

PENNSTATE
College of Agricultural Sciences
DAIRY & ANIMAL SCIENCE
E-I-E-I-O
 From Dairy and Animal Science at Penn State

**DAIRY-MAP
 IN 1994**

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Did you ever wonder how many New Year's resolutions are made? And how many are broken?

As we rang in this new year, many of us in the dairy industry probably looked back at 1993 and then wondered what new challenges and issues will face us in 1994.

We can speculate and even make our New Year's resolutions. But without plans to move from resolution to action, these good intentions are unlikely to produce results.

Plans are like corner fence posts — those well set, sturdy, and straight make a good fence. Although strong corner posts take time to set properly, the time is well spent because less maintenance is needed.

If we all managed our lives and businesses as we do our fences, we probably would need to spend less time fighting the fires of crisis management. And just maybe we could stick to our New Year's resolutions. Being a good manager of ourselves and of our businesses is a goal to strive for in 1994.

Being a good manager starts by understanding management principles and by understanding people. Management seminars are available for all types of managers — even dairy farm managers.

Penn State faculty and Cooperative Extension personnel have designed a series of management workshops, known collectively as Dairy-MAP (Management And Profitability), especially for dairy farm managers. Dairy-MAP provides workshop participants practice with hands-on management to build better skills.

Dairy-MAPs' core course, Managing For Success (MFS), deals with management "corner posts" such as planning, organizing, staffing, directing, and controlling. The workshop atmosphere provides a friendly environment for communication, and the small group learning structure customizes activities for individual needs.

The MFS curriculum committee borrowed successful elements from other management programs, added their own Pennsylvania stories and ideas, and developed a two-day package that last year's participants found very helpful in both day-to-day and long-term management of a dairy farm.

While the MFS core provides great basic management skills, most everyone has specialized management needs. In addition to MFS, the Dairy-MAP program makes available several more specific management focus workshops to those who have completed MFS. Focus workshops include financial management, feeding management, human resource management, and forage systems management.

In 1994, only the financial management workshops are being offered across the state. Human resource management will be tested in one location this year and become widely available in 1995.

Focus modules are offered on an as-needed basis. In the Dairy-MAPs' pilot season (1992-1993),



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feeding management was identified as a needed module and was featured in several areas. Financial management will be featured this season. The committee developing the human resource management and forage systems management modules are enthusiastic about their debuts in 1995.

Specialty modules offer dairy managers a chance to customize their educational package according to individual needs and interests. Dairy managers can sharpen basic management skills by participating in these modules.

As 1994 moves ahead, Dairy-

MAP will continue to grow and change. An extensive evaluation was conducted during the first year, and a continuing survey of participants will help facilitators update and refine the program.

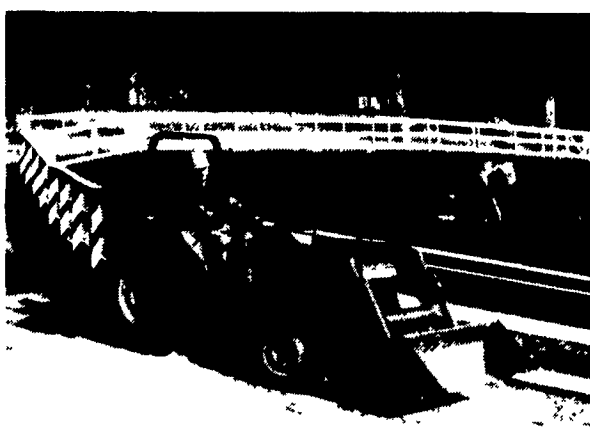
We have appreciated the constructive comments of past participants. Good management involves monitoring progress and making improvements, and Dairy-MAP is no exception! Your local county extension office can supply details on Dairy-MAP workshops in your area. Good luck with your resolutions, and best wishes for a prosperous 1994!

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