

PDPW MANAGERS *memo*

May 20, 2011

Keep reading to see these highlights and more:

- Reproducing Profitability Symposium
 - Employee motivation myths
 - Opportunity to put in your 2 Cents
-
-

Featured PDPW Member: Soaring Eagle Dairy, LLC

When the Fitzgerald family heard a motivational speaker talk about what it means to soar like an eagle, they knew they had the name of their dairy: Soaring Eagle Dairy. Located in Newton, Wis., Soaring Eagle Dairy LLC was formed in 1997. Jim and Sandy Fitzgerald, along with their three daughters and their families, Kelly and Brian Goehring, Stacy and Jeremy Klotz, and Julie and Rick Maurer own the dairy that milks about 1,150 cows three times a day in a double 16 parlor. Cows take comfort in a mist-cooling system, rubber flooring and sand bed free stalls. More than 1,600 acres of soybeans, alfalfa, wheat and corn provide the roughage needs of the herd. Heifer calves stay on the farm until five months of age, when a road trip to Colorado allows them to take advantage of open lots in a climate drier and warmer than Wisconsin's.

To enhance personal growth, and as a way of operating according to their values, the owners have a membership in the Professional Dairy Producers of Wisconsin (PDPW). Julie says they've been members since around the time PDPW was formed.

"We became members to support those founders who cared deeply about dairying in Wisconsin and the industry as a whole, and in return we've gotten the value of great, ongoing education," she says. Through PDPW, she and her partners stay on top of the changing dairy landscape. Networking with other producers through PDPW is a big plus. It gives all of us a chance to share stories and learn from one another which technologies and ways of doing business have and haven't produced positive results.

"If you need to know more about something and there isn't a PDPW event coming up that can help, the people there will put you in touch with someone who can help you."

For Your Dairy Business:

THINK SAFETY. Tom Drendel, agricultural safety specialist, National Farm Medicine Center, Marshfield Clinic Research Foundation, asks farmers to put on their "safety" hat and walk through their farm, focusing on hazards without regard to how much money or time it will take to fix them. "You can prioritize that after your walk," he says. "When you review your farm, imagine you are a new employee who is unaware of the little work-arounds that you and current employees might use with existing hazards. Not only are such hazards dangerous to a newcomer, but a band-aid approach increases the odds that even you or someone familiar with the hazards will eventually trip up when you're distracted or in a hurry."

Drendel urges farmers to look at all areas on the farm: general farmstead, children personal protective equipment, farm buildings and shop, machinery, livestock facilities and crop and feed storage areas. Here's his list intended to provoke safety thinking regarding general farmstead: 1) Are there designated areas for parking tractors and equipment that does not reduce visibility or restrict safe traffic flow? 2) Are ponds, lagoons and manure pits fenced off and posted with warning signs? 3) Is there a stop so that vehicles such as skid-steers cannot inadvertently slide into the manure pond? 4) Are fuel tanks maintained in good condition and securely located?

SOME OF THE WORLD'S TOP AUTHORITIES IN REPRODUCTIVE DAIRY SCIENCE WILL DELIVER REAL WORLD SOLUTIONS during a national symposium, "Reproducing Profitability: New Reproductive Science & Technology for Today's Dairy Farm," on Saturday, Aug. 13, in Milwaukee. We're talking practical applications that can be put to work immediately in a dairy to improve pregnancy rates. Presenters include Dr. Martin Sheldon, "New ways to treat metritis"; Dr. Milo Wiltbank, "Using ultrasound to predict fertility"; Dr. Gustavo Schuenemann, "The antibiotic-free method of treating metritis"; Dr. James Ferguson, "Weighing the relative merits of pregnancy exam methods for your herd—rectal palpation, ultrasound examination vs. Bioprynn blood test"; Dr. Carlos Risco, "What more cost effective: Ovsynch or natural service"; Dr. Jose Santos, "New methods for preventing metritis and metabolic diseases in fresh cows with the transition dry cow diet"; and Dr. Kent Weigel, "Using advances in genomics to improve herd profitability." Register before July and save \$40. Register four people at the same time from the same farm or company and pay with one card or check and you get one free registration. Details and registration available online at the Society for Theriogenology website: www.therio.org.

DO YOU OPERATE FROM MYTH OR FACT? Research shows that, while motivating employees is extremely important to a majority of managers and supervisors, many operate from myth-based beliefs—and their businesses/companies may be suffering the consequences.

Here are five common motivation myths:

Myth #1 -- "I can motivate people." Not really -- they have to motivate themselves. You can't motivate people anymore than you can empower them. Employees have to motivate and empower themselves. However, you can set up an environment where they best motivate and empower themselves. The key is knowing how to set up the environment for each of your employees.

Myth #2 -- "Money is a good motivator." Not really. Certain things like money, a nice office and job security can help people from becoming less motivated, but they usually don't help people to become more motivated. A key goal is to understand the motivations of each of your employees.

Myth #3 -- "Fear is a darn good motivator." Fear is a great motivator -- for a very short time. That's why a lot of yelling from the boss won't seem to "light a spark under employees" for a very long time.

Myth #4 -- "I know what motivates me, so I know what motivates my employees." Not really. Different people are motivated by different things. I may be greatly motivated by earning time away from my job to spend more time my family. You might be motivated much more by recognition of a job well done. People are not motivated by the same things. Again, a key goal is to understand what motivates each of your employees.

Myth #5 -- "Increased job satisfaction means increased job performance." Research shows this isn't necessarily true at all. Increased job satisfaction does not necessarily mean increased job performance. If the goals of the organization are not aligned with the goals of employees, then employees aren't effectively working toward the mission of the organization.

SUNSCREENS: IS SPF 100 TWICE AS GOOD AS SPF 50? SPF refers to the ability of a sunscreen to block ultraviolet B (UVB) rays which cause sunburns but does not address UVA rays which are more closely linked to deeper skin damage. Both UVA and UVB contribute to the risk of skin cancer. American Academy of Dermatology spokesman James M. Spencer, MD says, while it is logical for someone to think that an SPF of 30 is twice as good as an SPF of 15, and so on, "that is not how it works." An SPF 15 product blocks about 94% of UVB rays, an SPF 30 product blocks 97% of UVB rays, and an SPF 45 product blocks about 98% of rays. "After that, it just gets silly," he says. Spencer recommends SPF 30 products to his patients because few people apply sunscreens as heavily or as often as they should. One skin care expert points out that, because most people use far less sunscreen than is recommended, high SPF products may better protect against long-term skin damage and exposure-related skin cancers. "Higher SPFs used over a lifetime may translate to healthier skin in later life," the statement reads. "While the difference in the percentage of ultraviolet radiation blocked between an SPF 55 and SPF 100+ may be slightly less than 1%, applying an SPF 100 may lead to much less cumulative sun damage over a lifetime."

DOWNTIME IS NOT A LUXURY—it is a vital requirement of mental, emotional, and physical health. Mental health expert Steve Orma says not taking any downtime during the day can cause everything from sleep problems and dissatisfaction with life, to burnout and significant health problems and even turning to alcohol or drugs to cope with the stress. Instead of going this route, Orma recommends individuals make having downtime in one's everyday life a priority, adding that it's as important as eating and sleeping. Orma says downtime can be taken in many different ways: short breaks throughout the day, a longer break at the end of the day, or, ideally, a combination of both. "Just taking a 5-minute break during the day can make a huge difference in your stress level. Step outside, stretch your body, breathe in some fresh air, have a snack, joke around with a co-worker, it doesn't matter, as long as you get a breather," Orma states.

JUST 2 CENTS PER CWT OF MILK. That's the goal of a campaign launched by the Professional Dairy Producers Foundation. The Two Cents for Tomorrow campaign seeks to raise at least \$2 million annually to help bolster the industry through producer-driven education programs. The campaign invites producers to contribute up to two-cents per hundredweight of milk from their farms. Foundation Board Chair Deb Reinhart announced the campaign at PDPW's 2011 Business Conference. The campaign, which began early this year, already has the support of all the producer leaders who serve on the boards of PDPW and the Foundation, about 20 farms. "We are directing the funds toward projects that we believe raise the bar for producer professionalism," Reinhart said. "We believe we are building something that will last for future generations, and this is an easy way to allow producers to get involved."

DAIRIES ENVIRONMENTAL IMPACT: 1944 vs. 2007. Did you know that research by Capper et al. (2009) shows that modern dairies require 21 percent fewer animals, 23 percent less feedstuffs, 35 percent less water and 10 percent less land to produce the same 1 billion kg of milk. Emissions have also been reduced since 1944, as dairies today produce 43 percent less CH₄ and 56 percent less N₂O per billion kg of milk.

For Your Business Mind:

A POSITIVE ATTITUDE CAN MAKE OR BREAK farm business success. That's the findings of a recent University of Minnesota extension survey of farmers in southwest Minnesota. The survey included questions on formal education, farmers' attitudes toward management, their situation and other potential reasons frequently mentioned by farmers when discussing performance.

Factors found to have an overall positive impact on either net farm income per operator or ROA included 1) The farmers' attitude that they control their own destiny and that farming has a bright future. 2) Setting and striving for goals. 3) Paying a higher wage (for good people). 4) Being involved in a custom work enterprise to increase the efficiency in using their machinery. Kent Olson, University of Minnesota extension economist, notes that farmers in the top group were also more likely to agree with the statement that their concern for the environment affected their decisions. He adds that while more profitable farmers were more likely to own more crop acreage and have more employees, this may be more of a result of profitability than a cause of higher profitability.

BOOK REVIEW: WOODEN ON LEADERSHIP. Legendary basketball coach John Wooden collaborated with Steve Jamison to deliver this unique leadership book that encapsulates the best of Wooden's observations and covers everything from teamwork ("It takes 10 hands to score a basket") and self-control ("Emotion is the enemy") to concentration ("Don't look at the scoreboard") and dealing with defeat ("Things turn out best for those who make the best of the way things turn out"). Featuring pivotal moments in Wooden's own leadership journey, the book explores the 15 fundamental leadership qualities or building blocks of Wooden's famous Pyramid of Success and illustrates their relevance in building a winning organization. Each chapter concludes with Wooden's "Rules to Lead By," point-by-point action steps covering the chapter's key concepts, along with pivotal moments in his own leadership journey. An interesting note: None of Wooden's players recall him urging them to win. Instead, he urged them to do their best every moment. He said to take care of the process and the result will take care of itself. To Wooden, preparation is pivotal and every detail matters. Despite his almost obsessive focus on getting the little things right, Wooden believes in balance and consistency. He avoids extremes. One reader summarized the book in this manner: "I actually learned more about leadership from John Wooden's book than any business management course I ever took."

WHICH IS IT: DECORATION DAY OR MEMORIAL DAY? It's both. This day of remembrance honors those who have died in our nation's service and was officially proclaimed on May 5, 1868 by General John Logan, national commander of the Grand Army of the Republic, in his [General Order No. 11](#). Memorial Day was first observed on May 30, 1868, when flowers were placed on the graves of Union and Confederate soldiers at Arlington National Cemetery. The first state to officially recognize the holiday was New York in 1873. By 1890 it was recognized by all of the northern states. The South refused to acknowledge the day, honoring their dead on separate days until after World War I when the holiday changed from honoring just those who died fighting in the Civil War to honoring Americans who died fighting in any war. Memorial Day is now celebrated in almost every state on the last Monday in May to ensure a three-day weekend for Federal employees.

PROFESSIONAL DAIRY PRODUCERS OF WISCONSIN

N5776 County Road D, Suite 1

Fond du Lac, WI 54937

Phone: 800-947-7379

www.pdpw.org