

# PDPW MANAGERS memo

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July 13, 2007

Welcome to the PDPW Managers Memo electronic newsletter! This communication enables PDPW to keep you informed in a timely and effective way.

Thanks,  
Professional Dairy Producers of Wisconsin (PDPW)

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## PDPW EDUCATIONAL CALENDAR

Oct. 30-31, 2007: Dairy Policy Summit, Marriott, Madison West

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, WI

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

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## For Your Dairy Business:

**FIND THE PATH TO DIFFERENTIATED AND SUSTAINABLE GROWTH** opportunities for you and your business at this year's PDPW Managers Academy. This Master's level training session combines the frameworks for strategic planning and business analysis with persuasive dialogue training for an intense, highly interactive, three-day workshop in Phoenix, Arizona. A day of touring agricultural businesses is sandwiched between two full days of classroom training January 22-24, 2008. Make plans to attend this on-of-a-kind program and look for more details coming soon from PDPW.

**REV THE ENGINES AND ROUND UP THE TEENAGERS** for this year's PDPW Youth Leadership Derby November 3-4, 2007 at Marshfield High School. This year's weekend event is packed with non-stop fun, hands-on labs and workshops, tours and valuable networking opportunities for young people ages 15-18. This is a weekend-long lock-in event geared specifically towards those interested in exploring careers in production agriculture. The registration fee of \$50 includes all training materials, meals, snacks and entertainment. For more information, phone the PDPW office at 800-947-7379 or [www.pdpw.org](http://www.pdpw.org) to register!

**LIVESTOCK PERMITTING AND EXPANSION WORKSHOPS** are underway this month, under the direction of the Wisconsin Department of Natural Resources. Sessions focusing specifically on expansion take place July 17, in Eau Claire and July 19, in Green Bay. Workshops on current permitting are set for July 18, in Richland Center and July 24, in Green Bay. Pre-registration is required to attend these sessions by calling 800-822-7675 or E-mailing [Laura.Lueders@wisconsin.gov](mailto:Laura.Lueders@wisconsin.gov). These meetings are your chance to get questions answered and hear first hand how recent revisions to CAFO regulations may impact you and your operations. A workshop brochure is available online at [http://dnr.wi.gov/org/water/wm/nps/ag/CAFO\\_brochure\\_07.pdf](http://dnr.wi.gov/org/water/wm/nps/ag/CAFO_brochure_07.pdf).

**JULY IS BEEF MONTH IN WISCONSIN AND AMERICAN MEAT MONTH** in Japan. As dairy producers, we also are beef producers and there's no better way to celebrate than with a juicy burger or meaty steak cooked to perfection on the grill. Nearly 20 percent of the beef sold nationally comes from the dairy industry and five percent of that is from Holsteins. Being part of the beef industry is important to all of us. PDPW holds a position on the Wisconsin Beef Council, a producer-funded, producer-directed organization dedicated to building demand for beef and veal through promotion, consumer education and research. PDPW board member Dean Strauss is currently representing PDPW on the Council. For beef industry information, grilling advice and beef recipes check out [www.beeftips.com](http://www.beeftips.com).

**WITH EVERYTHING GREEN AND GROWING** summer is always a great time to speak up for agriculture and reiterate the value and importance of the dairy industry. Every conversation counts and every opportunity is the perfect opportunity...whether it's in the supermarket, at the fair or at a family reunion. Develop key messages that you want to share, helping you prepare for any opportunity. For example, your key message may be that America's dairy farmers are dedicated to providing you with safe, high-quality milk and dairy products. Explain that dairy producers' commitment to quality means caring for their animals and the land. Remember to be clear, concise and compelling in telling your story.

### **For Your Business Mind:**

**RECOGNIZE SOMEONE SPECIAL IN YOUR LIFE** by helping create a legacy of learning. Give a donation to the PDPW Education Foundation in honor of that special someone or consider giving a donation in memory of a friend or family member. To learn more about donation and estate planning opportunities with the PDPW Education Foundation, please contact PDPW at 1-800-947-7379.

**THE ART OF MAKING IDEAS UNFORGETTABLE** is the subject of our newest book recommendation entitled *Made to Stick: Why Some Ideas Survive and Others Die* by brothers Chip Heath and Dan Heath. Using psychosocial studies on memory, emotion and motivation, the book examines how six key principles can help you make ideas more marketable. The book starts by relating a gruesome urban legend, includes many illustrative stories and uses sidebars to relate how bland messages can be made intriguing to others. It's light and funny enough to read by the pool, but also well-researched and substantive enough for business purposes and makes a perfect mid-summer read.

**WISCONSIN'S RURAL LEADERSHIP PROGRAM** has trained more than 300 leaders over the last 24 years. This homegrown program that helps strengthen communities across the state is seeking candidates for its next two-year session of training and travel. Through a combination of real world learning experiences, classroom activities, field experiences and readings, participants are provided with a forum for rigorous discussions organized into a series of practical seminars. For more information, an application, or to nominate someone you know for this incredible experience, contact WRLP at 610 Langdon Street, Room 331, Madison, WI 53703; phone 608-263-0817; fax 608-262-4231; e-mail [janet.short@ces.uwex.edu](mailto:janet.short@ces.uwex.edu) or web [www.uwex.edu/ces/wrlp](http://www.uwex.edu/ces/wrlp).

**GET A HEAD START ON YOUR WORK DAY** by investing in a few minutes of daily planning with a few tips from the National Federation of Independent Business website at [www.nfib.com](http://www.nfib.com). Plan your routine and make a to-do list the night before. Avoid heavy foods, excessive alcohol, caffeine and bed-time stresses and aim for seven hours of sleep a night. If your morning schedule varies, post a schedule in a prominent place and make adjustments as necessary. Confront problems or urgent needs as quickly as possible. Designate one place as a "collection point" for any items you might need before leaving the house. Try leaving a few minutes of "reserve

time" at the start of the day for unanticipated problems. Investing a few minutes in preparation can help you banish those early morning blues forever and result in a tremendous sense of accomplishment all day long!

**ONLY A FEW CASES OF IDENTITY THEFT ARE LINKED** to security breaches, according to the General Accountability Office. By managing your personal information you can help guard against identity theft. The Federal Trade Commission suggests the following ways to minimize your risk of having your identity used by others: 1) Don't carry your Social Security card; leave it in a secure place. 2) Guard your mail by collecting it promptly and guard your trash from theft by shredding receipts, copies of credit applications, insurance forms, physician statements, checks and bank statements, and expired charge cards. 3) Place passwords on your credit card, bank and phone accounts in a safe, secure location. 4) Avoid using easily available information for your password, examples include your mother's maiden name, your birth date, the last four digits of your Social Security number or your phone number, or a series of consecutive numbers. 5) Give your Social Security number only when absolutely necessary. Additional information on dealing with identity theft is offered by the Federal Trade Commission at <http://www.ftc.gov/bcp/edu/microsites/idtheft> .

### Featured PDPW Member:

"I have had so many opportunities for growth by attending the many seminars/conferences that PDPW has offered. By networking with others involved in the dairy industry, I have learned many things to try back home or been given information to think about. These opportunities have also increased my pride in being dairy farmer."  
~Joe Thome

Joe Thome, along with his wife Diane and his family, own and operate Redtail Ridge Dairy near Malone. Joe is currently serving on the PDPW Board of Directors. His favorite PDPW event is the Annual Business Conference because "the volume of information available at this conference is incredible and the ability to network with so many members, guests and industry representatives adds to the value of the conference."

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