

SPREADING LOG

The Professional Nutrient Applicators Association of Wisconsin Newsletter

June 2008

Inside this issue:

- Manure Expo 2008
- PNAAW Members Assisting with Manure Spill Demo at Farm Tech Days
- 70,000 Gallons Per Minute
- Manure Applicators Save the Downtown
- Residents Back in Their Home A Week Sooner
- 100,000lbs of Sandbags, Pumps Save Community
- Tip of the Month

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Manure Expo—July 9, 2008—London, Ohio

The Midwest Manure Applicators Association (Ohio) invites you to the 2008 Great Lakes Manure Expo on July 9th near London, Ohio. This year's event features more than 50 commercial exhibitors, field demonstrations (weather permitting), and educational sessions. Highlights include:



- Field Educational Demonstrations including: Solid Manure Application; Liquid Manure Application; Stockpiling Manure BMPs; Slurry Seeding; Soil Compaction; and Equipment Safety.
- Get the scientific perspective by attending the education sessions which includes: Manure 101; Records: What? Why? How?; Growing a Management Team; and Safety Concerns.
- Hear first hand producer experiences by attending the case studies which include: Using Liquids on Crops; Brokering and Custom Application of Poultry Manure; Environmental Management; and Extending the Application Window.
- Check out the latest equipment during commercial demonstrations.

There will be an Exhibitor/Applicator dinner on July 8, 2008 at 6:00 pm at the Gwynne Conservation Area located on the Molly Caren Agricultural Center, 135 SR 38 NE, London, Ohio. More information about the Expo can be found at http://oema.osu.edu/Expo08_home.htm which includes lodging options in the area.

We are asking those attending the dinner to RSVP, if possible, by June 27, 2008 to Jon Rausch at rausch.7@osu.edu or (614) 292-4504.

PNAAW Members Assisting with Manure Spill Response at Farm Tech Days

Association member Braun Electric will be providing equipment and technical assistance for the Manure Spill Response Demonstration at Farm Tech Days this year. The event will be held at 1:00 pm on Wednesday and Thursday in the Tillage Demonstration Area. This year's show is at Country Aire Farms in Greenleaf, WI (south of Green Bay) on July 15-17, 2008.

Manure Applicators "Save the Downtown"

In the wake of recent flooding rains, several manure applicators provided equipment and pumping services to small towns and communities across southern Wisconsin. In many cases the applicators are seen as the unsung heroes who kept water out of resident's basements, reduced the need for sandbagging, or even kept the downtown open for business.

70,000 Gallons Per Minute

In Beaver Dam Schmidt's Pumping, Lemmenes Custom, and Tracy & Son manned 6 manure pumps for the better part of a week pumping water around a tunnel culvert that was too small for the flow. According to local media, Beaver Dam Mayor Tom Kennedy said using the applicators and rental pumps "was an excellent decision. We needed to do this or else the water would have created some real serious building failures."

Local media also quoted Fire Chief George Sheets noting "McKinstry's furniture would have been flooded, a number of businesses that are now dry would become wet very fast, and there would be quite a bit of structural damage to the buildings."

Residents Back in Their Homes a Week Sooner

Between the first and second storms, Don Hying of Animal Slurry Pumping drove through his hometown of Avoca. Seeing the fire department using small pumps to reduce the water level, he stopped by, left a card, and said "Call me if I can help." Within a few days his son Aaron was back in town pumping 3,000-4,000 gal/minute. Don and Aaron estimate they pumped between 50 and 60 million gallons over the levee.

Mike Bartels, Public Works Director, said last week that with the lift station down, having the Hying's pumps kept water from backing up into residents homes—"without them, residents would still have water in their homes now (a week later) and we'd still be underwater." He added that those that had problems could get back in immediately and begin cleanup.

100,000lbs of Sandbags, Pumps Save Local Community

North Freedom Public Works Director Tom Geitner also credited a PNAAW member, Cook's Trucking, for saving the property of dozens of residents. "With 10 manholes underwater, they saved countless basements from sewage backup and relived pressure from the river on storm sewers. They really bailed us out. When you're scrambling for resources, normally you can get them but we couldn't get what we were promised."

He noted that what Cook's didn't have, they borrowed from other applicators across the state, including Sundstrom's Pit Pumping. "I can't say enough good things about them. They opened their arms to the community, despite flooding on their own place. Skid loader, any pump we wanted, had backups in case we needed it. Emergency government couldn't supply what we needed, but this industry did."

Tip of the Month

Policies for Managing Accounts Receivable

If you want to collect the money owed you from credit sales, you must be very careful to give credit only to those customers who are likely to pay. To make credit work for your business, you must work consistently to collect what you are owed. The following nine policies are minimum standards for managing customer credit::

1. Make an extensive credit check prior to authorizing credit sale to any individual customer.
2. Promptly bill each customer following each credit purchase.
3. Provide cash discounts for making timely payments.
4. Enforce significant late fees and interest on past due accounts.
5. Maintain constant "aging" of accounts to quickly identify customers who become delinquent.
6. Make consistent, vigorous efforts to collect from customers, including dunning letters and phone calls.
7. Discontinue credit sales to customers who become significantly late in paying.
8. File suits and liens against the assets of customers who default on payment.
9. Use your bank as a lock box for the receipt of payments.

Entrepreneurial Small Business

Jerome Katz and Richard Green. Page 519.

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