



PLAN NOW TO ATTEND  
**PDMP**  
**PROFESSIONAL DAIRY MANAGERS OF PENNSYLVANIA**  
**ANNUAL MEETING & CONFERENCE**  
**MAXIMIZING OPPORTUNITIES**

MARCH 25 - 26, 2003  
HOLIDAY INN, GRANTVILLE, PA

## PROGRAM HIGHLIGHTS

### Tuesday, March 25

9:30 - 11:30 a.m.

*The Stotz Dairy Business A Systematized Approach to Dairy Management*

Tom Thompson, Stotz Dairy, Buckeye, Arizona

Tom will give a visual tour, sharing the history and emphasizing the systematic approach to dairy management practiced at Stotz Dairy. *Sponsored by Agway Feed & Nutrition*

#### Dairy Development

1:00 - 1:45 p.m.

*Sharing the Risk Building Equity and Alliances*

Tom Shephard, Agri-Edge, Inc

Tom Shephard will address the opportunities for working together to grow and strengthen the PA dairy industry. As dairies invest in technologies and expansions, are the processing plants committed to doing the same? How can PA producers develop partnerships?

1:45 - 2:30 p.m.

*Working Together Smart Partnerships*

Jim Vincent, L-Brooke Farms, Inc., Byron, New York

Jim Vincent owns several agricultural businesses, including a dairy and a vegetable farm and is an enterprising marketer. Hear how he creates businesses and develops partnerships. *Sponsored by Knisely Built, Inc*

3:15 - 4:00 p.m.

*Employee Management starting with a vision*

Tom Thompson, Stotz Dairy, Buckeye, Arizona

Labor management at Stotz Dairy starts with a vision. Every employee needs to hear it, understand it, believe it, repeat it and act on it incessantly. The best available people are recruited and hired. Employee education is continued throughout the employee's tenure, and they are given consistent support as needed. Performance is measured and superior achievement is compensated. *Sponsored by Agway Feed and Nutrition*

### Wednesday, March 26

7:00 - 8:00 a.m.

Continental Breakfast/Discussion Groups.

Choose a discussion group. Each one will be facilitated by an "expert." Enjoy breakfast with producers that share a common interest. *Sponsored by Purina Mills, Inc*

#### Maximizing Investments

8:30 - 9:15 a.m.

*Managing Information From Data to Decisions*

Brad Hilty, Senior Extension Associate-Information Management, Penn State Dairy Alliance

Brad will discuss the importance of setting up information systems to provide producers with the information they need to evaluate the different segments of their businesses to operate more profitably. Hear how to determine opportunities for increasing income in your milking center through enterprise analysis and reviewing your production process. *Sponsored by Monsanto Dairy Business*

9:15 - 10:00 a.m.

*Key Performance Indicators at Stotz Dairy*

Tom Thompson, Stotz Dairy, Buckeye, Arizona

Stotz Dairy utilizes a Key Performance Indicator (KPI) Program to monitor performance of the dairy. KPI's are measurable factors that have been determined to be critical to the success of the dairy. Daily monitoring of these KPI's helps identify problems early. When desired results are not achieved, an in-depth analysis of the data is performed. Rebalancing rations, modifying protocols, and reeducating employees are performed with the assistance of the herds' nutritionist and veterinarian. While performance improves when measured, the rate of improvement accelerates when measured and reported back. *Sponsored by Agway Feed and Nutrition*

(Turn to Page A8)