

PDPW MANAGERS memo

October 18, 2013

Brought to you by Dairy's Professional Development Organization™

For your Dairy Business...

A 360-DGREE MICRO AND MACRO VIEW OF FEED AND NUTRITION

will be provided at two one-day "Solutions for Feeding Challenges" Dairy Feed & Nutrition Conferences. Choose the date and location that works best for you: Tuesday, Oct. 22, in Kiel, Wis., and Wednesday, Oct. 23, in Eau Claire, Wis. Innovative information and insight that can have a positive impact on your bottom line will be delivered from start to finish by Dr. Mike Hutjens, "Feeding Strategies Going into the Winter;" Dr. Randy Shaver, "What's the Latest on Carbohydrates for Dairy Cows?"; Mark Hagedorn, "Real Herds. . .Real Heifers: The Costs of Raising Replacements"; and Dr. Milo Wiltbanks, "Interactions between Nutrition and Reproduction in Dairy Cattle." Producer panelists Doug Block and Jeremy Natzke will participate in the final session, "Feeding the 40,000-lb. Herd," and share strategies and tactics that have worked, are working or didn't work for them. To register for the Dairy Feed & Nutrition Conference or to learn more, visit www.pdpw.org or call 800-947-7379. With the past two years of feed availability challenges, this conference couldn't be more timely.

ACT NOW TO BRING THE ENERGY OF AN INTERN TO YOUR FARM

Now is the time to secure an intern for 2014 by participating in PDPW's Enhanced Internship program. This re-invigorated internship program partners active dairy producers with collegiate-level students to give them hands-on, on-farm professional experience. Internships are tailored to meet the individual needs of the farm while providing the intern with a diversity of duties involved in the day-to-day operations. Employers are encouraged to allow their intern exposure to business planning and personnel management. Dairy producers wanting to share their operations and help keep students' talents and passion within the dairy industry can learn more about the Enhanced Internship program by calling the PDPW office at 800-947-7379. Forms are available online by clicking [here](#).

COW LAMENESS CAN BE REDUCED THROUGH EARLY DETECTION AND

TREATMENT. Dr. Gerard Cramer, a bovine hoof care consultant and researcher from Ontario, Canada, offers these seven tips: 1) Record data at hoof-trimming and use the data to monitor progress thereafter. 2) Train farm workers to identify and diagnose lame cows. 3) Clean and dry feet as manure and moisture act as a source and medium for bacteria growth. 4) Allow cows to spend 12 hours lying, seven hours eating, drinking and socializing and no more than three hours

milking. 5) Use footbaths routinely to treat and prevent new lesions from forming. 6) Trim hooves to treat and prevent future lameness and to create cows that have a balanced weight distribution. 7) Maintenance trimming should take place at least twice per year, depending on hoof growth and wear.

MAINTAINING INTEGRITY of your teat dip from the container to cow is critical to it being effective. After all, a teat disinfectant is a chemical product. Teat dips should be stored in a cool, dry place away from direct sunlight, heat sources and other chemicals. The storage location should also be where the product won't freeze. To prevent contamination, containers and dispensers should be closed between dispensing. To ensure quality and efficacy of product, no product should be used after its expiration date and your inventory should be rotated, placing the older product first. These may seem like basic steps but it's the little things that can make a big difference is using a product that can work to help combat mastitis.

BROWN STUFF HAS VALUE. In fact, University of Wisconsin Discovery Farms estimates that a herd of 100 cows may be producing more than \$8,500 per year worth of "brown stuff." This figure is based on fertilizer prices of \$0.55/lb. for N, \$0.45/lb. for phosphate and \$0.45/lb. for potash. "We don't often think of manure as one of the more valuable products that animals provide us," states Amber Radatz, program co-director. "As fertilizer prices continue to climb, our crops and our soils can greatly benefit from allocating manure where it is needed most and taking credit for the nutrients and other benefits of manure applied to farm fields."

SLIPS, TRIPS, FALLS. These are the most common source of injuries in the workplace and comprise the greatest number of workers' compensation claims. Serious injuries include sprains and strains. Surfaces can become slippery due to water or milk spills, algal build-up on concrete surfaces, oil spills in machine shop buildings, wet feed and manure. And tripping can be caused by different floor levels, broken concrete and obstacles such as uneven walking surfaces, protruding pipes and hoses, drainage holes and badly designed steps. To help prevent slips, trips and falls: 1) Cover open drains and drainage holes with a firm, flush-fitting grate. 2) Clean up spills immediately. 3) Update lighting and ventilation, increasing visibility, aiding in floor drying and helping inhibit algae growth. 4) Secure hoses and other obstacles to the walls and keep them out of the way.

PRODUCTION LOWER THAN YOU LIKE? A recently completed study of water supplies on Pennsylvania dairy farms indicates that a quarter of those tested had at least one water-quality issue and average milk production for these farms was about 10 percent lower than farms with good water quality. If this is happening in Pennsylvania, it just might be happening in the Midwest as well. Study author Bryan Swistock, extension water resources specialist in the College of Agricultural Sciences at Penn State, found that, while most dairies test their water supplies for bacteria, they test less frequently for salts, metals and other parameters that can affect herd performance. Unfortunately, experience in Pennsylvania has shown that aesthetic pollutants like iron, manganese and hydrogen sulfide are the most common water-related causes of problems with dairy herds. These pollutants cause tastes or odors that result in reduced water intake and milk production. He adds that other pollutants, such as nitrate or heavy metals, can cause health effects in dairy herds. To that end, Swistock encourages dairy producers to test their water quality for more than just bacteria.

IMPLEMENTS OF HUSBANDRY UPDATE: Two PDPW members, Kevin Griswold and Walter Meinholz, have been serving on the Implements of Husbandry Study Group, which recently sent recommendations to the state legislature. You can read about the IoH recommendations in the latest issue of PDPW *Capitol Link* by clicking [here](#). Also, click [here](#) to view video of how PDPW is working behind the scenes to prevent "road rage."

Members News....

BRICKNERS SERVE AN ACE FOR DAIRY'S IMAGE: Pete and Angela Brickner are partners in Brickner-Meikle Family Farms near Sturgeon Bay, Wis. The Door County family farm is operated by three families - Larry and Bernie Brickner, Al and Laura Meikle, and Pete and Angela Brickner.



This busy farm family took time out to host one of PDPW's ACE Twilight Meetings this summer. ACE stands for Agriculture-Community Engagement, and the twilight meetings are a place for local community leaders, neighbors and farm personnel to interact, ask questions and discuss the practices on today's dairy farms. The meeting held on Brickner-Meikle Family Farms drew about 45 people, mostly local elected officials and interested neighbors.

"People wanted to know things like how many acres of land per cow are needed, how we handle farm waste, and how we decide which fields receive applications," Pete recalls. "We had our team at the meeting to help answer all of those questions. We showed them that we are a professional group of people who know what we are doing, are well-trained, and that nutrient application is done with precision."

Pete says that when people find out he is a PDPW member, the farm is viewed in a more favorable light. "I explain the learning opportunities PDPW provides, and that helps them view our approach to our business as more professional and educated."

Education is a way of life at Brickner-Meikle Family Farms. "Having more continuing education available to us is changing the image of farmers in the eyes of the public," Pete says. "When people hear that I have gone to learning sessions on animal handling, it helps them see that we really care about the cows, and we're trying to make the cow's life enjoyable. That strikes a chord with a lot of people."

ACE Twilight Meetings are a joint effort of the Professional Dairy Producers, Wisconsin Town Association and Wisconsin Counties Association. Click [here](#) to watch Green Bay Television Ag Reporter Mike Austin's coverage of this summer's ACE Twilight Meetings.

Opportunities to Learn...

Calves: CRITICAL COMPONENT FOR PROFITABILITY Raising calves on any farm and in any housing system is a challenging job-and a critical component in the long-term profitability of a dairy. Two one-day "Calf Care Connection™-Your Future Starts with Healthy Calves" workshops will provide calf managers and on-farm calf experts cutting-edge information and a learning experience that can't find anywhere else. Workshop dates and locations are Tuesday, Nov. 12, Fennimore, Wis., and Wednesday, Nov. 13, Cleveland, Wis. Learning sessions include "Minimizing Stillbirths," Dr. Frank Garry; "Effectively Vaccinating Calves," Dr. Amelia Woolums; "Baby, It's Cold Outside," Dr. Noah Litherland; "The Beef Side of Milk," Dr. Dick Wallace; and "Calling All Calf Raisers," Dr. Amelia Woolums and producer panelists Katie Grinstead, Sherry Arnold and Bernie Teller. This workshop will spark new ideas and help you raise the bar on calf care. Check out full details online by clicking [here](#).

CLEAR THE AIR FOR YOUR CALVES FOR IMPROVED CALF HEALTH. Want to learn without leaving the farm? Dr. Becky Brotzman, DVM, University of Wisconsin-Madison School of Veterinary Medicine associate outreach specialist, will lead a discussion on "Clearing the Air in Calf Barns" during the October World-Class Webinar starting at noon CST, Wednesday, Oct. 30. The one-hour webinar will zero in on problems of natural and mechanical ventilation of calf barns and present a practical solution of supplemental positive pressure tube ventilation systems-and it can be applied to existing barns as well as new construction. Register for this webinar now as the deadline for registration is Wednesday, Oct. 23. While the webinars occur from noon to 1:00 p.m.

CST, participants can watch a fully recorded version at their leisure. Additional information about the entire calf health webinar series is online at www.pdpw.org. Register online or by calling PDPW at 800-947-7379.

FRESH PERSPECTIVES, KNOWLEDGE AND PRACTICAL APPLICATIONS NEEDED FOR COMPREHENSIVE REPRODUCTIVE MANAGEMENT will be delivered at this year's Herdsperson Conference offered Wednesday, Dec. 4, in Wisconsin Dells, Wis., and repeated on Thursday, Dec. 5, in Appleton, Wis. The one-day conferences will cover the gamut: "Profitability with Optimum Reproduction Performance," Dr. Julio Giordana; "Hidden Opportunities in Dairy Replacement Heifers to Maximize their Lifetime Value," Dr. Dick Wallace; "Understanding the Transition Cow," Dr. Luis Mendonca; "Residue-Free Record Keeping," Dr. Dick Wallace; and "Heat Detection and Use of Activity Monitors" with Dr. Paul Fricke and producer panelists Sarah Johnson, Majestic View Dairy, Lancaster, Wis., and Dan Reuter, Reuter Dairy, Peosta, Iowa. You can register or learn more about this year's Herdsperson Conference online at www.pdpw.org or by calling PDPW at 800-947-7379.

For your Business Mind...

BOOK REVIEW: THE FIVE LANGUAGES OF APPRECIATION IN THE WORKPLACE. How do you express appreciation to your employees? Do you give a person quality face time, send an email acknowledging extraordinary work, shake hands, help out when there's a need or set out snacks on occasion? While each of these efforts are good, if you've been expressing appreciation in ways that aren't meaningful to your each of your worker, then they may still not feel valued. What's missing is an understanding of each individual's primary and secondary language of appreciation. Authors Dr. Gary Chapman-known for the highly successful "The Five Love Languages®" book-and Dr. Paul White have teamed to write "The Five Languages of Appreciation in the Workplace" that give practical steps to make the workplace environment more encouraging and productive. This 224-page book by Chapman and White will help you express genuine appreciation to workers-even on a tight budget, increase loyalty with workers, improve your ability to show appreciation even to difficult workers and individualize your expressions of appreciation by speaking the right language. You'll also learn how your communication/actions can help reduce cynicism in the work environment and create a more positive environment.

40 HOURS OF TRAINING A YEAR. That's the minimum number of hours a year the American Society for Training and Development has traditionally recommended for every employee, notes Susan Heathfield with About.com Human Resources. In fact, research shows that the chance for ongoing development is one of the top five factors employees want to experience at work. The inability of an employee to see progress is also an often cited reason for leaving an employer. Heathfield's list of external education, training and development includes seminars, workshops, field trips and professional association conferences. "Training increases employee loyalty, and thus retention, and helps you attract the best possible employees," she summarizes.

FIVE THINGS SUPER SUCCESSFUL PEOPLE DO BEFORE 8 A.M. Inc.Magazine research shows that morning people are more proactive and more productive than non-morning people, and Forbes contributing writer Jennifer Cohena has identified five things successful people do before 8 a.m.: exercise, map out their day, eat a healthy breakfast, visualize and make their day top heavy. Early morning exercise wakes up the body and prepares a person for the day. Early morning hours provide uninterrupted problem solving time and are ideal for prioritizing the day's activities. While many people address their physical needs, many skip the mental health part, and Cohen says the morning is "perfect to spend some quiet time inside your mind meditating or visualizing." She advises focusing on the successes you will have. "Even just a minute of visualization and positive thinking can help improve your mood and outlook on your workload for the day," she adds.

MOVEMBER ISN'T A MISSPELLING. It's a national November campaign challenging men to grow a mustache and ultimately get men to see their doctor and know their health status. How many people do you think might ask "What's with the mustache?" that would give you the opportunity to initiate a conversation regarding men's health issues and you can then urge fellow producers and other dairy industry professionals to see their doctor. Why stimulate this conversation? Because one in six U.S. dairy producers will be diagnosed with prostate cancer- and that's not even counting other dairy professionals. What's 30 days or so of having a mustache-or watching your husband, son, brother grow one-when you consider the benefits.

Student Corner...

CALLING YOUTH AGES 15-18. Youth Leadership Derby is more than an amazingly fun time with peers, and participating in three tours. The Friday evening through Saturday event provides an opportunity to grow leadership skills, explore secondary and post-secondary education opportunities through hands-on science and communication activities and network with industry leaders, college-age mentors and fellow youth with similar interests. This year's Derby will take place Friday evening, Nov. 1, and Saturday, Nov. 2, until 4 p.m. and will headquarter out of Thorp High School, Thorp, Wis. Youth Leadership Derby is open to all youth-rural and non-rural youth. To learn more about the event or to register a youth, please contact PDPW at 800-947-7379 or go online to www.pdpw.org.

OUR PDPW SPONSORS support continuous improvement for the dairy industry. They believe in producer leadership, and they place a high value on lifelong education for those involved in the dairy industry. We deeply respect their commitment to us. It is by this partnership that we continue to build a strong industry filled with capable professionals. Click [here](#) to see a list of all our sponsors. If you interact with any of these companies, please thank them for supporting Professional Dairy Producers!

PDPW Education Calendar

October 22, 23	Dairy Feed & Nutrition Conference - 22nd - Kiel, WI 23 - Eau Claire, WI
October 30	World-Class Webinar: Calf Environment; Methods that Work- Clearing the Air in Calf Barns with Dr. Becky Brotzman
November 1-2	Youth Leadership Derby - Thorp, WI
November 12, 13	Calf Care Connection - 12th Fennimore, WI, 13th Cleveland, WI
November 20	World-Class Webinar: Calf Environment; Methods that Work- Calf Hutches or Barns: Methods to Make Either Option Work Well with Dr. Becky Brotzman
December 4, 5	PDPW Herdsperson Conference - "Zeroing in on Reproduction" - 4th Wisconsin Dells, WI 5th Appleton, WI
December 11	World-Class Webinar: Calf Environment; Methods that Work- Animal Well-Being Concerns for Every Calf Caretaker with Dr. Becky Brotzman
January 14-16, 2014	Managers Academy - Sacramento, CA
March 12-13, 2014	PDPW Business Conference - Alliant Energy Center Madison, WI



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