

PDPW MANAGERS memo

March 2014

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For your Dairy Business...

THE MYTHS AND MAGIC OF THE TRANSITION COW that can impact profitability will be discussed at one-day Transition Cow Workshops, "Turning Challenges into Opportunities,"

scheduled for Tuesday, March 25, at the Iowa Dairy Center, Calmar, Iowa, and Wednesday, March 26, at the Arlington Research Station, Public Events Building, Arlington, Wis. Sessions and trainers include "Why Cows Die," Dr. Frank Garry; "Pen Movement during the Transition Period," Dr. Rick Grummer; "Postpartum: The Crucial Three Weeks," Dr. Rick Grummer; "Moving Down Cows," Dr. Robert Leder and "Keeping Transition Cows Cool," Dr. Rick Grummer. Participants will also have a 30-minute Q&A with the experts. To register or to learn more, click [here](#), or call PDPW at 800-947-7379.



KAY ZWALD, CHARLIE CRAVE AND JEREMY NATZKE were elected by their fellow PDPW members to serve on PDPW's Board of Directors. Zwald and Crave will serve their second terms while Natzke is a new board member. The election wrapped up at PDPW's Business Conference last week. The three will each serve a two-year term. Read on for more Business Conference highlights.

CALLING ALL DAIRY FARMERS TO BARNSTORM WITH PDPW! If you're a dairy farmer, whether a PDPW member or not, PDPW wants to know what's on your mind regarding your dairy, your future and how PDPW can better serve you, the next generation and the dairy industry. Plan now to attend one of 10 [Barnstorming](#) sessions that will be conducted in April. Your input matters!

- April 1, Fennimore at the Silent Woman
- April 2, Prairie du Sac, Blue Spoon Café
- April 3, Madison, Hometown Buffet
- April 4, Janesville, Hhffrrrrgh Inn
- April 7, Eau Claire, Dana's Grill and Sports Bar
- April 8, Baldwin, The Orchard
- April 9, Plover, Golden Corral
- April 11, Beaver Dam, Ponderosa Steakhouse
- April 15, Brillion, Cobbestone Creek
- April 16, LaValle, River Mill

All barnstorming meetings will start at 11:30 a.m. and end at 3 p.m., with lunch provided. Can't

make a Barnstorming session? Then participate over the phone on Thursday, April 17. Pre-registration is requested whether attending in person or over the phone. And registering is as easy as calling 800-947-7379 or going online to www.pdpw.org.

FREE DBQA CERTIFICATION FOR MANAGERS AND EMPLOYEES FOR A LIMITED TIME.

Yes, you read that correctly. Boehringer Ingelheim Vetmedica Inc. is picking up the cost for individuals who participate between now and April 15 in the Dairy Beef Quality Assurance Certification, a \$25 to \$50 value per person. Certification is offered in English and Spanish and you don't even have to leave home to earn your DBQA certification. You simply go online, visit www.BIVI-BQA.com and click on the link to access the BQA modules. Once you register or login, you enter the password "bivi133" and gain access to the modules and certification. DBQA is sponsored by your \$1/-per-head investment in The Beef Checkoff. Questions about the free DBQA certification? Contact John Freitag, Wisconsin Beef Council at JWF@beeftips.com, phone 608-833-9940.

ON THE ROAD AGAIN. Spring is right around the corner, tractors and large equipment will soon be making more appearances on public roads. These driving safety tips serve as reminders so we don't get complacent about sharing the road with the public: Make sure all safety lights are clean and working. Add reflective tape to equipment: yellow on the sides and orange or red on the rear. When traveling on high-traffic roads, avoid grouping pieces of equipment together since motorists need time to pass and return to their lane. When possible, provide a follow car with hazard lights flashing as people respond better to this type of escort. Limit movements of equipment during evening or peak traffic hours. Keep lights on and flashing, even in the daytime.

8:1 RETURN ON INVESTMENT. Michigan State University Extension Dairy Team's "Shrink your Feed Shrink" program has learned that producers receive an 8:1 ROI when they cover their bunker silos immediately after filling. The team also found that shrink can occur due to how the pile is covered. When tires are used to hold down the cover, they recommend that the tires touch and be doubled at the edges and seams, with seams overlapped.

THERE'S BENEFIT IN NOT BABYSITTING EMPLOYEES. A Forbes "6 Ways to Empower Your Employees with Transformational Leadership" article says while "giving up control and empowering your team can be a terrifying experience for many leaders," monitoring a person's every move can actually impede his or her growth. The article advises managers to give a team some space, trust them and "you might be impressed by what they're able to achieve." According to the article, breaking out of the traditional leader-follower mindset can lead to stronger staff bonds founded on trust, self-confidence and achievement. When you create room for independent work and decision-making, your team might discover that they're able to achieve far more than they originally thought possible.



LET THE LIGHT SHINE. While research has shown that lactating cows exposed to 16 to 18 hours of light increases milk production by about 5.1 pounds per cow per day, Jackson Wright with Cornell Cooperative Extension stresses that those hours of light need to be followed by six to eight hours of uninterrupted darkness. Jackson also emphasizes that lights must be strategically placed so all areas of the barn achieve a minimum light level of 150 to 200 lux-about 15 to 20 foot candles-at cow level, which means lighting fixtures must be lower than perhaps previously designed. He advises consulting with a lighting engineer for both placement and type of lighting fixtures to determine if the light output meets with what is required to stimulate milk yield in all areas of the barn.

In case you missed it... **2014 Business Conference Highlights**



See more conference highlights [here](#), or on our [Facebook](#) page.

OLDER COWS AND FRESH HEIFERS ARE MOST VULNERABLE TO ketosis and other low-calcium issues, Dr. Gary Oetzel, DVM and an associate professor in the Food Animal Production division at the University of Wisconsin-Madison's School of Veterinary Medicine told those attending his session at PDPW's Business Conference. If a cow did not breed back right away in her previous lactation or if she had a longer dry period, Oetzel says keep an eye on her calcium levels when she freshens. Also place high-risk cows in a separate pen shortly before they give birth and for several days after for better monitoring. Other suggestions:

- Don't milk cows with ketosis more than twice a day until they are back on track;
- Stay ahead of the curve by monitoring the blood-sugar levels in the animal's body using inexpensive testing; and
- Treat fresh cows with oral calcium supplement products as soon as there are signs that the cow is showing ketotic symptoms.

You can learn more about transition cows at two upcoming **PDPW's Transition Cow Workshops**: March 25 in Calmar, Iowa, and March 26 in Arlington, Wis. Click [here](#) to register.

MOST CONSUMERS DON'T UNDERSTAND WHAT YOU DO, how you do it and why you do it - and this is causing them angst, explained Charlie Arnot, CEO of the Center for Food Integrity, during his keynote address at PDPW's Business Conference. Because consumers dismiss science, as science alone doesn't give them the answers they want and educating the public about what dairy farmers do isn't a successful strategy, Arnot urges dairy producers to be transparent and frame conversations with consumers around shared values. Research shows that shared values are three to five times more valuable than science. Points to keep in mind during conversations with consumers:

1. "Can" and "should" are not the same. Science may say we "can" but values say if we "should."
2. Consumers want to know that dairy practices are performed in the best interest of the animal.
3. Who you are is more important than what you know.
4. Embrace skepticism. When consumers make statements, they are not a personal attack. Always remember that "skepticism fuels improvement."

WANT TO LEARN HOW TO TELL YOUR STORY WITH CONFIDENCE? Join PDPW on April 10th for **Dairy's Visible Voice training**. Learn how to define your farm's communications objectives and put the steps in place to communicate effectively with your community. Renea Heinrich from MorganMyers is the trainer, along with special guests, "Dairy Carrie," a farmer and experienced social media communicator, and Gary Conklin, the Ohio dairy farmer who experienced the communication crisis resulting from an undercover video. For more information, call 800-947-7379 or click [here](#).



LET YOUR FINGERS DO THE WALKING and take a tour of information provided by industry partners who participated in PDPW's Hall of Ideas at the recent Business Conference. This Virtual Trade Show puts valuable information at your fingertips. You can search by company, key word or category - everything from animal genetics and animal health to seed and utilities. You just might be surprised to discover the wealth of information available to you online [here](#).

Member Spotlight

The reasons why dairy farmers attend PDPW's Business Conference vary. For James Furseth and his son Craig of Furseth Farms, a 200-cow dairy near Stoughton, Wis., a key reason was exploration. Craig is at a crucial point in his life, deciding whether to pursue a career in the dairy industry. Both dad and son said the conference was the ideal place to explore career opportunities and help in Craig's decision-making process.

"It's been really beneficial being here," Craig says.

Learning, doing, being on the cutting edge of research and being an integral part of the community are all a part of Furseth Farms. The dairy has worked a lot with UW-Madison and participates in projects that benefit it's community. Furseth Farms is one of the original dairies in the Milk Money pilot program conducted by the University.



Dairy Farmer James Furseth (left) converses with speakers, Dr. Richard Wallace and Dr. David Rhoda. Craig Furseth, James' son (right), listens in.

James says he comes to the Business Conference to catch up on things. "We get to hear about current laws, important news, employee training and more," he explains.

Both father and son agree that the Conference teaches new skill sets. James also points out that the conference is a great opportunity to "bounce ideas off people and make new connections."

More Opportunities to Learn...

10 - THAT'S THE MAX. When vaccinating animals, single-use needles are preferred. At the very least, to prevent using a dull needle which can develop a burr on the end, needles should be changed at every 10 head. If a needle bends, then it's time to change needles. And always obtain a new needle if the needle becomes contaminated with feces or an irritating chemical.

PDPW Milk and Meat Quality Workshop "Making the Grade" in Green Bay, Wis., on April 10. You Will see the results of doing the right thing when you participate in this event. In addition to a unique, highly customized dairy-only tour of JBS Green Bay, you will hear tips and techniques from Dr. Pam Ruegg that will help you produce the very best milk and meat possible. Learn more about this tour and workshop by clicking [here](#) or contacting PDPW at 800-947-7379.



DR. DAVID KOHL WILL LEAD TWO UPCOMING WORLD CLASS WEBINARS focused on "Road Ready: Putting Your Business Financials in Gear." During the Wednesday, April 23, World Class Webinar, "Economics & Dairy Dashboard Diagnostics," Kohl will share the latest news on global economics and trends in agriculture as well as the 10 characteristics of a CFO dairy producer. He'll also present a dashboard scorecard checkup featuring ratios producers need to know how to calculate for their operations, plus a financial and benchmarking worksheet.

Kohl's May 14 World Class Webinar, "Managing Through the Cycles: Staying in Control of Your Business," will give you an economic update and the rules of the road concerning finance and management. You'll learn how to stay in control given the numerous external and internal variables facing your business.

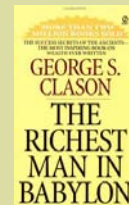
Both "live" sessions start at noon CDT and will give you 60 full minutes for power-packed information. If you have a date or time conflict with either session, you can watch a fully recorded version at your leisure. You must be registered to participate in either the "live" session or the recorded session. Register for the April 23 webinar by April 16 and for the May 14 webinar by May 7. For more information or to register for one or both webinars, please call PDPW at 800-947-7379 or click [here](#).

For your Business Mind...

WANT TO LIVE LONGER? Be an optimist rather than a pessimist. A 30-year Mayo Clinic study indicates a pessimistic view was a risk factor for early death, with a 19 percent increase in the risk of mortality. A positive mental attitude is more than believing that the positive outweighs the negatives in life. It's creating positive feelings and actions. From an aging standpoint, it can also mean accepting limitations without surrendering to them. Here are five positive thinking quotes to focus on and recite when times get tough:

1. "No matter what the situation, remind yourself "I have a choice." - Deepak Chopra;
2. "Life has many ways of testing a person's will, either by having nothing happen at all or by having everything happen all at once." - Paulo Coelho;
3. "I've had a lot of worries in my life, most of which never happened" - Mark Twain;
4. "The next time you feel slightly uncomfortable with the pressure in your life, remember no pressure, no diamonds. Pressure is a part of success." - Eric Thomas;
5. "The difference in winning and losing is most often...not quitting." - Walt Disney.

BOOK REVIEW: *The Richest Man in Babylon*. First published in 1926, *The Richest Man in Babylon* by George Clason is an inspirational classic set thousands of years ago in the historical city of Babylon. A compilation of individual pamphlets presented like Aesop's fables, each story has a concrete point or two, with the stories and principles just as applicable today as in ancient times. While the language might seem a bit strange, the author uses characters and their experiences to help readers understand some simple principles about managing personal wealth effectively and how apply them in our own lives. This 10-chapter book offers an understanding of-and a solution to-personal financial problems that will guide you through a lifetime. Some call it a must read for young adults and individuals who want to learn how to be successful with their money.



APRIL 1 A DAY FOR PRANKSTERS. While the history behind April Fool's Day, sometimes called All Fools Day, is unknown, at least one individual took advantage of the mystery to share his version of the holiday's roots when an Associated Press reporter gave him a call. In 1983 Joseph Boskin, professor emeritus of American humor at Boston University, told an AP reporter that the idea stemmed from Roman jesters during the time of Constantine 1 in the third and fourth centuries A.D. The jesters successfully petitioned the ruler to allow one of their elected members to be king for a day. So on April 1, Constantine handed over the reins of the Roman Empire for one day to his jester King Kugel, and Kugel decreed that the day forever would be a day of absurdity. An interesting note is that Kugel is an Eastern European dish that one of Boskin's friends had been craving. After the AP story ran, the news agency was not thrilled about being misled. Boskin's response: "I thought I should have been complimented for a quacky, quirky story that was fitted for the occasion."

WHEN MARK CUBAN-INVESTOR, NBA OWNER, TV PERSONALITY FAMILY MAN--WAS ASKED HIS SECRET TO SUCCESS, he responded "I work my ---- off. I recognize time is the most valuable asset I have, particularly as it applies to my family. . . I realize there are things I give up. I have golfed once. I have never skied. There's a lot I haven't done. But I do everything I love to do." Whether you like Mark Cuban or not, his words have merit-and sounds like a lot of successful dairy farmers and industry partners.

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 our sponsors. If you interact with any of these companies, please thank them for supporting PDPW!

LEARNING IS OUR LEGACY

THANK YOU! The Professional Dairy Producers Foundation wishes to thank PDPW for hosting its Silent Auction and Pie Eating Contest at the 2014 Business Conference. And thank you to all the businesses, farm families and individuals who are supporting dairy industry education from coast to coast. Did you miss the thank you video? Watch it here now.



2014 Professional Dairy Producers
Foundation

PDPW Education Calendar

March 25	Transition Cow Conference, Calmar, IA
March 26	Transition Cow Conference, Arlington, WI
April 10	Milk & Meat Quality Conference, Green Bay, WI
April 10	Dairy's Visible Voice Training, Juneau, WI

All PDPW Barnstorming Sessions:

April 1	Fennimore, WI
April 2	Prairie du Sac, WI
April 3	Madison, WI
April 4	Janesville, WI
April 7	Eau Claire, WI
April 8	Baldwin, WI
April 9	Plover, WI
April 11	Beaver Dam, WI
April 15	Brillion, WI
April 16	LaValle, WI
April 17	By Phone Conference