

# PDPW MANAGERS memo

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January 11, 2012

Keep reading to see these highlights and more:

- Pass it on... to the next generation
- Does replacing corn make cents?
- 5 reasons to attend 2012 Business Conference

Thanks,  
PDPW

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## For Your Dairy Business:

**“PASSING MANAGEMENT AND OWNERSHIP DURING LIFE”** is the theme of the February World Class Webinar led by attorney George Twohig, senior member of the agricultural law firm Twohig, Reitbrock, Schneider & Halbach of Chilton, Wis. Twohig will discuss the importance of constructing a plan to pass on the farm before you pass on and provide examples of effective business models. He'll also address the role of limited liability companies and other legal entities in farm transfers and how to take advantage of important tax planning opportunities while avoiding tax traps. Register now for this important tackle-it-now-rather-than-later webinar. Webinar date: Monday, Feb. 6. Webinar time: Noon-1 p.m. Webinar location: In your home, office, wherever you have your computer. And your registration fee allows you to have as many family members and others around the one computer as you want. Registration fee for the Feb. 6 webinar is \$100 for PDPW members and \$125 for non-PDPW members. Register today at [www.pdpw.org](http://www.pdpw.org)

**PRICE OF CORN VS. ALTERNATIVE FEED INGREDIENTS.** With the price of corn grain increasing substantially during the last two years, many dairy producers are contemplating using alternative by-product feeds to offset the cost of the dairy ration. Faith Cullens, Michigan extension dairy educator, contends that the only way to know for sure if purchase and use of an alternative feed is a good decision or not is by determining the marginal change in income (loss or gain) with a ration change. “Alternative feeds may be available at competitive prices, but they need to be carefully evaluated as to how they might fit into the ration. It is important to decide which nutrient(s) you are seeking to replace by using alternative feeds,” Cullens states. To that end, she provides equations and examples for dairy producers to consider. Check out Michigan Dairy Review, Oct. 2011, Vol. 16 No. 4, at <https://www.msu.edu/~mdr/archives.html>

**COMMUNITY LEADERS, ELECTED OFFICIALS, DAIRY AND LIVESTOCK PRODUCERS,** conservation officials and citizens interested in learning how agriculture and local communities can co-exist and thrive are encouraged to attend a Feb. 23 Agriculture Community Engagement (ACE) workshop in Madison, Wis., at the Sheraton Madison Hotel. Theme for the Feb. 23 workshop is “The Winding Roads of Dairy—Intersecting Issues and Solutions.” Speakers and topics for the day include Ben Brancel, Wisconsin Secretary of Agriculture, dairy's impact on the state's economy; Kevin Erb, Conservation Professional Development and Training Coordinator, UW Extension, lessons learned from a three-state, four-year road study; Steve Pudloski, Director of the Wisconsin Transportation Information Center, UW-Madison, road construction; Sergeant Micheal Klingenberg, Wisconsin State Patrol, road regs and ag equipment on roads; and Gary Conklin, Ohio Dairy Producer, animal welfare and the importance of rural community support. Cost for registration for the Feb. 23 workshop is \$50/person and includes lunch and all workshop materials. Registration is due to the Wisconsin Towns Association by Wednesday, Feb. 15. To learn more about the Feb. 23 ACE workshop in Madison, Wis., or PDPW's role in this progressive program, please contact the PDPW office at 1.800.947.7379.

**TOP FIVE REASONS TO ATTEND PDPW'S 2012 BUSINESS CONFERENCE, "INNOVATION," MARCH 13-14, MADISON, WIS.:** 1) Sharpen your creative decision-making skills for stronger, faster, more educated decisions. 2) Take home proven techniques that move your team beyond "the way we've always done it." 3) Gain greater clarity and focus by challenging self-limiting perspectives. 4) Get outside the lines with new information and creative problem-solving. 5) Access more of your "idea power" and be all you can be. Emcee Dr. Mike Hutjens, the conference's five keynote speakers, numerous specialty session speakers, Hall of Ideas tradeshow exhibitors and the hundreds and hundreds of fellow dairy producers will be ready to exchange learning experiences. Check out the agenda online at [www.pdpw.org](http://www.pdpw.org). Registration info: \$250/person for PDPW member and \$350/person for non-PDPW member attending both days, \$175/person for PDPW member and \$250/person for non-PDPW. Register today at [www.pdpw.org](http://www.pdpw.org)

**MONITORING STANDING AND LYING BEHAVIOR PATTERNS OF LACTATING COWS** can now be used to predict and identify health concerns such as subclinical ketosis, metritis, sub-acute ruminal acidosis, mastitis and lameness. Dr. Trevor DeVries, Department of Animal and Poultry Sciences, University of Guelph, says numerous research studies show that various cow behaviors have been associated with various illnesses and advises dairy producers to take advantage of this information. For example, did you know that cows with post-milking standing times much greater than 60 minutes have increased odds of acquiring a new environmental subclinical infection? Learn more about how you can use standing and lying behaviors of lactating cows to improve your dairy's efficiency and productivity at a specialty session led by Dr. DeVries at PDPW's 2012 Business Conference, March 13-14, in Madison.

**WANT TO SHOWCASE YOUR PRODUCT OR SERVICE TO DAIRY PRODUCERS** who are seeking innovative solutions, ideas and input? The 2012 Hall of Ideas tradeshow conducted in conjunction with the dairy industry's #1 educational event, PDPW's 2012 Business Conference, March 13-14, Madison, Wis., is the place to be. Scott Stewart, President and CEO of Stewart-Peterson, Inc., summarizes his company's experience in this manner: "We've attended the PDPW business conference for a number of years now because it provides an opportunity to interact with some of the most forward-thinking dairy producers in the country. Over time, we've grown to appreciate more and more the value of this gathering for everyone involved. Everyone who attends wants the industry to thrive long-term." Hall of Ideas tradeshow contracts signed and postmarked, faxed or emailed to the PDPW by Jan. 31, entitle a company to save \$50 on a second registration to the conference. Learn more about [www.pdpw.org](http://www.pdpw.org)

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## For Your Business Mind:

**QUESTION: HOW MANY YEARS HAS THE THE OLD FARMER'S ALMANAC BEEN IN EXISTENCE?** Answer: 220 years. The premiere issue of The Old Farmer's Almanac debuted in 1792 during George Washington's first term as president and cost about nine cents. By definition, an almanac records and predicts astronomical events—the rising and setting of the sun for instance, tides, weather, and other phenomena with respect to time. Robert Thomas, who was the first editor and owner, added the word "Old" to the title in 1832 and then promptly removed it. In 1848, two years after Thomas' death, the new editor and owner put the word "Old" back in the name of the publication.

**YOU CAN HELP EMPLOYEES REACH THEIR POTENTIAL** when you empower them. A report generated by Business Summaries offers these seven steps to empowering others: 1) evaluate employees on their knowledge, skill and desire. 2) Model for them the right attitudes and work ethics. 3) Give them permission to succeed. Expect it. Verbalize it. Reinforce it. 4) Transfer authority to them. Share your power and ability to get things done. 5) Publicly show confidence in them. 6) Supply them with honest, positive feedback. Privately coach them through mistakes and inadequacies. Applaud them when they make progress. 7) Release them to continue on their own as soon as they are ready. "As you empower others, you will see the benefits to you," states the report.

**WANTED: PHOTOS OF KIDS AND COWS.** This year marks the 25<sup>th</sup> year that Discover Wisconsin has been in production, and Discover Wisconsin staff is working on a commemorative book to celebrate the wonderful events and happenings in the state. Dairy farm families around the state are asked to submit high-resolution photos—at least 5 mb and 300 dpi—of their kids in the show ring for consideration in this special book. A photo credit will list the name of the person who captured the photo. Deadline for photo submission is Thursday, Jan. 12. Digital photos should be sent to Beth Johnston at [bethj@discovermediaworks.com](mailto:bethj@discovermediaworks.com).

**BOOK REVIEW: Becoming a Person of Influence: How to Positively Impact the Lives of Others.** Authors John C. Maxwell and Jim Dornan share simple, practical and easy-to-apply-to-everyday-life ways to interact more positively with others and, in the end, achieve the goals we want for ourselves and our business. Using humor, heart and firsthand experience gleaned from decades of experience in both business and nonprofit arenas, Maxwell and Dornan take a close look at influence and detail how raising your level of influence in the lives of others can help you achieve your own goals. The authors look at the four stages—modeling, motivating, mentoring and multiplying—and delve into the skills and characteristics of a person of influence: integrity, nurture, faith, listen, understand, enlarge, navigate, connect, empower and reproduce. Reviewers note that this book will help managers see their employees respond with new enthusiasm, parents to connect with their children on a deeper level and enable organizations to get stronger.

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## **PDPW Education Calendar**

January 17-19, 2012 **Managers Academy** – Atlanta, Georgia

March 13-14, 2012 **PDPW Business Conference** – Alliant Energy Center, Madison, WI

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