

# Penn State specialist wins Extension award

UNIVERSITY PARK — Dan E. Moore, associate professor of rural sociology at Penn State has been named recipient of the 1981 Cooperative Extension Service Award.

The annual award is presented to a member of the Pennsylvania Extension staff for outstanding educational programming. Moore was honored during the recent Extension Conference held on the University Park Campus.

According to Thomas B. King, Penn State associate dean for extension, the award winner was cited for planning and conducting "Pennsylvania: The Citizens' Viewpoint," a survey of Commonwealth citizens which has made their views and concerns accessible to decision makers throughout the state.

The survey, initiated in 1979, focused on attitudes concerning housing, welfare, energy, juvenile crime, garbage disposal, teenage drug and alcohol abuse, attitudes toward state and local government, recreation, employment, and public transportation.

To select the appropriate survey questions, Moore contacted over 100 individuals and groups, ranging from local mayors and civic organizations to state legislators and the Governor's office. He also encouraged each agency and group to submit questions they saw as most important to their mission in the 1980s.

In early 1980, 20,400 Pennsylvanians received the questionnaire, a 1 in 1,000 sampling rate. Participants were randomly selected to include all age groups.



Dan E. Moore

The overall response rate for the study was 73.4 percent.

One month after the last questionnaire was received, a 16-page illustrated tabloid highlighting the results was published. The publication provided general information in broad issue areas and an invitation to interested parties to request pertinent, detailed data.

As a result, about 200 special reports have been prepared. Moore and other Extension staff members assisted in defining the survey information to appropriate groups and agencies and provided follow-up presentations and training.

The award winner also developed special reports of specific interest to the Extension Service for each region of the

Commonwealth. He prepared topical reports on 4-H and family living issues and a variety of Extension program planning subjects at local and state levels.

The Governor's Office of Policy and Planning used "Citizens' Viewpoint" data in preparation of its "Choices for Pennsylvanians" document detailing and economic development and community conservation strategy for the Commonwealth.

Throughout the state, Area Agencies on Aging used survey results in annual plans to document local attitudes toward senior citizen issues.

A study of performance measurement of Pennsylvania's road system used "Citizens' Viewpoint" data to examine the correlation among rideability measures, training observer reports, administrative ratings, and citizen opinion by county.

Moore, a member of the Penn State Department of Agricultural Economics and Rural Sociology faculty since 1977, earned a bachelor of science degree from Ohio State University and master of science and doctor of philosophy degrees from the University of Wisconsin.

## Ag engineer retires

(Continued from Page D10)

Extension circulars, fact sheets, and journal articles plus more than 50 feature magazine articles.

A veteran of World War II and the Korean Conflict, he was active in the U.S. Army Reserve until his retirement as a colonel in 1972. He completed the Army Logistics Management course for senior officers and is a graduate of the Army's Command and General Staff College and the Industrial College of the Armed Forces.

Wooding is a member of Gamma Sigma Delta, honor society in agriculture; Alpha Epsilon, honor

society in agricultural engineering; and Epsilon Sigma Phi, national honorary Extension fraternity. He is a charter member and past president of the Extension Professors Association and member of the Pennsylvania Board of Extension Professional Associations.

He and his wife, the former Ann Lightner, of Tyrone, are the parents of three children, all of whom attended Penn State.

## Third Nat'l Charolais Sale grosses \$233,150

LOUISVILLE, Ky. — Gross receipts of \$233,150 brought a solid \$8,110 average at the Third National Charolais Sale held here Thursday, Nov. 19.

The 30 buyers from 17 states and Canada bid actively on the 28 3/4 lots in the West Sale Ring at the North American International Livestock Exposition. The sale followed the 13th National Charolais Show and included nine added lots from the show.

Topping the sale at \$24,000 was a 1/4 semen interest in Hickory Lane Professor who was slapped 1981 National Grand Champion Charolais Bull just a few hours earlier. He was consigned by the Roger Hunsley family of West Lafayette, Ind., Royal Charolais Co. of Greensburg, Pa., Cec Romanelli Charolais of Bradford, Ontario, Canada, Wat-Cha Charolais of Bradford, Ontario and Ron Shada of Martelle, Iowa. Buyer was the Professor Syn-

dicade. A May 11, 1979 summer senior yearling son of HCR Expectation 289, Hickory Lane Professor was National Reserve Champion Bull of the 12th National Charolais Show.

High-selling female was the 1981 Reserve Grand Champion Charolais Female in Louisville, Miss JKN Junior 13M. Owned in partnership by Stone-Del Farms, Hartville, Ohio, and Wagner Bros., Charolais, Harris, Sask., Canada, Stone-Del purchased full possession for \$34,500.

J C Enterprises purchased 1/2 interest and 1/2 possession on a ten-month-old heifer from Adams Charolais Farms, Springfield, Ohio, for \$10,000. The heifer is ACF Dottie 601 and this includes breeding privileges to any Adams Farms herd sire, including Apocalypse.

Riverwood Kickoff 1960, a November 1980 son of Riverwood Elevation 44, was purchased by Hanford Farms, Lebanon, Penn., for \$15,000.

American Breeding Co., Crestwood, Ky., purchased one-half interest in two females, J Bar J Madam X 806 and Hickory Lane Camilla 65. That interest sold for \$18,000.

A total of 27 females brought \$185,150 for an average of \$6,857. The 1 3/4 bull lots sold for \$48,000, average \$27,429. Altogether, the 28 3/4 lots sold for \$233,150 for an average price of \$8,110.

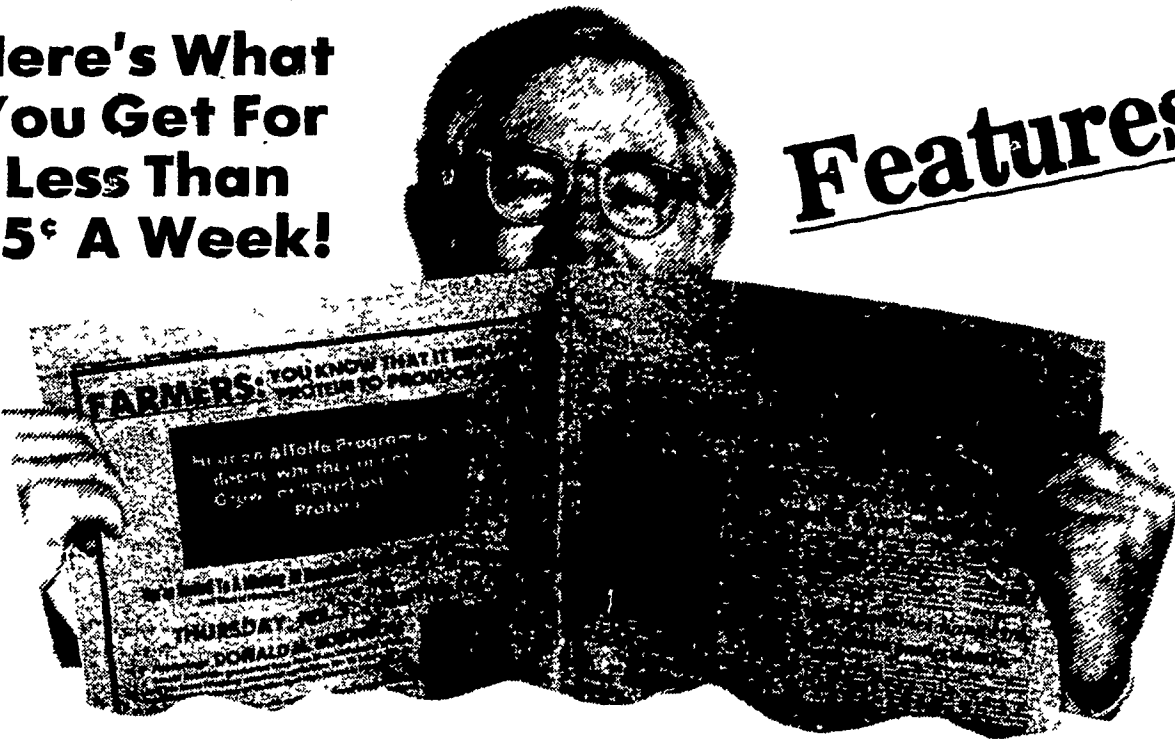
Sale manager was Buzz Garey, Morrisville, Penn.

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