

## ADA fills marketing post

SYRACUSE, N.Y. — Bruce W. Krupke has been appointed to the position of Dairy Marketing Specialist for the American Dairy Association and Dairy Council, Inc., according to Ralph L. Lindsey, Executive Vice President. The Syracuse-based office conducts advertising and promotion for milk and milk products on behalf of dairy producers in New York, New Jersey and Pennsylvania.

Krupke will be responsible for assisting with programs in both the retail and foodservice areas. Major emphasis will be placed on assisting with ADA/DC's new dairy case training seminars. These seminars will instruct store managers on how to operate more efficient and profitable dairy cases.

Bruce comes to ADA/DC with a solid background in dairy marketing and sales. He formerly worked as Sales Representative and Operations Supervisor for Byrne Dairy, Inc.



Bruce Krupke

He has an Associate Degree in Business Administration from S.U.N.Y. at Morrisville and is a resident of Kirkville, New York.

## Pa. DHIA provides data

BRATTLEBORO, Vt. — The Pennsylvania Dairy Herd Improvement Association (DHIA) has made state herd inventory information available from consenting herd owners to the herd classification department of the Holstein Association.

According to Robert Fitzsimmons, Association classification manager, the availability of the data will mean registration and identification numbers of Pennsylvania Holsteins can be printed directly on classification worksheets for that state without the need of herd owners to enter the information on application forms. Fitzsimmons said the association had approached several DHI data processing centers to ask for their cooperation in lightening the load of paperwork for Holstein breeders who enter the Association classification program.

Pennsylvania DHIA is the first to help. "They were not only the first to respond," he said, "but they have offered to supply us with a computer readable tape each month for state DHI herds. Having this kind of information saves time



Appreciation for providing state herd inventory information available to the Holstein Association is expressed by Robert F. Fitzsimmons, center, Association classification manager, to Pa. DHIA General Manager Phil Dukas, right, and Extension Dairy Specialist William Heald in recent session at Penn State.

for both dairymen and the Association and it helps all of us screen out the chances of errors."

Fitzsimmons says there are other DHIA processing centers considering cooperative efforts with the Association.

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