At the annual researcher/partner update meeting for the Association pavement study in mid July, applicators, industry reps, and researchers had an opportunity to review the progress to date and plan for the final testing in August. Among the findings released:

- The farther away from the pavement edge your wheel is, the less stress on the asphalt and concrete. Paved shoulders greatly decrease the stress.
- The impact of different tire types on pavement and subgrade is different than on soil – on soil, the load is spread out on the lugs and the tire inbetween, but on pavement the lugs carry the load.

Final testing will be the week of August 16.

The Iowa Commercial Nutrient Applicators Association provided equipment, resources and support to the Iowa DOT and Iowa State University for the first phase of their bridge study. More than ten bridges were tested in a one week period. Five other state Departments of Transportation have now joined the study, including Wisconsin, Illinois, and Minnesota.

The PNAAW board has designated a subcommittee to put together recommendations for equipment calibration. Copies of the proposal will be sent to members in early August for your feedback and comment.
Annual Meeting Topic Suggestions Wanted

The committee that puts together the annual Wisconsin Dells meeting is looking for suggestions for the seminars. Please call PNAAW President Dana Cook at 608-963-5447 or Jerry Clark (UW-Extension) at 715-726-7950 with ideas.

Rain, Rain, Go Away—I need to empty this pit today

Reports are coming in from all across the state of farms with manure storage 8 to 30 inches above normal due to the extra rain this summer and lack of evaporation (for a normal June-August we lose 2 more inches of precipitation via evaporation than we gain in manure storage). It is highly recommended that you take a few minutes to review your customer list and contact those farms who typically run short of storage space in early fall and remind them to keep an eye on their manure levels. CAFO farms are required to visually check their manure storages daily.

Level 2 Certification

To allow new hires and those promoted during the season to meet the Level 2 certification requirements, PNAAW and UW Extension are considering offering a temporary certification training via the internet. Participants completing the 6 hours of online training would be certified until the next classroom Level 2 opportunity (the annual meeting). Online courses could be viewed at the shop or home computer. Contact Kevin Erb at 920-391-4652 if you are interested.

Level 3 Certification—Renewal

Firms with an existing Level 3 certification are invited to a 90-minute update session via the internet and phone on August 10. For those with dialup connections, you will be able to watch the program online, but will need to have a cell phone or second phone line to listen to the audio. Those firms bidding on the state Zone Contract will need to have their Level 3 current and updated by October 1, and should plan on participating. Contact Kevin Erb at 920-391-4652 if you are interested or if you need to find a local Extension office to view the program.
Level 3 Certification—First Timers and New Applicants

If you are interested in learning more about what PNAAW Level 3 certification involves and want to start to develop your own, UWEX and PNAAW will be hosting a 2 hour training session via the internet and phone on August 10. For those with dialup connections, you will be able to watch the program online, but will need to have a cell phone or second phone line to listen to the audio. Those firms bidding on the state Zone Contract will need to have their Level 3 current and updated by October 1, and should plan on participating. Contact Kevin Erb at 920-391-4652 if you are interested or if you need to find a local Extension office to view the program.

Iowa Certification Training—Aug. 25

ISU Extension in partnership with Iowa DNR, will be hosting a statewide commercial manure applicator training workshop on August 25 from 9 am to 12 pm. A list of Iowa Extension offices hosting this training can be found at: http://www.agronext.iastate.edu/immag/certification/2010macreshow.pdf

Please contact the location where you plan to attend so adequate certification materials and handout materials can be made available. If you can’t attend this workshop, please contact the closest County Extension Office (Iowa) on the web site to schedule an appointment to watch the video/dvd training or contact an Iowa DNR field office to schedule an appointment to take the certification exam. More information about the manure applicator certification program can be found at: http://www.agronext.iastate.edu/immag/mac.html

Tip of the Month

Money In/Money Out—Just How Important Is it?

A recent poll conducted by the National Federation of Independent Business (NFIB Foundation) found that almost two-thirds of small businesses experience money problems. Businesses either do not have enough money, or if they have money, they cannot get to it when it is needed. Nearly one-fifth of small business managers reported that cash flow—how much and when money will come into and go out of the business—is a continuing problem, one they face daily. The owners reported that the three primary causes of cash flow problems were (1) difficulty collecting money due from customers, (2) seasonal variation in sales, and (3) unexpected decreases in sales. Approximately 55 percent of small businesses that fail do so because of cash flow problems with an immediate impact, not because of lack of profitability.
Cash flow management is a problem for small businesses because of the difficulty of matching the timing of the receipt of cash to the timing of the need to expend cash. This repeating flow of money is called the cash-to-cash cycle or the operating cycle of your business.

When you start a new business, you put in some money. You then buy all the things necessary to run the business, such as materials, supplies, rent, and labor. Some of these you purchase for cash. Other things you may buy on credit, creating payables, which you will have to pay next month. You then use labor to convert materials and supplies into your product or service, which you sell to your customers. Your customers then either pay you immediately, or agree to pay you soon. The promises of your customers to pay are receivables, which you will collect in the future. The money you collect will then be used to buy the things necessary to run your business, and thus the cycle repeats.

The time that it takes to complete this cycle can be as short as a few hours or as long as several years, dependent upon the type of business you are in. The ubiquitous pushcart vendors of hot dogs in New York City purchase inventory on credit every morning. They sell their product for cash during the day. Each evening they pay for the merchandise sold that day. The cash-to-cash cycle of a pushcart vendor is only a few hours. Construction projects, on the other hand, can easily take years to complete. A contractor will borrow money to begin construction. That money is paid out across the time that it takes to complete the project. The contractor, however, receives from his customer either a single payment upon completion or a few payments as prespecified completion targets are met.

Many small businesses experience difficulty or even failure because of (1) the mismatch in time between receiving cash and spending cash and (2) the mismatch between the size of payments received and the size of payments that must be made. In some businesses, such as restaurants, cash comes into the business in a reasonable dependable pattern that is affected by the state of the economy, the season, the day of the week, and the weather. Expenses, on the other hand, tend to occur less frequently but in larger amounts, as suppliers are paid monthly, and employees are paid weekly. Other businesses, such as construction firms, plumbing contractors, ski resorts, and equipment manufacturers, have cash receipts that tend to occur irregularly but in large amounts. However, the cash payment needs of these businesses are relatively smaller amounts paid consistently from month to month.

Although maximizing your wealth may not be your highest priority, managing your business’s money is critical to succeeding and being able to attain goals that are more important to you.

John Mackey, founder of Whole Foods, Inc., said, “Business is the most transformative agency in the world. [Business leaders] can make money and do good…. I always wanted make money…. To be sustainable, business has to profitable.”

Taken from the SBANC Newsletter, summarizing:
Entrepreneurial Small Business: The Importance of Money Management

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