

## “It pays to advertise,” says HFA rep

**BY DONNA TOMMELLEO**  
**BONNEAUVILLE** — Farm brochures, professional photos and file cards of interested buyers are just some of the tools breeders should use to successfully promote their product — the registered Holstein.

The advice was handed down Tuesday night down by members of the state and national Holstein Association.

Mike Weimer, Clarence Stauffer and Dave Wagner spoke to more than 60 people at the annual meeting of the Adams County Holstein Association, held at the Richard Herr farm near Bonneauville.

Following a tour of the Herr facilities, which included a new free-stall barn, manure lagoon and a total-mixed ration feeding

system, the group was treated to an informative lesson of marketing strategy.

Weimer, state Holstein sales director, explained that effective advertising can pay off with increased sales.

He urged the group to check various publications and compare ad styles.

“Jot down what ads you would read,” said Weimer. He stressed professional photos are a must and said black and white shots can be just as effective as the more expensive color.

However, if a breeder goes all out with a full color photo, Weimer suggested the ad should be run in a national publication to allow for the greatest exposure.

It was pointed out that breeders should concern themselves with



Richard Herr, host of the Adams County questions about his total mixed ration feeding Holstein Club's annual meeting, answers system.



Clarence Stauffer, National Holstein Association representative, tells club members their average semen cost can be one-half of current veal calf prices.

two types of ads — image and stock for sale.

The image ad should have one main message and highlight a distinctive achievement. If successfully developed, the ad will identify the breeder in the industry.

The stock for sale ad should be designed to generate immediate interest. The ad should include all pertinent pedigree and sire information.

Once a breeder's ad does attract attention, public relations plays a big part. Follow-up calls before and after a sale helps assure buyers they are receiving personal

attention.

Weimer explained the size of the ad is important. A breeder will get more exposure with smaller, frequent ads rather than one expensive full-page ad that occasionally appears in publications.

Clarence Stauffer, national consultant for Eastern Pa., discussed sire summaries and their use. He discouraged the use of a home bull because proofs would be based on only one herd.

He urged the group to check pedigrees on high-selling animals when choosing bulls for a breeding program.

“You'll soon know what bull you

should be using,” he said.

Once a breeder selects desired traits, Stauffer encouraged the use of outside help when developing a breeding program.

“Do get some assistance. It'll be money well spent.”

National manager of consultation services, Dave Wagner reported on linear-type classification and pedigree content.

The Adams County group is planning an all-day tour of several Maryland dairy farms, July 29. Any interested parties can contact the Adams County Extension Office.

## York Jr. Holstein members practice showmanship

**BY JOYCE BUPP**  
**Staff Correspondent**

**EAST BERLIN** — Veteran dairy exhibitor Barbara Kilgore led, backed and posed a just-halter-broken calf to outmaneuver all other contenders for the showing championship at York's Junior Holstein fitting - showing workshop on July 15. Host for the annual event was the Rodman Thompson family

A 4-H and FFA member for several years, Barb adds the champion showing ribbon to numerous others she's won in recent years. She's the daughter of Mr. and Mrs. C. Robert Kilgore, R2 Airville, and president of the junior club which sponsored the practice session.

Reserve champion showman was Bridgette Boyer, in her third year of dairy show ring com-

petition. Bridgette is the daughter of Mr. and Mrs. Thomas Boyer, York, and topped her intermediate category in show ring skills.

Due to a large number of members in the beginners age group, the showing competition for the younger exhibitors was split into two classes. Winners were Angela Cooper and Joe Arnold.

Top place fitters were the skilled senior team of Todd Warner and Dana Doll. In second place for the fitting awards were host Roy Thompson and junior member Angela Cooper.

Judge for the dairy show ring skills workshop was Holstein breeder Thomas Dum III, Dumble Farms, Landisburg.

A list of winners follows.

### Fitting

1. Dana Doll, Todd Warner; 2. Roy Thompson, Angela Cooper; 3. David King, Steve Eisenhart; 4. Amy Shoemaker, Heidi Von Lange, Tim Warner; 5. Joe Arnold, Gary Crowl.

### Showmanship

#### Senior Division

1. Barb Kilgore; 2. David King, 3. Heidi Von Lange, 4. Darryl Rohrbaugh, 5. Gary Crowl;

#### Intermediate Division

1. Bridgette Boyer; 2. Steve Eisenhart; 3. Todd Stine; 4. Susan Eisenhart, 5. Jana Beth Fantom

#### Beginners

Group 1. Angela Cooper; 2.

Amy Shoemaker; 3. Andi Kautman; 4. Todd Warner; 5. Denise Godfrey; Group 2. 1. Joe Arnold; 2.

Angie Shoemaker; 3. Tim Warner; 4. Paul Rauhauser; 5. Kelly Kilgore.



Barbara Kilgore, second from right, was selected champion showman at York Junior Holstein club's annual fitting workshop, and Bridgette Boyer, second from left, was named the reserve showman. Ribbons were awarded by alternate dairy princess Nancy Eisenhart, and Tom Dum III was official judge for the several categories of competition.



Judge Tom Dum III picked the fitting team of Todd Warner, left, and Dana Doll as the champion fitters at the York Junior Holstein fitting-showing day.