

Lancaster, Lebanon Inter-State Locals meet

BY SHEILA MILLER

MT JOY — Members of District 7 of Inter-State Milk Producers' Cooperative met Thursday for their annual banquet.

Business for the day included the election of officers for three locals.

In the Donegal Local, Donald L. Hershey was elected president. Assisting him will be John M. Gingrich, vice president and Preston W. Newcomer, secretary-treasurer.

Three delegates chosen for Donegal include Elvin K. Breneman, J. Wilmer Eby and Earl N. Landis, with alternates Paul M. Fahnestock, Marvin Nissley, and Paul Sauder.

Hauling committee members for the Christ Herr route and the Lloyd

Welk route respectively are Gerald

M. Whisler and Donald L. Hershey.

Ray P. Bollinger was elected president of the Lititz Local, with Clyde M. Buchen serving as vice president. Secretary-treasurer for the Local will be Earl C. Stauffer.

Lititz Local delegates included Galen W. Crouse and Paul S. Horning, with alternates Raymond K. Burkholder and Mervin Sauder. Noah W. Kreider, Jr. was selected hauling committee member for the Leo Swartzentruber route.

And, in the Lebanon County Local, Robert Sollenberger will be serving as president and John C. Bartsch will be vice president. J. Melvin Brandt will serve as secretary-treasurer.

Delegates for the Local will be Donald K. Bomberger, Howard Kopp, and J. Melvin Brandt, with alternates Ray Kennedy, Gary E. Miller, and J. Calvin Zimmerman.

The Inter-State members heard from three active women in the dairy industry.

Connie Balmer, the Lancaster County Dairy Princess, motivated the group with her talk called "Milk — the American Way." And Joyce Graybill spoke about the promotions program of the American Dairy Association. Kathy Gill, the new Inter-State public relations director, made her debut at a Local luncheon.

Graybill expounded on the REAL program which she ex-

plained is an effective way to identify real dairy products and develop more consumer awareness. She mentioned recent promotions which linked milk with the dental health week and tooth brush sales, and the most recent one which nostalgically advertized milk with Hershey's cocoa and an old-time stoneware mug.

Coming up, she announced, are programs like a sweepstakes called "Milk's Good as Gold", where consumers will have to match the REAL seal in a newspaper ad to one in the supermarket to possibly win \$10,000 or a year's supply of groceries.

Her excitement was hard to conceal as she told of a fall cam-

paign with Tastykake and a potential breakfast campaign with McDonald's.

Other programs include sports with the Baltimore Orioles and the Philadelphia Phillies sponsoring promotion programs.

And, Graybill concluded, the milk industry has reached the space age. Promotion help is coming from a robot who can give a milk pledge, sing a milk song, and cheers for its product. An electronic milk game helps to capture the attention of kids and adults alike.

The I-S members were reminded to practice sound management in the barn by fieldman Andrew Marvin, which set the stage for

(Turn to Page A27)

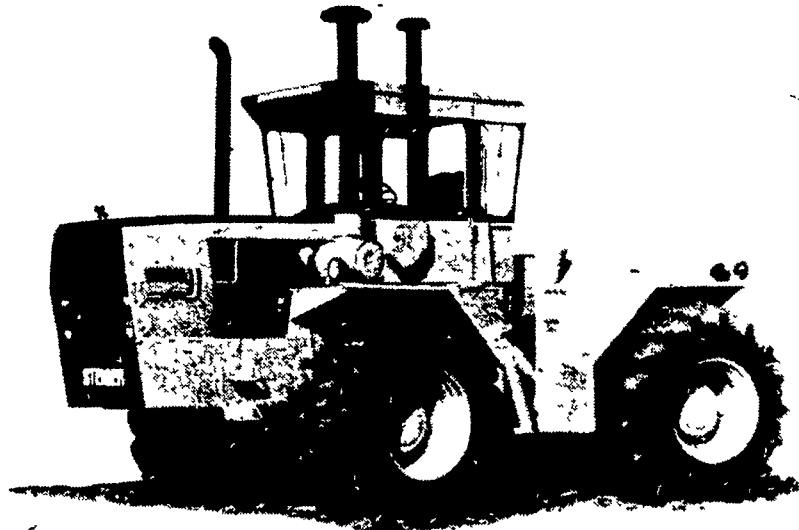
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