



Penn State **EXTENSION**

AGRICULTURE | COMMUNITY & FAMILY | ENVIRONMENT

NEW FOR 2009!

Middle Manager's Conference

Designed to help middle managers achieve better results for their dairy

November 19, 2009

Four Points Sheraton, Harrisburg
800 East Park Drive, Harrisburg, PA
Hours: 9:00 a.m. to 4:00 p.m.

This conference will help middle managers develop practical skills that they can use to make their dairies better places to work and more successful businesses. This highly interactive program will focus on building for the future in a format that permits lots of discussion and opportunity for networking with other dairy middle managers. **A complete agenda can be found inside this flier!**

Registration Discount

Registration is \$50 for PA dairy producers and their employees, thanks to a grant from the PA Department of Labor and Industry. Fee for non-PA dairy producers/employees is \$125 per person.

Register by phone: 888-373-7232

Online with a credit card at:

<https://ecommerce.psu.edu/dairyalliance>

Or by mail with the form on page 4

Keynote Speaker:

Clay Reese, herd manager

Rosendale Dairy, Rosendale, WI



Clay Reese is herd manager at Rosendale Dairy, Inc., a 4,000-cow dairy owned by Milksource Inc. that began production in November 2008. The dairy is undergoing Phase 2 of its construction, which will house an additional 4,000 head. Clay's duties include herd work, staffing, training and supervising the herd health staff and oversight of the milk harvesting operation. Clay grew up on his family's dairy farm in Port Matilda, PA. A graduate of Cornell University with a B.S. in Animal Science, he has worked on a variety of dairy farms, ranging in size from 200 to 6,500 cows.

Clay's Keynote Presentation:

"Building Successful Teams: Meeting the Challenge of Operating a Large Dairy Through a Team Approach"

Clay's Break-out Session:

"Using Production Data for Greater Profitability"

Plus These Break-out Session Topics:

- Leading and influencing others
- Improving your communication style
- Training your employees more effectively
- Identifying and treating lameness in your herd

grow

Your Managers

an **OUTREACH** Program of the College of Agricultural Sciences

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Dairy Alliance is a Penn State Cooperative Extension initiative.

2009 Middle Manager's Conference Agenda

Presented by: Penn State Dairy Alliance With Special Thanks to These Sponsors:

Elanco

Genex/CRI

MidAtlantic Farm Credit



Genex
Cooperative, Inc.
A subsidiary of Cooperative Resources International



- 9:00 a.m. **Registration**
- 9:30 a.m. Welcome and Introductions
- 9:45 a.m. **Keynote Presentation:**
"Building Successful Teams: Meeting the Challenge of Operating a Large Dairy through a Team Approach" — Clay Reese, herd manager of Rosendale Dairy, Rosendale, WI
- 10:30 a.m. Mid-morning break
- 10:50 a.m. **Breakout Session #1** *Select one:*
1. "Leading and Influencing Others" — Jim Henion, Cooperative Resources International
 2. Panel discussion on communication, featuring:
 - "Effective Communication in 8 Minutes or Less!"
by Jason Irwin, Mercer Vu Dairy, Inc., Mercersburg, PA
 - "Communication: Is Your Farm a Dead Zone?"
by Justin Risser, Meadow Vista Dairy, Bainbridge, PAFacilitator Jeff Harding of Elanco will lead the audience in a question-and-answer session following the presentations.
- Noon Lunch and networking
- 1:15 p.m. **Breakout Session #2** *Select one:*
1. "Lame Cows: Findin' 'em and Fixin' 'em" — Dr. Ernest Hovingh, Penn State University
 2. "Leading and Influencing Others" — Jim Henion, Cooperative Resources International
- 2:15 p.m. Afternoon break
- 2:30 p.m. **Breakout session #3** *Select one:*
1. "Using Production Data for Greater Profitability" — Clay Reese, Rosendale Dairy
 2. "Ready, Set, Train" — Dr. Lisa Holden, Penn State Dairy Alliance
- 3:40 p.m. Wrap-up and conference evaluations
- 4:00 p.m. Adjourn

Conference Speakers and Presentation Details

Clay Reese: Herd manager, Rosendale Dairy, Rosendale, WI

Keynote address: **"Building Successful Teams: Meeting the Challenges of Operating a Large Dairy through a Team Approach"** will focus on how to find the right employees, the organization and division of labor on the dairy, setting standards and goals for your employees, and the importance of everyone working and achieving together. Break-out session: **"Production Data for Greater Profitability"** will explore data collection, statistical confidence, and using data to reinforce decision-making on your dairy.

Jim Henion: Director of consulting services, Cooperative Resources International, Inc.

Break-out session: **"Leading and Influencing Others."** In his book *The 21 Irrefutable Laws of Leadership*, John Maxwell describes what he calls "The Law of the Lid." Maxwell explains that leadership ability is the "lid" that determines a person's level of effectiveness. The lower a supervisor's ability to lead, the lower will be the lid on his or her potential. The higher their leadership capability, the greater their effectiveness. The "Law of the Lid" is a concept that has application to your role as a farm manager / supervisor. It says your leadership ability, for better or for worse, will always determine what you will be able to accomplish (the results you achieve) no matter what your area of responsibility. In this workshop, we will discuss how a leader earns the right to have "influence" with others and we will briefly discuss the "key principles" in leading people. Jim Henion is director of consulting services, *Cooperative Resources International, Inc.* Currently, Jim develops training programs for CRI employees as well as a variety of allied agri-businesses, industry associations, foundations and educational institutions. He conducts workshops on the subjects of *People Types and Personality Styles*, *Agri-Marketing (Principles and Practice)*, and *Supervisory Skills for Managers*. Jim holds a BS degree from Cornell University and a masters in adult education / instructional design from Elmira College. Jim and his wife Nancy have four grown children and live in Ithaca, New York.

Dr. Lisa Holden, PhD: Associate professor, Penn State Dairy Alliance

Break-out session: **"Ready, Set, Train."** This breakout session will focus on the importance of and methods for effective training. As middle managers, you are often faced with policies and procedures that may have been established by others at the dairy, but you play a unique role in establishing training expectations for both new and existing employees. Examples and discussion from this session will provide some take home points for you to use in your own job situations. Lisa Holden received her MS in Animal Science from the University of Maryland and her PhD in Animal Science from Penn State University. She has responsibility in extension, teaching and research in the area of dairy management and profitability. Lisa's research focuses on operational efficiency and improvements in profitability with an emphasis on whole farm systems. Her Extension work is also in dairy management, including dairy profit teams, team facilitation and strategies for enhancing dairy profitability. Lisa team teaches two courses in the dairy management capstone series at Penn State. In addition, she is one of the coaches for the Dairy Challenge team. She works with numerous groups and organizations in the dairy industry and is the Penn State liaison to the Professional Dairy Managers of Pennsylvania.

Dr. Ernest Hovingh, DVM, PhD: Senior research associate, Penn State University

Break-out session: **"Lame Cows: Findin' 'em and Fixin' 'em"**. Preventing lameness should be the primary goal of any hoof health program. However, all herds will experience some lame animals, and it is important that managers know how to identify these cases promptly - and address them properly, in order to minimize the negative animal welfare and economic impacts. This session will focus on tools and techniques for finding and fixing lame cows. Dr. Ernest Hovingh is a senior research associate in Veterinary Extension and Field Investigation in the Department of Veterinary Science at Penn State. Dr. Hovingh earned his Ph.D. in epidemiology and completed his dairy ambulatory medicine residency at the Atlantic Veterinary College, University of Prince Edward Island, Charlottetown, PEI, Canada, and his Doctor of Veterinary Medicine degree from the Ontario Veterinary College, University of Guelph, Guelph, ON, Canada. His program areas of expertise include: Johnes Disease control, lameness, milking parlor management, on-farm epidemiology, and animal welfare and well being.

Jason Irwin: Herd manager, Mercer Vu Farmers Inc., Mercersburg, PA

Panel discussion presentation: **"Effective Communication in 8 Minutes or Less!"** Says Jason: "After a few weeks of monitoring exactly how long the owner and I actually spend in face-to-face communication, I came to the realization that time is truly of the essence!" Citing real-world examples, Jason will discuss why some conversations fail while others are more successful. He'll also summarize some do's and don't's for effective communication. Jason was born in Quebec, Canada, and is a graduate of the University of Delaware with a degree in animal science. He has been in his current position at Mercer Vu Farms for 7 years. Previously, he was herdsman at Whitelyn Farms in Baltimore County, Maryland, and a technician with Genex in southern Lancaster County.

Justin Risser: Herd manager, Meadow Vista Dairy, Bainbridge, PA

Panel discussion presentation: **"Communication: Is Your Farm a Dead Zone?"** Justin will share all of the ways in which communication takes place at Meadow Vista, ranging from communication within management to off-farm experts, such as nutritionists and veterinarians. He'll explore successes, as well as areas for improvement. Justin graduated in 2006 from Delaware Valley College with a degree in dairy science, and is a herd and labor manager on the family farm.

Registration Form: Middle Manager's Conference

November 19, 2009

Four Points Sheraton

800 East Park Drive, Harrisburg, PA

Hours: 9:00 a.m. to 4:00 p.m.

Participant Name: _____

Title: _____

Farm/organization name: _____

Mailing address: _____

County of residence: _____

Daytime phone: _____ Fax: _____

Email: _____

Total amount enclosed: _____

Registration is \$50* for PA Dairy Producers and their employees, thanks to a grant from the PA Department of Labor and Industry; \$125 for non-PA dairy producers/employees. (*To receive this discount, participants must provide PA Department of Labor and Industry their Social Security number and the farm Tax ID number at the workshop.)

Two Ways to Pay:

1) Payment by check:

Make your check payable to: **PENN STATE**

2) Payment by Mastercard or VISA:

Dairy Alliance accepts credit card transactions online, only.

To register online, visit: www.dairyalliance.org

Questions:

Contact Michele Moyer, Dairy Alliance program manager:
888-373-7232 or email mcm14@psu.edu

Special Accommodation Needs

Penn State encourages individuals with disabilities to participate in its programs and activities. If you anticipate needing special accommodations or have questions about the physical access provided, contact Michele at 888-373-7232 before your visit.

This publication is available in alternative media, on request.

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Five Ways to Register:

Please use one form per participant.

Mail

Mail this form and your payment to:

Dairy Alliance
324 Henning Bldg.
University Park, PA 16802

Fax

Fax this form now and bring your payment to the training session:
814-865-4686

Phone

Call our toll-free number now and bring your payment to the training session:
888-373-7232

Email

Email the details from this form now and bring your Payment to the training session:
askdairyalliance@psu.edu

Online

Register online now with your VISA or Mastercard:
<https://ecommerce.psu.edu/dairyalliance>