

PDPW MANAGERS memo

April 15, 2011

Keep reading to see these highlights and more:

- Check out the PDPW Virtual Trade Show
 - Register for the Hoof Care Workshops
 - Acknowledgement & Respect are important
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Featured PDPW Member: Udder Wise Dairy LLC – Nick & Roger Bohl

Nick Bohl and his father, Roger, operate Udder Wise Dairy LLC, a 500-plus Holstein dairy, in Chippewa Falls, Wis. Nick is the dairy's herdsman while his father oversees the dairy's employees and the farm's 1,400-plus acres of corn and alfalfa. Nine full-time people, including family, keep the operation humming.

"Our operation is much more modern than it was just four years ago," said Nick. "We do what we can to stay on top of the latest technologies to run efficiently."

Nick says one way Udder Wise Dairy remains progressive is by attending the PDPW Business Conference. He says the Conference is valuable because the speakers are experts and worth hearing and he gets to network with other dairy producers and talk to suppliers. "The Conference is a great time to talk to other producers doing the same things we are, to reinforce the way we manage the dairy and to find out what new products are out there," he says.

Nick stresses that he is glad the organization focuses on education. "Some organizations get too involved in politics. I like that PDPW focuses on education and appeals to producers with different-sized operations," he said.

For Your Dairy Business:

TWO NEW, ONE RE-ELECTED TO PDPW'S BOARD OF DIRECTORS. When the ballots were tallied for three positions on the organization's Board of Directors, re-elected to the board was Mark Diederichs, Malone, Wis., and added Charlie Crave, Waterloo, Wis., and Kay Zwald, Hammond, Wis. Crave is a partner of Crave Brothers LLC that milks 1,000 cows and owns a cheese factory that produces specialty cheeses. Zwald owns a 600-cow dairy, Bomaz Farms, in a four-person partnership—along with her husband, husband's brother and the brother's wife. These individuals join fellow board members Eric Hillan, Ladysmith; Walter Meinholz, DeForest; Doug Knoepke, Durand; Russel Strutz, Two Rivers; Kevin Krentz, Berlin; and Keith York, Lake Geneva.

CHECK OUT PDPW'S VIRTUAL TRADE SHOW ONLINE and read about the industry's preferred suppliers and the goods and services they offer that can benefit dairies. This virtual trade show highlights the 130-plus companies that had booths at PDPW's 2011 Business Conference. You're just a minute away from that information when you click on www.pdpw.org.

“HUNGER NOT TO GET ALL THAT YOU CAN GET BUT TO BE ALL YOU CAN BE.” That was a key message delivered during the surprise keynote address that wrapped up PDPW’s 2011 Business Conference, March 15-16, in Madison. Reminding attendees that they don’t need a college education to change this world or need a big title or position to be the leader, keynote speaker Hank Wagner urged individuals to “dust off those dreams” and to “listen to the fire in your belly.” He challenged each of us to recognize, respect and control the “elephants” in our lives—the fears and misperceptions in our minds that tend to stop us. When one’s elephants are controlled and we take to heart the fundamental principle that “people are the most important and valuable thing on this planet,” then our lives will shift and we each can do something greater than ourselves.

TWO ONE-DAY HOOF CARE WORKSHOPS ARE ON TAP FOR APRIL 20 AND 21. Designed for herdspeople, cow-care specialists and herd owners, each workshop will include four training labs which participants will rotate through and a day with the industry’s leading dairy hoof specialists. Workshop highlights: 1) Emergency Lameness Care – Karl Burgi; 2) The Transition Period: Comfort and Lameness in Free-Stalled Cows – Dr. Nuria Chapinal; 3) Hoof Trimming Records are Worth Their Weight in Gold – Jeffrey DeFrain; and 4) Effective Hoof Trimming Tips to Improve Hoof Health – Rick Trinko & Mark Lute. Dates and places: Wednesday, April 20, Marshfield, Wis., Marshfield Ag Research Station and Thursday, April 21, Chilton, Wis., Fox Valley Technical College. Registration is limited to just 95 people per workshop. Cost is \$125/person for PDPW members and \$175/person for non-members. Call today to reserve your place: 1-800-947-7379.

“WHEN SIBLINGS DON’T WANT TO WORK FOR THEIR SIBLINGS” is the title of the Monday, April 18 World-Class Webinar led by Dr. Donald J. Jonovic, Family Business Management Services. Developed by PDPW, this webinar will help individuals understand why it is common for siblings farming together to inherit a deck stacked against success with no clear leader, equity and power distributed over a number of people, and a new ownership group with a history of each doing their own thing. Dr. Jonovic will draw on his years of experience helping sibling and cousin partnerships work through this leadership “gap” to develop decision and responsibility structures that draw the best from each partner while designing a management process and operating plan that can fill that important role of “The Boss.” To participate please call PDPW at 1-800-947-7379.

IF YOU USE AG EQUIPMENT, THINK SAFETY. The American Society of Safety Engineers offers these five safety tips: 1) Conduct regular equipment inspections, as this act can prevent farm-related injuries by identifying problems and hazards early. 2) Do not wear loose clothing while entering confined spaces such as grain bins, silos and hoppers to prevent entanglements. 3) While operating tractors and other farm equipment, be very cautious on rural roadways. Look for oncoming cars while making wide turns. Watch for potholes, ditches and steep hills. Be sure to keep equipment at least 20 feet from any overhead power lines or wires that support poles. 4) Use protective gear when operating machinery and appropriate protective gear for handling chemicals or other hazardous materials. Make sure the protective equipment is approved by the National Institute for Occupational Safety and Health (NIOSH) or the Mine Safety and Health Administration (MSHA). And 5) Consistently educate your family and co-workers about safety practices, especially children. Make sure children are involved only in age appropriate tasks as describe at www.nagcat.org.

For Your Business Mind:

TO GAIN A MORE ENGAGED WORK GROUP THAT WILL PRODUCE MORE, leadership and marketing consultant Jennifer Wilson reminds us that “*Acknowledgement and Respect*” almost universally appears in each person’s Top 3 list of the of these professional motivators: Increased responsibility and challenge; Money and benefits; Flexibility and time off; Camaraderie and fun; Acknowledgment and respect; and Personal and professional development. In the “Acknowledgement and Respect” area, Wilson says all people connected with an organization—partners, owners and full-time and part-time workers—should be encouraged to treat everyone, at all levels, with dignity and respect. “Remind those who may engage in teasing, jabs, barbs or sarcasm that their comments may act as ‘de-motivators’ and ask all team members to evaluate their motives when making such comments to ensure they are always striving to be well-meaning and motivational.”

PROFESSIONAL DAIRY PRODUCERS FOUNDATION'S 2011 SILENT AUCTION featured more than 70 items and raised \$20,000 for dairy education programs. "This year's auction was an outstanding display of all the dairy goods and services our people and companies have to offer," says JoAnn Maedke, Foundation board member and coordinator of the Silent Auction. "I am extremely grateful to be part of an industry with such great cooperation and commitment to education." A complete listing of items featured in the silent auction and respective donors can be found online at <http://www.dairyfoundation.org/pdf/11%20Auction%20Flyer%20%203-9-11.pdf>. Special thanks to all donors and the auction committee for making the auction possible and to those who supported the silent auction with their bids and purchases!

PDPW Education Calendar:

April 20 & 21, 2011 **Hoof Care Sessions**, Marshfield & Chilton, WI – Two One-day workshops

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

www.pdpw.org