

PDPW

PROFESSIONAL

DAIRY

PRODUCERS OF

WISCONSIN

Dairy's

BOTTOM LINE

October 2007

Information. Education. Communication

PDPW Producer Profiles

Second-Look Holsteins

Doug & Linda Hodorff and Corey & Tammy Hodorff

The Hodorff Family has farmed in Eden, Wis. since the 1870's. Second-Look Holsteins began in the early

1970's milking 40 cows. Today they are milking 800 cows and their business is operated as an LLC with four partners, Doug & Linda and Corey & Tammy. Their dairy team also includes 18 committed employees. Their mission is "Happy, healthy people working with happy, healthy cows to profitably produce quality dairy products and genetics for the public."

Along with their operation in Eden, Doug & Linda also have a 400-cow dairy in Nebraska. This busy couple is very involved with their church, the Wisconsin and National Holstein Associations and many other activities. The pair is also actively involved with PDPW, having participated in the Public Policy Committee, Enhanced Internship Program and Mentor Program. Linda is also one of the founding PDPW Board Members, has led many industry initiatives and was honored as the World Dairy Expo Women of the Year in 2003. We asked about their involvement in PDPW, Doug & Linda replied, "As the years go by, we appreciate the bridge building done by PDPW in regularly communicating with diverse organizations

"As our business has evolved, so has PDPW. A decade ago, we looked to PDPW for business management education and appreciated PDPW's efforts in positioning Wisconsin dairying as a viable profession. Today, our partners and employees take in a variety of PDPW education programs during the year. We appreciate PDPW's grassroots leadership keeping on top of current issues and providing educational opportunities for us to help address each year's new business challenges."

~Linda & Doug Hodorff

and agencies such as the Wisconsin Towns Association, Department of Natural Resources and College of Agricultural and Life Sciences."

Park Avenue Dairy LLC

Terry and Jim Geau and Don Radtke

This son and father pair, Terry and Jim, and their partner Don Radtke own and operate Park Avenue Dairy LLC near Merrill, where this team has 470 cows and 370 young stock. In 1998 they expanded to their present-day freestall parlor operation. Terry, the fifth generation on their dairy, is the herd manager, overseeing the livestock and crops. Don focuses on the feeding and breeding. Jim, although "retired", stays involved with the dairy and still does the financials. They currently employ a herdsman, seven Hispanic employees and three part-time employees.

Three years ago, Park Avenue Dairy LLC began raising all of their wet calves. They feed pasteurized milk until four to six weeks of age. The calves are raised inside of an insulated building. In winter they keep the temperature between 40 and 50 degrees at all times. From there, the calves are moved into group hutches and then to three-sided barns until they are about eight or nine months of age. At that time, they are allowed to go to pasture with woods for cover. At 13 months of age, the calves are moved to another pasture where they are bred. Park Avenue's goal is to calf them between 22-23 months of age.

"PDPW has impacted our dairy in many ways, from calf-raising to dry cow housing to handling of fresh cows. It has also helped us with management skills. I always look forward to going to the PDPW Calf Care Connection seminar. I've gained a lot of information from these seminars that we use on a day-to-day basis. PDPW always does an excellent job and is very well organized."

~Terry Geau

PDPW Mission: To share ideas, solutions, resources and experiences that help dairy producers succeed.

Discover Dairy's New Role at the Dairy Policy Summit

October 30 - 31 • Madison Marriott West • Middleton, Wis.

At the Dairy Policy Summit, we will tackle the tough issues that come with new technologies, a growing industry, an increasing state population and the emergence and growth of bioenergy. Achieving balance between our land, people and energy needs is key. You'll learn about this balance and dairy's important role now and in the future.

Governor Jim Doyle will present the future of the Wisconsin economy, and multiple other dignitaries, leaders and experts are on the agenda. You don't want to miss the opportunity to hear from UW CALS Dean Molly Jahn; Secretary of the Department of Work Force Development Roberta Gassman; Secretary of DATCP Rod Nilsestuen; Director of Energy Independence Judy Ziewacz, Hoard's Dairyman Managing Editor Steve Larson and Representative Al Ott, to name a

few. In addition, attendees will tour Rosy-Lane Holsteins, a 750-cow dairy owned by Lloyd & Daphne Holterman and Tim Strobel, and the soon-to-open ethanol facility Renew Energy in Jefferson, Wis.

With engaging presentations, interactive panels and firsthand opportunities to get your questions answered from the experts and unique tours, the Dairy Policy Summit is the place to find recent information and inside facts about the dairy and energy industries.

Dairy producers, policymakers and elected officials are urged to attend the PDPW Dairy Policy Summit, October 30-31, 2007 held at the Madison Marriott West in Middleton, Wis. Registration and a complete event brochure are available on the PDPW Web site at www.pdpw.org.

Telling Your Story with Dairy Connect™

As agriculturists, it is our responsibility to tell our story. Plus, nobody can do it better!

Dairy Connect is a training program that will provide you with the speaking skills and communication tools necessary to ensure that your community, the general public and the media are aware of the positive story you have to tell about the dairy industry.

Geared for those who are up to the challenge of professional media and communications training, the next Dairy Connect training will be held November 20, 2007 in Madison, Wis. Led by a nationally-

known professional media and communications trainer, this one-day training will challenge and prepare you for the toughest situation and any "nightmare" questions. Attending

Dairy Connect brings even more value, connecting you with a speaker coordinator who can schedule you to present at local community and civic group meetings.

Don't miss Dairy Connect for the top tools for effective communication, understanding of industry issues and the opportunity to improve your skills. Call 800-947-7379 to register today. Registration is limited to the first 15 participants.



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Calling All Leaders

Are you interested in serving on the PDPW Board of Directors? If you're looking for a new opportunity to get involved with your organization and would like more information, talk to any of the current board members or call the PDPW staff at 800-947-7379.

Top Business Training found only at Managers Academy

Not to boast, but the Managers Academy is the best way to boost your business skills! With two internationally-recognized trainers and specialty tours you won't find anywhere else, the Managers Academy will take you to the next level in professional development and business success.

Sign up now for the Managers Academy, Jan. 22-24, 2008, in Phoenix, Arizona. Registration is limited to the first 100 who register for this national business training.

The Managers Academy is the only way to gain business-enhancing knowledge and skills from professionals like Jim Austin and Monty Miller without investing thousands of dollars and years of academic study. This exclusive conference is designed for CEOs who are dairy managers, industry directors, processors, marketers and distributors.

Along with Master's-level training, Academy participants will enjoy a full day of stimulating, one-of-a-kind tours. Stops will include Shamrock Farms, T&K Dairy, a cotton gin and a feedlot. Along with complete tours of each operation,

you'll also have the opportunity to hear from each company's CEOs to learn behind-the-scenes information and get your questions answered.

Back by popular demand, Jim Austin, an MBA instructor and professional business strategist, will focus on the evolution of

dairy markets and what that implies about the new risks and rewards for producers and industry in the future. Austin has over 25

years experience, and he's recognized nationally for his expertise in business consulting and organization development.

Internationally-known trainer, Monty Miller will lead an interactive persuasive dialogue workshop, taking communication skills to the

next level. Miller has almost 20 years of training and development programs, and he has conducted high-level trainings around the globe.

Check out complete Managers Academy details online at www.pdpw.org or call 800-947-7379.



More to Come!

Mark your calendars and watch for additional information about each of these valuable programs.

National Dairy Issues Forum

Nov. 14-15, 2007, Holiday Inn at the American Center, Madison, Wis.

This two-day forum focuses on determining dairy's direction, highlighting important issues surrounding the perception of our industry. Learn what proactive efforts address these issues and your role to creating a positive future.

Calf Care Connection

Dec. 4 & 5, 2007

Calf Care Connection is an intense, one-day seminar, focused on raising calves.

Hands-on labs and informational sessions with national calf experts will highlight this unparalleled program.

Hispanic Calf Care Workshop

Dec. 4, 2007

Hispanic Calf Care is an interactive, hands-on workshop, focused on caring for calves. This training will be taught solely in Spanish.

Commodity Marketing Informational Class

Dec. 10, 2007, Fox Valley Technical College, Appleton, Wis.

This class will discuss the year-long commodity marketing course, which will focus on marketing tools and principles

required to successfully market milk or other commodities. After this session, interested individuals will be able to sign up for the six-session course.

Hoof Care Training Session

Dec. 12 & 13, 2007, Sleep Inn at the Eau Claire Travel Center and Country Inn & White House Banquets, Richland Center, Wis.

These one-day seminars will showcase new strategies in foot health that will help producers improve on-farm profitability through increased mobility, production and longevity. Experts Dr. Jan Shearer, Jerry Bowman and Karl Burgi will lead the sessions.

Youth Leadership Derby is Revving Up Future Dairy Leaders

Start your engines! All enthusiastic youth ages 15-18 who are interested in the dairy industry should be sure to attend the Youth Leadership Derby, November 3-4 at the Marshfield High School in Marshfield, Wis.

Focused on leadership training, professional and life skill development and career opportunities within agriculture, the Youth Leadership Derby is the perfect place for youth excited about their future and interested in learning more about the dairy industry.

The Derby is a fast-paced, supervised lock-in filled with exciting hands-on sessions. Youth will experience udder dissections, hoof trimming demonstrations, tours of two unique dairies and more top-notch workshops and activities. One special

portion of the Derby will be a panel of young dairy leaders who will share their experiences since high school and their plans for the future.

Our rendition of American Idol, "Dairy Idol" will conclude the first day's activities. This will give attendees the opportunity to perform their favorite song or skit. Judges Simon "Cow"ell, Randy "Co-Jack"son and Paula Ab"bull" will be on hand to cheer on the participants.

Special thanks to Farm Credit Wisconsin for underwriting half of each student's registration, allowing PDPW to offer this great opportunity for only \$50 per student. Registration includes all meals, snacks, conference fees and training materials. To register or receive additional information, visit www.pdpw.org or call 800-947-7379.



2007 Youth Leadership Derby highlights:

Sam Glenn! He spoke at National FFA Convention and now he's coming to the Derby! This motivational speaker will inspire youth to dream, and more importantly, motivate them to put those dreams into action.

Tours of Maple Ridge Dairy, Dorsland Farms and Wisconsin Dairy State Cheese Co.

Hands-on activities, including a food science lab, hoof demonstration, udder dissection and animal well-being activity

And much more!

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PDPW is excited about another successful year working with our industry partners to bring these programs to our members.

To learn more about sponsorship opportunities, please call 800-947-7379.

Together, we lead the success of the dairy industry. Together – we do better!