

# PDPW MANAGERS memo

---

---

January 8, 2010

Keep reading to see these highlights and more:

- Your opportunity to comment on NR 151
- Last Chance for Managers Academy and Masterlink Software Training
- Tips for producing high quality milk
- PDPW Calendar of Events

Thanks,  
PDPW

---

---

## For Your Dairy Business:

**TOMORROW'S MANAGEMENT OF WISCONSIN DAIRIES AND ALL WISCONSIN FARMS** will be impacted by the proposal that is being considered at five upcoming public hearings being held by the Wisconsin Department of Natural Resources. At these hearings, the public is invited to comment on the proposed changes to Wisconsin's nonpoint source pollution rule, NR 151. The rule revisions revise the "performance standards" and prohibitions related to the application of nutrients (Phosphorus) to farmland in Wisconsin. A summary and the text of the proposed rule is available online at <http://www.legis.state.wi.us/rsb/code/nr/NR151.pdf>.

Each hearing will begin promptly at 1 p.m. with a one-hour informational session followed by formal testimony. Dates and locations of the hearings are as follows:

- (1) **Jan. 25, Appleton** - Outagamie County Highway Department, Highway Shop Conference Room, 1313 Holland Road;
- (2) **Jan. 28, Eau Claire** - Best Western Trail Lodge, 3340 Mondovi Road, Room: Chippewa #1;
- (3) **Feb. 2, Waukesha** - State Office Bldg., 141 NW Barstow St., Room 151;
- (4) **Feb. 10, Madison** - Lyman F. Anderson Agricultural and Conservation Center, 1 Fen Oak Court, Classrooms A & B, first floor; and
- (5) **Feb. 11, Wausau** - Rib Mountain Municipal Center, 3700 N. Mountain Road, Hwy NN.

Individuals who cannot attend a hearing or prefer to submit written comments on the proposed rules may do so electronically or by U.S. mail through Feb. 26. Written comments will have the same weight and effect as oral statements presented at the public hearings. Written comments must be submitted to Carol Holden, DNR – WT/3, PO Box 7921, Madison, WI 53707-7921 or by e-mail to [carol.holden@wisconsin.gov](mailto:carol.holden@wisconsin.gov).

These hearings are *the* opportunity for Wisconsin dairy farmers to voice their opinion on proposed changes to Wisconsin's water quality rules, nutrient management standards and other farming practices.

**SAVE TIME AND ELIMINATE OFFICE FRUSTRATION** by participating in a special one-day computer training class on Wednesday, Jan. 20, in Appleton. Designed especially for PDPW members, this hands-on training—which starts at 8:45 a.m. and ends at 4:30 p.m.—will be led by a MasterLink expert and will teach you the ins and outs of **Office 2007** Word, Excel and Outlook. Once you've completed the training, you will receive 60 days of follow-up support so on-the-job tasks can be tackled with confidence. The ultimate goal is for you to cut your office time, multiply your computer knowledge and work confidently in all three programs. Cost for the training is just \$175—a \$44 savings. Call today and register: 1-800-947-7379. Sorry no walk-ins can be accepted.

**PRODUCING HIGH-QUALITY MILK MATTERS PROPORTIONATELY MORE** to your bottom line nowadays, as lower bulk tank somatic cell count can increase milk price significantly. Dr. Jeff Reneau, University of Minnesota, underscores that “you can't afford not to” invest the time and effort to achieve a low bulk tank somatic cell count, adding that simple procedures can often make a \$10,000 to \$15,000 difference on a 100-cow dairy averaging 20,000 pounds per cow. “Some best management practices are cost neutral,” he states. Tips from Dr. Reneau: 1) Proper teat dipping takes no more time or product to achieve complete teat coverage than to do a sloppy job. 2) Add just 10 seconds more time cleaning teat surfaces during cow prep for each cow than a typical 5- to 10-second pre-milking prep time and you can improve the quality of the milk let-down stimulus, resulting in increased milk flow rates and reduced machine-on time without slowing down milking time at all. 3) Remove udder hair by singeing or clipping will help keep udders cleaner and improve the effectiveness of pre-milking cow prep. 4) Standardize your milking routine for every milker to follow as a Denmark study shows that cows milked in a standardized milking routine produced 5.5 percent more milk in their lactation than cows milked using a non-standardized minimal milking routine. 5) Don't cut inputs that may compromise animal health and well-being or milk quality. For example, don't shortchange milking equipment clean up or maintenance. “Subpar milking equipment function or stretching rubberware replacement time beyond recommendations will likely result in more mastitis and bacteria problems,” Dr. Reneau states.

**GETTING FRESH COWS OFF TO A HEALTHY START AFTER CALVING** impacts whether high milk production is achieved, cows get rebred and metabolic disorders are avoided. Three veterinarians—Dr. M.W. Overton, University of Georgia; Dr. Gene Boomer, Arm & Hammer Animal Nutrition; and Dr. Patrick Gorden, Iowa State—understand the importance of the transition cows and have assembled a “Transition Management Checklist” that covers grouping and pen movement, nutrition and feed delivery, facilities and cow comfort, and general items and monitoring. Their checklist offers guidelines to improve the management of transition cows “with an eye on improved early lactation performance, decreased risk of premature culling and improved reproductive success.” While this list does not cover all possible transition issues, it can serve as an aid in the investigation of problems and in improving day-to-day management. You can read the full checklist by clicking on [www.wdmc.org/2009/Transition%20Management%20Checklist.pdf](http://www.wdmc.org/2009/Transition%20Management%20Checklist.pdf).

**IF YOU LIVE IN WISCONSIN, RUN A BUSINESS**, drive on the roads, appreciate Wisconsin's beauty and resources and care about the community you live in, then you should partake in the Agriculture Community Engagement seminar in Stevens Point on Feb. 25. A collaborative effort among PDPW, Wisconsin Counties Association and Wisconsin Towns Association, the ACE seminar will feature presentations by Mike Krutza, Lighthouse Leadership; Dr. Bob Cropp, UW-Madison; Kevin Erb, UW Extension; Dennis Frame, Discover Farms; and three dairy producers who have opened their farms to University Research. The one-day event will put dairy producers and elected officials toe-to-toe where they can collectively address issues facing Wisconsin communities—concerns such as water quality, management and road issues—and work through how these issues need to be handled and resolved. Cost to attend the 8:45 a.m. to 3:30 p.m. event is just \$40 which includes lunch and workshop materials. Additional information, including a registration form, is available online at [www.pdpw.org](http://www.pdpw.org)

---

---

## For Your Business Mind:

**LAST CHANCE** to register for the 2010 Managers Academy set for Jan. 19-21 in Seattle, WA. Please call 1-800-947-7379 right now as only a few spaces remain—and, when we say “only a few spaces,” we truly mean only a few spaces. Flights from Wisconsin to Seattle are still available for as little as \$225. When you’re packing for this conference, forget the small pillow that you might need to hold your head at boring conferences or the toothpicks to keep your eyelids open. This conference will be highly interactive and have your attention from start to finish. When the conference ends, you will be just beginning. Just beginning to look at business differently. Just beginning to tackle challenges with more confidence. Just beginning to know that achieving sustainable success is possible. Just beginning to . . . (You fill in the blank and make it happen by attending the 2010 Managers Academy.) Registration is just \$675 for PDPW members and \$850 for non-PDPW members. Call today and make 2010 a year of positive change.

**THIS YEAR’S PDPW BUSINESS CONFERENCE, MARCH 16-17**, Madison, is geared to help you rethink and re-visualize what’s possible on today’s dairy operations . . . and then take home those ideas to generate real results. The conference will be filled with people passionate about the dairy business—people just like you! Keynote addresses include business coach Dr. David Kohl, commodity marketing analyst Dan Basse, energetic and motivating Dan Thurmon and a dairy farmer who survived the horrors of life under East Germany’s communist dictatorship and changed his life forever. The more than 20 specialty session topics lets you zero in on your areas of interest during the conference’s four specialty session times. Yes, this conference is all about you and helping you “imagine dairy. . .real results.” And we’re swinging the doors wide open with our BYOB special. Bring Your Own Buddy lets the both of you register for one registration fee. Give us a call today at 1-800-947-7379 to learn more about the BYOB special offer.

**THE PARETO PRINCIPLE**, or the “80:20 Rule,” says that typically 80 percent of unfocussed effort generates only 20 percent of results. This means the remaining 80 percent of results are achieved with only 20 percent of the effort. To optimize your effort so you concentrate as much of your time and energy as possible on the high payoff tasks, create a To-Do List that lists everything that you have to do, with the most important tasks at the top of the list and the least important tasks at the bottom. If too many tasks have a high priority, run through the list again and demote the less important ones. Then rewrite the list in priority order. Now you have a precise plan that can be used to eliminate the problems you face. Tackling these tasks in order of importance or urgency allows you to separate important jobs from the many time-consuming trivial ones. A good way to motivate yourself is to keep your list relatively short and aim to complete it every day. If tasks are large or dependent on too many other people, then you might want to keep one list and chip away at it. You may also want to carry unimportant jobs from one To-Do List to the next. You may not be able to complete some very low priority jobs for several months. Only worry about this if you need to—and don’t get stressed by a large number of unimportant jobs. If you are running up against a deadline for certain tasks, simply raise their priority.

**SODA POP MAY GIVE YOU THAT DESIRED “POP,”** but research shows that consuming too much soda pop can have negative consequences. 1) The amount of acid in diet or regular soda is enough to wear away at the enamel on your teeth over time, causing teeth to become sensitive and promoting tooth decay. 2) Most colas contain phosphoric acid and caffeine which drain calcium out of the bones. Because [caffeine](#) is a diuretic and increases urine volume, more minerals are leaving the body before having an opportunity to be absorbed and put to use. 3) The caffeine in soda can also cause your body to become dehydrated. Thus, when you drink a caffeinated soda to quench your thirst, you will actually become thirstier. 4) Regular soda pop is high in calories. A can of Coke contains 10 teaspoons of sugar, which is 100% of the daily recommended value for adults. An 8-ounce can of soda typically has 100 to 200 calories. Not only are the calories from soda pop empty of any nutritional value, they also deplete your body of vital minerals. Put all worries aside, DRINK MILK!

**120/80. THOSE TWO NUMBERS OR LOWER** are a normal blood pressure. When your blood pressure hits 140/90, it's considered "high." If your blood pressure is between 120/80 and 140/90, you have what is called "prehypertension," which means your blood pressure can turn into high blood pressure, that if you don't take important steps, both high blood pressure and prehypertension damage your blood vessels which, in turn, raise your risk of stroke, kidney failure, heart disease and heart attack. Six lifestyle changes can have a positive impact on helping to lower your blood pressure and reduce your risk of heart disease: 1) Eat a healthy diet that includes lots of fruits and vegetables and is low in fat. 2) Limit your sodium, alcohol and caffeine intake. Don't add salt to your food. Check food labels for sodium. While some foods obviously have a lot of sodium-such as potato chips, sodium can also be high in food such as bread, canned vegetables and soups. 3) Limit alcohol intake to no more than one drink per day for women or two drinks per day for men. 4) Don't smoke cigarettes or use any tobacco product. 5) Lose weight if you're overweight. 6) Exercise regularly.

**BOOK REVIEW: *NUTS! SOUTHWEST AIRLINES' CRAZY RECIPE FOR BUSINESS AND PERSONAL SUCCESS.***

Authors Dr. Kevin Freiberg and Dr. Jackie Frieberg take what is probably the greatest success story in the airline industry and translate the Southwest Airlines' way of doing business into a blueprint for all organizations, businesses and individuals who want to succeed. Chapters such as "Learn Like Crazy," "Don't Fear Failure," "The Art of Celebrating Milestones," and "Employees Come First" underscore the power of principle-centered leadership that inspires people to achieve incredible results. Stephen Covey, author of "The 7 Habits of Highly Effective People," said this about "NUTS!": "If you're looking for a way to make work more meaningful and life more passionate, read this inspirational book. . .It provides a lively and penetrating analysis that invites you to become more purpose-driven, others-oriented and fun-loving." An "everyday Joe" posted this about "NUTS!": "It is a good book on how to manage in difficult times, how to manage with limited resources, how to be optimistic, how with courage, determination and constancy of purpose one can overcome heavy odds in personal life to fulfill one's dreams. Every 15 days I read a new book on management/self-help. But this is the only book I continuously refer to again and again."

---

---

**PDPW Education Calendar:**

January 19-21, 2010 – **Managers Academy**, Seattle, Washington

January 20, 2010 – **MasterLink Microsoft Training** (Excel, Word and Outlook), Appleton, WI

February 25, 2010 – **Agriculture Community Engagement**, Stevens Point, WI

March 16-17, 2010 – **PDPW Business Conference**, Alliant Energy Center, Madison, WI

**PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN**

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

Fax: 920-273-0369

[www.pdpw.org](http://www.pdpw.org)

---

---

If you'd rather not receive the PDPW Managers Memo, please email [mail@pdpw.org](mailto:mail@pdpw.org).