

PDPW MANAGERS memo

September 10, 2010

Keep reading to see these highlights and more:

- What's new in calf care?
- Webinars and Blogging classes scheduled
- Employee training - an investment not an expense

Thanks,
PDPW

For Your Dairy Business:

BEFORE AN UNDERCOVER ACTIVIST STRIKES: be smart and do the right thing. The best public relations are to be responsible and to not let it happen in the first place. Over the past decade, livestock and poultry farms across the United States have been under siege by animal rights groups who use the shooting and release of undercover video to advance their agenda of ending the consumption of meat, milk and eggs. These groups have resorted to getting undercover workers hired at local farms, where they then work for extended periods of time, engaging with on-farm workers and shooting undercover video. It perpetuates the challenge we face each day – ensuring our consumer believes in how we farm, in how we produce food, and that we are firmly committed to responsible care of our animals. It doesn't matter who put the video out, what matters is the visual image our consumers are left with at the end of the video tape. The best we can hope for is to manage and mitigate the worst of it and work hard to maintain consumer trust in today's farming practices. To read about how to proactively protect your business visit:

http://www.pdpw.org/library/event_brochures/PROTECT_YOURSELF_AGAINST_ANIMAL_ACTIVISTS_FACT_SHEET.pdf.

BOOTH 4424. That's the booth to check out—and bring your friends and neighbors to—when you're at this year's World Dairy Expo, Sept. 28-Oct. 2, in Madison at the Alliant Energy Center. The booth will be in its typical place: in the Exhibit Hall near the entrance/exit to the barns, coliseum and arena building. Hope to see you there!

IF YOU WANT SKILLS THAT WILL TAKE YOU BEYOND BEING JUST A 'GOOD' CALF MANAGER, then attend an upcoming Calf Care Connection workshop. Two one-day classroom trainings and hands-on learning labs designed for dairy producers, professional calf feeders and heifer growers will share the latest research, techniques and ideas from four renown calf care experts: Dr. Sandra Godden, University of Minnesota; Dr. Jud Heinrichs, Penn State; Dr. Simon Peek, University of Wisconsin, Madison; and Dr. Jim Reynolds, University of California. Topics for the PDPW-developed workshops include colostrum management, rumen development, obstetrics and dairy animal well-being focusing on the dairy calf. Pick the date and location that works best for you and your dairy: Tuesday, Oct. 12, Chilton, or Wednesday, Oct. 13, Eau Claire. An investment of just \$100 will register the first person from a PDPW-member dairy and \$50 will reserve a spot for each additional person from your business. Non-member rates are \$150 for the first person and \$50 for each additional person. Visit http://www.pdpw.org/programs_events.php?id=39 to get more information and to register.

THE COUNTDOWN TO THE FIRST WORLD-CLASS WEBINAR IS ON. The first PDPW-developed web-based seminar led by Dr. David Kohl, business coach and professor emeritus at Virginia Tech, is on tap for Monday, Sept. 20th, at noon. Offered via the web in the comfort of your office or living room, this hour-long session, "Maximize Your Business Margins," will begin with a brief discussion of the domestic global outlook and top issue facing dairy, followed by information to help dairy producers diagnose and fine-tune their business from a financial and management standpoint. The session will wrap up with 7 to 8 minutes of "live" questions and Dr. Kohl delivering a short take-away message. Additional World-Class Webinars led by Dr. Kohl are planned for Monday, Oct. 18, and Monday, Nov. 29. To learn more about the upcoming webinar—or the series of three webinars led by Dr. Kohl—and how to participate in a World-Class Webinar, contact PDPW at 1.800.947.7379 or visit http://www.pdpw.org/programs_events.php?id=44.

JOIN US WHEN ELECTED OFFICIALS GET A "REAL" LOOK AT "REAL" DAIRIES during two upcoming ACE events. The first dairy tour will be Tuesday, Sept. 28, when Sunset Farms, Dan and Ellen Wolf, Allenton, host the Wisconsin Counties Association On-Farm Dairy Tour. The second dairy tour is set for Monday, Oct. 4, when Norse Star Jerseys, Mike and Merna Fremstad, Westby, host the Wisconsin Towns Association On-Farm Dairy Tour. Both tours provide the ideal platform to see fellow PDPW dairies, interact with elected officials and communicate the economic and environmental value of agriculture to local communities. For more information please call PDPW at 1-800-947-7379.

BLOGGING IS EASY, FUN AND NOT JUST FOR THE NON-AGRICULTURALIST. It's a way for you to build relationships and trust with the non-agricultural public online. As such, a PDPW-developed "Blog 101: Blogging Basics Workshop" is being offered on Thursday, Oct. 7, from 9:30 a.m. to 4:00 p.m. at the Wisconsin Milk Marketing Board headquarters, Madison. Cost of the blogging workshop is just \$50/person. All you need is a laptop, a hunger to share your passion and dairy story and a willingness to learn. Sign up today by contacting PDPW at 1.800.947.7379 - as training is limited to the first 15.

THE MOST EXCITING TWO DAYS OF LEADERSHIP DEVELOPMENT FOR YOUTH Youth Leadership Derby is set for the weekend of Nov. 6-7 at DeForest High School, DeForest, and now is the time to think of who you know between the ages of 15 and 18 who would benefit from this experience. Developed by PDPW, the Youth Leadership Derby includes tours and hands-on experiences at Wisconsin's State Capitol, Babcock Hall Dairy Plant at UW Madison, the Vet School at UW Madison and UW Arlington Research Farm. Participants will also interact with college students who have traveled abroad and experienced dairying in other parts of the world, gain valuable communication skills and learn life lessons from a Nebraska farm boy. And did we say youth will also have fun, more fun and even more fun. Registration is just \$100 per youth and includes all tours, training material, meals, snacks and overnight accommodations at DeForest High School. To learn more about the Youth Leadership Derby, visit http://www.pdpw.org/programs_events.php?id=24.

For Your Business Mind:

DUN AND BRADSTREET, THE PROVIDER OF INTERNATIONAL AND U.S. BUSINESS CREDIT INFORMATION AND CREDIT REPORTS, stresses that well-trained employees are the key to the success of a small business. Because studies have shown that the most successful, productive employees are those who have received extensive training, Dun and Bradstreet advises companies to see employee training as an investment rather than as an expense. "Not only does instruction arm your employees with needed professional a technical skills, but it also shows that you are invested in them and interested in bringing them with you into the company's future. This helps keep workers motivated and involved."

WHILE DIGITAL TECHNOLOGY HAS MANY UPSIDES, always plugged in and listening, watching and doing may have a downside. A recently published article in the New York Times, “Digital Devices Deprive the Brain of Down Time,” underscores that people who keep their brains non-stop busy with digital input may be lessening their ability to learn better, remember more information and simply develop new ideas. “Almost certainly, downtime lets the brain go over experiences it’s had, solidify them and turn them into permanent long-term memories,” states Loren Frank, assistant professor in the department of physiology at the university, who is quoted in the article. Frank said he believed that when the brain was constantly stimulated, “you prevent this learning process.” To read the New York Times article in full, click on <http://www.nytimes.com/2010/08/25/technology/25brain.html>.

BOOK REVIEW: THE ONE-MINUTE MANAGER. Using a young man’s search for the perfect managing and leading skills, authors Kenneth Blanchard, PhD, and Spencer Johnson, M.D., share three secrets to productive and efficient management: one-minute goals, one-minute praises and one-minute reprimands. Studies gleaned from medicine and the behavioral sciences highlight how these three secrets can increase productivity, job satisfaction and personal prosperity and can be transferred to apply to other businesses—including those within the dairy industry. Written in a concise, easy-to-read manner, The One-Minute Manager can be read in about an hour and is considered one of the most effective tools for developing leadership. One company president praised The One-Minute Manager, stating “Buying copies of The One Minute Manager is one of the best investments I’ve made in myself and in our managers.”

Featured PDPW Member:

Parrell Brothers Dairy, Black Earth, Wis., is a 110-cow Holstein operation owned by Joe Parrell, his wife Donna, Joe’s brother Wayne and Wayne’s wife Audrey. Parrell Brothers Dairy dates back to 1983, when the brothers started taking over the business from their mom. Joe was still attending MATC at the time.

“Wayne and I started out renting 50 percent, and by 1999 we bought all the cattle, personal property, land and all of the buildings from my Mom,” Joe states.

The families own a free-stall barn with 117 stalls, built in 1999, and use sand bedding for cow comfort. Their parlor is a double 10 with Universal equipment and was built inside an existing stanchion barn. “Our RHA is a little over 21,000 pounds, and we don’t feed a high-energy diet,” Joe adds.

At Parrell Brothers Dairy, Wayne Parrell manages the herd while Joe Parrell puts much of his energy toward the crops. Joe is also the “PDPW meeting guy”. It’s a division of labor that works out quite well for the brothers.

“I have to admit, Wayne is the cow guy, and I want to attend the meetings to see what’s going on out there,” Joe states. “The way I look at PDPW, you can go to a meeting, and no matter what topic they’re covering, if you pick up one thing, the meeting was well worth your time.”

Recalling a workshop focused on dairy communications and consumer perceptions, Joe says, “When you read some of the statistics about what people outside the dairy industry believe about the industry, it really makes you think.” This training has helped Joe help his wife who works off the farm and gets a lot of questions from co-workers about dairy farming. If she doesn’t have the answers, Joe is happy to provide them. “It keeps them from getting the wrong answers,” he explains. Joe isn’t shy about getting the truth out at the grocery store either. If he hears people around him “getting the wrong story,” he will take the initiative to present the facts about dairying.

PDPW Education Calendar:

September 14 & 15	Herdsperson Training: Focusing on Cow-Side Care , Wisconsin Rapids, Madison, WI
September 16	Hispanic Herdsperson Training , Arlington, WI
September 20	World-Class Webinar Series Class I
September 28	Wisconsin Counties Association on-farm Dairy Tour , Allenton, WI
October 4	Wisconsin Towns Association on-farm Dairy Tour , Westby, WI
October 7	PDPW Blogging 101 Pilot Program , Madison, WI
October 12 & 13	Calf Care Connection , Chilton, Eau Claire, WI – Two One-day workshops
October 18	World-Class Webinar Series Class II
October 27-28	Dairy Policy Summit , Madison, WI A two-day event
November 6-7	Youth Leadership Derby , DeForest High School, DeForest, WI – A two-day lock-in for youth
November 10-11	Management Assessment Center Pilot Program , Arkdale, WI
November 17	The Middle Manager: How Do You Measure Up? , Wisconsin Dells, WI
November 29	World-Class Webinar Series Class III
December 2	Commodity Marketing Informational & Sign-up class , Baldwin, WI
December 9-10	Profit Symposium: Focusing on Dairy Financial Management , Madison, WI
January 18-20, 2011	Managers Academy , Albuquerque, NM
February 24, 2011	ACE Education Seminar
March 15-16, 2011	Dairy's Business Conference , Alliant Energy Center, Madison, WI
April 12 & 13, 2011	Hoof Care Brings Victory Over Lameness , Marshfield, Chilton, WI – Two One-day workshops

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