Transitioning from Employee to Manager to Owner
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Eye-Opener
• How can I make money doing what I love?
• Assets vs Liabilities
• Make money work for you!

Rosy-Lane Holsteins LLC
Lloyd & Daphne Holterman
Tim Strobel, Jordan Matthews
• 940 Cows, 860 Heifers
• 30,500# shipped 2014 per cow
• 4.15% Fat, 3.25% Protein
• 1700 Acres for Silage
• Custom Chopping Business

Life of a Rosy-Lane Employee
• 9AM-5PM mentality
• Task oriented with narrow focus
• Work vs. social life
• Listen and react
• “The easier you make my life, the easier I will make yours” –Lloyd Holterman

Beginnings
• Non-Traditional dairy background
• December 18, 2002
• Part-time career
• UW-Madison
• 70+ hour work week career…

Parlor Manager
• Time to manage people
• Friend vs. Employee
• Analyzing personalities
• Creating teams
Game-Changer

- Concentrate on strengths
- Find people to compliment weakness
- Change in mindset toward building teams

Revised Training

- Language Barrier
- Listen/read, watch, do
  - Why
- Supervision until perfected
- Surprise checks
- Training takes time!

Operation Manager-Partner

- More people...
- Refining processes to improve bottom line
- Learning “behind the scenes” of business
- 20 employees livelihood depends on your decision
- Money puts stress on everyone
- The business never sleeps.

Can We Get Better?

- Successful training → consistency
- Consistency → Goal creation.
- Individual vs Team goals

Fixing the Problems

- Too many night calls!
- What was causing dead calves?
- Look back at training…

Defining Goals

- Who is involved
- Purpose
- How we all win…
- Show progress
- Celebrate the successes