



October 2007

# THE DPS MOOSLETTER

## Estrada Engages SMT in Team Building & Leadership

Carrie Pedreiro

Members of the DPS Senior Management Team (SMT) met September 5-7, in Gainesville, Florida for a team-building and leadership conference.

Coordinated with Jorge Estrada, CEO of Leadership Coaching International, Inc., this meeting had a heavy emphasis on leadership and communication. Jorge has over 16 years of experience in executive coaching, team development, leadership development, facilitation and training. He consults both nationally and internationally with some of the top companies worldwide.

DPS CEO David Sumrall initiated the three day conference, noting the need for time to reflect, take stock, and focus.

"Our team is very busy, seven days a week. We are so busy that many

times we fail to remember how important we all are to each other. This conference was all about providing the time and an environment in which we could all reconnect with each other, bring clarity and focus to our vision, and strengthen our team through expanding our trust of one another. We have worked tirelessly at becoming better managers. This meeting was about taking things to the next level. It was and is about becoming great leaders," Sumrall said.

"Jorge Estrada was my hands-down choice for this conference, and he did not disappoint us. This initial event was a meaningful and worthwhile adventure that even today is reaping benefits among our team. We will be doing more of this and expanding it further within the organization in the future," he concluded.

The meeting began with a "Getting to Know the Team" session, consisting of one-on-one interviews of team members by Jorge. The remainder of day one was spent studying, discussing, and seeing a better understanding of leadership and the role of each team member. Jorge's leadership agenda included tips for distinguishing leadership, management, and



Jorge Estrada leads members of the DPS Senior Management team in a group discussion on leadership.

supervision. In addition, Jorge led SMT members through leadership self-assessments designed to help each member evaluate their own strengths and weaknesses with regards to leadership styles.

Day two began with a session at the corporate office with the accounting team, followed by a reconvening of the senior management team in Gainesville to focus on communication. Jorge introduced the group to specific communication models designed to focus participants building trust with each other and enhancing individual listening skills.

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A team building exercise where participants had to build a paper tower promoted working together and leadership.



# President's Ponderings

David P. Sumrall

"There can be no happiness if the things we believe in are different from the things we do." That's a quote from British travel writer, Freya



Madeline Stark, who lived to beyond 100 years of age before her death in 1993. She wrote more than two dozen books in which she described local history and culture as well as the everyday life she observed in her journeys.

As I pondered this quote I was struck by the sheer simplicity and honesty of her conclusion and how true I believe it to be. (I also figured that if she lived to be 100, she had a few things figured out!) The more I thought about it, the more I became convinced that this is one of the real keys to happiness. The pursuit of happiness, I have decided, is not a pursuit at all. It is a decision. It is process of one figuring out who they are and deciding to be that person. And at the instant a person figures that out, happiness is born. It is, as you have heard me say many times before, all about attitude.

In thinking more about Ms. Stark's statement, I took the liberty of turning it around a little bit to say, "If what we are doing is different from what we believe, we won't be happy for long." Think about your own experience for a minute. Think about those times when you are achieving less than you believe you are capable of. Are you happy about it? I hope not. I am certain that it is not the case for me. In fact, I can say that the most miserable times in my life have been those wherein I knew I did not do my best. I don't have to win every time to be happy, but I cannot be happy with my performance unless I am able to truthfully tell myself that I have did my very best.

A tough lesson for me was to learn that I cannot make other people happy, nor is it my responsibility to make others happy. What is my responsibil-

ity and one of my jobs in this company is to create, maintain, and ensure an environment in which everyone has the opportunity to be happy. That may sound like a play on words, but it's not.

In other words, it is important to understand that if two or more people are involved in anything, in order for everyone to be happy there are requirements and responsibilities for all, and each must do his or her part. In the workplace, this is absolutely true. Every day each of us moves about our jobs doing the chores that are ours, but also depending on others to do theirs. It is in the collective efforts of us all that we achieve our end result, be it success or failure, good or bad, happy or not. In very few cases are we an island unto ourselves. We need and depend on each other. And, in my mind, we are at our best when we realize that fact fully.

I have been studying conflict lately. I don't know why, but I have become fascinated with digging through the rubbish of disagreement and trying to isolate the truth of the situation from all the passion, pride, and egos that get entangled in the process. At the root of it all, there are almost always great similarities between those that in the heat of the moment seem so at odds with each other. It is great fun to help folks understand that the reality of life is that we are all a lot more alike that we are different. The trick is to get everyone on the same page, and everyone focused on the big picture. Once that is accomplished, great things can happen.

As we celebrate DPS's 3rd birthday this month, I am committed now more than ever to making sure that each and every one of the valued employees of this company have the opportunity to be happy. I promise to do my best in that effort. It is what makes me happy. And I will make you another promise... If you do your part, we are in for some great fun!

## Protocol POP Quiz

By Michael Pedreiro

1. Calves are vaccinated with Bovishield™ Gold and Ultrabac™ 8 at \_\_\_ and \_\_\_\_.
  - a. 3 and 5 weeks
  - b. 5 and 7 weeks
  - c. 2 and 4 weeks
  - d. 12 and 16 weeks
2. The TSV-2™ vaccine is to be administered \_\_\_\_.
  - a. Subcutaneously (SQ)
  - b. Intramuscularly (IM)
  - c. Intravenously (IV)
  - d. Intranasal
3. Calves are to be de-horned at \_\_\_\_.
  - a. 4 weeks old
  - b. 4 days old
  - c. 4 hours old
  - d. 4 months old
4. When calves are weaned at 8 weeks old, they are put into groups of:
  - a. 2-4 calves
  - b. 6-8 calves
  - c. 10-12 calves
  - d. 24-30 calves
5. At 12 weeks of age, calves are branded with the DPS brand on the:
  - a. Left hip
  - b. Right hip
  - c. Both hips
  - d. Do not brand at 12 weeks
6. All heifer calves are shipped to GA growers at:
  - a. 15 weeks of age/200 pounds
  - b. 35 weeks of age/500 pounds
  - c. 21 weeks of age/300 pounds
  - d. Whenever we are tight for space

Answers: 1.B, 2.D, 3.A, 4.C, 5.B, 6.C

# Office Managers Meet & Refocus

Carrie Pedreiro

Dairy Office Managers from all locations traveled to the DPS headquarters to meet with the corporate accounting team on September 13. The meeting's general purpose was to improve communication between on-site staff and corporate staff, and help all participants better understand each other's role and to improve the team's efforts across all locations.

The meeting's agenda topics included accounting standard operating procedures, flow of information between farms and corporate headquarters, improving efficiency, purchasing and ordering procedures, month-end reporting, inventory processes, PCDart input, and general on-site office management.

"I believe the meeting went great," said Massoud Ghadiani, DPS Chief Financial Officer. "It was rewarding for both sides, as we all got a good understanding of procedures. Particularly, it is great to get the input

of the office managers because the corporate staff is not routinely on the farm and no one understands what is going on better at the farm office level than the office managers," Massoud said.

Meeting attendees included Massoud, Michael Pedreiro, Jamie Sumrall, Kimberly Potts, Dorrie Esposito, Myrna Philman, Rhonda Wood, and Jessi Mitchell.

Massoud and Michael plan to make sessions such as this a regular occurrence in order to keep all the team members "on the same page".

## DPS is 3



Dairy Production Systems celebrates its 3rd company anniversary this October.

Congratulations to all employees who have helped make the past 3 years a success.



## Complacency

Rick Hedrick

Just as complacency can lead to poor job performance and low milk quality, it can also lead to injuries. Keep the following tips in mind:

- Stay alert on the job. Get a good night's rest each evening to keep you awake!
- Stay hydrated. Take sufficient water breaks to stay fueled on hot days.
- Follow your routine, but don't make it routine! There is a difference between proper routine and going through the motions. Not staying focused and just "going through the motions" can lead to sloppy work.
- Find new ways to make your job a joy. Talk with your supervisor if you have any fresh ideas to enhance the work week.

## Quality CORNER

Rick Hedrick

Consistency, not complacency is key to our success in exceeding our quality goals.

1. Follow the complete NMC recommended milking procedure for every cow.
2. Do the wash-ups the same way every time.
3. Follow the "Hot Sheet, CMT, and Plate protocol" after each weigh day.

Good quality does not allow any room for error. Quality numbers are the gauge by which we monitor the efficiency and quality of our performance.



## Mississippi: A Gold Standard Dairy

Carrie Pedreiro

Dairy Production Systems - Mississippi Division has been classified as a "Gold Standard Dairy". In an effort to more effectively communicate the message of milk quality from the producer to the consumer, the milk cooperative Dairy Farmers of America (DFA) has initiated the Gold Standard Dairy recognition program.

Recipients of the award are given the honor based on on-site reviews conducted by DFA field staff. Their review covers six categories including milk safety and quality, quality dairy animal care, environmental stewardship, personnel

development, pathogen management, and quality dairy beef. Dairies must meet exemplary standards in each category to receive the honor.

DPS - Mississippi recently met with field staff and was given Gold Standard recognition. The prestigious award comes complete with a gold seal sign to hang at the entrance of the farm.

Congratulations to the team at DPS - Mississippi for meeting DFA's standard for quality and being recognized as a "Gold Standard Dairy".



# Estrada

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The meeting concluded on day three with each team member openly verbalizing commitments to themselves and the team related to future performance and interaction. The exercise was focused on participants making real and personal decisions about the things that they will keep doing, the things they will stop doing and those that they must start doing to improve their leadership and communication skills.

# Editor's Note

You may have noticed a new look to this month's *Moosletter*. In honor of our company's three year anniversary, *The Moosletter* has recieved a facelift.

The regular colums you've come to expect, such as "President's Ponderings" and "Quality Corner" still highlight each issue. One main difference is the large picture on the front page, just above the title. Each month, this will be a place to highlight locations, cows, and employees.

I hope you enjoy the new look. As always, please contact me with any suggestions.



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**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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## Anniversaries

### Bell Farm

Silvestre Baez, 3 years  
Elden Gomez, 1 year

### Branford Farm

Raul Flores, 3 years  
Jose Nava, 1 year  
**James Ritchey, 12 years**  
**Jose Romero, 5 years**  
Maria Salgado, 1 year

### Georgia

Julian Gaise, 4 years  
**Myra Lawrence, 9 years**  
**Warren Lawrence, 9 years**  
Jessica Mitchell, 1 year  
Tony Pacheco, 1 year  
Rolando Vallejo, 1 year

## Birthdays

### Global

15 Rick Hedrick  
23 Carrie Pedreiro

### Branford Farm

10 Samuel Ortega  
10 Ralfph Willis  
24 Carlos Morales  
31 Raul Flores

### Georgia

1 Jessica Mitchell  
10 Salomon Prado  
20 Larry White  
27 Rolando Vallejo

### Bell Farm

7 Elden Gomez  
21 Silvestre Baez  
30 Manuel Vasquez

## New Hires

### Branford Farm

Fernando Ortega  
Samuel Ortega

### Mississippi

Moises Martines



## Happy Halloween!

We hope all DPS employees have a safe and happy Halloween! When trick-or-treating with children, be safe and always inspect goodies before eating.

The picture on the left was taken last year at the Bell Farm. Looks like a couple of employees went on break for too long!