

Dobrosky gets Penn State alumnus award

UNIVERSITY PARK — Anthony G. "Tony" Dobrosky, of Glenn Rock, has been named the 1984 Distinguished Alumnus in Animal Science at Penn State. Dobrosky is being honored today during "Show Day" of the 67th Little International Livestock Exposition at Penn State.

He has been County Agent in York County since July, 1958 and is now County Extension Director. Dobrosky has been especially active in developing 4-H livestock programs. Under his guidance, York County has had 28 state winning teams in livestock, meat, and horse judging. They have had one national winning team in both livestock and meats. Three 4-H members have been high individuals in the national 4-H meats judging contest.

Dobrosky does more than just train judging teams. He is an outstanding student recruiter for the Dairy and Animal Science Department at Penn State. Many of his former 4-H members have graduated from Penn State and have gone on to positions of national prominence in their chosen fields. He is always available to counsel and advise youth on any problems.

Dobrosky was responsible for getting York County's swine and beef producers to organize county associations. These groups have been very successful in helping to promote red meat and in helping Dobrosky carry out adult education programs.

Under his leadership, the York County 4-H Center was conceived and constructed. All funding was raised by private donations. The mortgage has been burned after



Tony Dobrosky

several years of successful fund raising.

He has been a director and president of the Penn State Stockman's Club. He is a director and chairman of the Youth Committee of the Pennsylvania Livestock Association. He has been responsible for developing the Junior Stockman's Contest at the Keystone International Livestock Exposition held in Harrisburg each year. This contest annually draws 400 4-H and FFA members from Pennsylvania and surrounding states.

Dobrosky has been active with the York Area Chamber of Commerce in planning a series of annual agri-business seminars. He also works with township supervisors and planning commissions on issues related to landfills and sewage sludge applications.

He is married to the former Patricia Leiden. They have two daughters, Laurie and Lisa. Both

are students at Penn State and are active in Block and Bridle Club activities.

A native of Avonmore in Armstrong County, Dobrosky graduated from Elders Ridge High School where he was active in FFA. He was an enthusiastic Berkshire swine breeder and exhibitor during his high school career. The year following high school graduation and before college, he was a substitute

vocational agriculture teacher during a period of teacher shortages. He then farmed for two years, raising hogs and vegetables before enrolling at Penn State in 1953. His college career was interrupted by a two-year tour of duty with the U.S. Army.

While at Penn State, Dobrosky worked at the swine barns, was a member of the Block and Bridle Club, and a member of the 1957

Livestock Judging Team. He was champion sheep showman at the 1958 Little International Livestock Exposition at Penn State. He was on six weeks special assignment with the American Berkshire Association following college graduation.

Distinguished alumni in animal science at Penn State are chosen by the faculty within the Department of Dairy and Animal Science.

ADA displays honored for merchandizing excellence

TOWSON, Md. — American Dairy Association (ADA) continued its tradition of superior in-store merchandising by winning its 14th award in the annual Point of Purchase Advertising Institute (POPPI) competition.

ADA's dairy case displays for the 1983 "REAL" Seal Sweepstakes won Best of Industry in the frozen/fresh/refrigerated foods category. Its competition in this category included many national marketers of brand name foods, including dairy products.

ADA and the supplier of the displays, Chicago Cardboard Products Company, received an Outstanding Merchandising Achievement citation from POPPI. The bronze statuette represents a cigar store Indian, America's first form of point-of-purchase advertising.

Displays in the 1983 POPPI judging were evaluated on the basis of originality of concept, excellence of design, quality of

production and most importantly, effectiveness in meeting marketing objectives. ADA's sweepstakes promotion generated more than 4.6 million entries, each of which included a "REAL" Seal or facsimile.

ADA and its local unit, the Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area (MAMMA), promote dairy products at the point of purchase for several reasons. According to Grover B. Simpson, vice president of marketing services, "Studies have shown repeatedly that people make the majority of their buying

decisions in the store. Point of purchase advertising influences consumers when they are prepared to make a purchase, when the product is right there for them to buy."

He added, "ADA's dairy case displays remind shoppers of our previous advertising messages, and therefore, extend the impact of media advertising."

In addition to in-store promotion and media advertising, ADA and MAMMA conduct publicity and foodservice programs, all on behalf of genuine dairy foods and the "REAL" Seal that identifies them.

Grange plans open house

OAKRYN — Fulton Grange #66 will hold an open house at 8 p.m. Monday. The public is invited.

Betty Coyle, of the Lancaster

Blood Bank, will speak on "The Needs of the Blood Bank and What It Has to offer You." A skit will also be presented on "The Grange For You."

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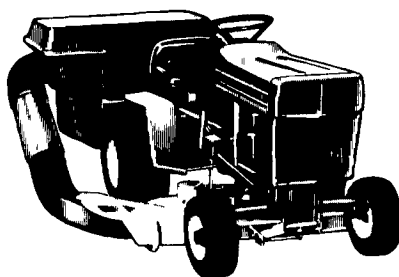
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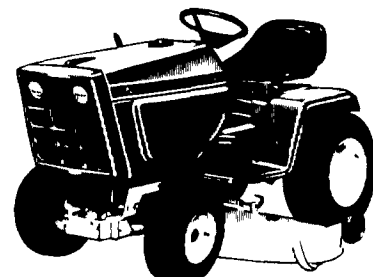
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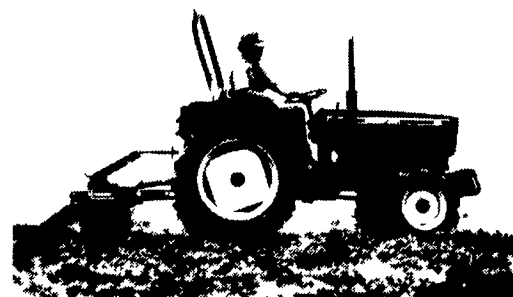
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