

PDPW MANAGERS memo

EARLY EDITION!

PDPW Business Conference is One Week Away! Register today!

March 7, 2010

THE DAIRY INDUSTRY'S PREMIER EDUCATIONAL EVENT is in Wisconsin, March 15-16, and all roads lead to Madison. Why not take advantage of this opportunity? PDPW's Business Conference, "Pathways to Profit", will deliver beyond your expectations. If you choose to attend both days, you'll hear four keynote speakers—Dr. Michael Boehlje, Stephen M.R. Covey, PR guru Linda Wenck and a surprise wrap-up presentation—and can choose from among 15 specialty sessions, with topics ranging from calf health, cow handling, OSHA compliance, managerial accounting, social media, farm insurance and many more. Then, of course, there's the Hall of Ideas trade show where you have access to the best business resources from across the country who have a vested interest in your success. Networking opportunities abound—before and after sessions, during meal times, and of course during Tuesday evening's let-your-hair-down walk-about meal and entertainment. Forgot to register? Walk-ins are welcome, and you can attend one or both days. Hope to see you in Madison where all roads lead to the "Pathways to Profit." Visit:

http://www.pdpw.org/programs_events.php?id=42 to register today

630 MINUTES or 10 ½ HOURS. That's how much time you get with nationally known resources during the presentation portion of their keynote addresses and specialty sessions offered at PDPW's Business Conference, March 15-16, in Madison. This 10.5 hours doesn't even count the "talk one-on-one" time you can have with these high-level individuals or the time you have at the Business Conference to pick the brain of fellow dairy producers or query agribusiness people in the Hall of Ideas Trade Show. Where else can you get access to so much brain power for such a little price? Register online today at www.pdpw.org or just walk in on the 15th or 16th. Hope to see you in Madison.

YOU CAN STILL CAST YOUR BALLOT FOR YOUR FAVORITE PDPW BOARD OF DIRECTOR CANDIDATES. The March 8 deadline is tomorrow for mailing in your ballot for the election of three to the PDPW Board of Directors but if you miss that deadline you can still cast your ballot at the upcoming PDPW Business Conference, March 15-16, in Madison. PDPW bylaws allow one vote per dairy membership. All votes must be cast by 1:45 p.m. on Wednesday, March 16. Candidates for your consideration include Charlie Crave, Waterloo, Wis.; incumbent Mark Diederichs, Malone, Wis.; Roger Erickson, Neillsville, Wis.; Johnathan Heinsohn, Kirkland, Ill.; and Kay Zwald, Hammond, Wis.

MONDAY, MARCH 21: "DEVELOPING THE NEXT GENERATION OF LEADERS—FAMILY OR

'NON'™ That's the day, date and topic of the next PDPW-developed World-Class Webinar featuring Dr. Donald Jonovic, Family Business Management Services. Dr. Jonovic will dig into how family farm businesses must change the kind of leadership they need as they evolve and mature and how each generation of leaders need to be very smart, tough-minded, flexible, creative, courageous and determined. He'll share how successful family operations have developed successful leaders from within the owning family and reveal unique strategies necessary for recruiting and retaining key people from outside the family. You can participate in this 60-minute World-Class Webinar by registering online at www.pdpw.org by Wednesday, March 14. Cost is just \$75 per computer, and you can have as many people participating in the webinar that can fit around one computer.

LAMENESS DOESN'T HAVE TO PUT A MIGHTY DENT IN YOUR PROFIT. You, and your employees, can learn how to help prevent lameness and keep healthy cows moving along by attending the 2011 Hoof Care Training Workshop offered on two dates at two locations: Wednesday, April 20, Marshfield, or Thursday, April 21, Chilton. Session topics and presenters include "Emergency Lameness Care," Karl Burgi; "The Transition Period: Comfort and Lameness in Free-Stalled Cows," Dr. Nuria Chapinal; "Hoof Trimming Records are Worth Their Weight in Gold," Jeffrey DeFrain; and "Effective Hoof Trimming Tips to Improve Hoof Health," Rick Trinko and Mark Lute. Participants will be divided into four groups of 24 or less and rotate through all four sessions, ensuring optimum experience at each stop. Registration is due by Wednesday, April 13, with each workshop limited to the first 95. Cost is \$125/person for PDPW members, \$175/person for non-members and just \$75/person for full-time students, high school or college. Invest in yourself and your employees by calling 1-800-947-7379.

TRUST. IT CUTS TO THE CORE OF WHAT ACCELERATES OR TERMINATES EVERY BUSINESS OR PERSONAL RELATIONSHIP.

It's also the focus of Stephen M.R. Covey's "Building Your Future on Trust" keynote address at 2 p.m. on Tuesday, March 15, at the PDPW Business Conference in Madison. Covey will outline why and how to make building trust an explicit goal, how trustworthiness is perceived by others and how to use the "language of trust" as an important cultural lever. We'll also learn how to create action plans to build "trust accounts" with all key stakeholders—at home, at work, within the industry and with consumers. And if you want even more about trust, then attend Covey's two-hour specialty session, "Get Your Business on the Fast-Track to Sustainable Success," on Tuesday afternoon at 4 p.m. Register today for PDPW's Business Conference at www.pdpw.org or simply walk in and pay at the door. Never has it been more critical to build trust than now!

YOU ASKED FOR IT, AND YOU'RE GETTING IT. What? The latest and greatest information regarding drugs, antibiotics and other animal health tools that are part of everyday life on dairies and a "must use correctly" situation for all dairies. On Wednesday, March 16, at PDPW's Business Conference in Madison, Dr. Christine Hoang will tell us everything we've been wondering about and will give us the straight facts regarding labels, product use and the repercussions when drugs and antibiotics are used incorrectly. Dr. Hoang will also address regulations, legislation and the consequences of drug use on dairies, and the ripple impact throughout the food system. To register for PDPW's Business Conference, go online to www.pdpw.org.

TACTICS TO CONTROL COSTS AND CUT LOSSES WILL BE SHARED during a Tuesday, March 15, pre-conference specialty session, "Navigating Today's Economic Whitewaters," at PDPW's Business Conference in Madison. Two savvy dairy producers— John Noble, president of Noblehurst Farms Inc., Linwood, N.Y., and John Koepke, Koepke Farms, Oconomowoc, Wis.—will also discuss the lessons they learned during the past two topsy-turvy years and will answer "How have changes made affected their bottom line and business plan?", "What changes are they gearing up to make in 2011 and beyond?", "What is the greatest lesson they have learned from the past two years and what keeps them moving ahead?" and "How have they dealt with the challenges personally, especially the stress?". Leading and moderating this real-people-who-walk-in-your-shoes session will be ag economic expert and business coach Dr. David Kohl. Kohl who will provide guiding commentary, query deeper and in more areas, insert suggestions and deliver his typical dynamic and insightful dialogue.

PDPW Education Calendar:

March 15-16, 2011 **PDPW Business Conference**, Alliant Energy Center, Madison, WI

April 20 & 21, 2011 **Hoof Care Sessions**, Marshfield, Chilton, WI – Two One-day workshops

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