

PDPW MANAGERS memo

August 10, 2007

Welcome to the PDPW Managers Memo electronic newsletter! PDPW is working hard to keep you informed in a timely and effective way.

Thanks,
PDPW

SIGN UP NOW FOR THESE PDPW EVENTS

Sept. 13, 2007: Dairy Connect, Middleton, Wis.

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

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

Featured PDPW Member:

"As our business has evolved, so has PDPW. A decade ago, we looked to PDPW for business management education and appreciated PDPW's efforts in positioning Wisconsin dairying as a viable profession. Today, our partners and employees take in a variety of PDPW education programs during the year. We appreciate PDPW's grassroots leadership keeping on top of current issues and providing educational opportunities for us to help address each year's new business challenges."

~Linda & Doug Hodorff

Doug & Linda Hodorff milk 1,200 cows at two locations. Their mission is "Happy, healthy people working with happy, healthy cows to profitably produce quality dairy products and genetics for the public." The Hodorff Family has farmed in Eden since the 1870's. Second-Look Registered Holsteins began in the early 1970's milking 40 cows. Today the dairy is operated as an LLC with partners: Doug and Linda and Corey and Tammy. Our dairy team also includes 18 committed employees.

Along with their involvement in church, the Wisconsin and National Holstein Associations and many other activities, Doug & Linda are both actively involved with PDPW, the Public Policy Committee, Enhanced Internship Program and Mentor Program. Linda was one of the founding PDPW Board Members, has led many industry initiatives and was honored as the World Dairy Expo Women of the Year in 2003. We asked about their involvement in PDPW, Doug & Linda replied, "As the years go by, we appreciate the bridge building done by PDPW in regularly communicating with diverse organizations and agencies such as the Wisconsin Towns Association, Department of Natural Resources and College of Agricultural and Life Sciences."

For Your Dairy Business:

YOU ASK AND PDPW DELIVERS. Check out the newly released PDPW events calendar. From communications training and commodity market classes, nutrient management tours to care, hoof health, nutrition and herdsman trainings, our annual Dairy Policy Summit, the latest National Dairy Issues Forum, Annual Business Conference and much more; it's chock full of ways to "share ideas, solutions, resources and experiences that help dairy producers succeed." We encourage everyone to attend these programs and invite non-members to experience some of our life-long learning sessions. So mark these special dates on your calendars and watch for specifics on each program as they come along! Visit www.pdpw.org for the complete calendar.

SPEAK UP FOR DAIRY PRODUCERS AND SET THE RECORD STRAIGHT on vital industry issues! Learn the art of communications with training in public speaking, effective communications and current issues provided at the PDPW *Dairy Connect* seminars. The first-ever seminar is Thursday, Sept. 13, at in Middleton. Led by a pair of national trainers, *Dairy Connect's* informative and motivational one-day training program will help get you armed and ready to talk to your neighbors, the public and the media about dairy producers and the positive role the dairy industry plays in Wisconsin. To join *Dairy Connect* and make a difference, contact PDPW at 800-947-7379 or visit www.pdpw.org.

COLLECT IDEAS AND INFORMATION ON NUTRIENT MANAGEMENT SYSTEMS for your own business by visiting several unique, production dairy operations during this year's PDPW bus tours. Three separate, one-day tours take different routes each day September 25, 26 and 27, starting from Madison, Eau Claire and the Wausau/Stevens Point area. Each stop includes guided tours of the facilities and time to talk with dairy managers. Complete information and registration materials are coming soon from PDPW. For more information, please call PDPW at 800-947-7379.

GET IN SYNC WITH OTHER PEOPLE and take your communications skills to the next level by participating in this winter's Managers Academy. Internationally-known trainer Monty Miller leads a highly interactive persuasive dialogue workshop that teaches skills for handling co-workers, family members, employees, higher-ups and people in your community. This is just one of several Master's level training sessions planned for this special conference, January 22-24, 2008, in Phoenix, Arizona. A complete agenda and our registration materials are available through the web site at www.pdpw.org or by calling the PDPW office.

TEENS CAN GET A KICK IN THE ATTITUDE at this year's Youth Leadership Derby, November 3-4, at Marshfield High School. Along with interactive learning labs and an afternoon dairy bus tour, participants will experience a unique and highly entertaining keynote presentation by professional speaker Sam Glenn. This weekend event is sure to recharge and energize teens considering careers in production agriculture so make sure the youth groups and schools in your area know about it. Registration is now open and the \$50 fee includes all training materials, meals, snacks and entertainment. For more information, phone the PDPW office at 800-947-7379 or visit www.pdpw.org to register.

FINDING THE BALANCE BETWEEN FOOD AND ENERGY PRODUCTION – the Wisconsin advantage is the focus of this year's Dairy Policy Summit. Information presented during this two-day conference will examine the important role dairy plays in bio-fuel production. Along with formal presentations and time for informal exchanges, tours are planned to Craves Brothers Farmstead Cheese and to production dairies highlighting nutrient management, energy and food production. Our annual Policy Summit especially targets elected officials, producers, policy makers and agency representatives, October 30-31, at the Marriot, Madison West. Save the dates and look for registration materials coming soon.

THE PDPW PUBLIC POLICY COMMITTEE IS ONE OF MANY WAYS our members continue learning, growing and helping lead the success of the dairy industry. At our most recent committee meeting we heard from industry experts, Dick Groves with Cheese Reporter and Dennis Frame with the UW Discovery Farms. We also received input and constructive dialogue from our committee members as we discussed "The State of the Wisconsin Dairy Industry" and tackled such the marketplace bottlenecks, challenges and opportunities, while brainstorming futures steps for our organization. If you are interested in this, or any of the PDPW producer-directed committees, call 800-947-7379 to get involved.

For Your Business Mind:

IT'S TIME TO START COLLECTING UNIQUE GIFTS and entertainment or travel packages for the annual PDPW Education Foundation benefit auction. The auction is planned for March 11-12, 2008 in conjunction with our Annual Business Conference at the Alliant Energy Center, but it takes a good year of planning to make it a success. We ask you to consider donating, or asking businesses in your area to donate, a package. Consider any unique gift item, entertainment or travel package or, if you prefer, a cash sponsorship. Call 800-947-7379 to learn how to donate. The PDPW Education Foundation is a charitable organization committed to providing a legacy of learning for the dairy industry. It funds programs that keep dairy producers armed with tools they need to remain viable and ready for issues that face the industry, including food safety, environmental stewardship, youth and adult mentoring and development programs.

BOOK REVIEW: FIGHTING OVER MONEY IS CONSIDERED THE #1 REASON for divorce in America and our latest recommended reading offers tips for couples to avoid the most common financial mistakes while navigating the complex world of joint finances. In his book, "Smart Couples Finish Rich" nationally recognized financial adviser David Bach lays out his nine steps for couples to use in making positive changes to their financial lives. The book includes a series of exercises to help you determine what you already know about saving and investing, what role money plays in your life and how to work together toward a common financial goal. Readers also learn how to build for retirement, security and wealth with the final chapter devoted to increasing your income by ten percent in nine weeks.

ENTREPRENEURSHIP AND INNOVATION IN WISCONSIN AGRICULTURE is the focus of an investment conference sponsored by Badger AgVest and the Agricultural Innovation Center, Aug. 16, at the Country Springs Conference Center, Pewaukee. Keynote speaker Molly Jahn, Dean of UW-Madison College of Agricultural & Life Sciences, discusses the Department of Energy Great Lakes Bioenergy Research Center. Others present information on Wisconsin's emerging alternative fuel developments in ethanol and hydrogen,

clean technology and manure management improvements. You'll also hear about investment opportunities from three early-stage Wisconsin-based agricultural companies. Visit <http://aic.uwex.edu> to register online, call 608-265-2903 or Email aic@uwex.edu for more information.

INVESTING IN NEW EMPLOYEES during the first 100 days of their time with you can make them want to stay forever, according to an article in the August/September issue of *My Business* magazine. The article suggests assigning new hires a mentor and showing them around their first day while making time for a question and answer session. Within the first week, see to all paperwork and relate company policies, goals and vision. Within the first month identify additional training and tools employees need to do their job better. By the one-year anniversary revisit goals and objectives, clarify expectations with a self-assessment and ask employees how they would like to grow their careers with you. The complete article is available online at www.mybusinessmag.com.

PDPW Educational Calendar:

Sept. 13, 2007: Dairy Connect, Middleton, Wis.

Sept. 25, 26 & 27, 2007: Nutrient Management Dairy Tours, Northwest, Central and South Central Wisconsin

Oct. 30-31, 2007: Dairy Policy Summit, Marriott West, Madison, Wis.

Nov. 3-4, 2007: Youth Leadership Derby, Marshfield High School, Marshfield, Wis.

Nov. 14-15, 2007: National Dairy Issues Forum, Madison, Wis.

Dec. 4 & 5, 2007: Calf Care Connection, Madison & Green Bay, Wis.

Dec. 4, 2007: Hispanic Calf Care Workshop, Madison, Wis.

Dec. 10, 2007: Commodity Marketing Informational Class, Appleton, Wis.

Dec. 12 & 13, 2007: Hoof Health Seminar, Northwest and Southwest Wisconsin

Jan. 15, 2008: Effective Communications Training, Madison, Wis.

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

Feb. 6 & 7, 2008: Nutrition Innovation Seminars, Fond du Lac & Eau Claire, Wis.

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

April 9 & 10, 2008: Dairy Herdsman Training

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