for subclinical ketosis. Researchers note that identifying and treating at risk cows for subclinical ketosis after calving may increase milk yield and decrease ketosis risk.

**IN CASE YOU MISSED IT: COLD WEATHER CALF-FEEDING TIPS.** Our popular PDPW Calf Care Connection program in November focused on raising healthy calves in cold weather. Dr. Noah Litherland of the University of Minnesota said he'd actually rather raise calves in winter, when there are no flies, and bacteria are frozen.

- Want Dr. Litherland's 10 tips for calf care in cold weather? Read coverage from Progressive Dairyman: [Click here.](#)

## Member Spotlight....

**PART OF A BIGGER PICTURE: DENMARK DAIRY.** The Kragness family near Colfax, Wis., is a fourth generation farm family, with Anton Kragness's great grandson Karl returning to the family dairy in 2002 after graduating from the University of Wisconsin-River Falls. 2005 was a pivotal year, as Karl and his parents Dennis and Mary decided to build new facilities about five miles from the home place.



Today Denmark Dairy has grown to 850 cows, with 950 heifers raised off the farm. Dennis oversees the dairy while Karl is in charge of cropping the dairy's 1,600-plus acres. Denmark Dairy cows are housed in sand-bedded free stalls in a 4-row barn and produce 29,500 pounds of milk per cow per year, with cows milked three times day in the double-16 milking parlor facility. The dairy employs a work force of 10 to 11 workers.

Construction began in 2006 and the dairy was operating by the end of 2006. More improvements continued in the following years, including a lagoon to store 3.5 million gallons of manure, 2007; solid separator installed, 2008; special needs barn, 2011; asphalt feed pad doubled in size, 2011; a commodity shed and shop and a special needs barn built, 2012; and an additional lagoon finished this past fall. Right now Denmark Dairy is building a half barn so it can add another pen of milk cows and bring their milking cow numbers close to 1,000 by late spring.

"PDPW's educational events and tours have been instrumental in giving us ideas as we build and improve the farm," Dennis states. "We like to attend PDPW's Business Conference as it not only provides us the opportunity to obtain knowledge from national experts but it gives us a sense that we're a part of a bigger picture". "Karl and I both have a strong interest in knowledge, and the short educational classes at the Business Conferences and various workshops are like sitting in a college class. We pick areas that affect our farm, classes where we can directly benefit."

## Opportunities to Learn...

**FREE INTRODUCTORY COMMODITY MARKETING CLASS DECEMBER 18.** You read that right. The Dec. 18 informational meeting of PDPW's Commodity Marketing Class is free-and will give a taste of what the next six sessions throughout 2014 will be like. Taught by Carl Babler, commodity marketing consultant and senior hedge specialist at First Capital Ag in Galena, Ill., the complete course is designed to arm you with risk management tools focused on milk marketing and is specifically for dairy owners, managers and herdspeople. If you like what you experience, you're welcome to sign up for the follow-up six classes that will cover marketing rules, principles, beliefs, assumptions and tools available to the marketer. Time and dates of the follow-up classes will be determined by participants. There's no need to pre-register for the free intro class. Just show up at the door. The free intro class will be at Blackhawk Technical College, 6004 S. County Road G, Janesville, Wis., from 1 to 3 p.m. on Wednesday, Dec. 18. Of course, you're always welcome to contact PDPW to learn more about the event: 800-947-7379 or [mail@pdpw.org](mailto:mail@pdpw.org)

**NEW FROM PDPW: CORNERSTONE DAIRY ACADEMY™** will be held in conjunction with the 2014 Business Conference, focusing on the training and development needs of early career professionals, students pursuing dairy related careers in college and technical college programs, and individuals wanting to retool because they are at a crossroads in their dairy career. Over two days, Cornerstone Dairy Academy™ will help develop the "soft skills" in business that complement technical skills. Day One is Tuesday, March 11 and offers training on teamwork skills, communicating with different personality and leadership styles, workplace habits, business etiquette and professionalism. Day Two incorporates sessions at the PDPW Business Conference, using the professional and networking skills developed on Day One. A diverse group of 30 applicants will be selected to create a quality learning experience. Age is not a consideration for selection. Employers may wish to urge employees to apply. The application deadline is Feb. 10. Tuition is \$600 and includes lodging, meals, training and admission to one day of the PDPW Business Conference, accepted applicants will only pay \$100 with the remaining \$500 of tuition paid by Professional Dairy Producers Foundation. Contact PDPW for more details at 800-947-7379 or [mail@pdpw.org](mailto:mail@pdpw.org).

**INTRIGUED BY SOCIAL MEDIA AND WANT TO KNOW** more about how your business-or just you-can use social media to reach out and communicate with the 266 million Americans who have Internet access - many of whom are not connected to agriculture. PDPW is offering a one-day Social Media Basics course and will train you about communicating via social media tools such web sites, blogging, YouTube, Facebook and Twitter. This one-day Dairy's Visible Voice™ Communication Training is extremely hands-on and will arm you with "how to" plus the confidence to get going straight away. Date of the Social Media Basics Training is Wednesday, Jan. 22, in Green Bay, Wi from 8:30 a.m. to 5 p.m. Cost is \$129 for PDPW members and \$179 for non-members. Registration costs covers a full day of training, plus refreshments, lunch and training material. Seating is limited so register today: online to [pdpw.org](http://pdpw.org) or call PDPW at 800-947-7379.

**START THE NEW YEAR ON SOLID FOOTING** by honing your management skills at the 2014 Managers Academy for Dairy Executives™, Jan. 14-16, in Sacramento, Calif. Developed for CEOs who are dairy owners, managers, industry directors, processors, marketers and distributors, this year's Managers Academy will provide you with the information, tools and techniques to turn challenges into an avenue for success and sustainability. You will be trained Day 1 and 3 by Tom Thibodeau, faculty member of Viterbo University, LaCrosse, Wis., and director of Viterbo's Master of Arts in Servant Leadership program; Michael Kamins, a highly diversified negotiation consultant with 13 years of experience and a member of The Gap Partnership; and Rob Wilson, an experienced negotiation consultant, speaker and author and a senior consultant with The Gap Partnership, the most recognized negotiation consultancy in the world. Day 2 will have you participating in three outside-the-industry tours and learning from executives with Blue Diamond Almonds, E.J. Gallo Winery and Musco Family Olive Co. -all businesses who turned adversity and challenges into an avenue for success. Check out details online at [pdpw.org](http://pdpw.org), then register without delay as seating is limited to the first 100 registrants. You can register online via the [PDPW web site](http://PDPW web site), [click here](#) for a brochure, or call 800-947-7379.

- Want a taste of the negotiation training? Listen to two podcasts that recently aired on Dairyline Radio featuring negotiation expert Rob Wilson: [Click here to listen](#).

## For your Business Mind...

**BOOK REVIEW: IT'S NOT ABOUT YOU: A LITTLE STORY ABOUT WHAT MATTERS MOST IN BUSINESS.** This inspirational parable by authors Bob Burg and John David Mann is a quick, succinct read that will resonate with anyone who wants to understand and grasp genuine leadership and subtle influence. Packed with savvy business advice, the fiction book teaches a nonfiction strategy, with take-aways summarized at the end of each chapter and at the end of the book. Here a sample of what's within this Burg-Mann business book: "The single biggest challenge to any organization is the constant cloud of fear and doubt that swirls around the heads of the people involved. As a leader, your job is to hold fast to the big picture, to keep seeing in your mind's eye, with crystal clarity, where it is you're going-that place that right at this moment exists only in your mind's eye. And to keep seeing that, even when nobody else

does. Especially when nobody else does. Your people count on you to do this. It's the biggest job you have." One reader says this book "should be on the 'To Read' list of nearly anyone working in any sort of business-and in particular, leaders and managers."

**THERE'S AN APP FOR THAT.** Yes, apps on smartphones and even tablets, like an Apple iPad or Microsoft Surface, can help you make better use of your time and have access to a wealth of information. And you don't have to be a tech geek to benefit from the apps. California dairy producer Dino Giacomazzi, a fourth-generation dairyman who runs a 950-cow dairy and farms 600 acres, uses and recommends the following apps: Remember The Milk, a task management program that is "cloud based"; Dropbox, cloud-based, file-sharing program that allows file downloads from anywhere (On Giacomazzi's farm, he has billing information kept on Dropbox, which allows him to keep up to date on his accounting and he shares documents with his veterinarian via Dropbox rather than faxing or emailing them; Google Drive, a document program that can be accessed by multiple users to work on and it is totally collaborative (Giacomazzi uses Google Drive for in the field data collection on things like dry matter testing or treatments of calves.); Evernote, a great place to store lots of information; TeamViewer, a program that allows the user to remotely control a desktop computer; Genius Scan, an app that acts like a scanner to create PDFs out of documents or images; and Duolingo, a free language education app useful for producers who may have employees who don't speak English. It can translate documents and webpages.

**WHAT ARE YOUR HOLIDAY TRADITIONS?** If you and your family don't have any traditions, why not start a new tradition this year. Ideas: Make Christmas/holiday cookies and give them to friends, shut-ins and/or homeless organizations. Have a holiday movie night for family or family and friends, and remember to have plenty of popcorn on hand. Gather those who like to sing or just enjoy having a good time and go caroling. Put the family in the car and check out the area's Christmas lights. Go to a Christmas concert at a local school, church or one sponsored by an organization. Donate food to a local food bank. 'Tis the season for more than buying gifts-it's the season for sharing time with family and friends.

**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

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| December 18, 2013     | Commodity Marketing Class - Blackhawk Technical College, Janesville, WI  |
| January 14-16, 2014   | Managers Academy - Sacramento, CA  |
| January 22, 2014      | Dairy's Visible Voice - Green Bay, WI  |
| February 11, 12, 2014 | Business Transition Workshop - <ul style="list-style-type: none"><li>• Feb 11 Cashton Community Hall, Cashton, WI,</li><li>• Feb 12 Holiday Inn, Fond du Lac, WI</li></ul> |

- February 19, 2014 ACE Regional Meeting - Sheraton Hotel, Madison, WI
- March 12-13, 2014 PDPW Business Conference - Alliant Energy Center, Madison, WI
- March 25-27, 2014 Transition Cow - WI
- April 2-3, 2014 Milking Quality Conference - Green Bay, WI
- April 10, 2014 Dairy's Visible Voice - Madison, WI



*STAY CONNECTED*



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