

PDPW MANAGERS *memo*

November 9, 2007

Want to secure your social license to operate? Want to help protect dairy in the marketplace? Want to hear directly from the experts?

Then you need to be at the **National Dairy Issues Forum** on Nov. 14-15, at the Holiday Inn at The American Center on the east side of Madison, Wis. Read on for more information!

Thanks,
PDPW

SIGN UP NOW FOR THESE PDPW EVENTS

Nov. 14-15: National Dairy Issues Forum, Holiday Inn at The American Center, Madison, Wis.

Nov. 20: Dairy Connect, WMMB, Madison, Wis.

Dec. 4 & 5: Calf Care Connection, Exhibition Hall at the Alliant Energy Center, Madison, Wis. and Radisson Hotel & Conference Center, Green Bay, Wis.

Dec. 4: Hispanic Calf Care Workshop, Exhibition Hall at the Alliant Energy Center, Madison, Wis. Dec. 10: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 12 & 13: Hoof Care Training Session, Sleep Inn, Eau Claire Travel Center, and Country Inn & White House Banquet, Richland Center, Wis.

Jan. 22-24: Managers Academy, Phoenix, Arizona

Feb. 6 & 7: Nutrition Innovation Seminar, Radisson Hotel & Conference Center, Green Bay, Wis. and Crowne Plaza Hotel, Madison, Wis.

Featured PDPW Member:

"PDPW has impacted our dairy in many ways, from calf-raising to dry cow housing to handling of fresh cows. It has also helped us with management skills. I always look forward to going to the PDPW Calf Care Connection seminar. I've gained a lot of information from these seminars that we use on a day-to-day basis. PDPW always does an excellent job and is very well organized."

~Terry Gaeu

This son and father pair, Terry and Jim, and their partner Don Radtke own and operate Park Avenue Dairy LLC near Merrill, Wis., where this team has 470 cows and 370 young stock. In 1998 they expanded to their present-day freestall parlor operation. Terry, the fifth generation on their dairy, is the herd manager, overseeing the livestock and crops. Don focuses on the feeding and breeding. Jim, although "retired", stays involved with the dairy and still does the financials. They currently employ a herdsman, seven Hispanic employees and three part-time employees.

Three years ago, Park Avenue Dairy LLC began raising all of their wet calves. They feed pasteurized milk until four to six weeks of age. The calves are raised inside of an insulated building. In winter they keep the temperature between 40 and 50 degrees at all times. From there, the calves are moved into group hutches and then to three-sided barns until they are about eight or nine months of age. At that time, they are allowed to go to pasture with woods for cover. At 13 months of age, the calves are moved to another pasture where they are bred. Park Avenue's goal is to calve them between 22-23 months of age.

For Your Dairy Business:

THE NATIONAL DAIRY ISSUES FORUM IS ANOTHER GREAT OPPORTUNITY for you to help direct the future of your business and the entire dairy industry. It's not just about being there to learn, it's about being there as a leader for your dairy and for the industry. This two-day seminar runs November 14-15, at the Holiday Inn at The American Center, Madison. The speakers include national issues management experts, leaders from the poultry and pork industries, experts who helped create the draft of the National Dairy Animal Well-Being Initiative Principles & Guidelines and Charlie Stenholm. Make plans to get involved with this important event and register today through PDPW. Go to www.pdpw.org for more information.

LEARN TO EFFECTIVELY TELL THE STORY OF AGRICULTURE, with training provided at PDPW's own unique *Dairy Connect™* communications training program. This is a program that will help arm you with key messages on vital industry issues and get you comfortable with professional communications techniques and speaking skills. It's led by a pair of national trainers that can prepare you for tough situations and sticky questions. Our next session is scheduled for Tuesday, November 20, 2007 in Middleton, Wis, starting at 8:30 a.m., and running to late afternoon. The program costs \$150 for PDPW members, \$175 for non-members, and includes all meals, conference fees and training materials. Check out the complete agenda and register online at www.pdpw.org.

SEEING ILLNESS FROM INSIDE OUT WITH Dr. Peter Vanderloo and staff of the Wisconsin Veterinary Diagnostics Lab is one of three, hands-on learning labs planned for the upcoming Calf Care Connection programs developed and coordinated by PDPW. Other learning labs include calf necropsy (postmortem exams) with Dr. Vanderloo and fine-tuning treatment techniques conducted by Dr. Doug Braun, Pfizer Animal Health. The Calf Care Connection seminars will run twice as follows:

Dec. 4, Madison Exhibition Hall at the Alliant Energy Center (Home of World Dairy Expo), 1919 Alliant Energy Way, Madison, WI 53713;

Dec. 5, Green Bay Radisson Hotel & Conference Center, 2040 Airport Drive, Green Bay, WI 54313

Registration is now available online or by calling the PDPW office and you can save \$10 by signing up in advance. For more information, call the PDPW office at 800-947-7379 or visit www.pdpw.org.

CALF CARE SESSION FOR HISPANIC EMPLOYEES DELIVERS HANDS-ON, small-group training led by top bilingual veterinarians, Dr. Fred Moreiro, Pfizer Animal Health, and Dr. Oscar Duarte, OMMA International. This session is scheduled for Dec. 4 at the Alliant Energy Center and is limited to just 40 participants. It's a perfect complement to the regular Calf Care Connection program as it delivers the latest technologies and top resources to Hispanic farm employees starting with calf delivery and running through newborn care, health and disease management. Register through PDPW today to ensure your employees a spot in this useful, educational seminar. To get all the details, visit www.pdpw.org.

HOOF CARE TRAINING SESSIONS OFFER A FULL DAY OF TRAINING in the care, anatomy and management of hoofs by leading expert Dr. Jan Shearer, professor and dairy extension veterinarian from the University of Florida. Shearer holds an affiliate appointment in the University's department of dairy science and has served as consultant to dairy operations and the allied dairy industry both nationally and internationally. He'll help you understand every step of proper hoof care and its impact on the cow's overall health, which ultimately impacts the dairy's cash flow and profit. Full-day seminars are planned for Wednesday, Dec. 12, at the Sleep Inn, Eau Claire and Thursday, Dec. 13, at the Country Inn & White House Banquets, Richland Center. The brochure and registration materials are on the PDPW web site at www.pdpw.org.

DAIRY MANAGERS, INDUSTRY DIRECTORS, PROCESSORS, MARKETERS and distributors looking for a higher level of business training will find it at the Managers Academy. This specially designed, Master's Level seminar, taking place January 22-24 in Phoenix, is targeted for the CEO's of our industry who are looking for new ideas, additional education and a way to network with others in the industry. We've limited registration to 100 participants to facilitate interactive and hands-on training, and we've included tours of several businesses along with the more traditional classroom training. We've had lots of interest in this program, so phone the PDPW office at 800-947-7379 or visit www.pdpw.org for more information and to register.

IMPROVED AGRICULTURAL JOB OPPORTUNITIES, benefits, and security for alien workers in the United States: That's the stated goal of the Agricultural Job Opportunities, Benefits, and Security Act of 2007, or AgJOBS Act. Originally introduced in the U.S. House of Representatives in January, this bill now sits with the House Judiciary Subcommittee on Immigration, Citizenship, Refugees, Border Security, and International Law. It calls for conferring blue-card status to immigrant workers in agriculture who have been employed for at least 150 work days over the past two years. This would extend agricultural workers many of the same rights as naturalized citizens, but calls for a five-year waiting period for many government services. Sen. Dianne Feinstein (D- Calif.) indicated recently that she will attempt to bring AgJOBS back to the Senate floor either later this year or early in 2008.

For Your Business Mind:

"PDPW CONTINUES TO ADDRESS THE MOST IMPORTANT TOPICS of concern to the industry," notes, Dr. Andy Johnson from Grande, a participant in the recent PDPW Dairy Policy Summit. "Your credibility and access to educational, policy and governmental leaders places you as the leader in promoting and growing the dairy industry." With well over one-hundred participants, the Dairy Policy Summit was a huge success as Governor Doyle, dairy producers, elected officials and other industry leaders came together to learn and grow the dairy industry. Another Dairy Policy Summit participant, Brian Gerrits of Lake Breeze Dairy LLC notes, "The most valuable part of the Dairy Policy Summit was the diversity of the presenters. It was great to hear from all angles and viewpoints."

WHAT WAS THE MOST VALUABLE PART OF THE YOUTH LEADERSHIP DERBY? All of it, according to participant Joseph Ploeckelman, who relates, "Depending on your interest with the dairy industry you will learn something to further your interest and for those not in dairy you will benefit as well . . . I can use this anywhere in my life: goals, career, college, farm, communication, corrections." Another participant, Lauren Holterman agrees with Joseph's assessment, noting that all the mentors were great. States Holterman, "The hands-on activities and dairy industry leaders available to us were awesome. I really enjoyed the farm tours. There is such a great variety of activities, great people, not too long. And such a low cost! Awesome in every way." For those who'd like to catch a bit of their enthusiasm, make sure to read our current recommended reading below.

BOOK REVIEW: REKINDLE YOUR ENTHUSIASM FOR LIFE and gain a new appreciation for your greatest asset – your attitude – with help from this issue's recommending read, "A Kick in the Attitude," by Sam Glenn. Glenn spoke recently at the Youth Leadership Derby and his book is an easy read that offers 15 life lessons for personal and profession success. As Glenn notes, adversity and stress have a way of knocking the kick out of us. That "kick" is our enthusiasm, focus, energy, resilience and overall best attitude to help us get the most out of life. This book offers principles to help put that kick back into your attitude...and get you back in top form fast!

GREEN IS THE NEW BLACK for an increasing number of the nation's businesses who are discovering that environmental consciousness isn't just a public relations stunt; it's actually good for their bottom line, according to a recent *Forbes* magazine article. Big brown UPS and their major competitor Federal Express are both reducing operating costs by adding hybrid vehicles to their fleets and General Electric reported \$10 billion in revenues for 2005 from their commitment to reducing energy consumption and waste, according to the article. Similarly, companies such as Toyota and Honda are benefiting from their dedication to hybrid car technologies. The article notes that by "going green" companies have already succeeded in reducing costs and increasing sales and in the future these moves may also ensure that companies maintain market share, avoid legal repercussions for environmental damage and stay in business.

Tech Tips From Techsquad:

Six Things You Must Do At A Minimum To Protect Your Business From Disasters:

While it's impossible to plan for every potential computer problem or emergency, a little proactive monitoring and maintenance of your network will help you avoid or greatly reduce the impact of the vast majority of computer disasters you could experience.

Step#1: Make Sure You Are Backing Up Your Files Every Day

Step #2: Check Your Backups On A Regular Basis To Make Sure They Are Working Properly

Step #3: Keep An Offsite Copy Of Your Backups

Step #4: Make Sure Your Virus Protection Is ALWAYS On AND Up-To-Date

Step #5: Set Up A Firewall

Step #6: Update Your System With Critical Security Patches As They Become Available

To learn more about TechSquad and how to avoid computer disasters, please visit <http://www.techsquad.us/pdpw/>. TechSquad is the official IT provider for PDPW. PDPW is excited to include this helpful section in the Managers Memos. If you have a specific computer question that you'd like featured in future Managers Memo Tech Tips, please email your question to mail@pdpw.org.

PDPW Educational Calendar:

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Dec. 4, 2007: Hispanic Calf Care Workshop, Exhibition Hall at the Alliant Energy Center, Madison, Wis.

Dec. 10, 2007: Commodity Marketing Informational Class, Fox Valley Technical College, Appleton, Wis.

Dec. 11, 2007: Tri-State Regional Dairy Summit (Modernizing the Manager Special Session, Coordinated by PDPW), Galena Convention Center in Galena, Ill.

Dec. 12 & 13, 2007: Hoof Health Seminar, Sleep Inn at the Eau Claire Travel Center and Country Inn & White House Banquet in Richland Center, Wis.

Jan. 15, 2008: Effective Communications Training

Jan. 22-24, 2008: Managers Academy, Phoenix, Arizona

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Radisson Hotel & Conference Center in Green Bay, Wis. and Crowne Plaza Hotel in Madison, Wis.

March 11-12, 2008: Annual Business Conference, Alliant Energy Center, Madison, Wis.

April 9 & 10, 2008: Dairy Herdsman Training

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