

# PDPW MANAGERS memo

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January 22, 2013

Keep reading to see these highlights and more:

- Immigration Info
- It's time to "Recharge"
- Got "Happy Employees"?

Thanks,  
PDPW

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## For Your Dairy Business:

**IMMIGRATION REFORM - THE FIRST HALF OF 2013?** Along with President Obama, Republican and Democratic Congressional leaders are signaling that immigration reform is one of the top priorities of the next legislative session. If you have immigrant dairy workers and want to know where immigration is and where it's headed, then the Monday, Jan. 28, World Class Webinar featuring attorney Erich Straub is for you. Immigration expert Straub will take a focused look at where your dairy could stand as reform moves forward. The Webinar is also the ideal time to get your questions addressed during the Q&A session. Sign up today online at [www.pdpw.org](http://www.pdpw.org) or by calling 800-947-7379. PDPW members register for \$100 per session. Non-PDPW members can register at \$125 per session. Each registration covers one computer, so multiple people can gather around a computer to participate. If you're busy during the scheduled webinar, noon to 1 p.m., Jan. 28, not to worry, we will send you a link so you can listen to the entire webinar at your convenience, but you must be pre-registered to listen to the recorded webinar.

**WANT TO PASS ON THE FARM TO THE NEXT GENERATION?** Whether you're in the "thinking" stages of business transition or already have a plan in place, PDPW's Feb. 12 Business Transition workshop will build bridges and help ensure your family receives the maximum benefit. Workshop co-leader Kristy Pagel will kick off the day, discussing the dynamics of generational differences, how to work together to maintain healthy family relationships and keys to having the right people in the right positions to move forward. Dairy producers Shelly DePestel, Daley Farm, Lewiston, Minn., and Matt Berge, Badger Pride Dairy, Valders, Wis., will weigh in on their business transitions. Workshop co-leader and attorney George Twohig will conduct a three-hour afternoon session and share effective business models. He'll discuss how to complete farm transfer in a smart tax-wise manner, how to have a majority of the transition completed while partners are alive and he will discuss new legislation that will impact dairy producers in 2013. Location: Hotel Mead & Conference Center, Wisconsin Rapids, Wis. Cost for PDPW members: \$149 for up to two individuals from the same dairy and \$49/additional person. Cost for non-PDPW members: \$249 for up to two individuals from the same dairy and \$49/additional person. Register today online at [www.pdpw.org](http://www.pdpw.org) or phone 800-947-7379.

**RECHARGE...RETHINK AND RECONNECT** at PDPW's 2013 Business Conference, March 12-13, in Madison. Positive energy coupled with a wealth of ideas, techniques and insight will be flowing throughout the five keynote sessions, 14 specialty sessions, break and meal times with fellow dairy producers and in the Hall of Ideas Trade Show and its preferred suppliers. Then, too, Dennis Frame, Discovery Farms, will add a surge of energy as he kicks off the Business Conference. This is the most dynamic dairy event you will ever attend, and it will meet its goal of challenging, engaging and recharging even the savviest dairy professional. You can check out the listing of keynote addresses and speakers, specialty session offerings online at [www.pdpw.org](http://www.pdpw.org). Registration for the two-day event is \$250/PDPW member and \$350/non-PDPW member. Single-day registrations and special student prices are available.

**\$100 DISCOUNT TO PDPW MEMBERS** Yes, you read it correctly. Agricultural Safety Consulting Services, offered through the National Farm Medicine Center, is extending a \$100 discount for Agricultural Safety Consulting (ASC) to PDPW members. ASC provides assistance in safety program development, implementation and management—from identifying and addressing hazards and understanding regulatory compliance and program requirements to conducting safety and health training services in English and/or Spanish. You can check out ASC's services online at:

[http://www.marshfieldclinic.org/nfmc/?page=nfmc\\_coreunit\\_asc\\_services](http://www.marshfieldclinic.org/nfmc/?page=nfmc_coreunit_asc_services)

**RULES FOR MOVING ANIMALS INTERSTATE CHANGE** A new USDA rule addressing traceability requires livestock moving interstate to be officially identified and have a certification of veterinary inspection, which is consistent with the existing regulations in Wisconsin. Dr. Paul McGraw, Assistant State Veterinarian, Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), explains that these records “give us the ability to trace an animal to a specific location in the event of a disease outbreak.” As a result of the new rule, some forms of ID previously considered acceptable for cattle are no longer valid after the rule takes effect on March 11. In addition, when moving livestock interstate, the federal rule requires that all sexually intact dairy cattle must be officially identified—with breed registration tattoos and registration numbers not considered official—and all rodeo, exhibition or event cattle (including steers) must be officially identified.

Sexually intact beef cattle younger than 18 months of age do not require official ID. “Even though the federal rule sets an age limit of 18 months for sexually intact beef cattle, they will still need official ID to move into Wisconsin, in order to comply with existing state regulations,” McGraw said. The new rule allows a backtag to still work as ID, and a CVI is not required for animals going direct to slaughter. To learn more about the new rule's acceptable ID forms and animal movement, visit [http://datcp.wi.gov/animals/animal\\_movement/index.aspx](http://datcp.wi.gov/animals/animal_movement/index.aspx)

**WHETHER IT'S UNSEASONABLY NICE WINTER WEATHER OR A TYPICAL MIDWEST WINTER** J.W.

Schroeder, dairy specialist, North Dakota State University, stresses that newborn calves need more than four quarts of milk during winter months. He also urges producers to use deep, dry bedding to help calves maintain their hair coat's insulating capabilities, since a wet environment with limited bedding greatly enhances heat loss. Schroeder explains that dairy calves are small with thin skin and a light hair coat so they lose body heat more quickly than larger animals. “The smaller the calf, the more important this relationship becomes,” he adds. Virginia Tech research shows that small calves, such as Jerseys, have a maintenance requirement that is at least 15 percent higher than large-breed calves such as Holsteins.

**YOU CAN PREVENT 'LOSER' DAIRY COWS** Dairy researchers continue to learn more about transitioning dairy cows back into the milking herd and are finding just how much subclinical diseases impact future reproductive and production performance and health. Donna Amaral-Philips, University of Kentucky, says subclinical disease often “go undetected and may be the underlying cause of suboptimum performance in dairy herds.” The key is understanding when problems—even if they don't result in a diagnosed clinical disease—are happening and adjust management practices to prevent future problems. You can learn more online as Amaral-Philips zeroes in on this topic and associated management practices at <http://www.extension.org/pages/66815/management-practices-before-calving-help-prevent-fresh-dairy-cows-from-becoming-losers>

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**For Your Business Mind:**

**EMPLOYEE DEVELOPMENT = HAPPIER EMPLOYEES** Research shows that employees tend to be happier if their job offers room for growth and their companies invest in their growth. “It's rewarding for employees to expand their knowledge base and take on new challenges, as it makes coming to work about more than just a paycheck,” states human resources expert Leslie Levine. One concrete way to encourage and maintain a work environment that fosters learning and a desire to constantly improve, Levine says, is to invest in your employees' continuing education. Why not take an employee along with you to a PDPW-sponsored workshop or to PDPW's 2013 Business Conference in Madison, March 12-13.

**STOP. DON'T CLICK ON THAT LINK** if it's in an unsolicited email or from a company or individual you don't know and the message requests that you to give information or verify your account. Clicking on the link could be a way for you to become a victim of identity theft. Instead, go directly to the site or portal of the bank or credit card company concerned (enter the real address of the site directly into your web browser) to make any checks on the well-being of your account. Two other steps to help avoid identity theft include 1) Not giving give out personal information to someone who contacts you. If you need to give out personal information, make sure that you are the one who calls the bank, the credit card company, etc. to be sure you are actually dealing with the organization concerned and not a thief pretending to be that organization. 2) Have your account(s) set up so that you receive alerts for any transactions over a certain amount, purchases made over the Internet or similar transactions. The goal is to be alerted for any transactions that you would normally only do infrequently or not at all.

**AVOID SLIP SLIDING AWAY** Yes, walking on snow or ice can be a part of daily farm routine during the winter and spills do happen and can cause injury. Taking these precautions can help you and others on your dairy avoid injury: 1) Wear a pair of well-insulated boots with good rubber treads. It's all about traction. 2) When walking on an icy or snow-covered walkway, take short steps and walk at a slower pace so you can react quickly to a change in traction. 3) Be on the lookout for vehicles and animals that may have lost traction and are slipping towards you. Plus, be aware that approaching vehicles may not be able to stop.

**BOOK REVIEW: *NEVER EAT ALONE AND OTHER SECRETS TO SUCCESS ONE RELATIONSHIP AT A TIME*** It doesn't matter what you want to get out of life, author Keith Ferrazzi maintains that it can be yours if you reach out to other people. This son of a small-town steelworker and a cleaning lady used his remarkable ability to connect to others to pave the way to a scholarship at Yale, a Harvard MBA and several top executive posts, plus developed networks from Washington D.C. to Hollywood. In "Never Eat Alone," Ferrazzi distills his system of reaching out to people into practical, proven principles and shows you how to add to your personal bottom line with better networking and bigger relationships. Jeffrey Garten, dean of Yale School of Management, sums up Ferrazzi's book in this manner: "Keith's insights on how to turn a conference, a meeting or a casual contact into an extraordinary opportunity for mutual success make invaluable reading for people in all stages of their professional and personal lives. I strongly recommend it." This is one book where the timing of reading it is always right as every day brings new opportunities for developing and strengthening one or more relationships.

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## PDPW Education Calendar

January 28	<b>PDPW Webinar featuring Erich Straub Immigration Reform Updates: Where We're At, Where We're Headed – Your Computer, 12 noon – 1:00pm CST</b>
February 12	<b>Business Transition Workshop – Wisconsin Rapids, WI</b>
February 25	<b>PDPW Webinar featuring Erich Straub I-9 Inspections – Are You Ready? – Your Computer, 12 noon – 1:00pm CST</b>
March 12-13, 2013	<b>PDPW Business Conference – Alliant Energy Center, Madison, WI</b>

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