

Mid-Atlantic Direct Marketers to convene in Lancaster

LANCASTER — The 1984 Mid-Atlantic Direct Marketing Conference will be held at Americana's Host Farm Resort in Lancaster on February 21-23. Some of the finest direct farm markets in Pennsylvania are located in Lancaster County. With over 50 such markets in the county, direct marketing is highly competitive.

On Tuesday afternoon, Feb. 21, a tour of three selected direct marketing outlets in the Lancaster area has been planned. Last year was the first time to have a tour with the conference and it was a big hit. This year the tour will include Cherry Hill Orchards Outlet, Pine View Dairy Market, and Central Lancaster's Farmer's Market.

Wednesday's schedule offers a full day of seminars, workshops, and panel discussions. A general session in the morning will focus on merchandising. Multiple educational sessions in the afternoon will deal with displays, merchandising, advertising, and promotion. A panel discussion will address the question of how to get started in direct marketing. A separate session will address concerns of milk jugglers.

Wednesday evening convention goers will have the opportunity to dine and relax. A banquet and presentation of awards are scheduled early in the evening followed by dancing, swimming and entertainment.

"Motivation and success stories" are the subject of Thursday's general sessions. Successful direct market operators will talk on selecting and training employees, and bringing customers back.

A commercial exhibit area will feature over 50 exhibitors who will have displays set up throughout the entire conference.

Sponsors for the event

Cooperative Extension Service in Delaware, Maryland, New Jersey and Pennsylvania, Retail Farm Market Division-PFA, Maryland Farm Market Association, Pennsylvania Milk Juggling Association, and the soon to be formed Delaware Direct Marketing Association.

Registration for the tour and conference is required. A late registration fee can be avoided by registering with one of the above sponsors before Feb. 14.

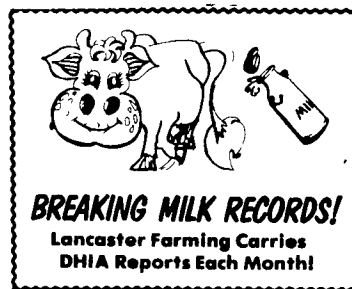
Persons who would like to have accommodations at Host Farm Resort, should contact the resort directly at telephone 717-299-5500

Brubaker to speak

EPHRATA — David Brubaker, Executive Vice President of PennAg Industries Association, will speak at a meeting of The Fertilizer Institute (TFI) on Thursday.

A long-standing member of the TFI Resource Use Subcommittee, Brubaker will address the group

concerning the role of state associations in combatting non-point pollution problems. He will deal with the work of associations in educating the press, public, farmers and fertilizer dealers and manufacturers about this environmental hazard.



WESTFALIA HIGH TECH DAIRYING[®]

CODATRON

Individualized computer feeding system

To be successful in dairying today you know how important it is to be in complete control of your feeding program and to have all the information possible on each and every cow. That's why Westfalia has developed the Codatron Individualized computer feeding system. With Codatron milk production and profits can be maximized while minimizing health problems thanks to an early warning system. And unlike many other units Codatron is an expandable system that won't become obsolete.

The feeding system is quality built and basically fool proof and automatic. You'll have dairy reports of herd conditions and performance. Ration adjustments can be made quickly and easily. You'll be alerted to problem cows fast.

The Codatron is available in two basic models. The F 26 with feeding capabilities to 999 cows up to 26 feeders double ration capability with dairy consumption reports. The Model L offers feeding plus breeding management capabilities.

And that's not all. Westfalia's Codatron is designed for expansion into parlor data milk functions and home computer interfacing. Watch for new breakthroughs to be introduced soon!

Contact your Westfalia Sales Center today. Find out why Westfalia is truly the leader in high tech dairy equipment. For the name and location of your nearest Sales Center call or write



NE REG MGR
NY, PA, NJ, CT
MA, VT, RI, ME, NH
ROBERT E. TURNER
R D. #1, Box 11
Aspers, PA 17304
717 677 9301

SALES ENGINEERS
NORTHWEST PA & NY
TOM MOORE
28 Petrolia St
Bradford, PA 16702
814 362 3933

MD, DE & VA
DAVE PATTERSON
P O 246
Upperville, VA 22176
703 592 3845

NATIONAL HEADQUARTERS
WESTFALIA SYSTEMAT
DIVISION of CENTRICO
1862 Brummel Dr
Elk Grove, Ill 60007
1 800-323-6723
312 437 8660

See The WESTFALIA CODATRON COMPUTER

On **TUES. and WED., JAN. 24 & 25**
At The **ANNUAL FARMERS WEEK**
In The Convention Center
Cherry Hill, N.J.

Westfalia Sales Centers

CHAMBERSBURG
Cumberland Farm & Dairy Supply, Inc.
Larry Hughes
Gary Walton, Sales Mgr.
717-263-0826

COCHRANVILLE
Farm Construction & Equipment
Robert L. Janney
215-593-2365

JERSEY SHORE
Tom L. Dunlap
717-398-1391

LINDEN
William's Farm Supplies
(Sales Area Centre, Columbia & Montour Co.)
Dave Williams
717 398-2492

LITITZ
Fisher & Thompson Assoc.
Amos Fisher
Rick Thompson
717-627-1530

McALLISTERVILLE
Saner Farm Systems
Orlyn Saner
717 463 2606

MIFFLINBURG
Wehr's Dairy Equipment
Mark Wehr
717-966-1396

MT BETHEL
K.C. Dairy Service
Kevin Correll
717-897-5141

NEW WILMINGTON
Chuck Moose, Inc.
412-533-3077

SCHWENKSVILLE
Penn Valley Cropstore, Inc.
Dale Stutzman
215-287-9650
215-944-0126

SPARTANSBURG
Brenner Dairy Equipment
Albert Brenner
814-654-7309

TROY
Dairyland Sales & Service
Jim Kelley
717 297-4128

WILLIAMSBURG
Longenecker Implements
Dale Longenecker
814 793 3732

SYKESVILLE, MD
Dairyman Inc.
Mid-Atlantic Division
William Stauffer
301 795 2727
301 781 7020

SPECIAL WESTFALIA DEALERS FOR THE AMISH DAIRYMAN

BELLEVILLE
Byler's Diesel & Refrig. Service
Daniel Byler
717 483 6446
Answering Service

KIRKWOOD
Elam S. Stoltzfus
717 529 2623
717 529 2668
Answering Service

PARADISE
Lloyd Ranck
717-687 6361

REBERSBURG
Tim's Diesel Service
Tim Stoltzfus
814 349 5110
Answering Service