

Dairy's BOTTOM LINE

Sharing ideas, solutions, resources and experiences that help dairy producers succeed.



Expand your thinking and sharpen your focus with Dan Thurman.



Mitch Breunig family donates elite registered Holstein calf to live auction.



Attain a real reason for optimism from keynote speaker and emcee, Dr. David Kohl.

The Time to Act is Now

What if you could have seen the changes 2009 would bring to your dairy? Chances are you would have done some things differently. As I sit here now, I can say with certainty that 2010 will bring change. Are you ready?

Each of us, for our own dairies and for our industry, must assess the obvious challenges ahead and seek out those we do not yet see. Sharing ideas, solutions, resources and experiences is our best chance to prepare for what's ahead and continue building upon this great industry in which we work so hard. This is the spirit of the Business Conference.

It's my honor to welcome you to the 2010 PDPW Business Conference, the premier educational event for dairy producers across the nation. This event, unlike any other dairy event, helps you to prepare for change.

PDPW is your organization. It was founded by dairy



producers for dairy producers. It's ran by producers for the benefit of all involved in the dairy industry.

The Business Conference is your opportunity to see, listen and learn. Producers from all types and sizes of operations will leave here better off and ready to apply new ideas to get real results.

Imagine where you could be in 2011 if you had ideas, solutions and resources to help you achieve in 2010.

Sincerely,

Doug Knoepke, PDPW President
Dairy producer from Durand, Wis.

The Business Conference is the place to find:

- Two days packed with educational sessions
- More than 26 world-renowned experts and producer panelists
- 15 specialty sessions
- Multiple producer panels with the best firsthand advice you can find
- Networking opportunities with fellow producers
- The one-of-a-kind Hall of Ideas tradeshow where industry's preferred suppliers showcase the most innovative products and services

Also In This Issue:

An In-Depth Look at Specialty Sessions

PDPF Live Auction Features 7 "Yes, I Want" Items

25 Nuggets Gleaned From 2010 Managers Academy

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Get to Know Your PDPW Board of Director Candidates

It's that time of the year again to get to know the individuals running for three positions open on the Professional Dairy Producers of Wisconsin's nine-member Board of Directors. While most annual PDPW Board of Director elections have three incumbent candidates and three new candidates, this year's Board of Director election has three new candidates and just two incumbents. Gary Ruegsegger, Maple Ridge Dairy Business LLC, Stratford, Wis., has served one term on the PDPW Board of Directors and was up for re-election but has decided not to run for a second term.

"We urge PDPW members to learn about each candidate, decide which they believe will best represent them and help direct the organization and then vote for the candidates of their choice," states Doug Knoepke, PDPW president.

Knoepke says PDPW members can either cast their ballots via mail or at PDPW's Business Conference, March 16-17, in Madison. Each PDPW membership equals one vote, with a membership voting for three board positions.

Individuals seeking to serve a three-year term on PDPW's Board of Directors include the following.

ERIC HILLAN

Eric Hillan owns and manages Rusk Rose Holsteins, Ladysmith, Wis., in partnership with his wife Carol. The couple entered dairying in 1982 with Carol's parents, then purchased the dairy from them in 1986. During their ownership, Rusk Rose Holsteins has expanded from 80 cows and 220 acres to

280 cows and 800 acres.

"Dairying is a constant set of challenges—from Mother Nature to milk contracting, best accounting systems, maximizing milk production and such—and I enjoy addressing the challenges and finding solutions," Eric states. "Dairying also makes you humble as it often shows you that you know very little."

Eric says he also enjoys the challenges of balancing the production side of the business with the financial side of the business.

"Many producers are geared to the production end, and that is extremely important," he relates, "but what is going to make our businesses successful is the financial end. Dairying is a business and must be run as a business."

To that end, Eric has spent a significant amount of time and energy while serving on the PDPW board addressing the business side of dairying. This Ladysmith dairyman is on the dairy industry's managerial task force and is pleased that PDPW offers business-oriented workshops in addition to its production-oriented workshops.

If he is elected to the PDPW for a second term, Eric says one of his goals is to encourage PDPW to develop and conduct even more workshops devoted to the business side of dairying. He would also like to see more workshops focused on life skills and how to deal with life's daily challenges and occasional upheavals.

"We are human beings who have a 24-hour, seven-days-a-week business that can be extremely stressful," Eric states. "I'd like to see some workshops

that focus on the people element—the "me" element so every dairy producer can be the best person they can be.

"Being the best we can be—having the necessary relationship, personal and mental health skills—would definitely go a long ways toward having every dairy be one where people enjoy even the most mundane tasks, contribute their best to the dairy and earn each other's respect."

Eric's leadership goals align with his thirst for more workshops in the personal development, taking-care-of-me area. He says the past 10 years or so have taught him the importance of being a leader who leads and then lets go. That means identifying helpful tools, making these tools

See Candidates on page 2

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Candidates

Continued from page 1

available to individuals, then backing off and giving people the space to do what they do, how they choose to do it.

"Our industry abounds with sharp people who are always looking for better ways and/or new ways of tackling challenges," Eric states. "As a leader, I like being involved identifying solutions that can help producers address their never-ending challenges—you know, the very challenges that keep me in the business."

JOHNATHAN HEINSOHM

Johnathan Heinsohm is a third-generation Walnut Grove Farms dairy producer, with the dairy started by Johnathan's grandfather in 1950. In addition to Johnathan, today's partnership involves Johnathan's father Steve and Johnathan's two brothers Jeffrey and Gilman. Each person has specific roles, with the brothers overseeing the crops side and Johnathan and his father co-managing the dairy.

The Kirkland, Ill., dairy expanded from 100 cows in 2001 to its current 450 cows and 1,800 acres of cropland. The dairy, comprised of Holsteins, is also starting a registered herd under the name of Red Carpet Holsteins.

Walnut Grove Farms is what many would refer to as a survivor, as the farm has endured three fires and a mini tornado.

"You just dust yourself off and go again," Johnathan states. "You see where you can improve and turn adversity into an opportunity to change and improve."

Johnathan is a big fan of PDPW. He acknowledges PDPW for its role in investing in the industry leaders of tomorrow via programs such as Youth

Leadership Derby and the mentoring program.

He also applauds PDPW for enhancing dairy's image and for providing networking opportunities and educational events for producers.

"You can gain such an abundance of knowledge through talking with your fellow PDPW members," Johnathan states. "When you attend a PDPW event, you are surrounding yourself with the movers and shakers of the industry who are on the cutting edge of technology. PDPW workshops and seminars have industry-leading presenters who address hot topics and the attendees are the bright, progressive ones."

"Producers who attend PDPW events aren't competitive in nature. They realize that we are all doing the same thing and it's to all of our benefit to share information and work together for the good of the industry."

Working together for the good of the industry lands among the top reasons why Johnathan is seeking position of the PDPW Board of Directors.

"I grew up on a 100-cow farm and now work on a bigger dairy," Johnathan states. "I can identify with the smaller dairies and the larger dairies. It's important that PDPW events be educational and informative for all dairy producers, regardless of size."

Johnathan says he's up for the challenge of serving on PDPW's Board of Directors and welcomes the opportunity to serve the dairy industry in this capacity.

A key challenge the dairy industry is facing, and most likely will continue to face in the coming 10 years, Johnathan says, is getting across the message that dairy producers are excellent stewards of the land and superb caretakers of

their animals.

"It doesn't matter if you're milking 50 cows, 500 cows or 5,000 cows, all producers want their cows to be content," Johnathan states. "The more content that cow is, the more money she will make you. And, the more content your cow is, the better you feel because you take pride in having content cows and doing an all-around good job."

"Dairy farming may be a way of life but it's also a business—a business that is in the public eye."

Although "Wisconsin" is the final word in PDPW, Johnathan sees the organization as one without borders.

This Illinois dairy producer stresses that PDPW programs are developed by dairy producers for dairy producers and are valuable to all dairy producers—not just those in Wisconsin.

"Wisconsin is a great state and benefits a lot from PDPW's work, and those of us who reside outside of Wisconsin are glad that PDPW has invisible borders and extends its educational opportunities outside the states," he tells. "PDPW is truly the Midwest's medium for learning for dairy producers."

KEVIN KRENTZ

Kevin Krentz is one of two partners who own and manage K & D Dairy, a 550-cow dairy near Berlin, Wis. The dairy is comprised of Holstein cows that are milked three times a day. The partners also finish 300 steers a year and crop 1,200 acres of alfalfa and corn for use on the dairy.

Kevin returned to the dairy in 1993 after completing short-course in Madison. A year later, he and his brother purchased the family's cows and continued in partnership until 2006. When his brother wanted to go another

direction, Kevin was fortunate to have a valuable long-time employee who was interested in buying into the dairy.

"David Doolittle was a well-known entity, a hard worker and brought skills, interests and strengths to the business that complimented my skills, interests and strengths," Kevin elaborates. "He was at a crossroads in his life, and the new partnership fit both of us."

"A dairy has so many intricacies that it's nice to have a partner who helps keep the dairy running smoothly in all aspects."

Kevin says management is divided, with him managing the financial and cropping side and David overseeing the dairying side. This division also allows Kevin the time to continue working on an accounting degree.

"Continued learning is so important in life," he states. "And that's where PDPW certainly shines. PDPW offers producers like myself the opportunity to continually learn in every area of dairying. I can't tell you how many PDPW-developed educational events I have attended through the years."

"The organization knows what producers need and want—and I look forward to having an opportunity to offer input in this area. I'd like to continue to help all dairy producers to think globally while executing locally. We need to look beyond the farm gate while being sustainable and being the individuals we are—focused on animal care, the environment, the business end, etc."

Kevin, who is president of his County Farm Bureau, believes in giving back when he can. And that's another key reason why he would feel honored to be on the PDPW

WE SUPPORT The DAIRY INDUSTRY!

There's a lot of talk about dairy and agriculture these days... but we want you to know the facts! Join us in supporting the many hardworking and productive dairy, livestock and crop producers throughout our area... and our nation.

They are helping to feed America and the world.

- Dairy products are among the safest foods you can eat and enjoy ~ from milk and yogurt, to ice cream and more!
- Research indicates that dairy products contain CLAs that have been shown to be effective in the fight against certain types of cancer.
- Dairy products offer consumers many nutritional benefits for a strong and healthy body.
- Our consultants offer quality dairy/livestock nutrition, providing cows /livestock with the essential nutrients needed for body maintenance and productivity.
- As a company, Renaissance stands behind their consultants, manufacturing quality products that can make a difference on the farms they service; providing technical support through our Help Desk staff of nutritionists and a veterinarian; staying up-to-date on nutritional and farm management research; and helping producers to better manage their financial concerns.
- Today's farmer knows the importance of livestock comfort as a critical element that can enhance an animal's ability to stay healthy and produce to their genetic potential.
- In America, we spend about 10% of our income on food – some of the safest and most nutritious food in the world... while other nations spend upwards of 25% of their income! We want to preserve this national treasure.
- A healthy agricultural economy is the basis for a healthy national economy!

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PDPW's 2010 Business Conference— “Imagine Dairy—Real Results” Agenda

Have you ever asked yourself: *Is there a better way? Should I do things differently? Am I missing out?* Find answers to these questions and more at the 2010 Business Conference.

A fabulous array of speakers, industry partners and events have been arranged to help you imagine what's possible for your dairy and then turn your imagination—and ideas from others—into results.

Created by dairy producers for dairy producers, the Business Conference is widely considered the **nation's premier educational event.**



Day 1 – Tuesday, March 16

9:00 a.m. Hall of Ideas Trade Show – Imagine this: the latest technologies, ideas, solutions and information to help you achieve real results on the farm. And, all in one place: the Hall of Ideas. Stroll through this incredible gathering of business minds and talk with experts offering a wide range of support for your dairy business. The Hall of Ideas will be open both days of the conference to stimulate your thinking.

9:30 – 11:00 a.m. Preconference Specialty Sessions (select one)

1) **It's the Milk House: Anyway You Cut It**

What if you could see inside the main factory of a high-producing dairy cow? This hands-on wet lab gives you the opportunity to explore the real milk house—the cow's udder. **Dr. Doug Braun** with Pfizer Animal Health and **Dr. Peter Vanderloo**, Wisconsin Veterinary Diagnostic Laboratory, will take you through the steps of how the cow makes milk and review the “hard-wired” physiology associated with milk harvesting. You'll get a firsthand look inside teat and udder tissue. This dissection experience will stamp a lasting understanding of milk production dynamics and the risk factors associated with mastitis—the most expensive disease in the dairy industry.

2) **Make Every Conversation Count**

From the grassroots to the Golden Arches, communicating about dairying has never been more important. Are you prepared to tell your story? Can you address uncomfortable and pointed questions with facts, passion and credibility? **Donna Moenning**, vice president of Industry Image and Relations, Midwest Dairy Association, will give you tools to make every conversation count, whether you're talking to your neighbor, the local news, community leaders or someone “online.”

3) **Family Business: Putting the Wheels Under the Bus**

In *Good to Great*, author Jim Collins underscores the importance of “getting the right people in the right seats on the bus,” with “the bus” a metaphor for business. It's also important to make sure the bus has its wheels.

Michael Stolp of Northwest Farm Credit will deliver key lessons to help you put the wheels under the family farm bus to keep it rolling toward future generations: 1) Change, preserving the best of the past while embracing the future; 2) Understanding and effectively communicating with different behavioral styles; 3) Developing shared values; and 4) Building a consensus-based vision for the future. If you can't imagine a future without the family farm, park yourself in a seat for this presentation.

4) **New Developments in Dairy Cattle Well-Being Research**

Once upon a time, a trained human observer collected information about animals. Today, researchers use a variety of technologies—from sensors, video and sound recording to force plates, pedometers, accelerometers and telemetry—to learn more about the behavior and welfare of dairy cattle under a variety of conditions. **Dr. Janice Swanson** and a co-researcher from Michigan State University will highlight recent developments in dairy cattle welfare research with an emphasis on the use of technology and the results it delivers.

11:00 a.m. – 12:15 p.m. – **Lunch in the Hall of Ideas Trade Show**

After filling your head full of new ideas, give your stomach some attention. Take this time to grab a bite to eat while renewing friendships, interacting with experts from the Hall of Ideas and exchanging ideas with fellow producers.

12:15 p.m. – **Business Conference Kickoff**

We officially kick-off our Conference with an inspirational rendition of the national anthem sung by Angie Greving. Emcee Dr. David Kohl is sure to have a captivated audience as he welcomes Business Conference attendees.

12:30 – 1:10 p.m. – Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself

Keynote speaker and agribusiness entrepreneur **Dr. David Kohl**, AgriVisions LLC, will provide a wide-reaching overview of the economy and trends that give you real reason for optimism. Gain insight into how you can position your business and team to flourish beyond your wildest expectations in 2010 and beyond. Dr. Kohl will share his secrets to identifying and managing opportunities and positioning yourself in your business and everyday life. This in-demand business coach has a message that could change your outlook on tomorrow's business environment—and your life.

1:10 – 1:40 p.m. Special Introductions – Industry leaders and premier industry partners

1:40 – 2:40 p.m. - Breaking Through with Focus, Decisive Action

Get ready to expand your thinking, sharpen your focus and have some fun as **Dan Thurmon** helps us regain control of our accelerated lives. Learn to switch gears from being overwhelmed by daily demands for time and energy to taking action with increased focus and decisiveness. Dan's ingenuity and insight have opened doors to new possibilities for many others before you. He has given more than a thousand presentations to marquee clients such as IBM, Deloitte and Touche, The Coca-Cola Company and AT&T, and has appeared on *The Late Show with David Letterman*.

2:40 – 3:00 p.m. – Hear What the Movers and Shakers Say about the Future

Dr. David Kohl will help you navigate through some of the most captivating industry data. Leap forward into time and see what the near future will hold as you gather the controls and fast forward into a new wave of learning.

3:00 – 4:00 p.m. – Ice Cream Break in the Hall of Ideas

4:00 – 5:00 p.m. – Specialty Session 1

Choose from among five one-hour Specialty Sessions, then attend your second choice during Specialty Session 2, when each session will be repeated. (See Tuesday Afternoon One-Hour Specialty Sessions descriptions.)

5:05 – 6:05 p.m. – Specialty Session 2

Specialty Session 2 lets you choose from among the same five one-hour sessions offered for Specialty Session 1. (See Tuesday Afternoon One-Hour Specialty Session descriptions.)

Day 1 Afternoon One-Hour Specialty Sessions 1 & 2

All five sessions will be available for your listening and participation convenience during Specialty Session 1 and Specialty Session 2. Attend one or both Specialty Sessions or spend the afternoon with our industry's preferred supplies in the **Hall of Ideas**, finding ways to turn imagination into results.

1) Sleeping with Your Business Partner

Note: This is an education-oriented presentation! In business, you and your spouse work side by side and rely on each other. You eat together, spend downtime together and even sleep together.

Challenging at times? You bet. The messages of **Dr. Becky Stewart-Gross** and her business partner and husband, **Dr. Mike Gross**, of Building Bridges will strike a chord with husbands and wives who want to A) understand why their spouse reacts in certain way; B) redirect their energies toward being the best they both can be; and C) bring combined goodness to a shared endeavor.

2) Calves: Moving Ahead Without Forgetting Lessons From the Past

The first 48 hours. That's the most crucial period after a calf's birth—and the time when you can increase a calf's ability to stay healthy and thrive. Find out what's new in calf health and what tried-and-true methods still have their place today when **Dr. Sheila McGuirk** of the University of Wisconsin-Madison discusses newborn calf topics such as colostrum, housing and feeding.

3) Moving From Everyday Operations to Just Management

Transcend clichés to the real-world experiences of other farm families where effective transition starts in a transparent environment. **Michael Stolp** of Northwest Farm Credit Services will delve into developing a constructive foundation for communication, helping everyone understand, and answer, questions surrounding the business's and individual's goals. Whether you're moving to a different level of leadership within the family business or planning for succession, transition can be purposeful, intentional, healthy, and full of meaning. And you *can* achieve the result you hope for.

4) Dairy Grazing – Exploring Greener Pastures

Even though animals in grass-based dairies harvest their own feed, managers still require considerable and focused skills. Four dairy producer panelists will discuss the advantages to grass-based dairying and share their experiences regarding monitoring forage resources, proper feed supplementation, adjusting stocking rates and controlling grazing duration to maximize milk production using forage resources.

Dr. Dick Cates will facilitate this producer panel comprised of **Joe Tomandl**, Medford, Wis., a pioneer of Management Intensive Grazing Dairies, who has 200 acres of pasture with 70 milking cows and is developing a value-added market for their milk; **Valerie Dantion-Adamski**, co-owner of a grass-based, organic Wisconsin dairy that has been in her husband's family for more than 100 years and which now has a 35-kw wind turbine that supplies a majority of the farm's electricity needs; **Ryan and Cheri Klussendorf**, Medford, Wis., who began dairying in 2003 on a rented farm and in three years earned sufficient equity to purchase their current farm; and **Dave Forgey**, who co-owns a 300-cow dairy in its 18th season operating a New Zealand-style grass-based seasonal dairy and 10th year using a share-milking system similar to the New Zealand model.

5) Maximizing the Green: Forage Management from the Field to the Bank

Milk per acre. Forage per ton. Whether you're growing your forages or buying them, the results impact your bottom line BIG time. This dynamic producer panel will deliver a full cycle discussion regarding how they manage their forage production, reap the most milk per ton of feed and per acre, control cost and calculate their next move—renting, buying and owning land. They'll delve into everything from seed and soil management to contract negotiation and harvest secrets. If your business is the dairy business, this panel is a must see.

Dr. Randy Shaver will moderate this producer panel comprised of **Doyle Waybright, Mason Dixon Farms, Gettysburg, Pa.,** and **Bart DeSaegher, DeSaegher Dairy, Middleton, Mich.** **Mason Dixon Farms** is an eighth-generation farm that involves seven family members and has an adult herd of 2,500 cows. DeSaegher considers himself a dairy farmer, not a crop farmer, and prefers to concentrate his time with the cows and not out in the field. He maintains that the rewards of handling purchasing agreements and coordinating harvest far outweigh the challenges.

6:15 p.m. – Reception

After a day of imagery, originality and inspiration, meet up with industry friends and colleagues, and make new acquaintances. Share what you learned, and learn while others share. Indulge in a beverage and appetizers. Even when relaxing, you'll be exposed to new ideas.

7:00 p.m. – Dinner

Continue with the relaxation as you dine with fellow producers, industry partners and friends at this sit-down dinner. You never know who you might meet and what will come of it. Then enjoy nonstop fun during the ever-entertaining, hands-in-the-air PDPW-style event. There will be plenty of seating and an over-the-top amount of great food, cocktails and networking time.

8:00 p.m. – It's a Bird, It's a Plane...

PDPW's very own **dynamic duo** will team up to deliver an action-filled evening. PDPW is whipping up a surprise that is sure to be remembered.

Day 2 – Wednesday, March 17

7:30 – 11:30 a.m. – Hall of Ideas Trade Show

Where do great ideas come from? We're not sure, but we do know where to find them. If you didn't have time to walk the Hall of Ideas on Tuesday, create time this morning! The new products and services you find there could change your outlook on 2010. Breakfast and brain food will be available from 7:30 – 10:30 a.m.

8:00 – 9:00 a.m. – PDPW and PDPF Annual Business Meetings

The 2010 annual business meetings are all about communication—two-way communication. This is your opportunity to hear from your leadership, provide input to leadership and elect the individuals you want on both the PDPW

and PDPW Education Foundation board. This is the real thing—your voice counts!

9:10 a.m. – 12:25 p.m. – Three Specialty Sessions

9:15 – 10:15 a.m. – Specialty Session 1

(See Wednesday Morning Specialty Sessions descriptions.)

10:20 – 11:20 a.m. – Specialty Session 2

(See Wednesday Morning Specialty Sessions descriptions.)

11:25 a.m. – 12:25 p.m. – Specialty Session 3

(See Wednesday Morning Specialty Sessions descriptions.)

Day 2 Specialty Sessions

Decisions. Decisions. You choose how many and what Specialty Sessions to attend. Select from five different one-hour sessions offered during each Specialty Session, plus one two-hour session offered starting only at 9:15 a.m. Or, take a break from the classroom setting and visit the Hall of Ideas, a place where your time is always invested, not spent.

Master Your Computer with Microsoft Tips & Tricks! (1-hour session)

Get set for hands-on computer training from **Desiree Hermann**, a *MasterLink* trainer. Become a wizard at creating awesome-looking documents in Word '07. Enhance your Excel '07 skills, turning tedious projects into a piece of cake. And master Outlook '07 like a pro, even setting up a calendar. No more turning to someone else for office tasks. Picture this: You'll be the Microsoft program guru.

Managing Life's Margin (1-hour session)

Most of us routinely spend 10% more than we have, be it money, time or energy. The first step in balancing today's busy lives is to restore margin—the space between our load and our limit. **Dr. Richard Swenson's** practical and humorous presentation will offer prescriptions for restoring margin in emotional energy, physical energy, time and finances. This session is about you – the most important asset in your business. If you're feeling a bit off key—personally and professionally—this session is designed to help you restore a healthy perspective and reestablish equilibrium.

Marketing and Management: Avoid Playing Eeny, Meeny, Miny, Mo with Your Future (1-hour session)

Volatility in milk prices, fertilizer and fuel prices has us more than shaking our heads and contemplating managing price. **Kevin Bernhardt**, UW-Extension and Center for Dairy Profitability, contends that it's not sale prices but the difference between sales and costs—the margin—that puts money in our pockets. Bernhardt will explore how to bridge management of costs with marketing of products and explain how to change one's mindset from being impressed with \$19 milk to one that is impressed with a double-digit rate of return on assets. **Now THAT** would be *real results!*

Happy Ever After: End Lameness Profits with Keen Hoof Care (1-hour session)

Sore hoofs mean sour profits. While tracking the impact on your bottom line is easy, getting a handle on what is causing lameness results is not. This session will build your technical foundation for understanding what's happening on the cow's foundation.

Dr. Jan Shearer of Iowa State University will go far beyond the basics in this discussion covering metabolic and mechanical factors that predispose dairy cattle to some of the most serious of lameness disorders. This session will provide a healthy dose of education on hoof anatomy, how the hoof works and what happens in the cow that ripples through every aspect of your operation and revenue stream. You'll exit from this training ready to trim back the culprits and stop lameness results while stepping up protocols that save money, milk and cows.

The U.S. Dairy Industry: Time for Repositioning (1-hour session)

The world has been debating the good, the bad, the real, the imagined and the unknown of globalization for decades. But what exactly is globalization? What is the global dairy market, and how does this market actually work? Most importantly, what does all this really mean to the individual dairy producer?

Jay Waldvogel, a wise and in-demand international dairy industry consultant on globalization, will provide these answers—and more.

Does Your Dairy Need Diagnosing?

(2-hour session offered only at 9:15 a.m.)

Every winning coach has a game plan, and you'll leave this session with a 10-point game plan that can help you navigate the economic whitewaters for proactive success. A presentation for all businesses regardless of financial position, this discussion led by **Dr. David Kohl** will address how to capitalize on opportunities, reduce financial failures and provide useful takeaways proven to be successful.

12:30 – 1:30 p.m. – Lunch in the Hall of Ideas Trade Show

This two-for-one opportunity lets you get a bite to eat in the Exhibit Hall while making final stops and tapping the great minds of industry partners in the Hall of Ideas.

1:45 – 2:30 p.m. – Untangling Today's Grain and Milk Prices for Real Results

Imagine how easy dairying would be if you knew what the milk price was going to be six months or a year from now. This keynote presented by **Dan Basse**, president of AgResource, takes you as close to the crystal ball as you will get with insight into the dairy export market and more. Dan will spin your dairy mind around as he gives you his take on global markets, commodity risks and opportunities on the horizon, and dives into how and why these opportunities impact all of your business. This captivating speaker will bring into focus how managing inputs and volatility will be as critical as making milk. This keynote will be thought-provoking and critical for any dairy producer or industry stakeholder who plans to thrive in 2010 and beyond.

Dan is an economist entrenched in helping dairy producers achieve real results. In 1987, he founded AgResource Company, a

Chicago-based domestic and international agricultural research firm that forecasts domestic and world agricultural price trends. He regularly provides information and research to farmers, elevators, soy and corn processors, wheat millers, food companies, trading companies, importers, exporters and meat packers.

2:30 – 3:00 p.m. – Discovery Made: A World Without Limitation

Stephan Koehler never imagined the horrors of life under East Germany's communist dictatorship. He lived them. Today he's thankful and proud to now live in America, a country where one's dreams are limited only by one's imagination. His stirring story and infectious enthusiasm will inspire, motivate, challenge and prepare you for a year full of opportunity. Meet this remarkable individual and prepare yourself for one of the most remarkable real-life stories and memorable messages.

3:00 p.m. – Dairying for Real People with a Real Passion

With one-of-a-kind craft, Dr. David Kohl will push the fast-forward button on your business mind, leaving you with one more thought for the road and a perspective much different from where you started. For some, the difference will be dramatic. Loaded with information and new ideas, Dr. Kohl's parting comments will invigorate your business mind and fuel your enthusiasm for a year filled with real results.

3:30 p.m. – Adjourn

Track 1 – Dynamo Production Dynamics

- **It's the Milk House: Anyway You Cut It**
- **Calves: Moving Ahead Without Forgetting Lessons From the Past**
- **Happy Ever After: End Lameness Profits with Keen Hoof Care**
- **New Developments in Dairy Cattle Well-Being Research**
- **Dairy Grazing – Exploring Greener Pastures**
- **Maximizing the Green: Forage Management from the Field to the Bank**

Track 2 – Communications: People, Public and Partners

- **Make Every Conversation Count**
- **Sleeping with Your Business Partner**
- **Managing Life's Margin**

Track 3 – Driving Your Business Success

- **The Family Business: Putting the Wheels Under the Bus**
- **Moving From Everyday Operations to Just Management**
- **Marketing and Management: Avoid Playing Eeny, Meeny, Miny, Mo with Your Future**
- **Managing Life's Margin**
- **Does Your Dairy Need Diagnosing?**
- **Master Your Computer with Microsoft Tips & Tricks!**
 - Word
 - Excel
 - Outlook

Track 4 – What Lies Ahead for Dairying

- **Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself**
- **The U.S. Dairy Industry: Time for Repositioning**
- **Untangling Today's Grain and Milk Prices for Real Results**

Board

Continued from page 2

Board of Directors.

"I have gotten a lot from PDPW that it's time for me to give back, and serving on the board is one way I can give back," he adds.

Kevin is excited about the future of the dairy industry. Calling dairy producers "strong and vibrant," Kevin says peaks and valleys are a part of the business, with the valleys providing opportunities to address every area of the business that can be controlled.

"The tough times aren't fun, but we're getting through them because we believe in the big picture and love the business we're in," he explains. "We are passionate about dairying and the dairy business."

DEREK ORTH

Derek Orth of Orthridge Jerseys, Lancaster, Wis., may just be the youngest candidate ever to seek a position on PDPW's Board of Directors.

"I don't see my age as a distinct advantage or a disadvantage," Derek states. "I'm a dairy producer who wants to help make a difference in the dairy industry and serving on PDPW's Board of Directors will provide an abundance of opportunities to help make a difference."

Derek is an employee of Orthridge Jerseys and owns some of the dairy's 200 milking Jerseys. His parents purchased the farm in 1993 when they moved from Iowa and built a new parlor in 2008. They have a four-row sand-bedded freestall barn and raise all of their replacements.

"I worked on a 1,000-cow dairy while in high school," Derek states, "and the more I worked there, the more I knew I wanted to be a dairy producer myself."

Thus, after attending a one-year dairy herdsman program at Utah State, Derek returned to the family farm and began his dairy career.

Derek is a big fan of PDPW. He says PDPW has expanded his network, allowing him to meet and interact with people from across the state and the Midwest. He describes this group of people as "positive, progressive individuals I can lean on and learn from."

Derek has attended several PDPW-developed educational workshops and finds the seminars "extremely valuable."

"PDPW events is where I pick up new ideas and techniques that can improve the dairy," he elaborates.

Should he be elected to PDPW's Board of Directors, Derek says he would encourage the organization to continue its focus on informing the non-ag public about the dairy industry. This might be continued involvement in the Agricultural Community Engagement program, out-of-the-spotlight information sessions with non-ag influencers or other events.

In addition, he said he would like PDPW to continue to provide cutting-edge production and business-oriented workshops.

"The more we can learn about manure management, communication and the financial side of our business, the better," he states. "Of course, leading-edge production workshops are helpful as well."

The Lancaster dairy producers says he welcomes the opportunity to interact with the current board members and those elected this year.

"I'm ready to serve on the board," he states. "I represent a generation of dairy producers who are hungry for information and whose futures

depend on the dairy industry being sustainable and having a positive image.

"Having served on a PDPW annual business planning committee and helping plan the program for a herdsman training workshop stirred a hunger within me, and I want to do more in regards to PDPW involvement. Milk doesn't come just from the grocery store; it comes from passionate, environmentally friendly dairy producers who care about the health and well being of their animals—and that's a message I can help champion while serving on the board."

RUSSEL STRUTZ

Russel Strutz of Strutz Farm Inc., Two Rivers, Wis., is a fifth-generation dairy producer. Russel returned to the dairy after completing a two-year short course, entering into a family corporation with his parents Leon and Marlene Strutz. Russel and his wife Karen are now majority owners of the dairy.

Strutz Farm milks nearly 900 Holsteins and raises all heifers until they are five months of age. At that time, two-thirds of the heifers go to a grower and return just prior to calving while the remaining third are raised on the farm.

"We joined PDPW during its formative years because we wanted to take advantage of the organization's educational and networking opportunities," Russel states. "As I look back, I can see numerous areas where education provided by PDPW, and conversations with other dairymen and industry sponsors at PDPW events, made a difference on our dairy."

"Today, PDPW does so much more than just offer educational seminars and networking opportunities. I am extremely impressed with its

behind-the-scene work that helps ensure the future of dairy industry."

As a board member up to re-election, Russel says one of his goals would be to encourage the organization to continue with its current activities and consider new opportunities as well.

"With more rules and restrictions being place on agriculture, particularly animal agriculture, it is important to stay abreast and know how to continue to work in this environment," Russel states. "PDPW can continue its leadership role in this area while also helping us get our story out regarding animal care, the safety of our product and such."

"In addition to the production aspect of our business, we can always use more information about the business side of dairying and PDPW can play a key role in this education as well."

With one board term behind him, Russel stresses that he's aware of the time commitment and looks forward to interacting with fellow board members another term.

"Everyone on the board has the same basic goal: to have a successful business that moves forward," he states. "Being a board member is invigorating because I am surrounding myself with open-minded, innovative individuals who want to do advance and protect the dairy industry."

"The current Board of Directors is comprised of great minds, and it's an honor to be in that company."

In addition to being an active PDPW member, Russel serves on the Dairy Leadership Council for his region with Land O' Lakes Dairy Foods and is currently chair of a Leadership Development subcommittee.

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2010 Managers Academy



Karla Chambers of Stahlbush Island Farms, Corvallis, Ore., right, urges attendees at the 2010 Managers Academy, developed by PDPW, to become mentors to the future leaders of the industry. On left is Steve Rowe, Northwest Dairy Association. One way to serve as a mentor: Bring a young dairy person along to PDPW's Business Conference.

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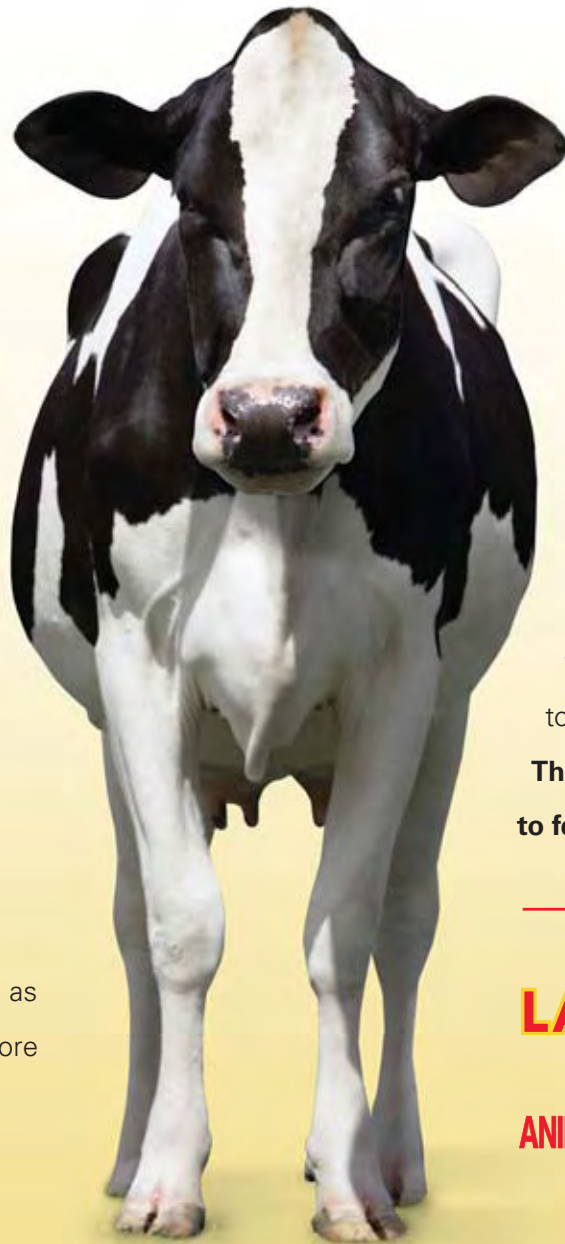
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Pre-Conference Specialty Sessions Kick Off Learning Component of PDPW Business Conference

Dairy producers attending the 2010 PDPW Business Conference March 16 and 17 at the Alliant Energy Center in Madison will find new and improved ways of doing things as well as answers to their pressing questions. The conference is developed for dairy producers, by dairy producers. And Tuesday, March 16, pre-conference specialty session offering is a great starting point for that education.

The Tuesday morning pre-conference specialty sessions are being offered from 9:30 to 11 a.m., with attendees having their choice of one of four sessions.

It's the Milk House: Anyway You Cut It

This wet lab session will give producers a hands-on experience with the real milk house: the cow's udder. A review of the "hard-wired" physiology associated with milk harvesting will remind attendees of the steps a cow's body takes to make milk. A dissection of teat and udder tissue will leave a lasting understanding of milk production dynamics and the risk factors associated with mastitis—the most expensive disease in the dairy industry.

Dr. Doug Braun and Dr. Peter Vanderloo will co-present this specialty session. Braun is a senior

veterinarian with Pfizer Animal Health on the dairy veterinary operations team.

He specializes in quality milk programs, reproductive management, bio-security risk management strategies and maximizing the value in the replacement herd. His background includes extensive experience in working with dairy herds.

Vanderloo has 23 years experience as a practicing veterinarian in a mixed-animal practice in southwest

Wisconsin. His primary emphasis in practice was dairy cattle. While

in practice, Dr. Vanderloo had the opportunity to be involved with organized veterinary medicine, including the AVMA and the Wisconsin Veterinary Medical Association which he served as President. He is delighted to be providing service to the veterinarians and producers of Wisconsin at the WVDL.



Dr. Peter Vanderloo



Dr. Doug Braun

See Sessions on page 16

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ASSOCIATE INDIVIDUAL MEMBER – \$150

Non-voting member - Membership is open to any individual interested in the dairy industry who does not qualify as an individual or a corporate membership.


CORPORATE MEMBER – \$300

Non-voting member - Open to any group, company or organization interested in the dairy industry. With one corporate membership, every person within the company/organization enjoys the benefits and member rate at PDPW events.

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Sessions

Continued from page 13

Make Every Conversation Count

Effectively communicating about the business and lifestyle of dairying has never been more important. In today's communication world, producers must be prepared to tell their stories and address uncomfortable and pointed questions with facts, passion, clarity, professionalism and credibility. This session will give attendees tools to use in making every conversation count. Skills developed here can be used in a variety of conversations, ranging from discussions with neighbors and community leaders to interviews with the local news.

Donna Moenning, Midwest Dairy Association vice president of industry image and relations,

will lead this session. In her position, Moenning played a key role in creating the "People Behind the Product" initiative, which involves the Scientific Advisory Council, influencer presentations and farm tours, collaboration with channel partners such as McDonald's and Dominos, the Producer Service Center and new programs such as SpeakOut!. This initiative earned a National Agri-Marketing Association "Best of NAMA" award.



Donna Moenning

Family Business: Putting the Wheels Under the Bus

If producers think of the family farm as a bus, then they recognize the importance of

making sure the bus has good wheels in order for the business to operate successfully. In this session, attendees will learn how to keep the bus rolling toward future generations. Key points include preserving the best of the past while embracing the future, understanding and effectively communicating with different behavior styles, developing shared values and building a consensus-based vision for the future.

Michael Stolp, vice president of market research and development for Northwest Farm Credit Services in Spokane, Wash., will lead this "road trip."



Michael Stolp

Stolp is responsible for overseeing measurement of customer experiences, marketplace assessments, strategic analysis and special projects. He provides leadership for the NFCS Knowledge Center as well as the Business Management Center, which provides family business management education and one-on-one facilitation in strategic and succession planning.

New Developments in Dairy Cattle Wellbeing Research

From sensors, video and sound recording to force plates, pedometers accelerometers and telemetry, today's researchers use a variety of technologies to learn more about the behavior and welfare of dairy cattle under many different conditions. In this session, dairy farmers will learn about the latest in dairy wellbeing, handling and new ways to optimize cow health and profitability. Emphasis will be placed on the use of technologies and the resulting effects on wellbeing.

Dr. Janice Swanson, session leader, is the director of animal welfare at Michigan State University.



Dr. Janice Swanson

She coordinates outreach, teaching and research in farm animal behavior and welfare with a focus on social responsibility in the food system. Outside of her position in academia, Swanson provides scientific service on national animal welfare advisory committees, including McDonald's, Burger King, Humane Farm Animal Care, the Food Marketing Institute and the National Council of Chain Restaurants.

By Andrea M. Bloom

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"The Business Conference has been among my 'must attend' events for five or six years now. I go for two reasons: the specialty session information—which is extremely educational and valuable to our business—and for the interaction with other dairy producers. The conference is a great opportunity to get the opinions of progressive producers and to tap into their knowledge."

- Gary Janssen,
Golden Oaks Farm, Illinois

Same Goals, Just New Name, Look, Web Site

The Professional Dairy Producers Foundation has a new name, a new look and a new web site at www.dairyfoundation.org.

Previously named the Professional Dairy Producers of Wisconsin Education Foundation, PDP Foundation raises dollars for educational opportunities for dairy producers and others impacted by dairying. The name change simply communicates the national scope of the Foundation more clearly.

"The Foundation was established by Professional Dairy Producers of Wisconsin (PDPW) to allow dairy producers and other dairy professionals to give back to the industry they love," says PDPW President Doug



Knoepke.

Since 2002, PDPW has been a leading funding source of the Foundation, donating dollars and staff time from its operating budget each year.

"PDPW established the Foundation for the benefit of the entire industry, but our name did not clearly communicate our intent," says Foundation Board Chair Judy

Rupnow. "With our new brand in place, we are reaching out beyond Wisconsin for the benefit of all who are impacted by the dairy industry.

"Many dairy industry issues are without borders—people development, maintaining the public trust in our production practices and being prepared to communicate. These are focus areas for the Foundation's fundraising and funding."

Preparing for tomorrow's challenges is the intent of the Foundation, Knoepke adds.

"The Foundation is paving the way for the next generation of dairy producers to carry on what we do today," Knoepke states. "We want to ensure that

See Foundation on page 23

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The Character Factor in Farm Business Management

Students participating in agricultural finance courses, as well as new agricultural lenders, quickly learn one of the basic concepts of lending called the "Five C's of Credit." The "Five C's" encourage a lender to review an applicant's loan request based upon five core areas: Character, Capital, Capacity, Collateral and Conditions. Analyzing these areas helps to ensure that a sound credit decision is made and that the loan will be repaid in a timely manner.

Let's examine the first of the "Five C's"—Character—as it relates to successful farm business management as this



Amber Bennett

will give you some insight into what lenders take into consideration when reviewing the character factor.

• **Financial:** A recordkeeping system used solely for income tax preparation is not viewed as a proactive system for forward-thinking producers. We are looking for a farm manager who utilizes a solid recordkeeping system and frequently uses financial data to assess performance and to make prudent financial decisions.

• **Marketing:** Do you proactively seek out education and marketing tools to lock in profit margins? Do you develop a marketing plan each year and review and update it regularly throughout the year? Do you lock in a portion of your costs and well as your revenues for effective margin management? Overall, we are interested in

actions you're taking to increase your profit margins.

• **Risk Mitigation:** One of the most common forms of risk protection is insurance. Each farm business is unique in composition due to enterprise type, business activities, individuals involved and future plans. Where do your risks reside and what steps are you taking to manage these risks? While we understand insurance is not the only way to reduce risk, we do believe it's very important to review your risk management options and utilize those that best fit your business needs.

• **Legal:** If your farm business resides in an entity such as an LLC, partnership or a corporation, do you have legal counsel assisting you in filing and maintaining entity documents? Also, are there aspects of your business that require legal attention in the areas of human resources, environmental issues, government regulations or business transition planning? Outside expertise is often necessary to adequately address these areas, and lenders want to see these issues are being addressed.

• **Operational:** Who is the 'key manager' of your farm business? Who are the other important players who help manage all of the above-mentioned areas? Do you have the right people performing the right activities? Lenders want to see that all members and employees of the farm business are aware of and committed to the same business objectives.

• **Communication:** Honest and proactive communication is essential and can make or break a farm business. Communication channels need to be open and accessible between the farm manager, farm employees and farm family

members. In addition, a farm manager's ability to communicate with neighbors, community and industry members, and business professionals is also important. Lenders especially appreciate timely communication, including discussions about current issues or concerns, future plans, operational changes, financial progress and credit needs.

• **Production:** As lenders, we take into consideration your farm's production performance as a reflection of character, as well. How does your unit rank in production levels as compared to similar units? Think of milk per cow, bushels or tons per acre, production level per unit. Are you using the right mix of inputs to achieve the optimum level of outputs for sustained profitability?

At one time a verbal promise and a handshake between lender and borrower were all that were needed to make and honor a loan commitment. Indeed, times have changed. As the agricultural industry has become more capital intensive and diverse, the "Character" factor now extends to several areas of farm business management.

Amber Bennett is Senior Vice President- Credit Delivery at Badgerland Financial, serving farmers and rural residents in 33 counties of southern Wisconsin. Amber works with a team of lenders and customer service specialists who specialize in serving the unique, financial needs of agricultural producers of all enterprise types and sizes. She grew up on a dairy and livestock farm in southwestern Wisconsin and has 18 years of agricultural lending experience. She received a Bachelor of Science degree in agricultural economics from UW- Platteville and an MBA from UW-Whitewater.



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PDPF Live Auction to Raise Funds For Educational Activities

An annual fundraiser for the Professional Dairy Producers Foundation is its live auction conducted during the Professional Dairy Producers of Wisconsin's Business Conference. PDPF's 2010 live auction will take place after the Tuesday evening dinner, March 16, at the Alliant Energy Center, Madison.

Judy Rupnow, board chair of the Foundation, explains that the Professional Dairy Producers Foundation was established in 2002 as a vehicle to raise funds and award grants for educational initiatives surrounding the dairy industry and is a 501(c)(3) organization.

"Funds generated from activities such as the live auction support educational initiatives that impact the industry and our communities long term," Rupnow states. "This is our 'legacy of learning' to the next generation of the dairy industry."

Among the programs that have received recent support from the Foundation are Youth Leadership Derby, Dairy Mentor Program, National Dairy Well-Being Initiative and ACE, Agriculture Community Engagement.

"When a person or organization bids or purchases a live auction item, they are helping support activities that focus on people development, earning and keeping public trust and preparedness so the dairy industry can quickly respond to emerging issues," Rupnow states.



The auction-headlining calf has been donated by the Mitch and Jacquie Breunig Family of Mystic Valley Dairy LLC, one of Wisconsin's leading dairy families when it comes to Holstein genetics.

See Live Auction on page 23


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Jeremiah 33:3

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¹Hutjens, M. F. 2009. Feeding Challenges With Today's Milk Price. IL Dairy Day Report. p. 12-16.



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Pat Truttman, Green Bay (920) 338-9756
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Jerry Ring, Madison (608) 828-5728
Jennifer Howen, Marshfield (715) 384-2826
Woody Syverson, Mauston (608) 847-5552
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David Loken, Waupaca (715) 258-8830

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Live Auction

Continued from page 20

The 2010 live auction features seven items:

1. An elite registered, high-pedigree Holstein heifer calf, Jenny-Lou Million 2719,

donated by the Mitch Breunig Family of Mystic Valley Dairy LLC, with support from James Bailey, Bailey Consulting, Inc.

This November '09 Million calf is from the heart of the Lou and Toystory cow family. Her Marsh dam is on the Holstein Association Locator List and is among the elite in the breed with a CTPI of 1734. The Brett grandam, VG-86 GMD DOM has over 47,150M @ 2-11. The third dam is the well-known Patron Toyane, VG-89 GMD DOM, the dam of Toystory and Lou.

2. Semen tank with 100 units of conventional semen

donated by Semex.

The buyer is getting a new semen tank plus his/her choice of any in-stock AI bull on Semex's active price list.

3. Door County August Walleye Getaway

donated by ANIMART.

This is a two-day get-away at Yacht Harbor Shores Condominium in Sister Bay for up to four people. Hosts Dr. James and Ruth Metz of ANIMART and Matt Riemer of BIVI will treat you to a Thursday morning professionally guided walleye fishing trip, fish fry and Friday sailing adventure!

4. Golf Wisconsin: Golf Premier Wisconsin Courses

donated by Autumn Ridge, Baraboo Country Club, The Bull at Pinehurst Farms, The Oaks Golf Course, University Ridge Golf Course, AgStar Financial and Stewart-Peterson.

As you might have guessed this live auction item will have you on the golf course at Autumn Ridge, Baraboo Country Club, The Bull at

Pinehurst Farms, The Oaks Golf Course and University Ridge Golf Course. But you won't be alone on the golf courses as this auction item is golf for four plus a cart at each course.

5. Imagine Dairy, Real Results quilt

donated by Karla Zimmerman. This handmade, colorful quilt features the conference-theme "Imagine Dairy, Real Results" and is bound to be an auction favorite! Hang it on a wall or proudly display it on a bed—either way, it makes a powerful statement.

6. GEA WestfaliaSurge Rotating cow brush

donated by GEA Farm Technologies, Inc. This rotating cow brush starts automatically when touched by a cow, improves animal cleaning, saves energy and is ultimate in comfort for your cows.

7. Pheasant hunt, lunch & animal nutrition conversation

donated by Sharon Brantmeier, Ameriprise Financial, and Don Meyer, Rock River Laboratory, Inc.

In the fall of 2010, this auction item will let you and two friends enjoy a day of pheasant hunting at Milford Hills Hunting Club, Lake Mills, Wis., then get your dairy nutrition questions answered by Randy Shaver, UW Dairy Science professor, and Don Meyer, Rock River Laboratory, Inc.

PLACE THE LAST BID

Individuals interested in bidding on any of these items—and hopefully placing the final bid—are encouraged to attend the March 16 auction. If you can't attend the live auction but want to purchase one of the seven live auction items, please call the PDPW office, 800-947-7379, to make arrangements for a proxy bidder.



The well-known and admired Jenny Lou Patron Toyane is the grandam of Jenny-Lou Million 2719, a Holstein heifer calf that will be auctioned during the Professional Dairy Producers Foundation's Live Auction on March 16 in Madison.

Foundation

Continued from page 17

the high value we place on education and professionalism is instilled in the next generation."

The Foundation's major fundraiser is its Silent and Live Auction, which takes place at the PDPW Business Conference. The 2010 Auction will be held at the conference March 16 and 17 in Madison, Wis. Other fund drives include:

- MEMORIAL GIFTS—Give in memory of someone, honoring their contributions to the dairy community.

- CHAMPION GIFTS—Recognize someone who is a champion in your life or for the dairy community.

- I BELIEVE GIFT—Demonstrate your belief in a strong future for the dairy community.

The Foundation is led by a five-member board that includes three dairy producers and two allied industry professionals. More information, including impact of the Foundation to date and

ways to contribute, is available at www.dairyfoundation.org.

The Foundation's new web site, www.dairyfoundation.org, was developed through donated in-kind services of USAgNet LLC/Wisconsin Ag Connection, a provider of agricultural news, web site development and hosting services. Additional in-kind creative direction was provided by Scott Burditt of Noggin LLC, a marketing and communications services provider.

The new Foundation logo was developed by Morgan&Myers, Waukesha, Wis. Since 2002, Twohig, Reitbrock & Schneider of Chilton, Wis. has helped establish and update the Foundation's bylaws and continues to provide legal counsel for the Foundation.

The Professional Dairy Producers Foundation is a 501(c)(3) organization that raises funds and awards grants for educational programs and initiatives for the dairy community and the public.

Silent Auction Benefits Dairy's Future

More than 50 items will be up for bid during the silent auction sponsored by the Professional Dairy Producers Foundation at the Professional Dairy Producers of Wisconsin 2010 Business Conference in Madison, March 16-17. Items range from Green Bay Packer tickets and a signed Green Bay Packer player jersey to baskets of cheese, toy farm equipment and one-of-a-kind handcrafted items. There's even a metal sculpture of a dairy cow donated by a high school.

"Supporters have been extremely generous, and, as a result, people will have lots of items to choose from and will probably have a difficult time deciding which ones will get their bids," states JoAnn Maedke, vice chair of PDPF.

Maedke explains that funds raised from the silent auction go toward PDPF initiatives that fall into three main categories: endeavors focused on earning and keeping public trust, engaging and equipping dairy producers with communication skills and educational opportunities and building an endowment fund so the dairy industry can respond quickly to emerging issues.

"All these donations add up to a great future for everyone in the dairy community through the Professional Dairy Producers Foundation," Maedke states.

Silent Auction items and donors include:

- "Cows at Play on Christmas Day" Print from Original Watercolor by Mary Heinze, donated by Mary Heinze

- 12 Ton Dried Distillers Grain Supplement, donated by United Wisconsin Grain Producers
- Red Wing Shoe Company \$100 Gift Certificate, donated by Red Wing Shoe Company
- Amish-made Old Fashioned Wooden Barn Toy, donated by Corey & Tammy Hodorff, Doug & Linda Hodorff
- Apple iPod, donated by Intervet/Schering-Plough Animal Health
- Green Bay Packers Party Package, featuring Tickets & Tailgate Party, donated by Lake Breeze Dairy, LLC
- 20 BioPRYN Pregnancy Tests, donated by Waupun Veterinary Service
- Cheese & Wine Basket, donated by Tauchen Harmony Valley, Inc.
- "Celebration of Cows" Bonnie Mohr Framed Print, donated by Maedex Tax & Farm Accounting, LLC
- Two Club Seats to a 2010 Packers Football Game, donated by Foremost Farms
- Cheese & Wine Basket, donated by Crave Brothers Farmstead Cheese, LLC
- Charles Woodson Jersey, Packer Hat and Sweatshirt, donated by We Energies

See Silent Auction on page 26

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Four 'You Gotta Hear 'Em' Keynote Addresses On Tap at PDPW Business Conference

The Professional Dairy Producers of Wisconsin's two-day Business Conference, March 16-17, is jam-packed with specialty sessions that allow attendees to pick and choose and attend the sessions that best fit their interests. In addition to these specialty sessions are four keynote addresses in time slots so everyone who attends the Business Conference can listen and gain from the information shared.

"If someone attending the Business Conference only took in the keynote addresses, they would benefit tremendously," states Marion Barlass, co-chair of the Business Conference. "The four keynote speakers are high-profile individuals who deliver powerful, invigorating messages that can change lives.

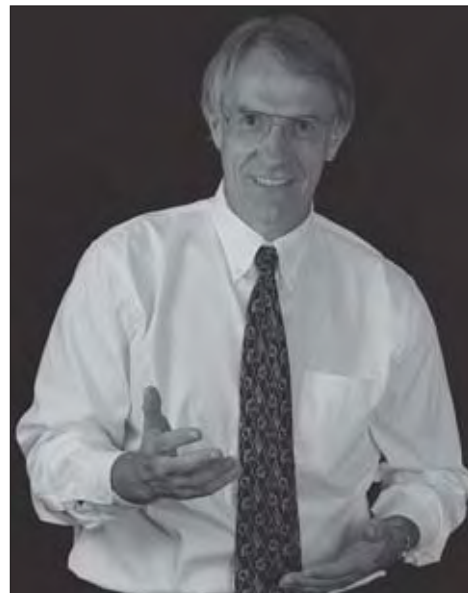
"While most conferences only have one or two keynotes, this Business Conference

will have four—and they are four remarkable, inspiring presentations."

The first keynote, "Capitalizing on the Three O's of Business Success: Optimism, Opportunities and Oneself," is slated for 12:30 p.m. on Tuesday and will kick off the Business Conference. Keynote speaker and agribusiness entrepreneur Dr. David Kohl will provide a wide-reaching overview of the economy and trends that provide real reason for optimism.

"Individuals will gain insight into how we can position our business and team to flourish beyond our wildest expectations in 2010 and beyond," Barlass adds.

During this keynote address, Dr. Kohl will share his secrets to identifying and managing opportunities and positioning oneself in business and everyday life.



Dr. David Kohl

See Keynote on page 27

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*MDI MAT ending February 2009.
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Silent Auction

Continued from page 24

- "Bless America's Heroes" Bonnie Mohr Canvas Giclee, donated by Bonnie Mohr Studio & Maedex Holsteins
- \$50 The Shoe Box Gift Certificate, donated by The Shoe Box
- Amish-made Old Fashioned Wooden Barn Toy & Farm Toys, donated by Corey & Tammy Hodorff, Doug & Linda Hodorff & New Holstein Tractor Supply Co.
- Milwaukee 18-volt Cordless Tool Combo Kit, donated by Arm & Hammer Animal Nutrition
- New Holland Tractor, Baler & Grain Bin Toys, donated by Gellings Implement, Inc.
- John Deere Cribbage Board and Party Supplies, donated by Lezow Dairy
 - Udder Singe, donated by Nasco
 - Packers Ryan Grant Autographed Jersey, donated by Elite Sports Management
- "Curious Heifers" 16"x20" Framed Canvas Print by Thomas Miller, donated by Thomas Miller—Painter of Rural America
- Cheese Basket, donated by Grande Milk Marketing, LLC
- 2 Tickets to a 2010-2011 Season Bucks Game, donated by The Milwaukee Bucks
- Milking Time Assessment or NMC-Approved Milking Machine Inspection, donated by Nigel Cook MRCVS
- "Green Pastures," an 11"x14" Framed Canvas Print by Thomas Miller, donated by Thomas Miller—Painter of Rural America
- \$250 Gift Certificate for Route Supplies, donated by DeLaval
- 2 Tickets to the Third Regular Season Green Bay Packers Home Game with Post-game dinner included, donated by Twohig, Rietbrock, Schneider & Hallbach S.C.
- Pig Roast – Roasted and Served On-site, donated by Eden Meat Market
- Two Secure Calf Packages (5 doses Secure colostrum replacer, calf blanket, bucket, jacket, whisk and thermometer), donated by Vita Plus Corporation
- \$250 Gift Certificate for Waupun Equipment Company, donated by Waupun Equipment Co.
- 20 Johne's Serology Sample Testing, donated by Waupun Veterinary Service
- Website Creation and 3 Months of Maintenance, donated by Dairy Business Communications
- \$50 Mills Fleet Farm Gift Certificate, donated by Mills Fleet Farm
- Two Cases of Aerosol Teat Disinfectant, donated by Deep Valley Farms, Inc
- Walnut Hand-Carved Bowls created by Rick Bauer, donated by Doug & Toni Knoepke
- Hoof Trimming Service for 20 head, donated by Carpe Diem Hoof Trimming
- Decorative Milk Can, donated by Mayer Farms
- Gift Certificates for Teat Dip, Detergent or Acid, donated by Argall Dairy Systems
- 2 Tickets to the "Bishop's Charity" Green Bay Packers Preseason Game with Post-game dinner included, donated by Twohig, Rietbrock, Schneider & Hallbach S.C.
- 2 Days of Applications Training, donated by MLT/ Instructing Technologies



- 10 Units of 29HO13245 January Shottle x Debut, donated by ABS Global, Inc.
- Farm Training Conducted in Spanish, donated by Diego Calderone, DVM Dairy Production Consultant
- One Hour of Fieldwork or Harvesting, donated by Kraus Custom Harvesting
- \$100 Gift Card, donated by Kwik Trip, Inc.
- \$250 Gift Certificate for InService Maintenance, donated by DeLaval
- "Rural Ramblings-30 Years of Rambling" by Gloria Hafemeister Package, donated by Gloria Hafemeister & Angie Molkentin
- "Queen Bessie" Painted Micro Moo Cow, donated by Wisconsin Milk Marketing Board & Patricia Strong
- 2 Tickets to an Upcoming Coliseum Event, donated by Alliant Energy Center
- Metal Cow Art, donated by Hartford Union High School
- Canoe Trip, Dinner & 1 Night Stay at Mecan River Lodge, donated by Mecan River Outfitters and Lodge & So-Fine Bovines, LLC
- Barn Board Wheelbarrow & Cabinet with Enamelware Basin, donated by Gold Star Farms
- 1/16 Model International 460 Diesel Tractor - Collectors Edition, 1/16 Model International Utility Diesel, Red Hooded International "I'm All About Farming" Sweatshirt size M, donated by Carl F. Statz & Sons
- Butterfly Pork Chops, donated by Wisconsin Pork Association
- 4 Themed Cheese and Accompaniment Baskets, donated by Trega Foods Limited

Additional support received from Ag Consulting Team LLC, Cooperative Plus Inc., Angie Molkentin, Park Cheese Company Inc., Wagner Farms, Inc.—Hank & Pam Wagner—and Wisconsin Agribusiness Council, Inc.

This list of silent auction items will continue to grow as more donors step forward for the cause.

A full list of the items that comprise PDPF's silent auction can be found online at www.pdpw.org or at www.dairyfoundation.org.

Keynote

Continued from page 25

Barlass says this in-demand business coach has a message that could change one's outlook on tomorrow's business environment—and life.

Following Dr. Kohl's keynote will be Dan Thurmon and "Breaking Through with Focus, Decisive Action." Thurmon's presentation is designed to help attendees expand their thinking, sharpen their focus and have some fun. This highly entertaining speaker will explain how individuals can switch



Dan Thurmon

gears from being overwhelmed by daily demands for time and energy to taking action with increased focus and decisiveness.

Thurmon is a first-rate presenter and has given more than a thousand presentations to marquee clients such as IBM, Deloitte and Touche, The Coca-Cola Company and AT&T, and has appeared on The Late Show with David Letterman.

The next two keynotes at the Business Conference will take place on Wednesday, March 17.

Dan Basse, president of AgResource, will deliver "Untangling Today's Grain and Milk Prices for Real Results" during a 1:45 p.m. keynote address.

"Imagine how easy dairying would be if you knew what the milk price was going to be six months or a year from now," Barlass states. "This session will take you as close to the crystal ball as you will get with insight into the dairy export market and more.

"Dan will spin your dairy mind around as he gives you his take on global markets, commodity risks and opportunities on the horizon, and dives into how and why these opportunities impact all of your business. He will bring into focus how managing inputs and volatility will be as critical as making milk."

Barlass adds that this session should be extremely thought-provoking and critical for any dairy producer or industry stakeholder who plans to thrive in 2010 and beyond.

The final keynote, which will occur at the end of the two-day Business Conference, will be delivered by Stefan Koehler, a recent immigrant from Germany who is Intellectual Property Manager for Epicentre biotechnologies, a Madison-based biotech company.

Koehler didn't just image the horrors of life under East Germany's communist dictatorship. He lived them. Today Koehler says he is thankful and proud to now live in America, a country where one's dreams are limited only by one's imagination.

"Stefan's stirring story and infectious enthusiasm will inspire, motivate, challenge and prepare each of us for a year full of opportunity," Barlass states. "This remarkable man has one of the most amazing real-life stories and will deliver a message that is bound to stay with us for a lifetime."

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Specialty Sessions Highlight Results, Offer More Choices

This year's PDPW Business Conference highlights a wide array of issues facing dairy producers and industry professionals today, and focuses on getting results by addressing these issues.

Specialty sessions offered during the three-day conference tackle everything from udder care and the damaging effects of mastitis to transitions of the home farmstead to the next generation to increasing computer skills. There is something for everyone.

On Tuesday March 16, specialty sessions are offered between 4 p.m. and 6:05 p.m., with the schedule arranged so participants can attend their choice of two informational specialty sessions. Or participants can opt to attend just one session and take in the Hall of Ideas where they can

interact with industry partners, view new technology and get information about products and services that can help their businesses.

The specialty sessions and speakers slated for Tuesday afternoon include:

Sleeping With Your Business Partner

Many farming couples spend close to all of their time together—from eating dinner to milking and doing chores, farm couples need to work together to keep things running smoothly. Sometimes this is easier said than done and can put strains



Dr. Becky Stewart-Gross

on a couple's partnership.

Dr. Becky Stewart-Gross and her business partner and husband, Dr. Mike Gross, of Building Bridges will provide insight into effectively working side by side with a spouse – in both a personal and professional context. They will take time to show partners how to understand and effectively communicate so their combined goals can be met.

Dr. Mike Gross, of Building Bridges will talk with producers about making transition, whether it is to a new leadership profession or planning for succession, a purposeful and meaningful process.



Dr. Mike Gross

on hand to give insight into setting goals, both business and individual, and the importance of communication at any professional level. Stolp will talk with producers about making transition, whether it is to a new leadership profession or planning for succession, a purposeful and meaningful process.



Michael Stolp

Exploring Greener Pastures With Grazing

The decision to graze is not one that is taken lightly. It involves a considerable amount of skills to run a successful grazing operation.

Participants attending this session will listen to a panel of producers facilitated by Dr. Dick Cates of UW-Madison.

Producers participating in the panel include Dave Forgey, co-owner of a 300-head dairy that has been utilizing a New Zealand-style grass-based season dairy for the past 18 years; Valerie Dantion-Adamski whose organic dairy operation utilizes a wind turbine that supplies nearly all of the electric power for the operation; and Ryan and Cheri Klussendorf, producers who began farming at a rented property and in three years had earned sufficient equity to purchase the facility and currently farms there today.



Dr. Dick Cates

Calves: Moving Ahead Without Forgetting Lessons From the Past

Calf health is an important facet to at any operation, especially the first 48 hours of life. Sit in on this extremely informative session to find out what's new in calf health today and what tried-and-true methods are being practiced that still show desired results.

UW-Madison professor Dr. Sheila McQuirk will lead this session and share information on newborn calf hot topics including colostrum, housing and feeding.



Dr. Sheila McQuirk

Moving From Everyday Operations to Just Management

Understanding and knowing how to apply leadership skills is important in any profession, especially when it comes to managing a successful dairy operation.

Michael Stolp of Northwest Farm Credit Services will be

See Choices on page 30

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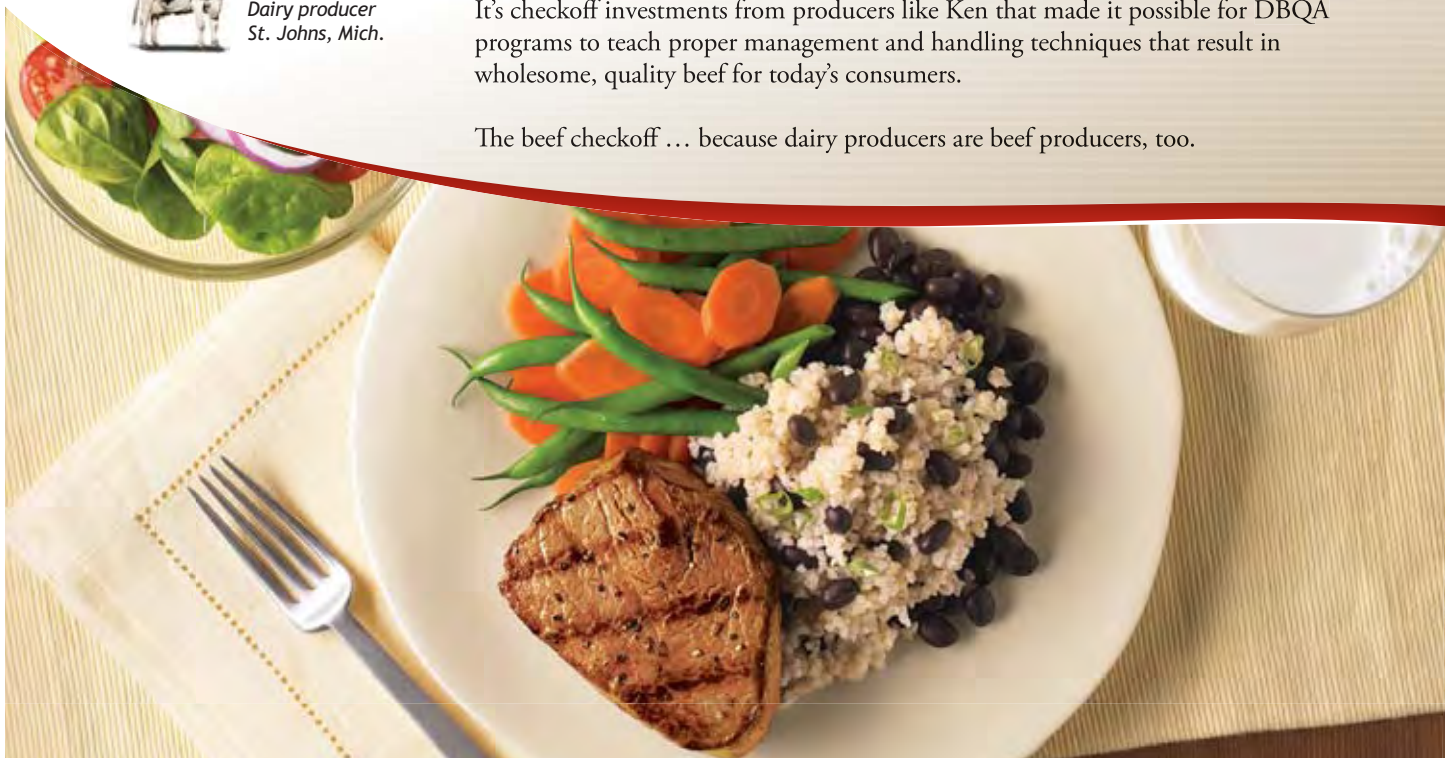
Ken Nobis
Dairy producer
St. Johns, Mich.

“The beef checkoff program makes a positive contribution to increased beef consumption which impacts the price received for our market cows,” says Ken Nobis. “Here on our dairy, we’ve implemented the checkoff-funded Dairy Beef Quality Assurance (DBQA) program.”

“As producers, we need to assure consumers we’re handling our livestock correctly,” Ken says. “Consumers need to know we take the best possible care of our animals because happy cows are productive cows. And, the beef and milk that comes from our farms is the highest quality possible.”

It’s checkoff investments from producers like Ken that made it possible for DBQA programs to teach proper management and handling techniques that result in wholesome, quality beef for today’s consumers.

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Choices

Continued from page 28

Maximizing the Green:

Forage Management from the Field to the Bank

How forage resources are managed can positively or negatively affect a producer's bottom line and their business.

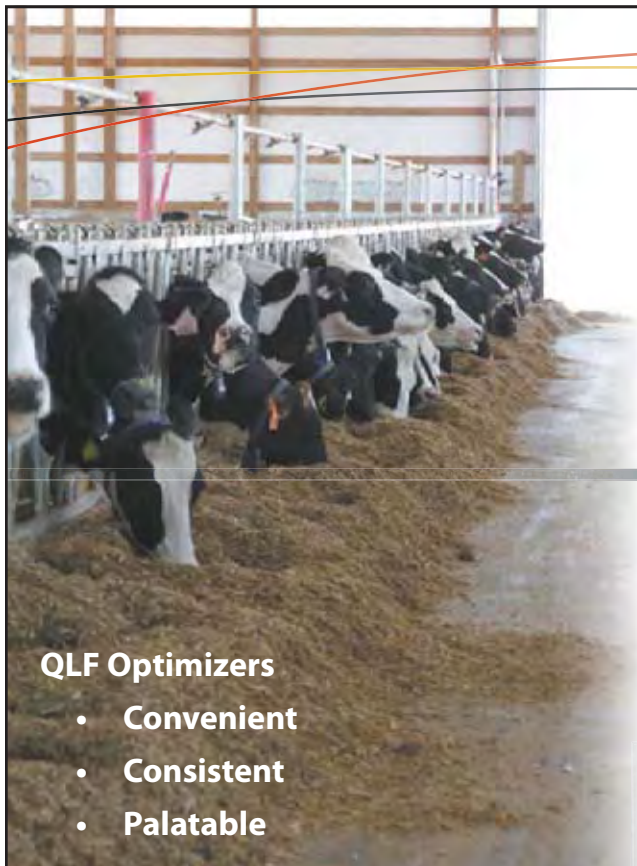
This session, sponsored by CP Feeds, LLC, hosts a panel of experienced producers to discuss successful forage management, control costs and much more. The panel will cover everything from seed and soil management to harvest secrets and tips to negotiating contracts. Take a seat in this session and learn from the experiences of the producer panel.

For more information on the PDPW Business Conference or to register, visit www.pdpw.org and click on the "Business Conference ~ March 16-17, 2010."

By Brianna Ditzenberger

"The dairy industry is not static, and the Business Conference helps producers see what is coming down the pike and how to manage change."

- John Fiscalini, dairy producer, California



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Advisory Board "Advises"

If looked up the word "advise" in the dictionary, you would find the definition to be "to offer advice to, counsel, to recommend, suggest." And that is precisely what the four individuals who comprise the Professional Dairy Producers of Wisconsin Advisory Board do and have done during their tenure.

"PDPW's Advisory Board is second to none and brings a mix of expertise to the board," states Doug Knoepke, a dairy producer from Durand, Wis., and president of PDPW. "Chuck Adami, Equity Cooperative Livestock Sales, Association, Baraboo, Wis.; Le Luchterhand, Arm & Hammer Animal Nutrition, Roseville, Minn.; Jeff Reichers, M&I Bank, Darlington; and Doug Wilson, Genex and CRI, Shawano, attend all of our board meetings and

executive meetings, provide guidance as needed and make certain that PDPW stays aligned with its goals and the goals of the dairy industry.

"PDPW's Advisory Board members have non-voting seats. Each individual is on hand to advise, counsel and serve as a sounding board but does not have a vote when it's decision-making time."

Each advisor serves a two-year term. Each year, two individuals who have served just one year remain on the board while the two who have served their two-year terms step down.

This year Jeff Reichers and Doug Wilson are the out-going advisors who will be replaced with two new advisors.

"PDPW will definitely miss

See Advisory on page 33

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Advisory

Continued from page 32

these two remarkable individuals," Knoepke states. "They have provided counsel that will impact PDPW for a long, long time."

DOUG WILSON

Doug Wilson says he and the others on PDPW's Advisory Board agree that they get more than they give.

"PDPW energizes me," Doug states. "I've been in the industry for a while and to sit with a group who truly tries to help the industry and identify and fill the education needs is an honor and experience in itself."

When approached to serve on PDPW's Advisory Board two years ago, Doug says he was concerned about time commitment. He did not want to say "yes" when he could not devote the time to the organization and its goals.

Once the time commitment was understood, saying "yes" was easy for him.

"PDPW has earned my respect through the years," Doug relates. "This organization is in the forefront of advancing the dairy industry."

"For us that work with the dairy producers, PDPW had made a difference in Wisconsin and, equally as important, has helped create a positive national image. People know PDPW, its good work and educational events."

Doug says, even prior to serving on PDPW's Advisory Board, he recognized the positive impact PDPW had on the dairy industry. After serving on the Advisory Board, he says he is even more impressed.

Your mom and dad told you to pick your friends. It's that scenario. You like to work with and be associated with organizations that make a positive impact.

"PDPW's board is not self-serving. It's a team of people with collective energy and thought processes. It doesn't matter whose idea something it is. It's about putting all heads together and coming up with things that help move the industry forward."

Doug says he cannot recall a time where a board discussion was self-serving to any individual on the board. Instead, he says all discussions and ideas center on how to help the dairy industry.

"You can't say that about every organization," Doug adds. "That's part of what makes PDPW so unique. The PDPW board truly does do what's good for the industry."

As a youngster, Doug says his mom and dad constantly reminded him to pick his friends carefully. That, he adds, is precisely what he did when he joined PDPW and its Advisory Board. He likes to work with and be associated with organizations

such as PDPW that are making a positive impact.

Doug adds that he also believes that one should hire people with as high of skill level as possible and then get out of their way.

"PDPW management recognizes the skill level and intellect of the board and they get out of the way. PDPW is one organization where events are truly 'developed by dairy producers, for dairy producers,'" Doug interjects.

Doug stresses that the PDPW-advisor relationship isn't one-sided.

"This relationship has clearly helped me personally," he explains. "Many times I have brought home thoughts and ideas that can be applied to our cooperative. I realized that if a certain something was good for PDPW, it's good for this cooperative."

See Wilson on page 34



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Wilson

Continued from page 33

"CRI serves members, and that is what PDPW does. It's been grounds for a lot of fruitful ideas."

This agribusinessman says he is truly impressed with "the power of PDPW."

"If I were to list the top handful of factors that contribute to enhancing the image of producers and the dairy industry and that promote the good of the dairy industry, the formation of PDPW has to be on that list," Doug summarizes.

JEFF RIECHERS

Jeff Riechers of Darlington, Wis., works full-time in the financial world as a vice president for M&I Bank. When Jeff was asked to serve on PDPW's Advisory Board, he was open to the invitation and had M&I Bank's blessing.

Having grown up on a crop and beef farm Jeff's previous experience within the dairy industry had primarily been limited to the relationships that developed through M&I as he worked with producers around Southwest Wisconsin to finance their operations. Jeff's two-year stint on the PDPW Advisory Board better acquainted him not only with dairying but with dairy producers as well.

"I gained a tremendous appreciation for the complexities of the dairy industry and what producers face," Jeff states. "I also gained a much greater appreciation for the high caliber of individuals in the dairy industry.

"PDPW's board members welcomed every advisory member with open arms every meeting, and made us feel appreciated. I know I have gotten more from PDPW than I

could have ever given to them."

While Jeff truly believes that he's received more than he's given to PDPW, others see it differently.

PDPW board members are open and candid regarding their appreciation for Jeff. They commend him for bringing a different perspective to the board room, for providing a new perspective to various challenges and for questioning the status quo.

They also valued his financing background, his ability to think and speak with clarity and his listening skills.

"I was the fortunate one as I got to meet some great people and learn about dairying and dairy producers," Jeff states. "Information gleaned helps me be better at my day job. As we evaluate our strategies at M&I Bank, and work to grow our relationships within the dairy

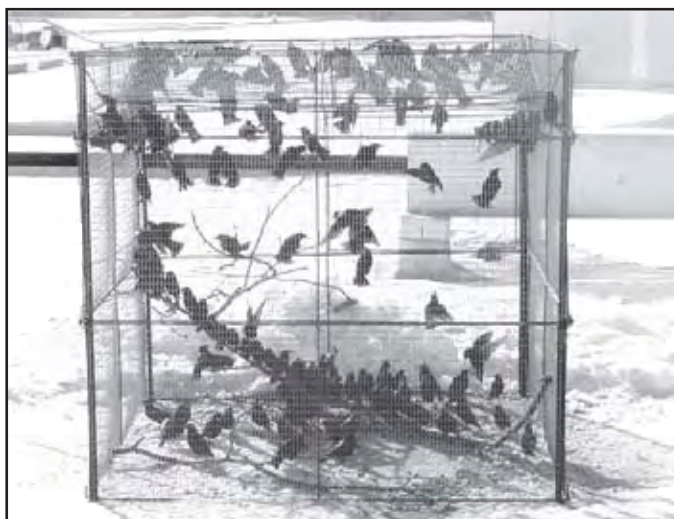
industry, I have gained a better insight regarding how that will be received.

Jeff is quick to praise PDPW for its educational role.

"PDPW educates. They educate dairy producers and they educate the general public, decision-makers, the private sector and industry partners," Jeff states. "And, while they educate, PDPW is also improving the image of the dairy industry.

"PDPW plays an important role within the state and within the dairy industry. It's become extremely evident to me that PDPW wants to help producers be better at their businesses and wants to help those outside the dairy industry understand what it means to be in production agriculture. In the end, both dairy and non-dairy can appreciate each other better thanks to PDPW."

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Specialty Sessions Offer Diverse Training Opportunities For Producers

Producers attending the 2010 PDPW Business Conference will continue to build upon their knowledge and resources as they participate in the second day of the event on March 17 at the Alliant Energy Center in Madison.

From 9:15 a.m. to 12:25 p.m., attendees can partake in three hour-long specialty sessions, two hour-long sessions and the one two-hour session or attend one or two sessions and spend the remaining time in the Hall of Ideas trade show. Any way the time is played, attendees will gain new strategies to apply to their operations.

The five one-hour specialty sessions include:

Master Your Computer with Microsoft Tips and Tricks

By being familiar with Microsoft programs, producers can develop great-looking communications pieces or useful spreadsheet tools to add value to their operations.

In this session, attendees will learn to create "awesome-looking" documents in Word 2007, enhance Excel 2007 skills and master Outlook 2007.

After this workshop, what



Desiree Hermann

seemed like tedious tasks will become a few simple clicks of the mouse.

Session leader Desiree Hermann works as a fulltime computer trainer with MasterLink Training LLC in Waukesha. A network administrator and consultant since 1994, Hermann is especially skilled in leading training sessions and turning foreign-sounding computer terms into user-friendly ones.

Managing Life's Margin

Producers are familiar with the concept of spending 10 percent more than what they have—be it money, time or energy. This session highlights the idea that balancing busy lives starts with restoring margin—the space between a person's load and his or her limit. Attendees will explore ways to restore this margin in emotional energy, physical energy, time and finances. They will also be reminded that they are the most important asset to their business.

This session will be led by Dr. Richard Swenson, fulltime physician-researcher, author and educator. His focus is on cultural medicine, researching the intersection of health and culture. Dr. Swenson also views himself as a futurist with a fourfold approach: the future of the world system, Western culture, faith and healthcare. This author of six



Dr. Richard Swenson

books was named the 2003 Educator of the Year by Christian Medical and Dental Associations.

Marketing and Management: Avoid Playing Eeny, Meeny, Miny, Mo With Your Future

This specialty session will expose producers to a different kind of margin—the difference between sales and costs—and how it affects profitability on the dairy farm. Volatility in milk, fertilizer and fuel prices complicates producers' strategies for managing price. In this session, attendees will explore how to bridge management of costs with marketing of products. They'll also begin to change their mindset from being impressed with \$19 milk to being impressed with a double-digit rate of return on assets.

Dr. Kevin Berhardt, session leader, is director of the Pioneer Academic Center for Community Engagement and a specialist with the UW-Extension and Dairy Profitability, Farm and Risk Management. His recent extension research and educational efforts include farm and risk management, financial analysis, milk marketing, managing the margin and the nature and causes of price volatility.



Dr. Kevin Berhardt

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See Training on page 38



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Training

Continued from page 36

Happy Ever After: End Lameness Profits With Keen Hoof Care

The impact lameness has on the bottom line is easy to track, but figuring out what caused the problem in the first place is often difficult. This session will give producers a technical foundation for understanding the cow's hooves and its effects on her health. Discussion will "go far beyond the basics" to cover metabolic and mechanical factors that predispose cattle to some of the most serious lameness disorders. The session includes education on hoof anatomy and how the hoof's function affects every aspect of the operation and revenue. Producers will see that improving protocols will save money, milk and cows.

Dr. Jan Shearer will take the lead on this specialty session.

Shearer is a professor and extension veterinarian with Iowa State University and is regarded as the dairy industry's "foot care guru." He is also coordinator of the American Association of Bovine Practitioners' Bovine Lameness Seminar. In 2003, Shearer received the USDA Secretary of Agriculture's Honor Award for outstanding innovation in animal health. His primary research and extension interests are lameness of dairy cattle, bovine behavior and animal welfare.



Dr. Jan Shearer

The U.S. Dairy Industry: Time For Repositioning

The concept of globalization is quite difficult to understand and has been debated for decades. To end the confusion, dairy producers have to sift through the good, the bad, the real, the imagined and the unknown to see what it means to them on an individual level.

This session's leader, Jay Waldvogel, is the senior vice president of strategy and international development for Dairy Farmers of America. He is responsible for leading the organization's strategic planning process, supporting its business leaders in strategy implementation and guiding its expanding international activities. His experience in global dairy spans over 20 years and Waldvogel spent more than half of that time working and residing overseas with leading global dairy companies.



Jay Waldvogel

Dr. David Kohl will use his expertise in agricultural finance and business as he facilitates this session.

Kohl received a master's and Ph.D. degree from Cornell University and was a professor of agricultural finance and small business management and entrepreneurship in the Department of Agricultural and Applied Economics at Virginia Tech. He retired from teaching in 2003 and is currently president of AgriVisions, LLC, an agribusiness consulting firm, and part-owner of Homestead Creamery, a value-added dairy business in the Blue Ridge Mountains.



Dr. David Kohl

By Andrea M. Bloom



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"Attending PDPW's Business Conference lets me get away from the farm and learn while I'm away. I particularly appreciate the sessions about the financial end of the business. The conference may be a six-hour drive one way, but these two days are well worth it."

- Tejo Willemsen, Willemsen Dairy, Indiana



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