

# Businesswoman urges others to get involved

By JOANNE SPAHR  
LANCASTER, Pa. - Mrs. Joyce Hershey learned two things about poultry farming as a small child - you can't get much work done trying to feed a range of hens with empty buckets, and even though it is fun to watch chickens fall over when you hit them on the back of the head with a stick, they don't get up again after they fall over - which has had repercussions for you when the family finds out.

Mrs. Hershey was guest speaker for "Ladies Night" at the Pennsylvania Egg Marketing Association meeting which took place on February 11 at the Sheraton Conestoga near Lancaster. She is the secretary-treasurer of Hershey Equipment Company, Inc., Lancaster, as well as half of the husband and wife team that own the operation. Speaking on "A Woman's Role in Business," Mrs. Hershey made reference to

her beginnings in the poultry business, using this as a gauge to show her growth in knowledge of the industry. From her meager beginnings as a chicken feeder and a gatherer of eggs, Mrs. Hershey has moved forward to selling poultry equipment as complicated as an egg packer which packs 30-egg flats at the rate of 50 cases an hour. At present, she and her husband Don run a poultry and livestock equipment

business that is known for its installation and service of its products. At Friday's meeting, however, she explained that this wasn't always their business. Originally, she had been a city girl who married a poultry farmer who installed poultry equipment as a sideline. While he was out working at night, she gathered the eggs for him. The business eventually grew to the point where they went to full time in-



Mrs. Hershey

respect you and your ideas more than you might think." She especially encouraged the women present to become active in the promotion of eggs. "Because we entertain and get together with our homemaker friends, we have so many avenues open to us to promote our product," she explained. To illustrate her point, she gave some examples of what she and other women are doing to help advertise their commodity.

"We can use eggs in our hors d'oeuvres at parties," she noted. And, she told the story of one friend who uses eggs as a snack food for her children when they come home from school. She also brought to light the example of a business she visited recently where the employees have large bowls of hard boiled eggs available to them to eat along with their coffee breaks in the morning.

"At the time I visited, the eggs could be purchased for five cents a piece," she commented. "Now, where can you get a breakfast snack for that low amount of money with all the nutrients as well?"

The egg marketing meeting and dinner was a good example of the case cited. For the first time since the group has begun assembling for their monthly meeting, they displayed an edible egg centerpiece at Friday's meeting. They are trying to get more restaurants interested in the idea.

Another suggestion Mrs. Hershey offered was that women should share their recipes with each other.

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stallations, and then four years ago, they took on a distributorship. At present, they have about 50 employees working for them with Mrs. Hershey and her husband in the key roles of leadership.

Says the lady who learned to grow in expertise when the need arose - "Women can do just as much as we want to when it comes to business." Mrs. Hershey firmly believes that women are good for the business world because their ideas are so different from men's. "Oh, sometimes our ideas are not that feasible," she commented with a grin, "but, most of the time we can come up with some fairly new angles that they (men) wouldn't even think of." So, at the Ladies Night, she urged the women to get involved and add their points of view, because in her experiences, "Men are always willing to listen, and they

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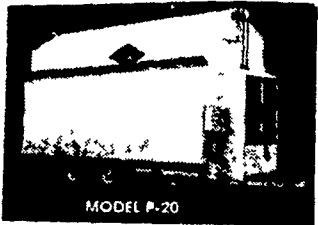
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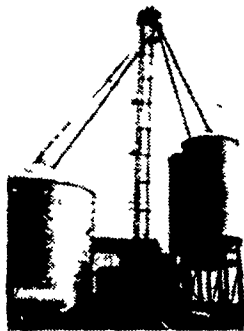
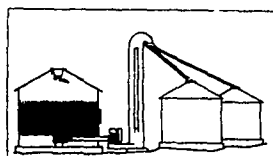


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