

# PDPW MANAGERS memo

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**February 12, 2010**

Keep reading to see these highlights and more:

- Visit the PDPW Virtual Tradeshow today
- Sign up for the ACE meeting Feb 25<sup>th</sup> in Stevens Point
- Your opportunity to comment on NR 151 & the Livestock Facility Siting Rule
- Learn who the PDPW Board of Director Candidates are this year

Thanks,  
PDPW

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## **PDPW Annual Business Conference March 16-17, 2010**

**15 SPECIALTY SESSIONS, FIVE BIG-LEAGUE KEYNOTE SPEAKERS AND 25-PLUS SPECIALTY SESSION SPEAKERS** are on tap at PDPW's 2010 Business Conference in Madison on March 16-17. And these numbers don't include the hundreds of resources—fellow dairy producers—who will attend and are ready and willing to share what's worked and not worked for them on their farm. Registration for both days of the Business Conference for a PDPW member is just \$200—and you're welcome to sign up one non-member buddy free with every paid registration. (This buddy must be someone who is not a current or past member of PDPW—someone new you want to introduce the benefits of PDPW to such as a neighbor, a friend, etc.) You can check out the list of keynote and specialty session speakers and topics online as well as register at [www.pdpw.org](http://www.pdpw.org).

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## **For Your Dairy Business:**

**IF YOU CALL WISCONSIN "HOME,"** run a business, drive on the roads and care about the community you live in, then plan to attend the ACE (Agriculture Community Engagement) Educational Seminar Thursday, Feb. 25, in Stevens Point. **This one-day conference is for every dairy producer and local elected official—town and county government leader—who want to get to the heart of real issues facing our communities, concerns such as water quality, management and road issues.** Together we will work through how these issues need to be handled and resolved. In addition to three highly informative morning sessions, Dennis Frame with UW-Discovery Farms will provide practical information during the afternoon sharing what has been learned about protecting and improving ground water, surface water, manure application and land management. Three dairy producers who have opened their farms to Discovery Farms research—Karl Klessig of Cleveland, Al Koepke of Oconomowoc and Joe Bragger of Independence—will have a show and tell about the accomplishments of their farms. The meeting starts at 9:00 am and will wrap up by 3:30 pm. To register, call the Wisconsin Towns Association at (715) 526-3157 or go to the PDPW website at [www.pdpw.org](http://www.pdpw.org).

**WOW IDEAS, SERVICES, AND PRODUCTS ARE JUST A CLICK AWAY.** Looking for the best company, best new invention, service or advice? Click away at the online *Virtual PDPW Hall of Ideas tradeshow*: on the homepage of [www.pdpw.org](http://www.pdpw.org), located under the PDPW News and Information Headline. This link brings you up-to-the-minute new ideas, products and even the latest product specials—all in the comfort of your own office. As you cruise the site, you'll find cutting-edge, you-should-know-this business information from the industry's preferred suppliers who are key supporters of you, the dairy producer. Take some time to cruise about the site and you might be amazed at what you find and learn. These are the companies you will meet face to face at the upcoming PDPW Business Conference, March 16-17 in Madison at the Alliant Energy Center.

**TWO MORE PUBLIC HEARINGS HAVE BEEN ADDED TO ADDRESS CONTROL OF POLLUTED RUNOFF.** Yes, in addition to the four hearings that have already taken place, public hearings will also be conducted in Platteville on Thursday, Feb. 25, at the Pioneer Student Center on the UW-Platteville campus starting at 1 p.m. and in Ashland on Monday, March 8, at the Northern Great Lakes Visitor Center starting at 2 p.m. Like the previous four hearings, these hearings will focus on the control of polluted runoff and two grant programs that help fund those controls. The meetings are agriculture's opportunity to be heard regarding this ruling—and this ruling could set the tone for rulings down the road. Each hearing will include a one-hour informational session followed by formal testimony. 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). For your voice to be heard, you will need to register at the meetings or send in a written comment and let the DNR that you are either in favor of or oppose this ruling and state how the ruling will impact your business/livelihood. These are IMPORTANT meetings and every dairy producer in the state will want to attend. Water quality is at the top of everyone's mind – just like it is yours. Make sure you voice your opinions and are informed on how new regulations could change how you manage your nutrients!

**TWO INCUMBENTS AND THREE NEW CANDIDATES ARE RUNNING FOR THREE POSITIONS** on your PDPW Board of Directors. Incumbents **Russel Strutz, Strutz Farm Inc., Two Rivers, Wis.,** and **Eric Hillan, Rusk Rose Holsteins, Ladysmith, Wis.,** are in the race along with new candidates **Derek Orth, Orthridge Jerseys, Lancaster, Wis.;** **Kevin Krentz, K&D Dairy, Berlin, Wis.;** and **Johnathan Heinsohn, Walnut Grove Farms, Kirkland, Ill.** Incumbent Strutz is a fifth-generation dairy producer who, along with his wife, milks approximately 900 cows and has been a member of PDPW since its formative years. Hillan and his wife entered dairying in 1982 and today milk 280 cows. Orth works on his family farm Orthridge Jerseys, he owns some of the dairy's 200 milking Jerseys and is the next generation of dairy producers. Krentz and his business partner milk 550 cows and finish 300 steers a year. Heinsohn is a third-generation family farm dairy producer with 450 cows who is just starting a registered herd of Holsteins. Additional information about each candidate will be arriving with your member ballot later next week. All dairy producer members (one membership per farm) are eligible to vote. Your mail-in ballots are confidential. If you would rather vote at the conference, you can do so until 10:00 a.m. on March 17 in person at the Business Conference, in Madison. Vote and help determine the leadership and direction of your organization. PDPW is your organization. Your voice directs the future and strength of this dairy producer led organization.

**LIVESTOCK SITING LISTENING SESSION SCHEDULE CHANGE** The livestock siting listening session originally scheduled for Thursday, Feb. 18 in Madison has been moved to a larger meeting space in Dodgeville. In addition, extra time has been added to the Dodgeville meeting to gather comments from farmers, rural residents and other interested parties about the state's rule related to the expansion or establishment of larger livestock operations. The Feb. 18 meeting, originally located at the state agriculture department in Madison, has been moved to the Dodger Bowl, 321 King Street, Dodgeville. The starting and ending times of the Dodgeville listening session have been changed as well. The listening session in Dodgeville will begin at 3 p.m. and continue until 6 p.m. After a break, the session will resume at 7 p.m. and continue until 9 p.m. The times and locations for the other sessions will stay the same as previously announced.

- **Dodgeville:** Thurs, Feb. 18, Dodger Bowl, 321 King Street, Dodgeville Time: 3 p.m. to 6 p.m., break, resume from 7 p.m. to 9 p.m.
- **Eau Claire:** Tuesday, Feb. 23, Town of Washington Town Hall, 5750 Old Town Hall Road 3:30 p.m. to 7 p.m.
- **Oshkosh:** Tuesday, March 2, Winnebago County UW-Extension, J.P. Coughlin Center, 625 E. County Road Y, Rooms A&B 3:30 p.m. to 7 p.m.
- **Wausau:** Wednesday, March 3, Marathon County UW-Extension, 212 River Drive 3:30 p.m. to 7 p.m.

For those who are unable to attend the listening sessions, written comments can be sent to the department and they carry the same weight as comments provided at the meetings. Send comments to Mike Murray by **March 10**. Comments can be sent via email to [michael.murray@wisconsin.gov](mailto:michael.murray@wisconsin.gov), faxed to 608-224-4615 or mailed to DATCP, Attention: Mike Murray, P.O. Box 8911, Madison WI 53708-8911.

The Livestock Facility Siting rule, also known as ATCP 51, became effective in 2006. The primary purpose of the rule is to establish state standards that local governments must follow when issuing a permit or license for a new or expanded livestock operation. The Wisconsin Department of Agriculture, Trade and Consumer Protection is required to evaluate the rule after four years. These listening sessions are part of the evaluation process.

## For Your Business Mind:

**MANAGERS CAN IMPROVE WORKPLACE MORALE AND EMPLOYEE MOTIVATION** while reducing stress by initiating a positive, problem-solving attitude and instituting a "no complaining rule." Of course, Jon Gordon, author of *The No Complain Rule*, says this implies that you, the manager, refrain from various forms of negativity and set the tone and the mindset by what you do and what you say. Gordon suggests four alternative behaviors to complaining: 1) Practice gratitude. It may sound odd in a business setting, but daily gratitude exercises bring a measurable boost in happiness and are energizing. Begin each morning by reflecting on three blessings related to your business or organization and share these with your employees. Doing so will show your humanity and sensitivity. 2) Praise others. Focus your energy on what people are doing well and individually acknowledge employees. 3) Let go. Focus on the things you and your business can control. Let go of the rest. 4) Meditate. A brief, relaxing and energizing meditation can help shift focus. If a negative thought enters your head, replace it with a positive thought. Researchers find that meditation reduces stress, boosts energy and provides a positive feeling. Gordon says the attractiveness of positive thinking takes hold when employers model these for employees.

**EVERY BUSINESS SHOULD HAVE A BUSINESS SUCCESSION STRATEGY.** That was among the key messages delivered at the 2010 Managers Academy by business coach Dr. David Kohl. Lookout Ridge Consulting personnel agree, noting "You are never too young to consider your business succession strategy." Lookout Ridge Consulting's succession planning consists of three phases. **Phase 1. Readiness analysis.** Is the business ready financially and organizationally for the transition? This includes historical financial analysis and personal interviews with each stakeholder. **Phase 2. Plan development.** This phase consists of developing a family code of conduct and guiding principles, reviewing and updating communication platforms, developing a senior generation transition plan including position profiles and developing action items and a timeline. **Phase 3. Plan implementation.** Coordinate with your CPA, legal counsel and other professionals to develop specific entities, funding strategies, risk management plans and other items to cap off the transition plan. Also conduct periodic meetings to review progress against the plan.

**IT'S ALL ABOUT YOU** at the 2010 Hall of Ideas, March 16-17, in Madison during PDPW's 2010 Business Conference. Innovative suppliers of animal genetics, equipment, feed, seed, farm supplies, consulting services and more are looking forward to sharing ideas, creative technologies and savvy solutions to help you achieve real results on the farm. The Hall of Ideas will be open 9 a.m. on Tuesday, March 16, and will remain open both days of the conference to stimulate your thinking. If your business has not secured booth space for the Hall of Ideas trade show, call PDPW today at 1-800-947-7379 or <http://www.intmp.com/CDs/PDPW2010/index.php>

**RELAX. CHILL. UNWIND.** Dairy producers – keep reading. This applies to you! Any way you look at it, going 90 miles an hour every hour of the day takes its toll on one’s health. Research shows that taking a breather can have a positive benefit and reduce stress. You don’t have to lie down or even sit to get the benefit of relaxation. You simply need to stop what you are doing for an instant, refocus and consciously relax your whole body for even a minute or two until the tension releases. Stress experts recommend 10-minute relaxation breaks throughout the day to gain perspective, help recharge energy and to be in the best shape possible to manage the stress that comes with daily life. A relaxation break might be a more relaxed walk to the barn, a beverage break or whenever you stop the mind from thinking about business and simply focus on nothing at all or life’s small blessings. The time that you take to slow down, will save you time in possible mistakes and is proven to save lives. So, this advice applies to you – PDPW member. Read, think about it and take this business-wise, family-wise and health-wise advice.

**THE CARD ACT IS DESIGNED TO GIVE CREDIT CARD CUSTOMERS** more protection. The CARD Act—an acronym for Credit Card Accountability, Responsibility and Disclosure—lets you decide what happens if you choose to go over your credit limit. You can either elect to allow the purchase(s) to go through and pay a fee of up to \$39 for each or the transaction(s) can be denied. Prior to the CARD Act, a purchase that would put you over your credit card limit would just be rung up without notice until your next bill arrived—and would have the fee on it. To learn more about the CARD Act, go to [http://www.whitehouse.gov/the\\_press\\_office/Fact-Sheet-Reforms-to-Protect-American-Credit-Card-Holders/](http://www.whitehouse.gov/the_press_office/Fact-Sheet-Reforms-to-Protect-American-Credit-Card-Holders/)

**BOOK REVIEW: GOOD TO GREAT.** This book by Jim Collins addresses two intriguing questions: Can a good company become a great company? And if so, how? The easy-to-read *Good to Great* is based on a five-year research project comparing teams that moved from good to great and delivers a clear message: Greatness is largely a matter of conscious choice and discipline and not primarily a function of circumstance. *Good to Great* delves into topics such as the type of leadership required to achieve greatness, how to achieve great results by combining a culture of discipline with an ethic of entrepreneurship and the advantage of thinking differently about the role of technology. Management myths are busted, and important insights about what makes top companies tick are provided. One reader commented: “This is a very simple book with very simple conclusions and concepts. The book has really changed my life in a way of simplifying what I aim to do while increasing effectiveness.” You can borrow this book from the PDPW library by emailing [kbroesch@pdpw.org](mailto:kbroesch@pdpw.org) or checking out the library listing by clicking on the Media Library link under the PDPW News and Information Updated headline at [www.pdpw.org](http://www.pdpw.org).

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## **PDPW Education Calendar:**

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

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

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