

PDPW MANAGERS memo

July 23, 2012

Keep reading to see these highlights and more:

- Great opportunities to grow your Hispanic personnel
- Ways to help your animals beat the heat
- PDPW works behind the scenes

Thanks,
PDPW

For Your Dairy Business:

WE'VE MOVED! Professional Dairy Producers of Wisconsin has a new office location and we welcome your visit. **We are now located at 820 North Main Street, Suite D, Juneau, WI 53039.** You can still reach us at the same toll-free number: 800-947-7379 (800-WIS-PDPW). Our new fax number is: 920-386-9440. While our membership now spans across the country, into Canada and Mexico, our staff team works together daily at the Juneau, Wis. location and welcomes visits from dairy producers and allied industry partners. Stop and see us!

TRAINING FOR YOUR HISPANIC OBSTETRICS TEAM AND MILKER TEAMS is coming in August. [Click here](#) for all the details! Two one-day obstetrics & farm safety workshops are on tap: Wednesday, Aug. 15, Central Sands Dairy, Nekoosa, Wis., and Thursday, Aug. 16, Rosendale Dairy, Pickette, Wis. Choose the date and location that works best for your dairy. You can also choose between two dates and locations for the milker training and farm safety workshops: Wednesday, Aug. 22, Blue Star Dairy Farm, Arlington, Wis., and Thursday, Aug. 23, Fetzer Farms Inc., Elmwood. All four workshops will be taught exclusively in **SPANISH** by Dr. Oscar Duarte, DVM. All start promptly at 10 a.m. and will conclude by 3:30 p.m. To learn more or to register members of your team, please go online to www.pdpw.org or call PDPW at 800.947.7379.

TAKE YOUR HISPANIC SUPERVISORS TO THE NEXT LEVEL and watch your dairy achieve or surpass its goals. Two one-day Hispanic Supervisor Workshops, developed by PDPW, are scheduled for September: Wednesday, Sept. 19, Fox Valley Technical College, Chilton, Wis., and Thursday, Sept. 20, Arlington Research Station, Arlington, Wis. Dr. Noa Roman-Muniz will lead the workshop presentations, discussions and delivery will be entirely in Spanish. The day's topics include the hiring process, keys to increasing accountability, conducting performance reviews, investigating misconduct, skills to keeping the team working as a team and more. The workshops start promptly at 10:00 a.m. and conclude by 3:15 p.m. Please register on-line online at www.pdpw.org or call PDPW at 800.947.7374.

THINK BEYOND SKID STEER OPERATOR. Think about other workers who might be in the area where a skid steer is being operated. For the safety of all workers, a skid steer should have a horn or back-up alarm, plus an amber light for some low-lighting conditions. Additional safety measures include training all workers regarding how to get the attention of a skid steer operator as well as implement and enforce work practices that have skid steer operators a safe distance from other workers.

SOMETIMES WE NEED A LITTLE PICK-ME-UP. OTHER TIMES WE NEED TO RECHARGE. And recharge we will at the 2013 PDPW Business Conference, March 12-13, in Madison. Keynote addresses and specialty sessions—along with the Hall of Ideas Tradeshow and learning from fellow producers—will arm us with the tools to inspire, invigorate and revitalize ourselves and our dairy. Mark your Outlook calendar, Blackberry, wall calendar and other items now for March 12-13, 2013. This is definitely a you-don't-want-to-miss-it event.

MAINTAIN YOUR FANS AND IMPROVE THEIR EFFICIENCY. Agricultural engineer John Tyson, Penn State Extension Dairy Team, says not cleaning fans and keeping them maintained can reduce efficiency by as much as 40%. While the electric bill may stay the same, less air will be moving in the barn. Yes, squeaking bearings, flopping belts and dirty blades and shutters can rob your power. Tyson notes that that accumulation of as little as 1/8-inch of dirt on the fan blades can significantly reduce fan performance. Thus, spending the time on monthly fan maintenance and cleaning can help keep your cows happy, healthy and productive.

EARLY MORNING. That's the best time to vaccinate calves. Ditto for cows. After all, heat-stressed calves and cows do not respond well to vaccines, and, during hot weather, the lowest level of heat stress is early morning. Research shows that the highest core body temperature in a bovine occurs about four to five hours after the peak outside air temperature occurs. Thus peak heat stress for calves and cows is around 5 to 6 p.m. The lowest level of heat stress occurs approximately 12 hours later—the next morning around 5 to 6 a.m.

MANURE TECHNOLOGY FIELD DEMONSTRATIONS, EDUCATIONAL SEMINARS and exhibitor booths are all part of the 2012 North American Manure Expo, Aug. 22, just north of the USDA Dairy Forage Research Center Farm near Prairie du Sac, Wis. Demonstrations start at 8 a.m. with the day wrapping up at 5 p.m. Among the 10-plus presentations will be "Is Timing of Manure Application a Best Management Practice to Reduce Phosphorus Loss in Runoff?", Peter Vadas, research soil scientist, USDA/Agricultural Research Service; "Sand-laden Manure: Handling & Separation," Becky Larson, UW-Madison; and "Using Precision Agriculture Technology & Equipment for Manure Application & Management," Jim Leverich, UW-extension, and Dustin Ransom, T-K Ag Works. Admission is FREE. You can access the complete program online at <http://www.manureexpo.com/Agenda.html> by clicking on the red wording "Expo Educational Program Schedule: Click Here." PDPW is a proud sponsor of this event that will provide the latest information about manure technology.

For Your Business Mind:

WORKING TO UPHOLD EXPECTATIONS FOR MEAT AND MILK RESIDUES. While a significant number of PDPW events are highly visible, a lot of work is behind the scenes, serving and steering the industry toward common sense solutions. Such is the case with issues concerning milk and dairy beef quality, where residue tests are becoming infinitely more sensitive, creating increased scrutiny for our industry. Consumers aren't familiar with the science—they simply expect the highest quality milk and meat. (And rightly so.)

PDPW has been coordinating action steps for producers, veterinarians and our processors to meet these expectations, as well as communicate clearly on the subject from farm to consumer if the need arises. We know that administration of antibiotics has its appropriate role in animal care. Our objective has been to eliminate the need for increased and sweeping regulations in our industry—regulations that, while well-intentioned, may actually impede our ability to care for animals.

In the 24 months we have been working on this issue, our coordinated efforts have resulted in 1) producers and veterinarians working together on a 6-step on-farm HACCP for proper drug use; 2) milk and meat processors reinforcing proper protocols; 3) significant reduction of violations; 4) acknowledgment from industry influencers that protocols are working and that our pilot program is a model for the nation. We've only scratched the surface of this issue, as technology continues to evolve and consumers' expectations remain high. Stay tuned for updates from PDPW, and if you have questions, please call our office so we can point you to the right resources.

BRING YOUR NEIGHBORS, COMMUNITY LEADERS, ELECTED OFFICIALS AND others who want to participate in a informative dialogue on a dairy during one of the four upcoming ACE on-the-farm twilight meetings: 1) Monday, Aug. 20, Sugar Creek Dairy, Rick and Marleen Adams, Elkhorn, Wis.; 2) Tuesday, Aug. 21, Jeff and Jean Opitz, Saukville, Wis.; 3) Wednesday, Aug. 22, Blue Star Dairy Farm, Louis, Walter, Art, Craig and Brian Meinholz, Arlington, Wis.; and 4) Thursday, Aug. 23, Fetzer Farms Inc., Paul, Joe, Steve and Betsy Fetzer, Elmwood, Wis. All ACE twilight meetings start at 6:00 p.m. with a 60-minute tour of the host dairy and conclude at 8:30 p.m. In between is when we learn from each other and discuss issues affecting the sustainability of agriculture within the state's communities. To learn more about the ACE twilight meetings go to www.pdpw.org . To register for a meeting, contact the Wisconsin Towns Association by phone at: 715.526.3157 or email: wtowns@frontiernet.net

THE LAST OF THE BRAIN DARTS FROM 2012 MANAGERS ACADEMY. If you were unable to attend the 2012 Managers Academy in Atlanta, you missed a lot. But these brain darts delivered by the various speakers are yours to ponder: 1) Analyze your skill set, identifying your strengths and weaknesses. In down economic times, your weaknesses will come to light. 2) We tend to develop blind spots so we don't see our weaknesses. 3) Love doing the details. Details can provide you the answers to your problems. 4) Think plate to pasture and not pasture to plate. 5) Don't recruit employees; select employees.

JUST A FEW MINUTES MAY BE ALL THE TIME YOU GET when you need to evacuate a house for a fire or flood or head to the basement when a tornado is making its way in your direction. Be prepared by having an evacuation/emergency kit ready. Must include items in a well-prepared kit: copies of your driver's license, passport and Social Security number; contact information for family members and other loved ones; contact information for your mortgage agent, car insurance agent, health insurance—including a list of prescription meds and dosages, utility companies, veterinarian and schools. It's also a smart idea to keep digital photos of all your possessions, keeping one set of flash drives in a safe deposit box and the other in your emergency kit. This flash drive can also hold scans of vital documents, along with insurance policies and other important papers.

BOOK REVIEW: *Full Steam Ahead: Unleash the Power of Vision in Your Company and Your Life*. If you're a fan of the One Minute Manager, then be prepared to put this book by Ken Blanchard and Jesse Lyn Stoner on your favorite list. Written in a storytelling style with two main fictional characters, Blanchard and Stoner provides examples and clear action steps to help you stay on course and achieve a strong vision despite obstacles. Focusing on three elements—purpose, values and a picture of the future, this book advises readers to "focus on the end result, not the process for getting there." It will leave you energized and knowing how to make a greater impact on your mission.

PDPW Education Calendar

August 15 & 16	Hispanic Obstetrics & Safety Training – Nekoosa & Pickette, WI - Two one-day workshops
August 20	ACE Twilight Meeting – Elkhorn, WI
August 21	ACE Twilight Meeting – Saukville, WI
August 22 & 23	Hispanic Milker & Farm Safety Training – Arlington & Elmwood, WI – Two one-day workshops
August 22	ACE Twilight Meeting – Arlington, WI
August 23	ACE Twilight Meeting – Elmwood, WI
August 27	World Class Webinar– Getting the Upper Hand on Mastitis- with Dr. Pam Ruegg part 1 of 3
September 17	World Class Webinar– Getting the Upper Hand on Mastitis- with Dr. Pam Ruegg part 2 of 3
September 19 & 20	Hispanic Supervisor Workshop – Chilton & Arlington, WI – Two one-day workshops
October 22	World Class Webinar– Getting the Upper Hand on Mastitis- with Dr. Pam Ruegg part 3 of 3
March 12-13, 2013	PDPW Business Conference – Alliant Energy Center, Madison, WI

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