

SPREADING LOG

*The newsletter of the Professional Nutrient Applicators
Association of Wisconsin*

February 2007

Inside this issue:

- Annual Meeting Report
- Certification
- Survey
- Certification Opportunities
- Annual Dues Due
- Risk of Runoff Higher in Southern WI This Year
- Business Tip of the Week

President

Brandon Vogel
(920) 901-0192

President-elect

Dave Eisentraut
(920) 528-7614

Secretary

Denise Schank
(715) 530-0341

Treasurer

Steve Untied
(715) 613-2563

Board Members:

Don Wohlk, Jr.
(715) 296-1691

Gary Halopka
(715) 613-4699

Tim Ransom
(608) 676-5218

Ryan DeBroux
920-655-4517

Travis Bestul
(715) 445-5562

Annual Meeting Report

The annual meeting of the association was held January 31, 2007 in Wisconsin Dells, with 30 paid full members present. Attendees got an update from both the DNR and Dept. of Ag on proposed changes in manure regulations (ATCP 50/NR151 and NR243), safety issues with manure gasses, and received a draft employee handbook that can be adapted for their business. More than 70 applicators and employees participated in the revised level 1 certification training, and almost 50 sat in on the level 3 certification session.

The Association welcomes two new and two returning board members for 2007:

Newly elected are:

Travis Bestul, Bestul Liquid Manure Transfer, LLC, Iola, 3 year at large term

Don Wohlk, Jr., Wohlk Farms Custom Work, Almena, 2 year term as the Northwest Region Representative

Re-Elected are:

Dave Eisentraut, Eisentraut Ag, LLC, Waldo, 3 year at large term

Tim Ransom, T-K Ag Works, Darien, 2 year term as the Southern Regional Representative

A big thank you to outgoing board members Dana Cook and Chris Lindstrom for their service to the board.



Your officers for 2007 are:

President: Brandon Vogel (920) 901-0192

President-elect: Dave Eisentraut (920) 528-7614

Secretary: Denise Schank (715) 530-0341

Treasurer: Steve Untied (715) 613-2563

Board Members

Don Wohlk, Jr. (715) 296-1691

Gary Halopka (715) 613-4699

Tim Ransom (608) 676-5218

Ryan DeBroux (920) 655-4517

Travis Bestul (715) 445-5562

Certification Changes

Several changes were made to **Level 1** certification for 2007. As your employee's current certification cards expire, you will need to implement the revised materials. Copies of the revised materials were given to firms present for the level 1 certification January 31, and will be mailed shortly to those firms who participated last year but were not at the annual meeting. Significant changes include:

- The two tests have been replaced by a single 25 question test.
- New material has been added on safety around manure gasses.
- The regulations fact sheet has been updated.

Certificates for those who completed **Level 2** courses at the Dells have been mailed.

For more information or updated tests/fact sheets, contact Kevin Erb @ (920) 391-4652

Certification Opportunities

Level 1 **Friday, March 1st**
Lancaster Youth & Ag Center
9:30 a.m.

Cost - None. To register call Todd @ 608.723.2125

Level 1 & 2 **Friday, March 2, Chilton**
9:30 a.m. - 3:30 p.m.

Cost is \$5/person with pre-registration by February 27th, \$10/person February 28th or after. Lunch is included. To register call Kevin @ 920.391.4652.

9:30 - 11:30: *Practical Steps for manure applicators in shallow bedrock areas (level 2)* - Targeted to crew supervisors and nutrient management plan writers, you will learn the basics of preventing groundwater contamination (and potential lawsuits) in karst areas. All employees are welcome.

11:30 - Lunch

12:15 - 3:30: PNAAW Level 1 Certification

Annual Dues Due

Association dues for 2007 are \$100.00 for active applicators and \$50.00 for associate members

Those that have already renewed for 2007 include:

After All	Halopka Pumping
Agri-Serve, LLC	J & S Irrigation
Apple Valley Agri	K & D Manure Handling
Bestul Liquid Manure Transfer	Kintzle Construction
Big Red (Blenker)	L & M Industries
Braun	Lundeen Farm Automation
Brandon's Farm Service	Practical Applications
Cauffman's Slurry Transfer	Puck Custom Enterprises
Cook's Countryside	Right Way Applications
D & S Ag Operations	Salsbury Sales and Service
DeBroux Custom Work	Scheidecker Pit Pumping
DelMec Farms	T-K Ag Works
Eisentraut Ag Services	Tony's Custom Work
Fellenz Custom Work	Triple C
Folkman Custom Hauling	W.D. Farms
Goral Farms	Wohlk Farms
Gruetts	

Associate members (industry, farmers) include:

Blue Star Dairy
Pagel's Ponderosa Dairy
Twohig, Rietbrock & Schneider, S.C.
VanDerGeest Dairy

Checks for membership
should be made out to
PNAAW
and sent to:
Denise Schank
W26724 County Road X
Independence, WI 54747

RISK OF RUNOFF HIGHER IN SOUTHERN WISCONSIN THIS YEAR (AS OF FEBRUARY 15, 2007)

Based on work by: **Todd Stuntebeck, a researcher with USGS in Madison**

Thought I'd go out on a limb here and send out the first Critical Condition Index. (or the Chicken Little Index)?
Right now, manure spreading is a 10 - Extremely Risky!

Although there isn't a ton of snow on the ground in the north, the south has a fair amount. Water equivalents in this snow pack are running between 1-2 inches south of a line from Lacrosse to Sheboygan. North of that, water equivalents are generally less than one inch. These generally aren't extremely high values, because some of this water normally has an opportunity to infiltrate, even in frozen soils. However, there are a number of factors that point at a potentially important snowmelt this year.

First, frost depths are generally over 12" deep. The snow has not insulated the top layers of soil this year, so the top layers of soil are very cold. This means that macrospores are likely still plugged with ice, and infiltration will likely be minimal.

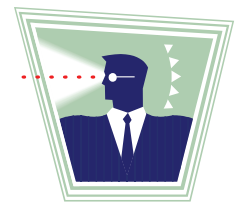
A second factor is that, throughout much of the state, we had a brief warm-up a few weeks ago that compacted the snow and caused an icy layer to form. The additional snows that we are receiving are sitting on top of this icy layer. When these additional snows melt, they will be carried along on top of this icy layer, and again, have minimal opportunity to infiltrate.

Finally, since temperatures have been very cold for several weeks now, it is likely that manure applied during the cold snap that runs off will have significant ammonium-N component. Temps haven't been warm enough to convert to nitrate-N. More ammonium-N means greater possibility of fish kills.

So, bottom line - if you are an applicator and you spread manure between now and the spring, you are at a very high risk of having a manure runoff event occur, maybe days or even weeks after you leave the farm.

BUSINESS TIP OF THE WEEK

ELEVEN TIPS FOR START-UP ENTREPRENEURS



1. Follow Your Passion

There are some chores that you as an entrepreneur must endure. If you are passionate enough about the other facets of the business, you will put up with what you don't particularly enjoy. If you find something you love, I assure you that your work will be considerably easier.

2. Have a Clear Idea About What You Want to Do

As a small business owner, you must understand what your customer wants. This means asking yourself hard questions: Is there the need for your service? What are realistic charges for your service? What are you seeking to do? What are your objectives, both in what you plan to provide to others that is marketable and what you hope to get out of it for yourself? Where are you going to operate? You must also have a realistic view of what your start-up costs will be. And most important, you must focus on your core business.

Business Tip of the Week Cont.....

3. Find a Niche

In today's competitive marketplace, it's not possible to be all things to all people. What's more, it takes vast resources to dominate your marketplace. If multibillion-dollar companies can't do it, neither can your start-up company. Even large, established companies look for ways to fill a niche. To the novice entrepreneur, I recommend you find a niche - offer a service that isn't currently being filled. Interestingly, some niches are too small for big corporations to pursue, but these same niches provide excellent opportunities for a small businessperson.

4. Be the Best You Can Be

Martin Luther King, Jr., put it eloquently when he said, "If a man is called a street cleaner, he should sweep the streets even as Michelangelo painted or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts in heaven and earth will pause to say, "Here lives a great street sweeper who did his job well."

5. Make a Difference

If you chase the money, you'll never get it; but if you chase after your dream to serve others, the money will follow you. Find something to do with a purpose that goes beyond just earning a living, beyond just supporting yourself. This is what will drive you to do your very best.

6. Keep it Simple

Stick to the basics. If you do, everything else will fall into place. With everything that goes on around us, it's easy to get sidetracked by distractions. The secret is to do what you do best and stick to it. Don't make things more complicated than they are. It sounds easy, but evidently it's not as easy as it sounds, because people all over tend to complicate what is otherwise uncomplicated.

7. Watch Your Overhead

With a bankroll of only \$3,000, I didn't have any choice - I had to watch my overhead. It taught me discipline, which I have been mindful of throughout my business career. Of course, even with a small bankroll, with credit, the temptation to overspend is always present. Simply put, don't do it! Establish a budget and stick to it.

8. Go With Your Instincts

If I have to work too hard to sell myself on an idea, it's probably not a good idea. Unless Jay strongly objected and convinced me of a flaw in my judgment, I stuck with my intuition. Jay respected my intuition even when it didn't make good business sense to him. Was my intuition always right? Of course not! No entrepreneur is over 100 percent right. If you're always right, then you're not taking enough risks.

9. Value Your Time and Be a Good Time Manager

Studies estimate that the average person watches three to four hours of television a day. It's amazing what you can accomplish by putting those hours to valuable use. Most people waste more time than they spend working. Once you realize what a precious commodity time is, it's amazing how much you can get done.

10. Brush Up on Your Computer Skills

I realize that I must develop better computer skills, which are necessary even away from the business - in my personal life. So for anyone starting a business today, your computer skills are essential. This same advice applies to anyone who is returning to the workplace. We live in a computer-driven business world, and computer skills will play an even bigger role in the future.

11. It's Only a Business

When I got wrapped up in the business, it was hard to take a breather and unwind. Fortunately that's what I eventually learned to do. Thinking that it was only a business put things in perspective. My family was my number one priority. They are the reason why I started the business. Sure, on rare occasions I became so focused on a pressing problem that I momentarily put the business before my family. But it happens rarely, and whenever I catch myself falling into that trap, I say to myself, "Doris, it's only a business!" Then I feel at peace with myself again.