

DAIRY BUSINESS MANAGEMENT MEETINGS

SPONSORED BY RALSTON PURINA COMPANY



**FEATURE SPEAKER:
DR. J. P. EVERETT**

DIRECTOR OF PURINA DAIRY RESEARCH

Dr. James P. Everett, Director of dairy research for Purina, has been associated with dairying since his childhood on his family's Georgia dairy farm. He helped his father with the family's herd of registered Jerseys until he left the farm to attend Auburn University in Alabama.

After receiving his degree in general agriculture at Auburn, he directed his studies to a more specialized field and gained his Masters degree in dairy nutrition from the University of Kentucky in 1957. The final goal in his formal education came when he obtained his Doctorate in dairy nutrition in 1963 from Michigan State University.

He left Michigan State to become an assistant professor in dairy husbandry at North Carolina State University, combining teaching with further dairy nutrition research. From that post, Dr. Everett moved to St. Louis to become manager of dairy research for the Ralston Purina Company. In this position, he directs all the work at Purina's Dairy Research Center which involves research in the development of new and improved dairy rations.

Dr. Everett is an active member of several dairy research organizations, including the American Dairy Science Association and the American Society of Animal Science.

FEB. 8 (TUES) KUTZTOWN, PA.

FEB. 9 (WED) LANCASTER, PA.

FEB. 10 (THUR) GETTYSBURG, PA.

FEB. 11 (FRI) KNOXVILLE, PA.

MEETING AGENDA

- DAIRY TRENDS
- VITAMIN AND MINERAL REQUIREMENTS
- HERD HEALTH
- DRY COW MANAGEMENT
- HIGH ENERGY RATIONS
 - Test Cow
 - Hi-O Cow Concentrate 36B
- GETTING MORE OUT OF YOUR RECORDS
- QUESTION AND ANSWER SESSION

**MEETING STARTS AT 10:30 ENDS AT 3:00 P.M.
FAMILY STYLE DINNER AT NOON
COMPLIMENTS OF PURINA**

MR. DAIRYMAN,

MAKE YOUR RESERVATION NOW BY
RETURNING THE COUPON TO YOUR
PURINA DEALER OR TO

Purina, P.O. Box 266S,
% Lancaster Farming,
Lititz, PA. 17543

YOUR TICKET TO THE MEETING
WILL BE MAILED TO YOU PROMPTLY.

I Will Attend Purina's Dairy Meeting At
Kutztown Lancaster Gettysburg Knoxville
(Circle one of the above)

Name _____

Address _____

Zip Code _____ Telephone _____

Do you need transportation? _____

Number Attending _____

PURINA . . .

PLANNING TOMORROW WITH RESEARCH TODAY.

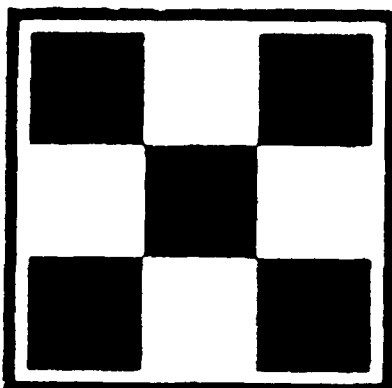
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