

PDPW MANAGERS memo

September 24, 2012

Keep reading to see these highlights and more:

- World Dairy Expo - we will see you there!
- 100 lb cows
- Taking everyone to the next level

Thanks,
PDPW

For Your Dairy Business:

COME SEE US AT WORLD DAIRY EXPO. PDPW will have a booth at this year's Expo, Oct. 2-6, in Madison, and we would enjoy the opportunity to visit with you. PDPW's booth is EH 4424 in the Exhibit Hall as you exit/enter the Atrium.

DAIRY PRODUCERS CAN KICK THEIR BUSINESS SKILLS UP A NOTCH when they spend **October 17-18** with notable business coaches Dr. David Kohl, professor emeritus from Virginia Tech, and Dr. Allan Gray of Purdue University. The **Business Financial Decision Making Conference** in Oshkosh, Wis. will offer producers a chance to think like a CFO and get engaged in the financial aspects of their dairy business in a very hands-on, interactive way.

From a macro-perspective, attendees will learn the truths about the "fiscal cliff" and the economic indicators that need close attention. Then, from a micro perspective, the business coaches will target on-farm decision making. Sessions include:

- "The BIG Picture: What Matters to Dairy?" Dr. Kohl will discuss the interconnectedness of global economies, untangle the web of events happening in Europe, the impact of China, and how these ultimately influence your profits and balance sheet.
- "Buy, Sell or Sit: What do the Numbers Say?" Dr. Allan Gray will provide a thorough analysis of major strategic decisions such as large capital expenditures or mergers and acquisitions.
- "Crunching the Numbers." Laptop computers will be provided for this small-group session to analyze the financial spreadsheets of a case business.
- "Let's Make a Deal." This after-dinner session will allow attendees to put newly learned financial skills, decision-making tools and negotiating skills to practical use.
- "Deal, No Deal." With negotiating practice complete, attendees will discover the power and financial advantage of saying "deal" to some decisions and "no deal" to others. For details or to register visit our website at www.pdpw.org or call 800-947-7379.

100 POUNDS OF MILK PER COW PER DAY AVERAGE That's impressive. The opportunity to tour three to nine Wisconsin dairies that retrofitted or built new facilities that helped them achieve this benchmark is yours during Wisconsin's 100-pound Cow Dairy Facilities Tours. Dr. Nigel Cook will guide each tour and point out the big—and little—things that helped improve cow comfort and productivity. You'll also hear from each of the owners/managers as to what lessons they have learned, things they wished they had done and other insights. Tour dates are: Oct. 23, 24 and 25. Day 1 will focus on dairies with 500 or fewer cows; Day 2, 1,000 or more cows; and Day 3, 800 cows or more. These are three separate one-day tours but you're welcome to join the learning and networking opportunities for two or even all three days. To register for a tour, please [register online here](#) or call 1-800-947-7379.

THE CHECKERED FLAG AWAITS YOUTH at the 2012 Youth Leadership Derby, Nov. 3-4, where youth ages 15-18 will get a firsthand look at the dairy industry—from producing milk on the farm to making cheese. In addition to the tours, exciting and fun hands-on breakout sessions will have youth learning about safety on the farm, a feed ration's journey and role in keeping a cow healthy and producing milk, and the roles a calf's organs play in keeping a calf healthy and growing. Add to this an evening of networking and a Sunday morning leadership-building exercise, and YLD participants will leave this weekend with new connections to explore even more career opportunities within the dairy industry. This year's Youth Leadership Derby will headquarter out of Sheboygan Falls High School, Sheboygan Falls, Wis. The \$100/youth registration fee covers everything from A to Z. They simply need to bring a sleeping bag, enthusiasm and a love for learning. Don't have a child to send? Send a local high school youth or a neighbor—farm kid or town kid. To learn more or to register a youth, please [click here](#) to get more details and register online or call 1-800-947-7379.

WANT TO LEAD YOUR BUSINESS TO THE NEXT LEVEL? Then follow these 10 steps recommended by business experts John Maxwell and Jim Doman: 1) Demonstrate integrity to everyone you meet; 2) Nurture people through encouragement and support; 3) Have faith in people to enable them to believe in themselves; 4) Listen to people and build relationships with them; 5) Understand people and help them achieve their dreams; 6) Encourage people to reach their full potential; 7) Navigate with them through life's difficulties so they can become independent; 8) Connect with people and move them to a higher level; 9) Empower people to be the persons they were created to be; and 10) Reproduce influential leaders and let your influence continue to grow through others.

FOLLOW THESE 5 STEPS AND YOU SHOULD BE ABLE TO IMPROVE TRANSITION COW

IMMUNITY THROUGH NUTRITION. That's the word from Matt Waldron, University of Missouri assistant professor of animal science. Waldron's recommendations: 1) Monitor feed intake and feeding behavior; 2) Focus on prevention; 3) Avoid stressors; 4) Manage for metabolic health; and 5) Don't skimp on micronutrients. In a paper published by the Dairy Cattle Reproduction Council, Waldron stated, "Short-term ramifications of marginal or even deficient micronutrient supplementation may not be noticeable. But, over time and as management stressors or immune insults accumulate, negative results will become apparent. When deficiencies catch up to the cow, the result is often increased somatic cell count, increased rates of metritis and mastitis, retained placenta, poorer reproductive efficiency, increased metabolic disorders and lowered milk production." In addition to sound nutritional management, Waldron points out that best management practices to maximize hygiene and minimize cow stressors are crucial to helping prevent infection.

For Your Business Mind:

BUILDING TRUST IN AGRICULTURE—AND THE DAIRY INDUSTRY IN PARTICULAR—is a positive step toward sustainability. When you're sharing your personal story with others, research and messaging work undertaken by the U.S. Farmers and Ranchers Alliance found that trust can be increased when we avoid talking about producing more and instead talk about using less—less land, less water, less resources. One of the organization's "language to use" examples: "Sustainability means using what we already have in a more efficient way. For example, dairy cows produce a lot of manure and we know that is an environmental challenge. But it can also be an opportunity. Some farms today recycle 100% of the manure produced by cows, including using it as electricity on their farms and as fertilizer for their crops. Then when those crops are harvested, they come right back to the farm as feed for the animals. That closed loop system minimizes those farms' carbon footprint and creates a more sustainable future." Think how you might adjust this to help tell your story and help build trust with consumers.

HAVE AN INJURED WORKER WHO CAN'T RETURN TO WORK RIGHT AWAY? Then you might save yourself a headache or two as well as legal challenges by communicating with the injured worker from the beginning. A California attorney advises employers to talk with the injured worker as soon as possible after the incident and discuss what work can and cannot be performed according to his/her take and the advice of his/her physician. He also suggests sending a certified letter to the injured worker. The letter should ask for the injured party's current work restrictions, careful management of light duty and return to work process and will serve to document the conversation you had with the worker.

60,000 TO 70,000 HOURS. That's the useful life of several LED luminaries. But are LED luminaries for your dairy? Dr. Kevin Janni, professor and extension engineer at the University of Minnesota, notes that while good quality LED luminaries are very energy efficient, have long useful lives, operate well in cold temperatures and are essentially instant-on devices, their main disadvantage is in their initial costs, costing two to three times more than comparable fluorescent or metal halide lamps. But, he says, the long useful lives—60,000 hours or more—reduce replacement lamp cost and labors costs and, with their higher efficiency, can be more economical in the long haul. Because dairy barns and milking centers are damp and dusty, Janni says lights installed should be watertight and constructed of corrosion-resistant materials. You can read Dr. Janni's complete paper, including a chart with comparison of light sources, at [this website](#).

BOOK REVIEW: *Time Power: A Proven System for Getting More Done in Less Time Than You Ever Thought Possible.* Author Brian Tracy's "Time Power" book isn't for everyone but it should be a good read/personal growth information source for those willing and eager to gain and sustain control of time management. While we can't create more time—after all there are 60 seconds to every minute, 60 minutes to each hour and only 24 hours in a day, Tracy explains how changing negative mindsets and self-limiting beliefs can give us more time to devote to other areas. Time Power is the result of more than 20 years of Tracy's experience with 200-plus corporations and is filled with easy-to-start-and-implement techniques so you can master your time in your professional life and your personal life. One good reason to pick up this book: Time is one of your most precious and most perishable assets.

A SWIPE OF YOUR CREDIT CARD MAY JUST DO MORE than help you purchase an item or service. Certain credit cards give you extended manufacturer's warranty and/or product protection. David Bakke, financial author of "Money Crashers Personal Finance," says some credit cards double the standard one-year manufacturer's warranty on anything you purchase. To take advantage of the warranty, you simply have to submit a claim with the receipt and the item's serial number within a certain period of time after your item malfunctions. Some credit card issuers, Bakke reports, also cover as much as \$1,000 if an item purchased with a credit card is stolen or accidentally damaged with 90 days of purchase. Don't assume all credit card issuers offer you these perks. But why not check and see specific little known benefits your credit card issuer provides.

PDPW Education Calendar

October 17-18	Business Financial Decision Making – Oshkosh, WI – One two-day conference
October 22	World Class Webinar– Mastitis – To Treat or Not to Treat - with Dr. Pam Ruegg
October 23-25	100 Pound Dairy Tours – Departing Madison and Appleton, WI – Three one-day tours
October 30	Dairy Policy Summit – Madison, WI
November 3-4	Youth Leadership Derby – Sheboygan Falls High School - 24 hour lock-in
November 13 & 14	Calf Care Connection – Eau Claire & Kiel, WI – Two one-day workshops
January 15-17, 2013	Managers Academy – New Orleans, LA – Three day training
March 12-13, 2013	PDPW Business Conference – Alliant Energy Center, Madison, WI

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