

# 89th Annual Holstein Convention Slated for June in Atlantic City

Two "early bird" and one "twilight" discussion sessions are among the highlights scheduled during the 89th Annual Convention of Holstein-Friesian Association of America, June 9-13, 1974. Convention

headquarters is the Howard Johnson Motor Lodge, Atlantic City, New Jersey, with the host for the Convention being the New Jersey Holstein-Friesian Association. General Convention Chairman is Kenneth Roehrich.

President's Day will be Sunday, June 9 with a reception to be held that evening. Host Day activities to be held the following day will include a visit to and luncheon at Marlu Farm, Lincroft, New Jersey.

Convention business sessions will be conducted on Tuesday and Wednesday, June 11 and 12. Prior to the Call to Order each day, an "early bird" session will be held which will be open to everyone. At 8:00 a.m. the

11th, Frank Murrill, Coordinator for the National Cooperative Dairy Herd Improvement Program will present "Who's Running the Show?" ... a discussion on who is responsible for what in the conduct of production testing throughout the country.

That evening, a twilight discussion will be held with Ray Kliever, Dr. R. Dean Plowman, Dr. John White and Dr. Frank Dickinson heading a question and answer session on evaluating performance and transmitting ability of holstein bulls and cows.

Wednesday morning's early bird session is entitled "The U.S. Dairy Picture Viewed in the Light of National Policies and Legislation - National and International" ... a discussion session featuring Neil Bjornson, Director of Legislation, National Milk Producers Federation, Washington, D. C.

A number of important matters will be brought before the Delegate body during the formal business sessions. They include the proposed Holstein Identification System (HIS) Program, an identification system for non-registered, identified Holstein females; two amendments to the bylaws sponsored by the Association's Board ... one dealing with convention dates and one regarding junior membership in HFAA; a third amendment is privately sponsored to effect an age moratorium for bulls similar to the recently concluded female moratorium; election of a president, vice-president and four directors; and an election to fill the unexpired term of the late Allen Hetts.

Featured convention speaker will be David L. Hume, Administrator, Foreign Agricultural Service, USDA, Washington, D. C., who will discuss

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"Agricultural Exports and the National Economy." Other speakers scheduled during the Convention include the president's address, "Leadership that is Positive and Aggressive" by Clifford E. Bailey; "The Increasing Influence of Holsteins on Friesian Breeding Programs" by Ray Kliever, HFAA Director of Program Development and Research; State of the Association Address: "Applying the Formula for Organizational Success" by Executive Secretary Robert H. Rumler.

As has been done the past few years, an open forum discussion session for all association members will again be held. On Tuesday, following the president's address, all in attendance will be able to discuss in an open question and answer session, any particular program, service, policy or procedure of the association. Leadership in these discussions will be provided by President Bailey and Chairmen of Board committees. It is expected that the "HIS" Program will be

of major interest during this session. Reports during open forum will include the proposed bylaw amendments, a report on Holstein-Friesian Services, Inc., the association's subsidiary; pertinent facts on finances; performance records and animal evaluations; and getting the job done in the field.

On Wednesday afternoon, the 1974 National Distinguished Junior Holstein boy and girl, Phyllis Semanchik, Andover, New Jersey and Allen Partridge, Spanish Fork, Utah, will be honored by the Convention and awarded plaques for their exceptional achievements.

Special ladies and junior member activities are being planned by the host New Jersey Association. The annual convention banquet will be held at 7:00 p.m. on Wednesday evening, June 12.

Convention activities will conclude with the Annual Convention Sale at the Gloucester 4-H Fairgrounds, Mullica Hill, New Jersey at 10:30 a.m. Thursday.

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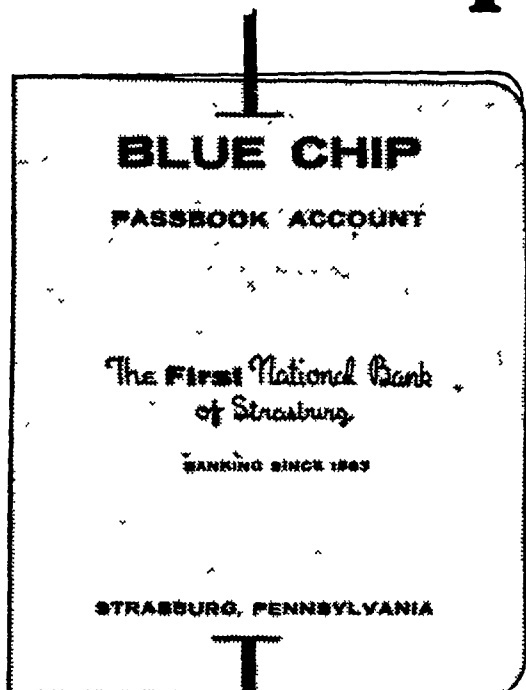
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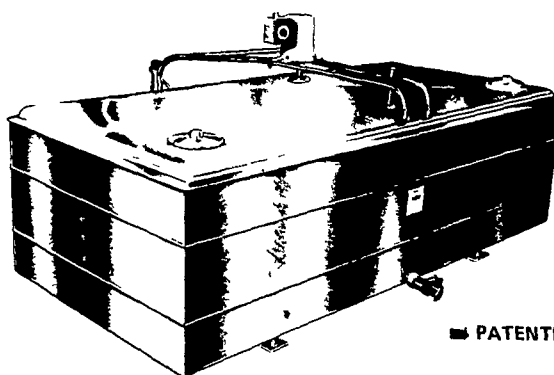
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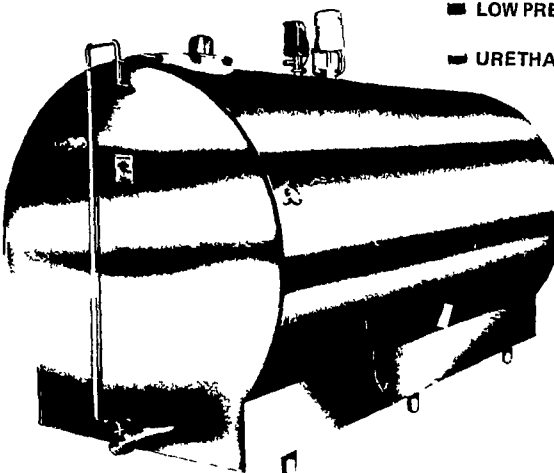
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