

PDPW MANAGERS memo

December 4, 2008

Keep reading for details on these highlights:

- Last chance to register for the Turn-Key Human Resource Workshop
- Attend the complimentary Commodity Marketing Class next Thursday
- Learn 5 tips on writing a business plan for a loan
- *Getting the Right Things Done* book review

Thanks,
PDPW

Featured PDPW Member:

PDPW helped develop me as a person, a businessman, an employer, agricultural spokesperson and made me a better neighbor. This organization has also helped us establish valuable and rewarding relationships."

~Hank Wagner

Hank and his family, including his wife, Pam their son, Shawn, and daughter, Laura, own and operate Wagner Farms, a fourth generation dairy farm that has been operating for over one hundred years.

Hank and Pam purchased the farm in 1987. It has since grown from 65 cows to 560 cows. They have followed a strategic growth plan that has allowed them to stick to their priorities and achieve the goals they set for their family and business. Wagner Farms has a total of ten "wonderful" employees, including both Pam and Hank's fathers.

"We do everything possible to be good neighbors and good stewards of the land. We are proud to be a part of helping to feed the world," said Hank and Pam. "We believe there are many ways to be successful in the dairy industry today and will not tolerate anything less than success in our business as well."

Hank will be sharing his human resource experience and advice next week as a featured panelist at the Turn-Key Human Resource Workshop.

For Your Dairy Business:

IT'S LAST CALL for the Turn-Key Human Resource Workshop slated for Tuesday, Dec. 9, and Wednesday, Dec. 10, Kalahari Resort, Wisconsin Dells. Select the day best for you or attend both days. Day 1 will be devoted to managing employees with Day 2 focused on hiring top-quality employees. Single-day registration is \$175 for members, and two-day registration for members is just \$225. You'll learn effective interview techniques, start your own employee handbook and gather examples of Standard Operating Procedures. Visit www.pdpw.org for complete information, along with registration information.

WANT TO ENHANCE YOUR COMMODITY MARKETING AND RISK MANAGEMENT SKILLS? Then check out the upcoming commodity marketing and risk management course and see if it's a fit for you and your business. The first class is set for Tuesday, Dec. 11, from 1-3 p.m. at the Wisconsin Milk Marketing Board Conference Room, Madison. You can attend for FREE and are under no obligation to sign up for further classes. At this first class, we'll take a look at agricultural commodity markets and marketing and talk about price opportunities. If you like the class, then you're welcome to enroll in the next six classes: developing an effective marketing plan, analyzing the market for market activity, the futures market, understanding and using the cash market, the options market and a checklist for hedgers and marketers. Complete information about the free first class and the six additional classes is online at www.pdpw.org or call 800-947.7379.

THE UPCOMING MANAGERS ACADEMY, January 20-22, Orlando, Fla., will deliver training that will set you apart as a manager. Who should attend? Dairy owners and managers, industry directors, processors, marketers, distributors and dairy industry enthusiasts wanting to hone their leadership and personnel skills. On Day 1, executive trainer Garrison Wynn will help those with the mind of a manager and the heart of a leader learn how to be right without others being wrong, how to avoid letting intelligence work against you and how to influence opinions to drive productivity and increase profitability. Economist Bill Curley will discuss market trends and provide insight on how to approach decision-making in uncertain times. Charlie Arnot of the Center for Food Integrity will address how we can enhance consumer trust by building systems that are ethically grounded, scientifically verified and economically viable. And that's just Day 1's line up of speakers. Day 2 will feature unique farm tours where we'll meet the managers, and Day 3 will take us through profitable negotiation. A full description of the Manager's Academy is online at www.pdpw.org. Please register today for this "can't find anywhere else" training as space is limited to the first 100 registrants.

FORMER GREEN BAY PACKER ADAM TIMMERMAN, an Iowa farm boy who never dreamt he would one day play football in the NFL—let alone play in four Super Bowls, will share "touchdown" pointers for winning the game of life during the 2009 Annual Business Conference, March 17-18 in Madison. Timmerman, a former NFL guard, knows firsthand that profits can be multiplied when passion is lived out. Shout-out to all companies: it's not too late if you would like to exhibit in the Hall of Ideas tradeshow. A contract is available online at www.pdpw.org or you're welcome to call 800.947.7379.

WRITING A BUSINESS PLAN FOR A LOAN is standard practice, and these five tips from SCORE "Counselors to America's Small Business" just might make that experience less intimidating. Tip #1: Write a statement of purpose that explains your business in 25 words or less. Tip #2: List the owners of the business and outline how your business will work and why it will be successful. Tip #3: Describe your business in detail, including its products or services, customers, the market and competition. Also list your managers and their credentials. Tip #4: Prepare three years of projected financial statements, including income, loss and cash-flow projections. Tip #5: Include supporting documents such as evidence of insurance, references from creditors, potential clients and suppliers, and the like.

LAKESHORE TECHNICAL COLLEGE AND UW-EXTENSION is co-sponsoring a three-part "Progressive Operators" seminar aimed at increasing the profitability of agriculture and other businesses in the Eastern Wisconsin area. Part One, Jan. 9, will address "Motivating People and Dealing with Conflict"; Part Two, Feb. 13, "Family Farm Ownership Succession and Transition of Management Control"; and Part Three, March 13, "Effective communications and Interpersonal Skills—The Foundation to Profitable Satisfying Business Management." All seminars will take place at the Lakeshore Technical College, Cleveland Campus, with business tours set for March 27, Johnsonville Sausage, and April 10, Dutchland Plastics. For questions or detailed information, please call Ruth at 920.693.1167. To register, call 1.888.468.6582, ext. 1366. December 19 is the deadline to register.

For Your Business Mind:

LEADING, SUPPORTING AND COLLABORATING WITH PEOPLE is one of the greatest challenges any leader faces—and one of the most rewarding endeavors for any leader. John C. Maxwell, founder of the Winning With People principles, urges leaders (this includes dairy managers and team leaders) to focus on other people and their strengths, to navigate adeptly through conflict and to operate in a spirit of mutual benefit. When a leader creates an atmosphere of trust and cooperation and effectively knows how to influence and inspire people, ordinary performances can become extraordinary—and remarkable results can be achieved.

BUSINESS SUCCESS ISN'T A SLAM DUNK, as it hinges significantly on workforce planning: Having the right employees with the right skills, experiences and competencies in the right jobs at the right time. Managers who workforce plan have a framework for making staffing decisions based on the company's mission, strategic plan, budgetary resources and a set of desired workforce competencies. And managers who workforce plan have a strategic basis for making human resources decisions and can anticipate change rather than react to events. While workforce planning isn't a simple thing, it can reap huge benefits for managers. The Turn-Key Human Resources Workshop, Dec. 9-10, in Wisconsin Dells, will address workforce planning—and will ultimately help owners and managers have a happier work environment and healthier bottom line.

WANTED: A FEW GOOD PEOPLE. Yes, it's that time of the year again when a few good people must step down from the PDPW Board of Directors and a few good people are needed as their replacements. If you are looking for an opportunity to serve your industry or know an individual who would make a stellar board member, please contact a current PDPW board member. Go to www.pdpw.org to view your current board members and for their contact information.

BOOK REVIEW: *GETTING THE RIGHT THINGS DONE: A LEADER'S GUIDE TO PLANNING AND EXECUTION.* Author Pascal Dennis is all about lean, as in lean principles, and maintains that lean principles are critical to getting the right things done. *Getting the Right Things Done* is a story of a fictional, yet very real, mid-sized company that needs to dramatically improve to compete with emerging rivals and meet new customer demands. In the process, Dennis answers two tough questions that can make or break a company's lean transformation: 1) What kind of planning system is required to inspire meaningful company-wide continuous improvement? And 2) How might we change existing mental models that do not support a culture of continuous improvement? When the reader has completed this book, he/she will understand strategy deployment, the PDCA cycle, a company's "true north," getting consensus through "catchball," A3 thinking and other terms—all of which Dennis believes are critical to a company's success. Written in a hybrid style that combines elements of a business novel with those of a how-to workbook, *Getting the Right Things Done* is easy to read and practical.

THERE'S A NEW ONLINE RESOURCE TO HELP PROTECT AGAINST DOWNSIDE RISKS. Launched by USDA's Risk Management Agency (RMA), the new web site provides a wealth of information, including how best to take advantage of upside opportunities in the market. After you have read the information provided, you are urged to fill in a risk-management checklist and complete a SWOT analysis where you will identify your enterprise's strengths, weaknesses, opportunities and threats. Check it out: www.farm-risk-plans.usda.gov/

SNACKING WHILE GLUED TO THE TELEVISION could make you eat more—especially if the show is highly entertaining. Adults involved in a recent study ate 44 percent more potato chips while watching the "Late Show with David Letterman" and 42 percent more while watching "The Tonight Show with Jay Leno" than they did when the TV screen was blank. Experts say the more distracted we are while eating, the less attention we pay to a food's flavor, the less satiated we feel and the more we eat. If a snack sounds like a good idea, you might be ahead to wait until the TV is off or change the channel to C-SPAN.

PDPW Education Calendar:

December 9-10 – **Turn-Key Human Resource Workshop**, Kalahari Resort in Wisconsin Dells

December 11 – **Commodity Marketing Informational Class**, WMMB in Madison

January 20-22, 2009 – **Managers Academy**, Orlando, Florida

February 4 & 5, 2009 – **Milker Training for Hispanic Employees**

February 19, 2009 – **Agriculture Community Engagement (ACE) Regional Meeting**, Holiday Inn in Fond du Lac

March 17-18, 2009 – **Annual Business Conference**, Alliant Energy Center, Madison

April 9 & 10, 2009 – **Heifer Facility Tours**, Throughout Wisconsin

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