

# Holstein Association to open Harrisburg regional office

BY CURT HARLER

**HARRISBURG** — Walk in the back door of the R.J. Fried real estate office, turn right twice through the yellow halls, walk to the top of the stairs, and Mel Hertzler will welcome you to the new Holstein Association field office.

The field office program officially gets underway on January 1, 1981. But already Hertzler, the Harrisburg area manager, is in his office preparing for full-time operations.

The office, located at 4400 Jonestown Road, Harrisburg PA 17112, is one of five such facilities in the country. Jonestown Road also is known as Rt 39, and the office is located on the north side of the road, a few miles west of I-81.

The Area office is part of a program to localize Holstein services and save time and money.

In the Harrisburg area alone, the new office is expected to save Association members about \$75,000 a year in travel expenses, car rentals and airplane tickets for classifiers and consultants.

It will allow Holstein Association employees to get home almost every weekend. Under the old system where they worked out of Brattleboro, Vermont, employees often were on the road three weekends of every month.

Scattering offices around the country also will bring Holstein officials closer to the dairymen, Mel Hertzler points out.

The other area field offices will be located in Louisville, Kentucky; Eau Claire, Wisconsin; Kansas City, Missouri; and Fresno, California.

"We hope we can be a bit more personal, give better service, and be in a position to get feedback from the farmers," Hertzler says.

The Holstein Association offers its members about 20 programs. "Maybe some are not needed, perhaps some new ones should be started," he says, adding that the Area men are expected to learn which programs are which from local farmers.

The Harrisburg office will coordinate activities in the 14 states making up Area I. They include states from Maine down the coast to North Carolina, including West Virginia. The area is divided into two regions, the first starting at the New York-Pennsylvania line and going north; the second including Pennsylvania and states to the south.

Six classifiers will be in each of the two regions, for a total of 12 classifiers in Area I.

At present the Harrisburg area has four full-time classifiers and one part-time person. Hertzler said the number will be brought to six sometime next year.

He noted that 42 percent of the cows in the United States which are classified are classified in Area I.

A big cow state like

California represents only five percent of all classifications.

Number two area on the list of number of cows classified is Area III which includes Minnesota, Wisconsin, and the two Dakotas.

Each of the five areas has about the same number of cows.

The Area offices will help Holstein Association employees with paperwork. This will free up consultants to make more visits to the farm.

It is expected the average consultant will spend one day in the office and four on various farms helping Association members.

The consultants will not necessarily work out of the Harrisburg office. But Harrisburg was chosen because it offers easy access in and out of the entire northeastern region.

It is central in the 14-state area, has good Interstate highways, the Pennsylvania Turnpike, and an airport.

The job descriptions for Area managers like Hertzler have not been rigidly defined. By next year, though, the managers are to have a good idea of how they are to work.

Several potential problems were solved for the Association by going to Area offices.

First, the field staff had grown to the point where it was too large to be administered effectively from Vermont without adding more staff there.

Secondly, having all classifiers in an area will allow Classification Manager Ronald F. Silverthorn to keep a more uniform nationwide classification system.

Some people feared breaking the nation into areas eventually would mean certain areas would classify for different traits in different ways, Hertzler says.

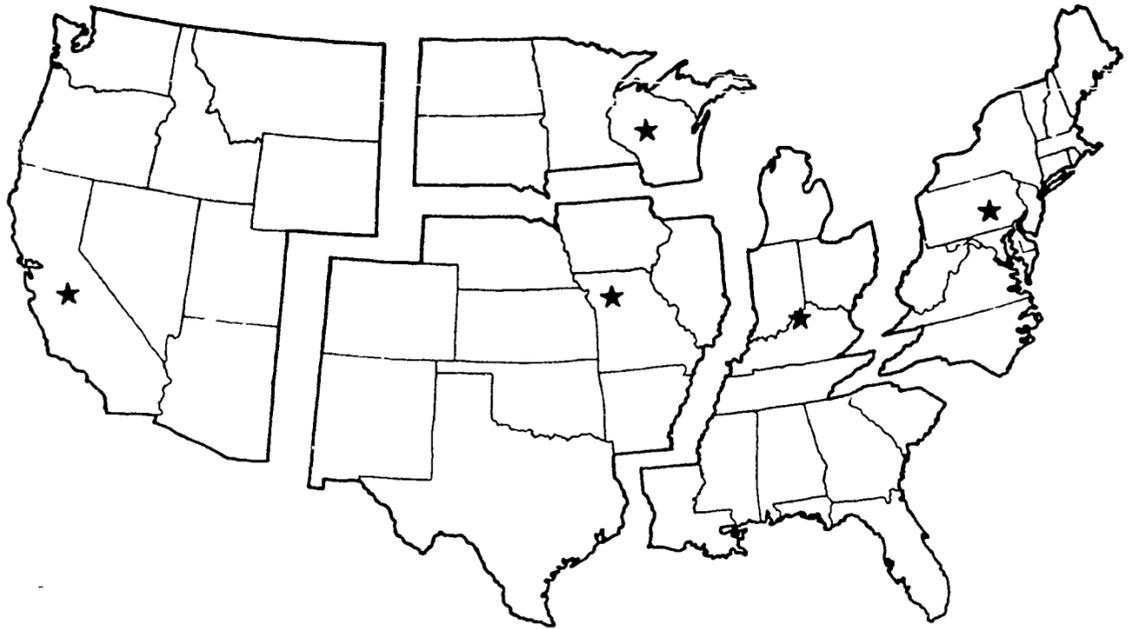
But, he notes, with classifiers concentrated in one area it will be easier for Silverthorn to maintain contact with the classifiers, hold more meetings on a more regular basis, and keep the needed uniformity within the breed.

Record keeping on cow histories probably will continue to be done in Vermont. Registration cards, at least for the foreseeable future, will be mailed to Vermont, too.

This is because the National office has the computer system and trained people to handle the registration information.

"After the kinks are ironed out of the new computer setup the turn-around time on registrations should be much quicker," Hertzler promises.

Operating the office with Hertzler will be his wife, Suzi, who will act as secretary. In fact, in two of the Area offices the Area manager's wife will act as secretary, bring her



Five area offices are to open January 1, 1981 to serve members of the Holstein Association. They include the local Area I office at Harrisburg, and

offices at Louisville, Kentucky; Eau Claire, Wisconsin; Kansas City, Missouri; and Fresno, California.

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