



White Oak Mills

Dairy News Leaf

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White Oak To Hold Dairy Meetings

You and a guest are cordially invited to attend one of four **2013 White Oak Dairy Meetings** to be held in March, as follows:

Tuesday, March 5

~ 9:30 AM to 1 PM* ~

Hoss's Family Steak & Sea House
20 Falling Spring Rd.
Chambersburg, PA

Wednesday, March 6

~ 9:30 AM to 1 PM* ~

Hoss's Family Steak & Sea House
840 N. Hanover St.
Elizabethtown, PA

Tuesday, March 19

~ 9:30 AM to 1 PM ~

Hershey Farm Restaurant
240 Hartman Bridge Rd.
Strasburg, PA

(Transportation available for this meeting)

Wednesday, March 20

~ 9:30 AM to 1 PM* ~

Shady Maple Restaurant
129 Toddy Drive
East Earl, PA

* *Optional session will be held 12:45 to 1:20 PM*

Please join us for the following discussions:

9:30 AM **Welcome**
Bruce Kreider

9:40 AM **“Evaluating & Monitoring Feed Economics Using IOFC”**
Dane Schoenbaum

10:25 AM **“One Minute Dairy Assessment”**
J.C. Hammond

11:05 AM **“Hands-On Forages: Exploring Challenges, Transitions & Best Practices”**
Bruce Kreider

11:35 AM **Question / Answer**

11:50 AM **Lunch**

12:45 PM (Optional Session)
3/5, 3/6, and 3/20 Meetings Only:
“Bridging the Gap with Generation Y”
J.C. Hammond

White Oak is offering transportation to its Tuesday, March 19 meeting in Strasburg. Please note that the main meetings on March 5, March 6 and March 20 will conclude at 12:45 PM, and an optional session on “Bridging the Gap with Generation Y” will be held from 12:45 to approximately 1:20 PM for those interested.

Please RSVP to White Oak Mills toll-free: (800) 468-5524 or complete the enclosed RSVP card and give it to your White Oak Dairy Specialist or mail it with your next feed payment. 



Casting a Net

By J.C. Hammond
White Oak Mills Dairy Specialist

In business, especially agribusiness, it is becoming increasingly more difficult to attract, recruit, hire, and retain qualified workers. More and more talented potential employees either overlook dairy farming or become disheartened while working on a dairy and move onto another industry.

As dairy managers, how can we solve this problem? Give up? Hire foreign workers? Hire anyone that comes through the door? Hire only family members and friends? We could rely on newspaper help wanted ads ... only to hire problems rather than solutions.

Each of the above questions has different and specific solutions. Communicating and gaining understanding with "Generation Y" or the "Millennial Generation"

-- individuals born between the late 1970s / early 1980s through the early 2000s -- can be challenging.

In fact, working on-farm with your son or another family member doesn't guarantee a cohesive work force either. How can you best communicate with him/her or any hired person who is under 33 years old so that a) you can accomplish the work required on-farm each day, b) meet your dairy goals and objectives, and c) also provide a fulfilling work environment?

For some great ideas and real life examples, please join White Oak Mills at one of our upcoming dairy meetings. I will be speaking at three of our four meetings on "Bridging the Gap with Generation Y" ... a topic geared toward managing generational gaps. If there is an interest, I will also be prepared to discuss the management and training of Hispanic employees. Hope to see you there.



419 W. High St.
Elizabethtown, PA 17022
800.468.5524

White Oak Mills 2013 Dairy Meetings R.S.V.P. Reply Card

Name: _____
Address: _____
Phone: (____) _____

Yes, I'd like to attend the following White Oak Dairy Meeting:

- March 5 __ persons **Hoss's Chambersburg, PA**
- March 6 __ persons **Hoss's Elizabethtown, PA**
- March 19 __ persons **Hershey Farm Restaurant, Strasburg, PA**
- Check here if you need transportation to this 3/19 meeting*
- March 20 __ persons **Shady Maple Restaurant, East Earl, PA**

Please submit Reply Card to your White Oak Dairy Specialist or include it with payment of your feed invoice. You may also RSVP by calling us toll-free 800.468.5524.



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