

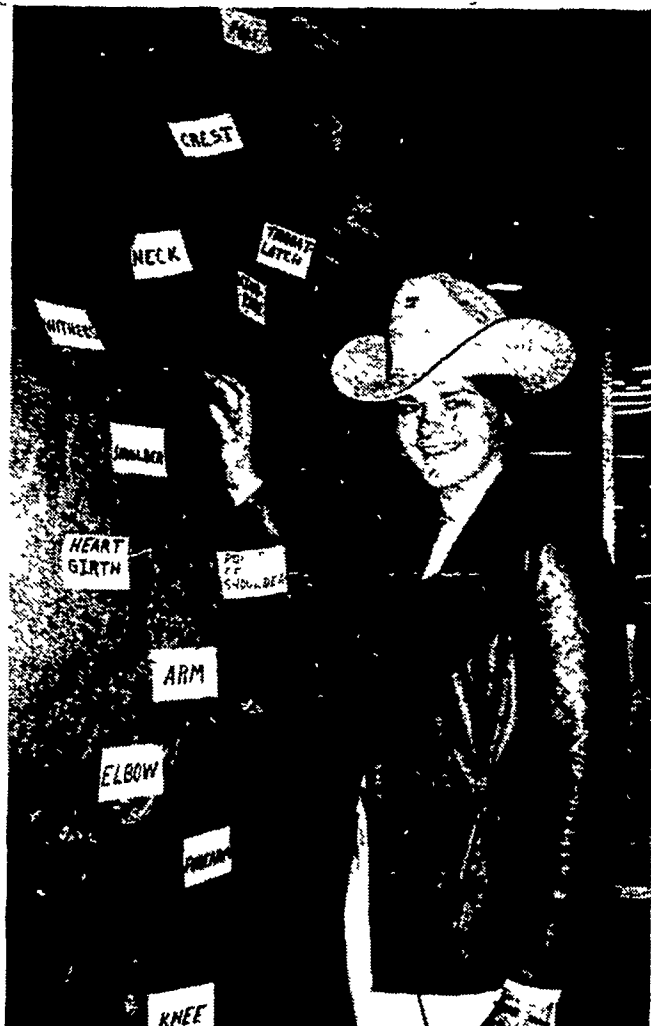
Poultry Federation

[Continued from Page 1]

prestigious trade associations for poultrymen in the country. As a major poultry state, they wanted to join the ranks of the many notable poultry state trade associations in the South. Their plans were specific with details of expanding activities, broader responsibilities, and equitable representation of the entire industry - from the smallest producer to the largest agri-business firm. All of these plans left only one question, how was it to be financed since membership dues alone do not totally finance any trade association. With some financial reserves to get started, they set their sights on their Annual (\$50-a-plate) Fund Raising Banquet as the solution when the reserves were gone.

Two and a half years later, their membership in the association has doubled. But the real Cinderella story is the Annual Fund Raising Banquet. With total sales of 340 tickets in 1974, they set as their first goal 525 tickets for 1975, 25 more than had ever been sold in the Banquet's five year history. When the 1975 Annual Fund Raising Banquet arrived, they exceeded their goal with 545 tickets. For the 1976 Banquet scheduled for April 1, 1976, at the Host Farm in Lancaster, they set a goal of 750 tickets. The Federation office reported with over two weeks to go, they had already passed the 800 mark.

All of this begged the question, how do you manufacture success? What



Natalie Immel poses by the Broken Bit 4-H display at the Expo held this week at Park City. The club's entry placed first in the display competition. Fourteen clubs in Lancaster County participated in the show.

is the secret? We got a lot of answers on this particular success story from Pennsylvania poultrymen. Some answers were as simple as moving the date for the banquet from the uncertain weather of Farm Show week to a spring date, changing the program from speakers to professional entertainment, adding door prizes and inviting well-

known Pennsylvanians as special guests. Some answers were more complicated such as the power of the new image of the association and developing a must-attend banquet atmosphere. Finally, some were more practical such as expanding the number of ticket salesmen (55 this year), selecting two key industry men to Co-Chair the event, Dale M. Weaver and Kenneth Longacre, giving recognition to participants through the association newsletter, and budgeting more money for the banquet. It is certain all of these have equal merit, but the real key here has special significance for all of agriculture - the power of determined people. We need to use that source more often for the protection and benefit of the most important people on this planet, those who provide our life sustenance.

4-H Expo staged

Fourteen 4-H Clubs throughout Lancaster County participated in the second annual Expo held this week at the Park City Shopping Mall. Members constructed and put up displays in the Watt and Shand area in order to tell the story of 4-H and its many projects and activities.

The Broken Bit Horse and Pony Club took first place honors for their display with the Boots and Saddles 4-H Horse Club coming in second. The Mt. Joy Community Club took third with honorable mention going to the E-Z Riders and the Rough Riders Horse and Pony Club.

One of the most interesting displays was a see-through chicken brooder which attracted the attention of many victors. Watching the baby chicks peck through their shell was a very novel sight for city children.

The 4-Hers will be having a

petting zoo and bake sale at the Mall on Saturday and will be manning an information booth in hopes of encouraging new members.

Ag-safety Tip

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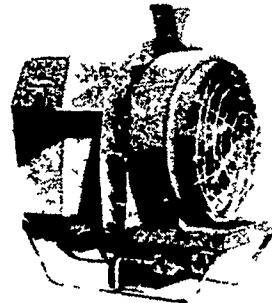
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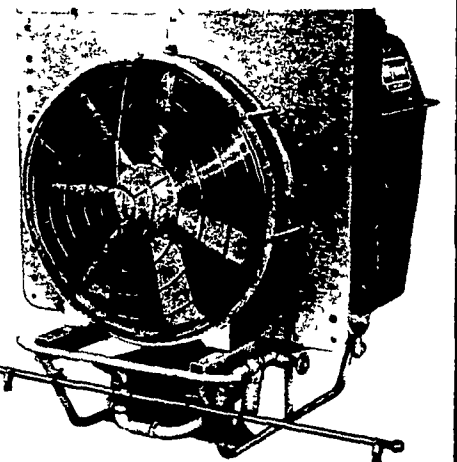
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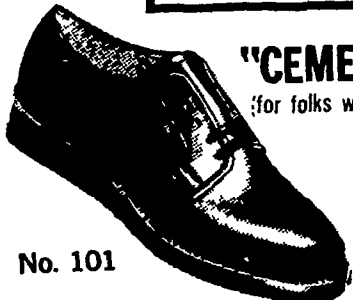
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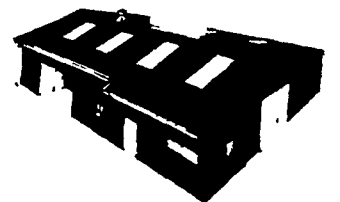
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