



Solving The Profit Puzzle

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

2008 ANNUAL BUSINESS
CONFERENCE

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN
MARCH 11 - 12, 2008 ■ ALLIANT ENERGY CENTER
MADISON, WISCONSIN





*Find all of the profit pieces in
one place at the
2008 Annual Business Conference.*

*Connect your passion
and profits to build a
picture perfect future for your
dairy business.*

*Tagged Dairy's Premier Event,
this conference was
developed by dairy producers
for dairy producers.*

*Your experience at the
2008 Annual Business Conference
is all about
"Solving the Profit Puzzle."
Come learn the
power of each piece!*

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Day 1 - Tuesday - March 11

9:00 a.m. *Hall of Ideas* – Around every corner of this extraordinary tradeshow, you'll find another profitability piece as you discover new technologies and products. Producers - this is the place to make the connection, capitalize on show specials, and converse with industry's preferred suppliers. Profit tips, new ideas and solutions are all at your fingertips. The Hall of Ideas will be open for you to build your profit picture during the entire conference.

9:30 – 10:45 a.m. Morning sessions (select one)

1) Expert panel: Where to go, where to grow – This top-notch line-up of diverse producers share their stories of how they carefully plotted their next move before re-locating a dairy. They will share their business strategies, business considerations, family factors and the moves that took them one-step closer to defining today's success. These leaders represent the mentality of pioneers and the diversity of our industry.

Dr. Gordie Jones is the managing partner of Central Sands Dairy. He also works for Quality Milk Sales as a production consulting specialist and a nutritionist for a consortium of large dairies, owning 12 herds with over 30,000 cows in Michigan, New Mexico and Indiana. Dr. Jones has consulted with dairy producers and veterinarians both across the U.S. and internationally.

Matt & Mandy Nunes, owners of Scientific Holsteins located near Chippewa Falls, Wis., milk 90 registered Holsteins and merchandize cattle and embryos. Both raised in California, the couple made their home in Oregon for seven years. The family then moved to Michigan in 1997, where Matt managed the herd at The Apple Farm, and in 2003, the Nunes family relocated to Wisconsin.

Mike Brown is the dairy economist for Glanbia Foods in Idaho. Glanbia Foods is the largest American-style cheese manufacturer in the United States and one of the largest when ingredient producers. He's a milk marketing strategist who has traveled the country, and he will use his experience to share his perspective on where dairy should grow and where those with the passion for the business should be located.

Sponsored by Badgerland Farm Credit Services

2) Energy production: Is the competition for land and resources created by the ethanol industry an asset or a liability? *Derмот Hayes* from the Center for Agricultural and Rural Development at Iowa State University will challenge traditional thinking with his assessment of the risks and opportunities associated with renewable energy production. Expect to learn more about the drivers and influencers that make buying and selling less of a guessing game.

3) Starch availability: From the cow's side – A world-renowned panel of industry experts tackle the rumen riddle by deciphering what the starch availability and the array of new tests mean to your cows and your bottom line. *Mike Tassoul, Pat Hoffman and Dr. Randy Shaver*, all from UW-Madison and UW-Extension, explain the ins and outs of commercially available starch digestibility assays, recent laboratory innovations that better predict the cow's starch utilization and how stored proteins in corn may impede the cow's ability to digest the starch. The panelists boil it all down to what it means to the cow, bulk tank weights and your checkbook.

4) Wisconsin's water quality draft rules: What they could mean to your manure handling practices – DNR is proposing revisions to the runoff management rules that affect every farm in the state. This session covers the proposed revisions to DNR's Runoff Management Rules and Impacts on Agriculture (NR-151).

Learn about the proposed tillage setbacks, the establishment of a statewide phosphorus index, and modifications to the erosion and nutrient management performance standards. Other proposed changes include clarification of new or existing manure storage facilities. *Dave Jelinski* from DATCP and *Russ Rasmussen* from DNR discuss possible rules. *Dennis Frame*, UW Discovery Farms co-director, will moderate.

10:30 - 11:30 a.m. Taste a piece of success and fuel up for the next opportunity in the profit puzzle! Lunch will be served in the *Hall of Ideas*.

Co-sponsored by Nutrition Professionals, Inc. and Wisconsin Farm Bureau

Completing Your Picture of Success

11:30 a.m. To kick-off the Annual Business Conference and get the puzzle "out of the box," enjoy a drum roll and the high-stepping enthusiasm of the UW Marching Band. This entertaining tribute appropriately harmonizes with PDPW's energy and dairy's passion. Complete with an honorable recognition of Old Glory and the national anthem, the band will leave you in harmony with yourself and warmed up for the event ahead.

Emcee and former Secretary of Agriculture, *Ben Brancel*, makes the conference connect "session by session" and "piece by piece" as we discover dairy's new picture. He has walked in the shoes of a dairy producer, carried the messages of our industry at the government level and helped grow the dairy sector in the region and nation. You are sure to enjoy his humor and thoughtful commentary.

12:15 p.m. Framing dairy's picture on animal welfare: Panel of diverse perspectives on what YOU should do on your dairy – This session provides a multi-dimensional perspective on animal welfare, including presentations from activists, the science community, a Washington D.C. insider and an industry communications professional. Sponsored by Pfizer Animal Health

Gene Baur will share a very diverse perspective on animal rights and welfare. He is the co-founder and president of the Farm Sanctuary. He challenges not only how we operate, but also questions the values on which we base our decisions.

Patti Strand is also an activist. However, Strand and Baur are very polar in their views and efforts. She is President of the National Animal Interest Alliance (NAIA) and believes that a society like ours that depends on animals needs factual information about animal well-being.

Dr. Temple Grandin, Colorado State University, is known around the world as a friend of animals and has worked on the science side of animal behavior and well-being her entire career. In her presentation, she shares her insight into what is needed in the industry.

Kevin Murphy, owner of Food-Chain Communications, shares his views of how our industry has reacted to these issues in the past and what needs to be done differently if we are going to effectively operate in the future. He believes that agriculture needs to engage proactively and communicate strategically, not just exchange insults.

Chandler Goule brings nine years of Washington, D.C. experience with agriculture and trade policy. He is the staff director of the subcommittee on livestock, dairy and poultry. He supports Congressman Collin C. Peterson (D-MN) who is the Chairman of the House Agriculture Committee. Goule has a Master's in Political Management and Public Affairs from George Washington University.

Knowing what is happening beyond the farm gate is important. Listening and understanding another's view, even one that you disagree with, gives you knowledge and the ability to plan your next move.

2:30 Special introductions -- leaders

3:00 - 4:00 Ice Cream break in the *Hall of Ideas*

Co-sponsored by Keller, Inc.

4:00 - 6:15 Specialty Sessions – see *the right column*

6:30 Enjoy a delicious dinner and phenomenal keynote speaker
Take in a once-in-a-lifetime experience and hear from a Cheesehead, winner and true leader! Co-sponsored by Rabo AgriFinance

8:30 - Midnight Connect with friends and colleagues! Enjoy a cold beverage & relax -- in the *Hall of Ideas*. This is your time to mingle with industry partners and fellow producers. Sponsored by Fort Dodge Animal Health

*** MILK– All you can drink! Sponsored by Foremost Farms USA and Swiss Valley Farms, Co.

4:00 - 6:15 p.m. Specialty sessions

Select the breakout sessions that interest you most – attend two, one-hour sessions or spend the entire afternoon with our industry's preferred suppliers in the *Hall of Ideas*.

1) Immigration: Make the right match -- This session provides the missing link on how to handle immigration issues. Learn from *L. George Daniels, III*, Executive Vice President of the Farm Employers Labor Service, as he explains the Department of Homeland Security's efforts to revive the agency's Social Security Administration No-Match Letter Rule. Plus, hear how farmers across the country are dealing with this issue. (one-hour session) Sponsored by Advanced Comfort Technology

2) Livestock Gross Margins -- This federally re-ensured, newly approved dairy insurance program is the talk of the industry.

Learn how it protects you from being caught between high inputs and a sudden market crash. Hear the facts from one of the program's co-founders, *Dermot Hayes* from the Center for Agricultural and Rural Development at Iowa State University. (one-hour session)

3) Three things they have done right and three things they would do differently – One of PDPW's greatest assets to producers is the opportunity to learn from fellow dairy producers. This session provides the purest form of producer sharing as two dairymen reveal their favorite management practices, investments made, and ideas that they attribute to their business running smoothly. They also candidly share their business regrets.

Lloyd Holterman owns Rosy-Lane Holsteins, along with his wife, Daphne, and Tim Strobel of Watertown, Wis. They milk 750 cows three-times-a-day and run 1,200 acres of crops.

Dan Truttman and his wife, Shelly, own and operate Truttman Dairy LLC, a grass-based dairy located near New Glarus. They, along with Dan's father, Dwight, and a several part-time employees, milk 170 crossbred cows and operate 400 acres. (one-hour session)

Sponsored by IGENITY and Select Sires

4) Maintaining mental balance in a rapid paced business
Finding personal balance is an on-going process; life is a work in progress. *Becky Wittig, M. Ed., CHES*, business and community outreach coordinator with Mental Health America, links us to the process. In this interactive workshop, participants will: 1) gain a better understanding of mental health, 2) identify signs of stress and specific stressors, and 3) learn methods for a balanced life. (one-hour session)

5) Piecing together culture and communications while managing Hispanic and Anglo Employees – Workplace communication can be hard enough, but add language and cultural differences and things can get really interesting. This workshop focuses on the nature of communication and culture in the workplace and how you can build an effective multicultural team. *Dr. Richard Stup*, AgChoice Farm Credit, is responsible for educational programming in human resource management. (one-hour session)

6) Improving value and utilization of distillers' grain – It seems like the perfect storm with high feed costs and a growing renewable fuels industry. Extending your distillers' shelf life is key. This session covers how to leverage the advantages of available feed and properly preserve the products, alone or with other feed. Learn how dry matter and pH impacts your decisions and ultimately milk response. Presented by *Alvaro Garcia, D.V.M., Ph.D.* with South Dakota State University. (one-hour session)

7) *Hall of Ideas* - time with industry's preferred suppliers

...and delicious cheese Sponsored by Wisconsin Cheese Makers Association

Solving the Profit Puzzle - Day 2 - Wednesday - March 12

7:00 - 8:00 a.m. Breakfast served in the *Hall of Ideas*
This is another great time where industry and producers are together to share ideas and learn from one another.

8:00 - 10:15 a.m. Specialty sessions

Select the breakout sessions that interest you most – attend two, one-hour sessions, one, two-hour session or spend your morning interacting with our industry's preferred suppliers in the *Hall of Ideas*.

1) Management accounting connects you with the answers – This session turns you to the answer section of your personal puzzle. *Dick Wittman* showcases techniques and accounting systems that help you better understand changing cost structures and evaluate your financials. He is a director and past president of the Farm Financial Standards Council and a faculty member for TEPAP. (two-hour session)

2) Turning up production by icing heat stress – New research from a region that knows high temperatures will help you prevent the seasonal production dive associated with high mercury levels. *Lance Baumgard*, University of Arizona, shares the latest discoveries on how dietary changes may benefit both your pocketbook and your herd's health during hot weather. (one-hour session)

3) Stopping Salmonella before it walks away with your future – Salmonella can be a dead-end maze for even the best calf managers. *Daryl Nydam, Ph.D., DVM*, Cornell University, teaches you to outwit the sneakiest and fastest strains of Salmonella. (one-hour session) Sponsored by ANIMART

4) Selecting the right health coverage is like solving the Rubik's Cube – Learn the ins and outs of health insurance, gain insight into new options and flip through questions you should know before selecting health insurance. It's a snap with *Cathy Mahaffey*, a licensed insurance broker with the *Farmers' Health Cooperative of Wisconsin*. (one-hour session)

5) Developing middle managers by putting together all the right pieces – Middle managers don't just walk onto your farm, they are developed. *Gary Ruegsegger*, Stratford, Wis., and *Doug Block*, Pearl City, Illinois, share how they select, train and grow high-performing, dependable team leaders on their dairies. (one-hour session)

6) Stepping through business succession planning – Sooner or later every dairy business changes owners. Planning today is one way to ensure your business survives. Through a lively and colorful presentation, *George Twohig*, agricultural attorney, will get you started in the process. You will leave the session with a clearer understanding of your options and how to protect your business' legacy. (one-hour session)

Sponsored by Badgerland Farm Credit Services

10:15 - 10:45 Morning break Gather for ice cold milk and a "piece" of a tasty treat. And step up to the game table for some steamy conversations.

10:45 - 11:45 Become the trump card and leverage your power: A lesson from Southwest Airlines – *Kay Caldwell* helped build the famous culture that has made Southwest Airlines into one of the top companies to work for in the world. In her 22 years with Southwest Airlines, Caldwell literally worked her way from the ground up with tours of duty in finance; customer relations; sales and revenue generation; and reservations call center operations. She conducted training programs that helped employees achieve success personally and professionally. Caldwell shares insight into building a business, a reputation and growing in a shrinking industry.

The pieces shared here are for every dairy producer and professional interested in succeeding in the dairy business.

11:45 – 12:45 PDPW and PDPW Education Foundation annual business meetings – Hear board leadership updates on the organizations, learn of new initiatives, meet your new leaders and review financial information.

12:45 - 1:45 Lunch served in the *Hall of Ideas*
Co-sponsored by Cargill and International Dairy Foods Association

1:45 - 2:45 Unravel the tangled web of global influencers and understand dairy's changing dynamics -- Vitality in the marketplace has never been more dynamic than today. Gas prices, global trade policies and growing demand for products, such as whey, all have an impact on your milk check, farm-gate delivery charges and the cost of each pound of dry matter your herd consumes. This session helps lock our sights on components that may push, pull or crash prices.

While profitability isn't a one-jump move, understanding the economics makes the picture clearer. *Matt McKnight*, Vice President of Export Ingredient Marketing and Industry Affairs for the U.S. Dairy Export Council, takes us through this complex puzzle.

3:00 Discovering the power piece – An Air Force fighter pilot, *Captain Scott O'Grady* was shot down over Bosnia while helping to enforce the NATO no-fly zone in an F-16. Alone – facing death, capture and the elements – he discovered within himself the spirit to go on and rely on the skills learned during a lifetime of preparing for the unthinkable. From O'Grady's compelling life-and-death story, you will be inspired to view challenges differently, embrace change and discover success even under the most daunting and trying circumstances.

Solving the Profit Puzzle

PDPW Business Conference, March 11-12, 2008. Registrations due March 3.

Name _____

Business/Dairy Name _____

Telephone Number (_____) _____ Email Address _____

Names of others attending with you _____

Your mailing address _____

Credit Card Info: VISA or MASTERCARD (circle one) Card # _____ City _____ State _____ Zip _____ Expires _____

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* 3 Ways to REGISTER -- online at www.pdpw.org;
call 800-947-7379 or send your check to: PDPW,
N5776 U.S. Hwy. 151, Suite 1 - Fond du Lac, WI 54937

Member \$175 X # attending = _____

Non-members \$250 X # attending = _____

Single Day Rates Per Person March 11 OR March 12

Member \$100 X # attending = _____

Non-members \$175 X # attending = _____

*Students \$75 X # attending = _____

PDPW has blocks of rooms at a special conference rate at:

* Clarion Suites, 608-284-1234

* Sheraton Hotel, 608-251-2300

* Country Inn & Suites, 608-221-0055

Be sure to mention PDPW!!

Total Due _____ (Name of School)

* Applies to full-time students from high school and secondary schools only

** \$20 charge for registrations received after March 3 or walk-ins