

First in a series of interviews with Glenn Shirk

Lancaster's dairy agent talks dairymen

**BY PAT KAUFFMAN
LANCASTER** —
Dairymen. We think of them in connection with the work they do. They are interwoven in their work. The success of their business depends as much on their capabilities as it does on the genetics of the cows they milk. Yet we seldom

everything he does. They are the great multiplier of his time, his feed and the money he has invested. And because dairying is hard work, he has to love his work. Next, I think he has to be a man with a goal, a dream. He must know what it is he has set out to do. And he

because in the testing, he is contributing to the industry, helping to prove young sires.

An outstanding dairyman must be well-versed. He must know what is going on and must be concerned with issues that affect him now and also in the future.

And that leads to another point, I think he has to be a man who is supportive of common cause efforts in areas such as marketing, legislation, and land preservation.

In some instances, he must be a man who preserves his right to continue dairying in an area as it becomes increasingly urban. He must be concerned with directing the future of his own and future dairymen's existence.

A top dairyman has to have a high level of

I think the successful dairyman must be well-disciplined with initiative and determination. When the cows need tending, he must discipline himself to be there, even though staying at the auction or visiting with friends a little longer may be more pleasurable.

He may have to discipline himself to give up personal comforts to invest his time and his money into establishing his business so he can reap the benefits at a later date.

This dairyman must have a keen desire to stay abreast of new developments, but be cautious enough not to be the first to try every new concept that comes down the road.

He must be a man with an open mind. He must be a



While Glenn frequently talks management in articles for Lancaster Farming, he was in top form in an off-the-cuff interview on dairymen.

"An outstanding dairyman has to be a man who likes his animals....."

focus on the dairyman himself.

We survey production charts and identify top herds and assume that they belong to outstanding dairymen, but what is a dairyman? What separates the outstanding dairyman from the rest in his field? How can any dairyman achieve greater success?

In this the first of a series, Lancaster Farming takes an in-depth look at these amazing businessmen.

In a series of interviews, Glenn Shirk, Lancaster dairy extension agent gives his answers to these and other questions.

Glenn, how would you define an outstanding dairyman?

I think, Pat, an outstanding dairyman has to be first and foremost a man who likes his animals. If his animals are cows, he must enjoy working with cows. Cows need to be the focus of

must be able to set realistic goals for himself and his family.

An outstanding dairyman must have a business mind. Dairying is a business. And to achieve success, it must be well managed.

And in order to carry through with the business plans and goals, he must have enough discipline to give up personal pleasures, when necessary, for his cows.

He also has to be, I think, a man who gets involved. He must be willing to serve on committees and to voice his opinion, while at the same time being sure he doesn't devote too much time to outside responsibilities and neglect his cows.

He must be a man who contributes to the dairy industry. He would probably be on some type of production testing, both for business analysis and

...he must be a man who preserves his right to continue dairying...

production, but not necessarily the highest. He must be successful, but not necessarily the most successful. He must be involved but not so totally involved that he neglects his family and his farm.

Given these criteria, Glenn, what personality traits are needed to be successful in dairying?

Success can be defined many different ways, and while there are certain standards such as production records to judge success, I think Pat, a successful dairyman must be one who sets goals for himself.

He is a man who recognizes that dairying is an emotional and physical strain on himself and his family. He sets realistic goals for both his business and his family. And he recognizes that these two goals must be compatible.

When the business goals are used to reinforce the family's goals, to help the family achieve a certain standard of living or a certain direction, it focuses everyone's efforts and gives the family a common cause to work toward.

And I think once these goals are established, he must, in order to be successful, review these goals to see that they are realistic and that the steps he takes in his business are headed toward these goals.

chance to work toward the genetic potential they possess so that they enjoy doing it.

He must be well-versed.

enjoys, he does a better job of it. I think that's particularly true of dairying.

In next week's paper, we'll take a look at dairy

...when the cows need tending he must be there."

Whether this comes from reading, educational meetings, working for others, or visiting other farms, he must know his field.

He must be able to analyze his own performance. He must be able to identify hidden motives in the business moves he takes, to assess whether the decisions he has made have helped or hurt his business.

And last, to be successful, he must derive satisfaction from dairying. The time demanded would make it impossible for someone who did not enjoy the business to be successful. When a man is doing something he likes and

management. What does it take to be a good manager? What steps can dairymen take to make their operation more successful? How can they set realistic goals? And what methods can they use to reach those goals?

Bedford announces Dairy Princess contestants

BEDFORD — Seven young ladies will vie for the 1980 Bedford County Dairy Princess title on Friday, June 20 at the Northern Bedford County High School.

Contestants include: Karen Bechtel, daughter of Mr. and Mrs. W. Bechtel, R1 New Enterprise. Karen is 16 and her family has a herd of 42 Holsteins.

Sharon Bence, daughter of Mr. and Mrs. J. Roy Bence, R2 Bedford. Sharon is 18 and her family has a Holstein herd of 31 cows.

Wendy Kay Bence, daughter of Mr. and Mrs. Glenn Bence, R1 Schellsburg. Wendy is 16 and her family has a herd of 31 Holstein milkers.

Drena Closson, daughter of Mr. and Mrs. Elmer Closson, Roaring Springs. Her family has a herd of 71 Holsteins and she's 16 years old.

Suzanne Kay Diehl, daughter of Mr. and Mrs. William Diehl, R4 Bedford. Suzanne's family has a herd of 40 Ayrshires and she's 17 years old.

Judy Deputy, daughter of Mr. and Mrs. Edward Deputy, R4. Judy comes from a 120 cow Holstein dairy and is 17 years old.

Kimberly Ann Wakefield, daughter of Mr. and Mrs. John Wakefield, R4 Bedford. Kimberly's family also milks Holsteins with a herd of 97. She is 17.

A get acquainted party will be held Saturday, June 7 at the home of Zeta Furry, the reigning Dairy Princess. The girls are scheduled to do a promotion at Everett IGA on June 13 and 14. And they will be taping a John Reilly show on Tuesday, June 17 to be aired on Friday, June 20 at 6:30 a.m.

Avian vet assoc. forms

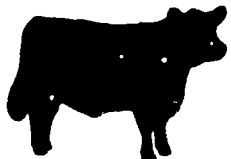
DOYLESTOWN — The Pennsylvania Association of Avian Veterinarians met for the first time on May 7-8, at Delaware Valley College.

The two day conference featured discussions and scientific presentations relating to the various aspects of poultry and cage pet bird health problems.

The association elected the following officers for 1980-81 and 1981-82: Robert J. Eckroade, president; I. Howard Kahan, vice-

president; Dwight Schwartz, program chairman, president-elect 1981-82; and Edward T. Mallinson, secretary treasurer.

Wilbur Amand, Gloria J. Goodman, and Wilson L. Miller were elected to the Board of Directors.



Let Us Know Your Service Problems
HOOVER DIESEL SERVICE
PH: 717-656-6133
2998 West Newport Rd.
Ronks, PA 17572

BIG BONUS BEANS

AGRIPRO soybeans are the No. 1 selling commercially-developed soybeans in the country for just one reason: They're selected from thousands of test beans to deliver the greatest possible yields. That's why they're called BIG BONUS beans. Stop by and let us help you select the AGRIPRO variety or blend that's just right for you.

THINK AGRIPRO

P. L. ROHRER & BRO., INC.
SMOKETOWN, PA PH: 717-299-2571

FORD BALER BUYNANZA!

SAVE UP TO \$200 ON NEW FORD 532 AND 542 BALERS!

Between now and July 31 1980 is the time to start making hay with a new Ford Baler. Special cash incentives from Ford to us enable us to pass savings on to you during this limited time offer when you buy a new Ford 532 or 542 baler! The 532 is for the hay man who wants fast baling with a minimum investment. For large tonnage or rough terrain pick the heavy-duty 542. Wrap up haymaking in a hurry and hurry in to save up to \$200 before the end of July!

Used 9 ft. Mower Conditioner Priced To Sell

LANCASTER FORD TRACTOR, INC.
(THE FRIENDLY STORE WHERE YOU GET MORE)

1655 Rohrerstown Road, Lancaster, Pa
Flory Mill Exit off 283
Phone 717-569-7063