

# PDPW MANAGERS memo

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May 14, 2010

Keep reading to see these highlights and more:

- Are you a professional?
- Safety steps when washing clothes with farm chemicals on them.

Thanks,  
PDPW

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## For Your Business Mind:

**WHAT'S THE MARK OF A PROFESSIONAL?** Skill-building, for one, notes David H. Maister, author of *True Professionalism*. The former Harvard Business School professor writes, "The bumper sticker reads, 'If you think education's expensive, try ignorance.' It's the same with training—if you think it's expensive, try having untrained people." Maister goes on to say that skill-building is not just for the junior professionals among us. He encourages all professionals to have a personal career strategy for making themselves continually more valuable. PDPW is the dairy industry's professional development organization, continually offering skill-building opportunities for dairy producers and their valued employees. These programs are built BY dairy producers FOR dairy producers, and they are designed to give our members a return on their educational investment, immediate and long-term. When you invest in continuing education for yourself and those around you, you keep learning and growing. That's true professionalism. That's the standard PDPW members have set for themselves, and the bar PDPW has set for our industry. Stay tuned for the 2010-11 educational calendar, under development right now.

**TAP INTO THE HUMAN DESIRE FOR PRAISE AND ACHIEVEMENT** and recognize employees for a job well done. Research shows that personalized heart-felt gestures of appreciation can go further than monetary rewards. Experts suggest rewarding team members with an impromptu pizza lunch, a dinner for the recognized employee and his/her spouse, acknowledgement in front of peers or sending the outstanding person to a workshop where additional skills can be honed. In that light, PDPW's Producer Meetings Committee is pinpointing workshops and conferences for this fall and winter, and one or more of these events might be the perfect way to say "I appreciate you and believe in you" to one or more employees.

**THE NUGGETS OF WISDOM** from speakers at the 2010 Managers Academy continue. These nuggets are applicable to your business and, while some may need adjusting just a bit, can often be applied as well to everyday life. Nuggets: 1) Implement quarterly goals and reports and have quarterly staff meetings to discuss progress and needed areas of improvement. 2) Some things you can't see in a balance sheet are a good investment. One of those items is good employees. 3) Hire people who are smarter than you and hang around with people who are smarter than you. 4) Image doesn't just happen; you create it. 5) It's just as important to hear what is being said as listening to what isn't being said.

**BOOK REVIEW: ANIMALS MAKE US HUMAN: CREATING THE BEST LIFE FOR ANIMALS.** Authored by the renowned animal behavior authority Dr. Temple Grandin with assistance from Catherine Johnson, this unique book is an easy-to-understand-and-appreciate read that culminates almost 30 years of research, experimentation and experience. Drawing upon her own experience with autism, Dr. Grandin challenges our assumptions about animal contentment and highlights five freedoms of animals: freedom from hunger and thirst, freedom from discomfort and freedom from pain, injury or disease, freedom to express normal behavior and freedom from fear and distress. Individual chapters are devoted to dogs, cats, horses, pigs, chickens and other poultry, wildlife and zoo animals, with Chapter 5's 36 pages helping readers better understand cows. The insightful Dr. Grandin underscores that "cattle hate being yelled at," noting that it's not the loudness of the voice as much as the anger in the voice. Among her findings, she shares that "farm animals are always a little nervous around humans no matter how nice or unthreatening people act" and that "Compared to dogs, cattle and sheep are probably more afraid of angry people because of the low-level fear they feel toward human beings." If you want to know more about your cows and their behavior—as well as the behaviors of other animals, this is a must read—and a great conversation starter.

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## **For Your Dairy Business:**

**KEEP THE 'SUNNIES' ON, BUT** make sure your sunglasses provide full sun protection by blocking both UVA and UVB sunrays. The ability to block UV light is not dependent, however, on the darkness of the lens or the price tag. Instead reach for the sunglasses labeled as blocking 99-100% of UV rays. Sunglasses should also screen out 75% to 90% of visible light. To determine if a pair is dark enough, try the glasses on in front of a mirror. If you can see your eyes easily through the lenses, they probably are too light. And consider wraparound sunglasses as they offer added protection. Sunglasses that wrap around the temples prevent the sun's rays from entering from the sides. Some studies have shown that enough UV rays enter around standard sunglass frames to reduce the protective benefits of the lenses.

**PROTECTIVE STEPS EXTEND BEYOND THE FARM** and into the laundry room when it comes to chemicals. Barb Sanderson of TEAM Resources, offers this advice for preparing clothing for laundry that has been worn during chemical handling: 1) When applicable, remove pesticide granules from cuffs and pockets outdoors in the field. 2) Discard any garment contaminated with full-strength chemical according to product instructions. 3) Pre-rinse pesticide-soiled clothing on presoak cycle or presoak in container and dump water in the field or spray hose the garment outdoors in an appropriate spot. When laundering clothing worn during chemical handling, Sanderson advises individuals to wash pesticide-contaminated clothing separately from family clothing, use hot water (140° F) at the full water level on normal wash cycle, do not overcrowd clothes and use one and a half times more heavy duty detergent than the product recommends, re-wash clothing two to three times, line dry clothing to avoid contaminating the dryer and take advantage of the sunlight's ability to help to break down pesticide residue and run the empty washer through a full wash and rinse cycle with detergent added. Homefamily.net offers a full "Handling Farm Chemicals Safely" checklist online at:

[http://www.homefamily.net/index.php?/categories/consumersmarts/handling\\_of\\_farm\\_chemicals\\_safely/](http://www.homefamily.net/index.php?/categories/consumersmarts/handling_of_farm_chemicals_safely/)

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## **PRODUCER PROFILE: Meadow Brook Farms, Pete and Shellie Kappelman**

Just outside Two Rivers, Wis., is Meadow Brook Farms, a 440-cow dairy owned by Pete and Shellie Kappelman and family that has received multiple awards for being on the forefront of the industry. Located on 1,100 acres, Meadow Brook Farms is able to grow all of the forage they need as well as half of the grain for their operation.

Kappelmans use free stall barns. One free stall barn was expanded and now houses the best in type and production that Meadow Brook has to offer. While a majority of the cows are milked three times a day, these special cows are milked four times a day and average about 130 pounds a day per cow.

Pete credits a lot of the success on Meadow Brook Farms to its employees. One employee has been with the dairy for 40 years, and several other employees for more than 10 years.

Genetic selection is important to the Kappelmans. For a while Pete served as a genetics teacher at a local technical college and says the focus on genetics translated into great strides in improving type and production at the dairy as well as helped him understand the correlation between traits.

Pete has been with PDPW since the beginning. When asked about the progress the organization has made over the years, he stated, "The response to the general idea that PDPW can help dairy producers be successful has been overwhelming. The organization has grown from just 30 producers to more than 1,000. It says something when nearly half the production in the state is from members of this essential organization."

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