

January 2008

# THE DPS MOOSLETTER

## People Comfort

Carrie Pedreiro

Cow comfort is an issue that constantly addressed in the dairy industry and on all DPS locations. It is crucial to keep all animals properly cared for in all aspects of their existence, whether that is feeding, bedding, housing, hydration, or medical care. Keeping the animals comfortable translates into more milk, equaling more profitability.

Knowing that the comfort level of a cow has a direct correlation to her success on the farm, it makes sense that the same can be said for an employee. The more comfortable or cared-for an employee is, the more successful they will be on the farm.

Proper employee relations begin from day one. Properly training an employee to do the job they have acquired sets that employee up for success.

"People development is the most critical issue I see in our success as a company," said David Sumrall, CEO. "Our charge is to create a workplace that gives every team member the tools they need to not only do their jobs, but to perform at a level of excellence uncommon to the industry."

Once that employee has had proper training, the education should not stop there. Ongoing operational training is a staple for continued success.

"It is critical for people to know what to do, how to do it, and why it is important to be done that way," insists Sumrall.

Regular employee evaluations

help to monitor the progress of each employee, and give individuals the forum to discuss issues with management.

"People need to know how they are doing, and should have the opportunity to regularly interact with management in a two-way fashion," continues Sumrall.

Another way to keep employees accountable for their job performance is with team meetings. Having regular opportunities for all employees at all levels to be a part of information sharing and direct communication with their supervisors and management team helps foster open dialogue focused on the improvement of team performance and company progress.

Employee incentives are another great way to boost morale and job performance.

"While basic performance is what paychecks are about, we believe that every employee should have the opportunity to improve their compensation when they perform at levels above basic expectations," Sumrall said.

Leadership development is another piece of the people comfort puzzle. Employees are energized and

motivated by leadership, and when the leaders are successful, so are the followers. Senior management team members participate in leadership training designed to mold managers into leaders and to learn how to teach others to move that way as well.

"Our goal is to develop our leadership from within in every case where possible," David concluded.

People comfort is paramount for a productive workforce. Happy cows make more milk, and happy employees make happy cows.



Group training sessions on all types of on-farm issues help properly train workers, and build team performance.



# President's Ponderings

David P. Sumrall

Happy New Year! As I write this on an airplane at 30,000 feet in the predawn hours, I am overcome



with things worth pondering. The sheer act of flying is sobering enough on its own these days, but coupled with the fact that we are sailing into another new year, this morning it seems almost surreal. I am flooded with memories of the past and all that we have been through to reach this point. Equally mesmerizing are the challenges that I know the future holds for us all. As I reflect on the past and wonder about the future, I am struck by the fact that both are so keenly related to change and how we deal with it.

I have talked a lot about change in these ponderings over the years. This morning, I am consumed with something I read on a sign in front of a local church a few days ago as I drove past. It asked the question, "How will you make a difference in 2008?" Wow. I was stunned by the sheer directness of the question, and the relentless way in which it demanded an answer. I haven't been able to get it off my mind in days.

You see, it does not ask "if" you will make a difference. It asks "how". Think about it. It's sort of like that saying, "No response IS a response." You simply can't ignore the question. It won't go away. Whether you plan to do so or not, you will make a difference to somebody or something in 2008 and beyond. The trick is to realize it, understand it, and embrace it.

At the risk of eliciting one of those frustrated "eye-rolls with a heavy sigh" like my dear children gave me as they were growing up (and sometimes

still do) when I gave them my well-used thoughts on how life is all about choices, I have to tell you that this is yet another case in point. We cannot choose whether or not to make a difference. We can only choose what kind of difference we will make. And in some cases, those choices require us to change.

For example, how about that co-worker who is struggling at work and having a hard time with either the quality or quantity of their work? What is your first reaction? How will you make a difference? Will you kindly and graciously offer to help that person and in so doing help them see their job and themselves in a much more positive light? Or, will you ignore that person or perhaps even complain to others about them and create a much different reaction in everyone around you? See how absolute it is? There is no escaping it. You will make a difference, regardless of what you do.

The same scenario plays out every moment of every day in every one of our lives. Regardless of who or where you

are as you read this, it applies just as much to you as it does to me. And it's not just at work. It is in every facet of our lives and applies to everyone we come in contact with, whether it be family, friends, or even people we don't know. Someone is always watching, and what we do and say makes a difference... Whether we like it or not.

I have told you before that I am not big on New Year resolutions. But in the days since reading that obscure little sign on the front lawn of that church, I have decided that I am going to be more mindful of the fact that I am making a difference, and I am consciously choosing to do my best to make sure that I am making that difference a positive one for everyone that I come in contact with. Happy New Year, and I look forward to us making a difference together this year.

**We cannot choose whether or not to make a difference. We can only choose what kind of difference we will make.**

## Protocol POP Quiz

By Michael Pedreiro

The cold weather is upon us in the Southeast... well, relative to what we are used to, and it is even more important now to take quick action on cows that have gone down and cannot get up on their own. Try to answer these questions and find out some simple clues to alert you to possible reasons why a cow is down and then what you can do to help her recover.

1. If a down cow has cold ears and appears to try to get up but doesn't seem to have the strength, she may have:
  - a. Foot rot
  - b. Milk fever
  - c. Injury
  - d. Metritis
2. If a down cow has sunken eyes and the udder is warm to the touch, she may have:
  - a. Toxic mastitis
  - b. Back injury
  - c. Pneumonia
  - d. Foot rot
3. If a down cow has "scuff" marks on her back, hips, or legs, she may have:
  - a. Pneumonia
  - b. Metritis
  - c. Foot rot
  - d. Injury
4. If a cow is down due to an injury or swelling it is extremely important to give her this treatment immediately to bring down the swelling.
  - a. Aspirin
  - b. Excenel
  - c. Dexamethasone (may cause abortion)
  - d. LA-200
5. Always, at the bare minimum, provide this to the animal if she is down:
  - a. Soft, dry surface to lay on
  - b. Clean food and water
  - c. Protection from inclement weather
  - d. All of the above

Answers: 1. B, 2. A, 3. D, 4. C, 5. D

# A Fresh Coat of Paint

Carrie Pedreiro

As part of an ongoing effort to update all locations, two farms got a facelift in December.

DPS - Branford and DPS - Georgia each received a fresh coat of paint to all exterior buildings and tanks.

The new colors, white and maroon, reflect DPS company colors and have brought a refreshed look to each farm.

**Branford BEFORE**



**Branford AFTER**



## Cold Weather

Rick Hedrick

While we all know about how the heat can have an effect on work performance, so can cooler weather. Follow the following tips to keep yourself safe when the temperature drops.

- Dress in layered clothing
- Wear a warm hat
- Wear thick socks and warm gloves
- Stay dry and change clothes if you get wet
- Insulate water lines around water pumps
- Gas and charcoal grills produce deadly carbon monoxide fumes; do not use them indoors



## New Year, New Frontier

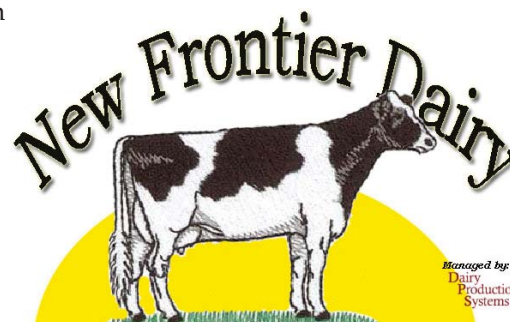
Carrie Pedreiro

December 31st may have marked the end of 2007, but it also marked the exciting beginning for a new operation called "New Frontier Dairy". Located in Dublin, Texas, New Frontier Dairy is co-owned by DPS CEO David Sumrall and Marc Peperzak. No strangers to business affiliations, Sumrall and Peperzak reunited to enter into an agreement to purchase the Dublin operation late last year.

"I am excited about this opportunity for growth and expansion of our business," Sumrall said. "It is a great way to stretch ourselves and our management capabilities as we go into the new year, and to embrace all the challenges that go along with that."

The DPS management team will lend its leadership to the site management team as the protocols and management systems are put into place. The operation, which occupies just under 1,000 acres will be the eventual home to 4,200 total cows when at capacity.

Watch for more details on New Frontier Dairy in future issues of The Moosletter!



## Quality CORNER

Rick Hedrick

Teats must be clean and dry before attaching the milking machine. Any amount of dirt left on teats is the difference between a 2,000 and 20,000 bacteria count. Follow proper milking procedure to help eliminate dirt and bacteria from teats.

### November Bonus Awards

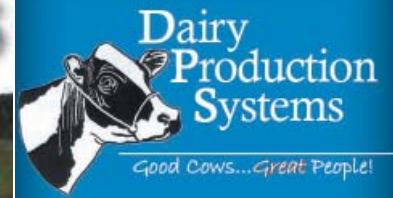
Bell  
*Herd Turnover*

Branford  
*Quality & Herd Turnover*

Georgia  
*Herd Turnover*



# Celebrations



QUALITY MILK & MANAGEMENT SERVICES

## Anniversaries

### Bell

Juan Guzman, 1 year  
Jorge Osorio, 4 years  
Miguel Reyes, 1 year

### Georgia

Victor Camacho, 2 years  
Eliazer DeLaFuente, 2 years  
David Longoria, 1 year

### Branford

Arnel Gallardo, 1 year

### Mississippi

Jose Alvarado, 3 years

## Birthdays

### Global

10 Jeff Reed  
30 Michael Pedreiro

### Branford

1 Fernando Ortega  
29 Rigoberto Portillo

### Mississippi

11 Velma Shelby  
26 Natalye Reed

### Bell

25 Sandra Cantarero  
25 William Morris

### Georgia

1 Victor Camacho  
8 Joe Fuentes  
9 David Longoria  
26 Gaspar Diego  
28 Enrique Soto

## New Hires

### Bell

Giselle Flores  
Beau Gillman

Elmer Ramos

### Georgia

Oscar Chavez

### Mississippi

Chase Nicholson

## Celebrating Christmas

DPS team members got the chance to celebrate the holidays with their co-workers during DPS Christmas parties. Each location held a party that included lots of great food and fun. Additionally, all DPS employees were given a DPS hat and sweatshirt as a Christmas gift. Enjoy these photos from one of the parties!



**Our Mission:**  
To provide an atmosphere and the resources to enable our people and our cows to be the leading, most efficient producer of milk in the nation.

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