

## Sperry New Holland Reorganizes Marketing Research Staff

Sperry New Holland has reorganized its marketing research department to place increased emphasis on economic forecasting, according to Howard A. Downey, company vice president for marketing.

Dale B. Berkheimer, 59 Holly Drive, Leola, has been named marketing research director. He was formerly products and international research manager for the company.

Berkheimer succeeds George E. Healey, 1051 Grand View Boulevard, who will be assistant to the vice president for marketing and work directly with Downey on special marketing research projects.

Donald R. Ego, 46 Ridge View Drive, Leola, has been named economic research manager. He was formerly products and ad-

vertising research manager.

The scope of the department's activities is being broadened to place expanded emphasis on economic forecasting. Under Ego's direction, added attention will be given to both long and short range economic implications for Sperry New Holland business.

The department headed by Berkheimer, is responsible for providing information and recommendations on the industry environment for products of present and future concerns, plus economic forecasting and advertising research.

Berkheimer joined Sperry New Holland in 1952 as a statistical clerk in Sales Planning. He became a market research analyst in 1956, a senior project

analyst in 1962 and manager of research services in 1966.

Promoted to international marketing research coordinator in 1969, he was named product and international research manager in 1970 and has served in that capacity for the past three years. He is a native of York, Pennsylvania, and was graduated from Elizabethtown College with a Bachelor of Science degree in business administration.

Healey, who joined the company in 1949 as a sales planning supervisor, is a graduate of Wayne State University with a degree in business administration and of Pennsylvania State with a degree in agriculture. He was named manager of marketing research in 1960 and director of marketing research in 1968.

Active in civic and professional organizations, Healey is secretary and director of the Manheim Township Sewer Authority, is listed in American Men of Science and is the chairman of the Statistic Committee of the Farm and Industrial Equipment Institute.

Ego began with the company in 1961 as a senior project analyst. Most recently he has served as products and advertising research manager. A native of Yorkton, Saskatchewan, he has a bachelor of Arts degree in economics from McMaster University, Hamilton, Ontario, and an M.B.A. degree from the University of Toronto.

## Special Milk Program Revised

The U. S. Department of Agriculture (USDA) revised its regulations for the Special Milk Program, in accordance with the funding provided in the Agriculture Appropriations Act.

In regulations announced July 5, USDA's Food and Nutrition Service adjusted the program to the \$25 million interim funding level. The changes made in the regulations reflect the \$97.1 million funding level provided in the Appropriations Act.

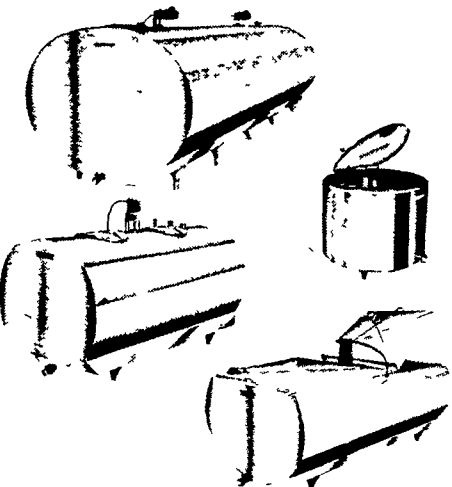
The revised regulations make the Special Milk Program available again to schools and institutions which have food service programs. Reimbursement will be paid for milk served in addition to the half pint of milk that is served regularly as part of a Type A lunch by schools participating in the National School Lunch Program, or the

half pint of milk that is served regularly as part of a reimbursed breakfast under the School Breakfast Program.

The revised regulations also restore the maximum rate of reimbursement of four cents per half pint in schools that participate in the National School Lunch Program and the School Breakfast Program. For other schools and for child-care institutions, which sell milk to children at a separate charge, the maximum rate of reimbursement is set at three cents per half pint.

Complete text of the revised regulations for operation of the Special Milk Program was scheduled to be published in the Federal Register for Thursday, Nov. 1. The new regulations became effective upon that publication.

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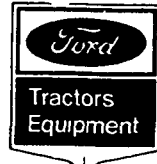
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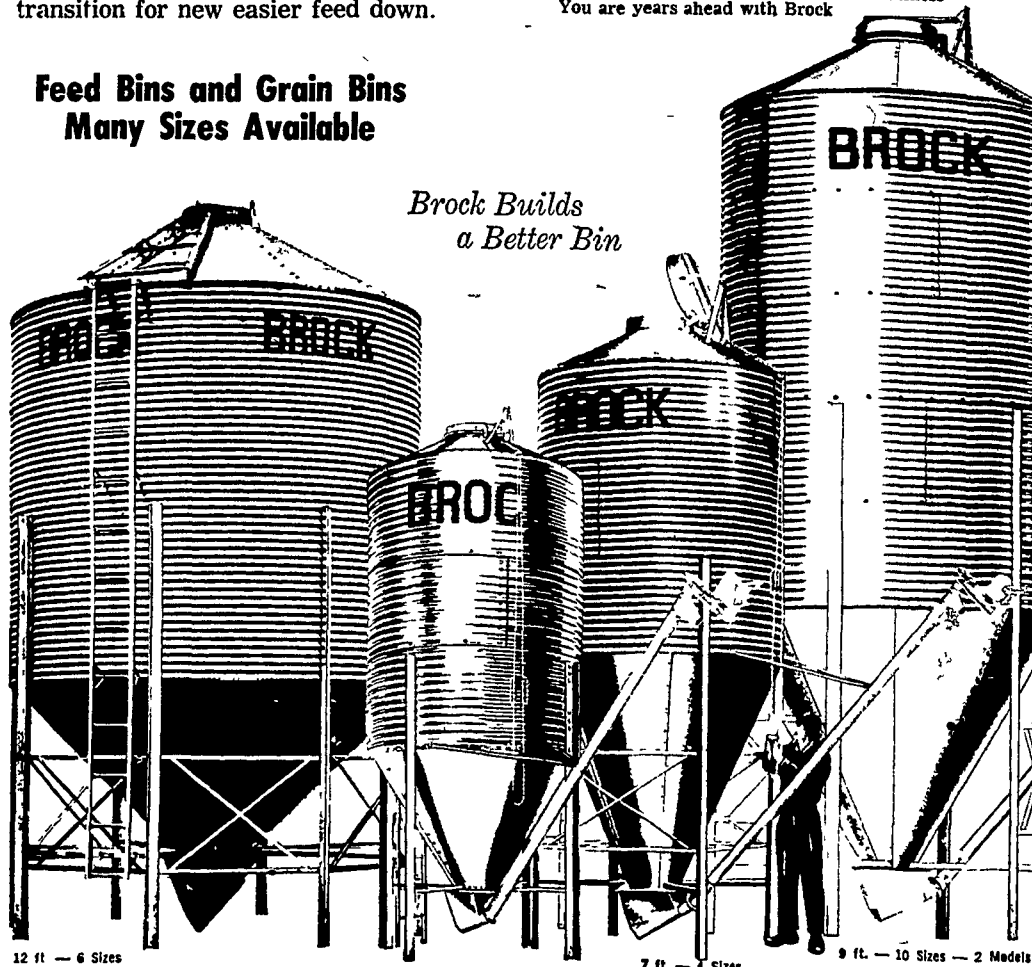
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