

PDPW MANAGERS memo

February 7, 2013

Keep reading to see these highlights and more:

- Recharge!
- Are your I-9's in order?
- A shout out to the Farmer

Thanks,
PDPW

For Your Dairy Business:

Less than 48 hours can change YOUR WORLD—and change for the better if those hours are spent at the Professional Dairy Producers of Wisconsin's 2013 Business Conference, March 12-13, at the Alliant Energy Center, Madison, Wis. This year's Business Conference is all about RECHARGING, rethinking and reconnecting. You'll feel the surge of energy as you talk with the nation's most innovative and progressive dairy producers, as you explore the Hall of Ideas Trade Show for new solutions and show specials, and as you participate in the many thought-provoking specialty sessions and hear the keynote addresses. Whether you're a dairy producer or work in allied industry, you work hard, you're committed to your profession, and you deserve to take some time to RECHARGE at PDPW's 2013 Business Conference. Check out the Business Conference brochure and register at www.pdpw.org. You can also register by calling PDPW at 800-947-7379.

INDUSTRY PROFESSIONALS CAN EARN CEUs AT PDPW'S BUSINESS CONFERENCE. PDPW's 2013 Business Conference, March 12-13, in Madison, Wis., has been approved for up to 11.25 University of Wisconsin School of Veterinary Medicine CEUs and up to 12 American Registry of Professional Animal Scientists (ARPAS) CEUs. The American Society of Agronomy has given thumbs up to CCA-CEUs for six specialty sessions and four keynote addresses. If you want to earn CEUs this year, PDPW's Business Conference is the place to be. You can find what keynote addresses and specialty sessions qualify for each profession's CEUs by going online to www.pdpw.org.

THREE WORDS SAY IT ALL: "AGRICULTURAL COMMUNITY ENGAGEMENT." The perfect place for dairy producers, community leaders and the public to engage is the ACE Workshop on Wednesday, Feb. 20, at the Holiday Inn Hotel & Convention Center, Stevens Point, Wis. This workshop is where we can all gather to learn from each other, tackle timely and tough issues and focus on finding solutions to help keep Wisconsin communities healthy and vibrant. A collaborative effort with the Wisconsin Towns Association, Wisconsin Counties Association and Professional Dairy Producers of Wisconsin, the workshop has an impressive list of seven speakers: DATCP Secretary Ben Brancel, DOT Secretary Mark Gottlieb, DNR Deputy Secretary Matt Moroney, National Ass'n for Counties' Association Legislative Director for Agriculture and Rural Affairs Erick Johnston, Director Dairy Policy Analysis for UW-Madison and Extension Mark Stephenson, Wisconsin Milk Marketing CEO James Robson and Center for Food Integrity CEO Charlie Arnot. Registration of \$50/person includes lunch and workshop material. Registration deadline is Friday, Feb. 15, to the Wisconsin Towns Association at 715-526-3157.

GET YOUR DUCKS IN A ROW FOR AN I-9 INSPECTION by participating in the Monday, Feb. 25 World Class Webinar "I-9 Inspection: Are You Ready?" led by attorneys Erich Straub and Priya Bhatia. Straub and Bhatia will break down the process of I-9 inspections, outline how you can prepare for an I-9 inspection, and how to handle an ICE agent's visit to your farm. You'll also learn how to improve your I-9 process so you can best protect your business. This 60-minute webinar will also give you the opportunity to ask the questions you prefer not to ask others about I-9 and immigration. The webinar starts at noon on Feb. 25, with pre-registration by Monday, Feb. 18, required. If you have a date/time conflict with the webinar, you can watch a fully recorded version at your leisure. You must be registered to receive a recorded session. Cost: \$100 for PDPW members and \$125 for non-members. The good news is that each registration covers one computer so multiple people can gather around a computer and participate. For more information or to register, go to www.pdpw.org or call PDPW at 800-947-7379.

GET A SLICE OF THE ACTION, MAKE A DIFFERENCE. You can decide who will be eating a pie---*with no hands*---in the first Professional Dairy Producers Foundation Pie Eating Contest held at PDPW's Business Conference, March 12-13, in Madison. Starting Monday, Feb. 18, you can cast your vote to determine who will be participating in this fun, wholesome competition that is also a fundraiser for PDPF, a 501(c)(3) non-profit organization that funds educational initiatives that grow the youth of our industry, enhance public trust and build the professionalism of our dairy producers. To learn more about this fun contest and to cast your votes starting Feb. 18, visit www.dairyfoundation.org/piecontest. \$1=1 vote, Cast as many votes as you want, and see your favorite on stage!

FACED WITH "KEEPING" OR "CUTTING" AN OLDER EMPLOYEE? No matter what, dairy coach Tom Wall of Dairy Interactive LLC advises that you "treat them with the same respect that you show your younger employees." Wall points out that, while dairy labor is a young person's job, that doesn't mean older employees can't do the work. When it comes to a physically demanding profession, Wall says the truth is that "young bodies tend to perform and recover a lot better than old ones. But, I'll say it again, *age* isn't the reason why one person succeeds and another one doesn't. Almost always, the deciding factor is typically performance." To be fair to your team, Wall says a person should expect the same top-notch performance from all of employees, regardless of their age. "And whatever you do, don't mention age as the reason someone needs to move on," he states. "Not only is that illegal, it's also not the real reason." The real reason is not performing to standards.

ONE LARGE GROUP OF LACTATING COWS + FEEDING SAME RATION TO ALL COWS = a chance of overfeeding. That's the findings of UW-Madison dairy scientists Victor Cabrera, Francisco Contreras, Randy Shaver and Lou Armentano. Noting that diets are typically formulated to provide enough nutrients to the most productive animals, the researchers stress that extra nutrients are going to the less productive animals. Their advice: Split lactating cows in smaller groups and offer group-specific feeding rations. This should result in providing more precise nutrient requirements, increasing the herd's income over feed cost and decreasing nutrient excretion to the environment. Their research report points out that "Depending on the farm facilities and extra management costs, considering additional grouping for feeding purposes could be a profitable decision in modern dairy farming." Complete information for grouping lactating cows is discussed in their report "Grouping Strategies for Feeding Lactating Dairy Cattle" presentation that you can read online at <http://www.uwex.edu/ces/dairynutrition/> Click on the pdf icon for "2012 Four-State Dairy Nutrition & Management Conference Proceedings" and go to pages 40-44.

FIRST FOUR MONTHS. That's how long the effects of dystocia can put a calf at a higher risk of death or illness. While research in the UK shows that growth to first service was not affected by dystocia category ($P>0.05$), calves that survive dystocia experience lower passive immunity transfer, higher mortality and higher indicators of physiological stress. That said, the first few hours and days of calves born under difficult birthing conditions are critical days. Calf care experts suggest that these calves receive extra attention and be given extra colostrum for the first and second day of life and that their temperatures be tracked at 30-minute intervals until the calf is strong, active and alert. Since physiological effects of dystocia in a calf include hypothermia, it's good idea to dry a calf off to prevent unnecessary loss of body heat caused by its wet hair coat. Drying the calf off will also help stimulate the calf, helping it develop strong breathing responses and help it become active.

For Your Business Mind:

SO GOD MADE A FARMER. If you weren't watching the Super Bowl on Sunday, Feb. 3, you missed a stirring tribute to farmers—a two-minute commercial sponsored by Ram trucks which declared 2013 "the year of the farmer." The voice behind this highly memorable commercial was the late Paul Harvey, with the poem recorded at the 1978 National Future Farmers of American convention. You can watch and listen to this touch-your-heart tribute to farmers, complete with a simple slideshow of photographs of farmers, and read the text of the poem in full online at <http://www.theatlantic.com/politics/archive/2013/02/paul-harveys-1978-so-god-made-a-farmer-speech/272816/>

ANOTHER REASON TO DRINK MILK: To counter garlic breath. A *Science Daily* article highlighting a 2010 The Ohio State University study noted that researchers found that milk can be a powerful tool to reduce lingering smells on one's breaths when garlic-heavy foods have been consumed. Research also shows that low-fat and non-fat milk can have a positive impact on countering garlic breath odor with whole milk and its higher fat content being even more effective. So ask your server for milk for dessert the next time you enjoy a garlic-heavy meal. Those in your presence will probably be glad you drank that extra glass of milk.

Laughter is the best medicine is more than an adage. It's the truth. Mayo Clinic staff has authored an article noting that, while a good sense of humor can't cure all ailments, data is mounting about the positive things laughter can do. Short-term benefits include activating and reducing your stress response, soothing tension and stimulating your heart, lungs and muscles. Long-term effects include improving your immune system, relieving pain and increasing personal satisfaction. Laughter also helps you connect with other people. So, more giggles and guffaws are just what the doctor ordered.

BOOK REVIEW: "THE HUMAN SIDE OF ENTERPRISE" Published in 1960, this book by Douglas McGregor is a business management classic. Before McGregor's work, management tended to view employees as lazy and unmotivated and contended that management "must goad workers into becoming productive cogs in the machine." Human resources thinking was revolutionized when McGregor posed that managers could view employees in two ways. Theory X assumes workers to be inherently lazy while Theory Y assumes they are self-motivated. McGregor, a psychologist, didn't take a polarized view but maintained that management should create workplace conditions so workers not only do well at work but want to do well. This book will help you develop a workplace where your business' greatest asset—its people—are encouraged and excel. Writer and management consultant Peter Drucker endorses "The Human Side of Enterprise" with these words: "With every passing year, McGregor's message becomes ever more relevant, more timely and more important."

WI-FI—CONVENIENT BUT. . . . there's a downside to Wi-Fi use when you're taking advantage of public Internet access. The downside is that you may be taking a big risk with your credit card information and other types of important data. Sharing a Wi-Fi connection means computers can be hacked into and identities stolen by another person sharing the same connection. "Whatever you send over the Wi-Fi, whether you are at a restaurant or a grocery shop, the only thing that is secured or encrypted is your log-in," said Rami Khasawneh, chairman for the Management Information Systems department at Lewis University in Romeoville, Ill. While most merchants, banks and credit card companies encrypt their websites so they are more secure than e-mail and social networks, hackers can use "cookies" from your e-mail and social network sites to potentially steal any credit card or other personal data. Thus, the dilemma becomes convenience vs. security.

PDPW Education Calendar

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| February 12 | Business Transition Workshop – Wisconsin Rapids, WI |
| February 25 | PDPW Webinar featuring Erich Straub I-9 Inspections – Are You Ready? – Your Computer,
12 noon – 1:00pm CST |
| March 12-13, 2013 | PDPW Business Conference – Alliant Energy Center, Madison, WI |

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