

PDPW MANAGERS *memo*

September 5, 2008

Keep reading to see these highlights and more:

- Last call to register for Management Accounting and Dairy Connect
- Get a first inside look at the Dairy Policy Summit
- Read a special article about maximizing cow comfort without excessive spending
- Check out a link that compares the presidential nominees' stand on money issues

Thanks,
PDPW

Featured PDPW Member:

Jim Winn, along with business partners Randy & Brian Larson, own and operate Cottonwood Dairy near South Wayne, Wis. They milk 1,250 cows in a free-stall facility with a herringbone parlor.

In 2004, they made the switch to sand bedding and have realized multiple benefits. Today their nutrient management system includes a flush-flume system utilizing two gravity settling lanes and a solid separator. With the push of a button, pumps bring reclaimed wastewater from a lagoon and send it racing through the concrete flume. The manure and sand enter into one of two concrete sand settling lanes, before heading to the upper and lower lagoons. Cow comfort and milk production have helped dictate the manure management methods and management decisions at Cottonwood Dairy.

For Your Dairy Business:

THIS IS YOUR FINAL OPPORTUNITY TO REGISTER for the Sept. 10-11 Management Accounting Conference in Middleton with a follow-up session on Nov. 17. Dick Wittman, who delivered a highly popular management accounting session at our Annual Business Conference, will lead this financial analysis-strategic thinking event. This training will help you make better decisions by utilizing more accurate information; evolve from enterprise analysis to managerial accounting; identify manageable segments and develop standardized profit-cost center report formats; assess the impact of alternative strategic shifts to improve operational efficiency and use of debt leverage; and MORE. Call today, 1-800-947-7379, to reserve one of the few spots remaining. Go to www.pdpw.org for complete details.

KNOW WHAT TO SAY AND HOW TO SAY IT by participating in Dairy Connect, a one-day high-level professional communications training focused totally on the dairy industry and you. You'll get updated on current issues and topics in the dairy industry and gain skills to effectively and confidently communicate these issues to your non-farm friends and neighbors. This engaging, hands-on training includes practicing on camera and working with a real radio reporter. Register TODAY for this Sept. 16 event by calling 1-800-947-7379. Learn more by going online to www.pdpw.org.

DAIRY POLICY SUMMIT DETAILS are released. Mark your calendar now for October 30-31 and plan to attend the Dairy Policy Summit in Manitowoc. Along with specialty sessions, you'll put your new knowledge into action with farm tours. You'll be visiting Gold Star Farm, David Geiser & Deb Reinhart, for a field demonstration on Karst soil and Pagel's Ponderosa Dairy, LLC, John Pagel, to learn more about drain tile and nutrient management research.

Other highlights include:

- Discovery Farm research and farm trials
- Hear from the very controversial Pew Commission
- Doug Maddox, a California dairyman from Ruann Dairy, who experienced TB herd testing and eradication
- State's health status from Wisconsin state veterinarian Dr. Robert G. Ehlenfeldt with his perspective on TB and other threats

INNOVATIVE MANURE SYSTEMS will be front and center during the PDPW Nutrient Innovation & Technology Tours. You'll hear from owners and managers such as So-Fine Bovines which uses a shuttle manure handling system; Van Der Geest Dairy Cattle that has a manure separation system with a screw press, rotary drum dryer and two-stage lagoon; and Larson Acres who manage their sand with a mechanical auger and a two-stage lagoon with 10-month storage capacity. Three days (Oct. 14-16), nine highly progressive dairies and two evenings of educational sessions—what a tremendous learning and fun experience. Interested? You can learn more online at www.pdpw.org. Registration is limited to the first 100, so reserve your space today.

For Your Business Mind:

STORE THIS ENVIRONMENTAL MESSAGE IN YOUR HEART AND BRAIN. If you're perplexed about how to respond to questions or statements regarding the dairy industry and the environment, then lock this answer away so you're prepared to respond effectively. When asked if dairy farmers care about the environment, you can respond confidently with this four-sentence statement: "Yes. Our land is our home, and it is important to all dairy producers to protect our land for families and for future generations. My family drinks water from the wells on our land, breathes the same air as the rest of the community, enjoys the natural environment and eats what we produce. Protecting the environment is very important to us. Also, remember that our livelihood is dependent on the land, and the protection of the environment is of vital importance to the dairy business."

READING, WRITING AND ARITHMETIC. That's part of what your teenager will be learning at school. But your teen's education shouldn't end there. His or her education should include the dairy industry, and that's the focus of the Youth Leadership Derby, Nov. 8-9 in Brillion. You'll be amazed at how much experience can be obtained for just \$100 per participant: two farm tours, a cheese plant tour, three hands-on workshops, a virtual job shadow panel, three real-life learning labs and a special keynote address. For more information go to www.pdpw.org and click on Youth Leadership Derby.

WHEN WE'RE IN THE TIGHTENING THE BELT MODE, it's easy to go full bore and skimp on everything. But there are some places where skimping might not yield the best results. A list of "don't skimp here" items created by Liz Pulliam Weston, a personal finance writer, includes car maintenance, computer memory, family safety, health, internet access, home inspections, mattresses (a good night's sleep is "priceless"), teenagers' cars and your ethics. Weston recommends not scrimping on a small car maintenance expense as it could lead to a much bigger expense. To protect your family, she urges placing a smoke detector outside every bedroom and a carbon-monoxide detector on every floor. As for teenagers' cars, Weston says if you're going to buy your teen a car, buy a car with good safety ratings from the National Highway Safety Administration and the Insurance Institute for Highway Safety. And, "if your efforts to trim your spending wander into the unethical (or the stingy—meaning someone else is paying for your frugality), then your scrimping has gone too far." So don't take paper towels, pens, sticky notes, etc. from the workplace for home use.

BOOK REVIEW: THE GOLD MINE. Authors Freddy and Michael Ballé, a father-and-son team, draw from wisdom and experience to deliver a fiction story that shows how hearts and minds are won-over so businesses can flourish. Co-publisher Daniel Jones says "Readers, especially those individuals working on the shop floor, will gain revelation and inspiration by living through the experiences of the hero. This is an experiential novel that will resonate deeply with people who relate it to their own lives. Managers and executives just beginning a lean transformation will learn valuable insights about how to sidestep the technical and people problems that lay ahead. And experienced lean thinkers will discover fresh insights about overcoming resistance to change." Yes, *The Gold Mine* is all about implementing lean and reveals lean as a system.

HEALTHY EATING BEGINS WITH learning how to "eat smart." After all, it's not just what you eat but how you eat. 1) Take time to chew your food, chewing breaks the food into smaller particles and mixes the food with saliva that contains digestive enzymes. Thorough digestion is key to the absorption of nutrients and to good health. 2) Avoid stress while eating. When we are stressed our digestion can be compromised. Avoid eating while working, driving, watching TV or being involved in a serious or heated discussion. 3) Listen to your body. Stop eating when you feel full. Remember that it actually takes a few minutes for your brain to tell your body that it had had enough food. 4) Eat early, eat often. Start your day with a healthy breakfast, and eat the majority of your daily caloric allotment early in the day. Also, eating six small, healthy meals throughout the day—rather than the standard three large meals—can help keep your metabolism going and ward off snack attacks.

THE 2008 PRESIDENTIAL ELECTION is just two months away. To learn where John McCain and Barack Obama stand on various economic issues, go online to http://money.cnn.com/galleries/2008/news/0806/gallery.election_issues/index.html. This website shares information about both candidates' stand on 15 economic issues, including but not limited to, gas prices, energy security, foreclosures, Medicare, taxing business, small business, health care, personal taxes, Social Security, etc.

CATTLE THAT BECOME NON-AMBULATORY after initial inspection by Food Safety and Inspection Service (FSIS) inspection program personnel will not be slaughtered and allowed to enter the food chain if a proposed rule from USDA comes to be. "To maintain consumer confidence in the food supply and, ultimately, to make a positive impact on the humane handling of cattle, I believe it is sound policy to simplify this matter by initiating a complete ban on the slaughter of downer cattle," stated Agriculture Secretary Ed Schafer. Nearly 34 million cattle were harvested in 2007. Cattle not initially approved go through re-inspection. In 2007, fewer than 1,000 of those cattle going through re-inspection were approved by a veterinarian to be slaughtered. This represents less than 0.003 percent of cattle slaughtered annually. Comments on this proposed rule must be received on or before September 29, 2008. Comments can be sent to Docket Clerk, U.S. Department of Agriculture, Food Safety and Inspection Service, Room 2534 South Agriculture Building, 1400 Independence Avenue, SW., Washington, D.C. 20250; e-mailed to fsis.regulationscomments or submitted through the Federal eRulemaking Portal at www.regulations.gov. All submissions received by mail or electronic mail must reference the Food Safety and Inspection Service and include the docket number FSIS-2008-0022.

PUNTES/BRIDGES ANNOUNCES THEIR EIGHTH TRIP TO MEXICO for producers and other interested rural people from Nov. 28-Dec. 7, 2008. The cost is approximately \$2,200, depending on airfare, and includes airfare, all transportation, 20 hours of intensive Spanish, homestays, cultural excursions, activities, lectures, interpreter and travel to rural Mexico. There will also be the opportunity to meet the families of your employees, if you'd like. Puentes/Bridges has helped more than 100 people better understand the culture of rural Mexico and the people who are here in the U.S. working on dairies. For more information, please visit www.puentesbridges.org or Shaun Duvall at 608-685-4705.

SPECIAL FEATURE: Keep Your Cows Cool While Keeping Dollars in Your Pocket *with Focus on Energy*

As the dog days of summer come to an end, it's still important to focus on ventilation for cow comfort and productivity. Ventilation affects milk productivity because it impacts the comfort of cows. "Research has indicated that dairy cows begin to show mild heat stress at 74 degrees with 70 percent relative humidity (the average relative humidity throughout the upper Midwest)," says Scott Sanford of the University of Wisconsin. "As Hoard's Dairyman recommends, temperatures in the barn should be controlled with ventilation and a thermostat that is set between 70 degrees and 74 degrees."

One of the ways to improve ventilation is to invest in box fans, but finding an energy efficient fan can be tricky. "The efficiency of box fans varies greatly," says Joe Schultz, energy advisor for the Focus on Energy Program. "A ventilation system's overall energy efficiency and its related energy costs will depend on the fan so if you choose the least efficient fan available, you could double your energy costs and obtain less air output from the fan than more efficient models." The right decision can save on your cooling costs and increase output from your cows.

Another option for farmers looking for energy efficient fans for freestall barns is High Velocity Low Speed (HVLS) ventilation fans. The design of these fans offers excellent ventilation while using less energy. Robert Baudhuin of Baudhuin Grandview Dairy LLC, Casco, Wis. knows how beneficial the HVLS fans are. He installed twelve of the fans, which should save more than 132,314 kilowatt-hours and 48.1 KW in demand annually. The energy savings will equal \$13,231 annually.

Baudhuin Grandview Dairy benefited from the Focus on Energy Program, which provided a \$14,000 implementation grant and worked with Mr. Baudhuin on the selection of the right fan. Focus is Wisconsin's energy efficiency and renewable energy initiative, and through its Agriculture and Rural Business Program can provide ventilation and comfort solutions for farms in many ways, including:

- No-cost energy survey at your facility
- Advice on new technologies
- Help in selecting an energy efficient fan
- Incentives and implementation grants

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Focus on Energy's efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.

PDPW Education Calendar:

September 10-11 – **Management Accounting**, Marriott Madison West, Madison

September 16 – **Dairy Connect Training**, WMMB, Madison, WI

October 14-16 – **Nutrient Innovation and Technology Tours**, Throughout Wisconsin, Start and end of tour at LaQuinta Inn & Suites in Madison

October 30-31 – **Dairy Policy Summit**

November 8-9 – **Youth Leadership Derby**, Brillion High School in Brillion, WI

November 18, 19 & 20 – **Production Management Symposium**

December 2 & 3 – **Calf Care Workshop for Hispanic Employees**

December 9-10 – **Turnkey Human Resource Workshop**

December 11 – **Commodity Marketing Informational Class**

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, WI

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

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

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 US Hwy 151, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

Fax: 920-273-0369

www.pdpw.org