

Objectives of this “Successful Dairy Systems” series:

- To help Dairy Advisors have success in working with their customers in an ever changing dairy industry.
- To provide Dairy Advisors with tools to help their clientele achieve high levels of success.

Presenters will be University of Minnesota Extension faculty including:

- Neil Broadwater, Regional Educator
Ph: 507-536-6300; e-mail: broad007@umn.edu
- Dr. Marcia Endres, Dairy Specialist
Ph: 612-624-5391; e-mail: miendres@umn.edu
- Dr. Jeff Reneau, Dairy Specialist
Ph: 612-624-9791; e-mail: renea001@umn.edu
- Jim Salfer, Regional Educator
Ph: 320-203-6093; e-mail: salfe001@umn.edu
- Chuck Schwartau, Regional Educator
Ph: 507-536-6301; e-mail: cschwart@umn.edu

For further information:

- Visit the Dairy Team web site at:
www.extension.umn.edu/dairy
- or, contact one of the presenters listed above

The University of Minnesota Extension Service is an equal opportunity educator and employer.



Department of Animal Science
305 Haecker Hall
1364 Eckles Avenue
St. Paul, MN 55108-6118

RETURN SERVICE REQUESTED

University of Minnesota Extension Dairy Team

presents

“Successful Dairy Systems”

(A 3-session workshop series for
Dairy Advisors/Professionals who
work with Producers)

February and March, 2006

Locations:

Alexandria, Traveler's Inn – Feb. 8, 15, 22
Mahnomen, Shooting Star Casino – Feb. 9, 16, 23
St. Cloud, Joseph's – Feb. 22, Mar. 1 & 8
Belle Plaine, Eagle Ridge – Feb. 23, Mar 2 & 9
Rochester, Ramada Hotel – Mar. 8, 15, 29
Worthington, Travelodge – Mar. 9, 16, 30





Dairy Extension

Educating the dairy industry on today's and tomorrow's dairy technologies.

Program Agenda — All 6 sites

Registration: 9:30 a.m.

All Session Times: 10:00 a.m. to 3:00 p.m.

Day 1

- 10:00 a.m. — Introduction and outline of program
- 10:20 a.m. — Concepts of Operational Excellence
- 10:35 a.m. — FINBIN Summaries. Using them to better understand farm personal, direct, and overhead costs and profitability.
- 10:55 a.m. — SWOT Concepts. How Dairy Advisors can use them to develop profiles of their clientele to better serve the farm.
- 11:15 a.m. — Goal Setting. Help producers develop short, intermediate and long term goals.
- 11:35 a.m. — How to Beat A Bad Attitude! How a dairy farm advisor can overcome negative statements and be a positive, but realistic, reinforcement when working with farm families.
- 12:00 noon — lunch
- 1:00 p.m. — Communication Skills for Farm Advisors. Using questioning techniques and observational skills to get at the root of problems. Preventing misunderstandings and misinformation when advising producers.
- 2:30 p.m. — Discussion on assignments and exercises to use during the week ahead
- 3:00 p.m. — Adjourn

Day 2

- 10:00 a.m. — Discussion on past week
- 10:20 a.m. — Strategic Planning Concepts
- 10:50 a.m. — Operational Excellence Tools. How to help producers manage their operation with consistency.
- 11:20 a.m. — Labor on the Dairy Farm. Having the right people in the right job, for both family and non-family labor. Who is responsible for what? Developing processes for organizing labor.
- 12:00 noon — lunch
- 1:00 p.m. — Management Issues. The need for SOPs and job descriptions. How they can help producers address and prioritize important issues. Implementing an action plan and developing accountability on the farm.
- 2:00 p.m. — Decision-Making on the Farm. What motivational factors enter into farm family decisions? What do Dairy Advisors need to know from farm operators to help do their job better?
- 2:30 p.m. — Resources for Dairy Advisors. U of MN tool box, CD's available, websites, notebooks, decision-making checklists, intergenerational transfer materials, parlor design references, etc.
- 3:00 p.m. — Adjourn

Day 3 — 10:00 a.m. to 3:00 p.m.

On-Farm Visit and Classroom. Workshop participants will visit a local farm for observation, evaluation of the farm, discussion and questioning of the family. Participants then meet back in the classroom for analysis and feedback to the group.

Registration Form

Cost: \$150 per person. Pre-registration with payment is required 14 days prior to first session date. Each site has a maximum capacity. Enrollment on first-come, first-served basis. Choose one of the following locations and dates (check box):

- Alexandria, Traveler's Inn — Wednesdays, Feb. 8, 15, 22
- St. Cloud, Joseph's — Wednesdays, Feb. 22, Mar. 1, 8
- Rochester, Ramada Hotel — Wednesdays, Mar. 8, 15, 29
- Mahnomon, Shooting Stars Casino — Thursdays, Feb. 9, 16, 23
- Belle Plaine, Eagle Ridge — Thursdays, Feb. 23, Mar. 2, 9
- Worthington, Travelodge — Thursdays, Mar. 9, 16, 30

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____ Phone: _____ e-mail: _____

people _____ x \$150/person = \$ _____ Make check payable to: "University of Minnesota" or pay by credit card
 Card type: MasterCard or Visa Card number: _____ Exp date: _____

Card owner's name, address, phone (if different from above): _____

Send check or credit card information and registration form to: Bonnie Rae, U of M Animal Science Dept, 205 Haecker Hall, 1364 Eckles Ave, St. Paul, MN 55108. **Credit card purchases may be faxed to 612-624-2770** (include registration form).