Points of Interest
- Certification Cards
- PNAAW Members
- Performance Standards
- Manure Expo 2013
- Five Steps to Successful Employee Engagement

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Treasurer
Dana Cook
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Board Members:
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- Tim Ransom
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Certification Cards are Coming

In order to speed up the sign in process at the annual meeting sessions, we have added a graphic code (QR Code) to the Level 2 Certification cards that can be read by a smart phone. The process of creating and testing codes for the Level 2 cards has taken staff longer than expected, and has delayed mailing of the cards for both Level 1 and Level 2. We will begin sending them out shortly.

PNAAW Members

Active Members
- After All, Inc.
- Animal Slurry Pumping
- Apple Valley Agri
- Barry Manthei Custom Manure
- BBf Pumping
- Bestul Liquid Manure
- Blenker’s Big Red
- Brandon’s Farm Services, LLC
- Braun Electric, Inc.
- Buttles Custom Ag, LLC
- D Conard Farms
- Cook’s Countryside Trucking
- Dairyland Solutions, LLC
- DeBroux Custom, LLC
- Eisentraut Ag Services
- Fletcher Ag Service
- Gansen Pumping
- Goody’s Pit Pumping
- Goral Farms Custom
- Gruets, Inc.
- James Busse Jr., LLC
- Jolivette Hauling, Inc.
- K & D Manure Handling, Inc.
- Kintzle Construction
- Krause Custom Forage Harvest
- Krepline Custom Harvest
- L & M Industries
- Lemmenes Custom Farms
- Lundeen Farm Automation
- Nelson Pit Pumping
- Peterson’s Custom Manure Hauling
- Phil’s Pumping & Fab, Inc.
- Practical Applications, LLC
- Right Way Applications
- Russell Robaidek, Inc.
- S & S Ag Enterprises, LLC
- Scheidecker’s Pit Pumping
- Schmidt’s Pumping, LLC
- Sundstrom’s Pit Pumping, LLC
- Tasch Custom, LLC
- T-K Ag Works
- Tony’s Custom Work, LLC
- Triple C Pumping, LLC
-Triple Z Farm, LLC
-Vanderkinter Farms, LLC
-Wipp Brothers Ag Service
-Wohlk Farms
-Woldt Farm

Associate Members
- Agri Nutrient Application, LLC
- AgSource Cooperative Services
- Albrecht Family Farms
- Bazooka Farmstar
- Blue Royal Farms, Inc.
- Blue Star Dairy Farms
- C & S Enterprises, Inc.
- Four Star Dairy
- The Hanor
- Jamesway Farm Equipment
- Krentz Family Dairy
- Larson Acres, Inc.
- PDPW
- Twohig, Rietbrock & Schneider, S. C.
- UW-Arlington
- W D Farms, Inc.

Thank you for paying your dues. If you are not listed, please contact Kris Robaidek at 715.758.8505.
Five Steps to Successful Employee Engagement
Adapted from: Terry Siebert, IBINBusiness

Step 1: Create a culture that encourages engagement
Senior leaders/business owners are the visible face of the organization. They set strategic and cultural goals and steer the company in the right direction to achieve their vision. Through positive attitudes and actions, they can build a culture of engagement that involves and inspires all employees. They create an atmosphere that encourages teamwork, open communication, and voicing of opinions.

Step 2: Measure engagement periodically
Leverage employee meetings, one-on-one discussions, surveys, and other feedback mechanisms to measure employee satisfaction and engagement. This is not a one-time event so much as an ongoing process. Encourage employee feedback and follow through on results.

Step 3: Develop action plans to address disengagement
- **Organizational level:** Behaviors and goals need to be clearly defined, realistic for employees to achieve, and communicated throughout the organization by senior leaders. The goal is to create a shared sense of responsibility for organizational success.
- **Team level:** Each team or department needs to understand how its roles and tasks fit into the organizational vision. Use the diversity of skills, experiences, and backgrounds within the team to create an enthusiastic and innovative environment. Build a climate of trust within the team, ensuring that the necessary feedback supervisors give is well received and improves overall performance.
- **Individual level:** Think of employees as internal customers. They are the key assets in implementing and maintaining the culture of positive engagement. Determine how each individual’s personal ambition aligns with organizational goals.

Step 4: Hold everyone accountable
Establish parameters, solicit feedback, and involve immediate managers to evaluate and act on action plans on an individual level. Employees are responsible for their own actions and interactions with co-workers, and this contributes to a positive work environment. Respectful peer feedback builds engagement throughout the team.

Step 5: Recognize and reward progress
All employees want their contributions to be recognized. Set realistic targets and reward managers and employees who increase productivity and build enthusiasm. Reward commitment, passion, the attainment of goals, and discretionary effort. Customize recognition to be more meaningful to different segments of the organization. Recognition and praise, in addition to physical incentives, promote engagement.

Conclusion
Effective senior leaders recruit the right people for the job, motivate them by giving them clear goals and responsibilities, and train them throughout their careers. Leaders who trust their people, communicate regularly and positively with them, and recognize and reward their work tend to build an engaged workforce that gives their organization a competitive advantage.