

Students manage Nittany Lion consignment sale

BY WENDY WEHR

STATE COLLEGE—The event is fast approaching, and although nearly a year's work is complete, they can't slow up now. The pay-off for all those volunteer, out-of-class hours will be here in just two weeks.

The event is the Nittany Lion Fall Classic, and "they" are members of the Penn State Dairy Science Club, managers of the Classic, a consignment sale of registered Holstein cows, heifers, and calves that will be held Nov. 2 in the newly-completed Ag Arena on the University Park campus.

Management of the Nittany Lion Fall Classic, from selection of the animals, to advertising, to preparation of the cows for the sale, has been carried out by the students on the Classic committee, with the guidance of the Pa. Holstein Association.

Sale chairman is Mark Wolfskill, a seventh semester dairy production major from Robesonia. He'd probably be the first to admit that out-of-class experience is often just as valuable and educational as in-class assignments.

"I volunteered for the job mainly

for the experience of the sale itself, learning about merchandising cattle, and for the leadership opportunities," says Wolfskill.

What he got himself into was nearly a full-time job. When not in class, Wolfskill can almost always be found working on the sale project, which actually got its start last year.

"Last spring when we left school, we only had two or three animals consigned, and there was a big question about whether we could really put on the sale," explains Wolfskill. "But the club members really put in a lot of time over the summer and made it happen."

Consigned to the sale are 77 quality animals, all of which the sale committee are really excited about. Twenty-two of the consignments are out of excellent dams, and 35 of the dams have over 22,000 lbs. milk records.

More than fifteen members of the Classic selection committee actually made consignment selections. Often representatives of the PHA went along to add their advice and approval.

As overall sale chairman, Wolfskill is quick to give his fellow

students credit for their efforts in making the Nittany Lion Fall Classic a reality. To get all the planning work done several committees were set up, including selection, advertising and promotion, pedigrees and catalogs, food, finance, and arena and animal preparation.

All the committee chairpersons are students in the College of Agriculture, and most are dairy production majors. They include: Suzy Voight from Lafayette, N.J.; Peggy Baker, Adams Co.; June Bechtel, Curryville; Lisa Francisco, Lafayette, N.J.; Deb Price, Berks Co.; Doug Hershberger, Quarryville; and Gary Fink from Westmoreland Co.

"Really, the whole club has been part of the project," says Wolfskill.

Even a few freshmen were recruited this fall to help out. And that's important for the continuation of the project as an annual event.

Suzy Voight, chairperson of the advertising and promotion committee, emphasizes the learning experience as well. "Just learning about the advertising was something for me," she commented. "Before this I knew so



Suzy Voight and Mark Wolfskill take a minute to look over the advertising in the "Holstein World" for the Nittany Lion Fall Classic consignment sale. Wolfskill is overall chairman of the Penn State Dairy Science Club event, and Voight chaired the advertising and promotion committee.

little about merchandising."

Voight, who hopes to pursue a career in agricultural communications, thinks working on the Classic project is one important part of her education.

Although the project is new for Penn State, Voight mentioned that student-run consignment sales are held at a number of the other land-grant universities. Both Voight and Wolfskill agree that part of the incentive for the project was the building of the Ag Arena.

"With the completion of the Ag Arena, we now have attractive, suitable facilities in which to hold the sale," they commented. "The alumni and other contributors can come to the sale and see how their money was used."

The Nittany Lion Fall Classic is the first major sale to be held in the Ag Arena.

Wolfskill credits the alumni for their initial support of the idea and their help in obtaining consignments as well. Initially, the Classic committee sent 200 letters to potential consignors.

"We especially appreciate the cooperation and courteousness of the consignors," says Wolfskill. To pick the sale animals the students used guidelines set up jointly by the dairy science club members and the PHA. The consigned animals come from all over Pennsylvania, as well as a few from New Jersey.

With all the selections made, what's left for the student organizers to take care of?

Voight explained that almost all of the advertising is done and that the catalogs are printed. She was pleased that the sale will be featured on the cover of the "Pennsylvania Holstein News" this month.

Now preparations need to be made for the actual arrival of the animals.

The animals will come in the Monday before the sale, and a full-time barn crew of volunteers from the dairy science club will take charge from there. The students will be washing the animals twice and will also be clipping the animals, although a professional clipper will oversee their work. They want to be sure the consigned animals look their best for the sale.

Wolfskill and Voight are especially pleased that the sale has all-university involvement. University president Bryce Jordan will be on hand for a pre-sale reception and he will be leading an animal into the sale ring. The dairy science students have invited some of the Nittany Lion football players and cheerleaders to attend as well.

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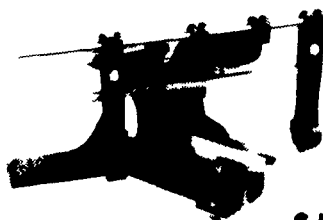
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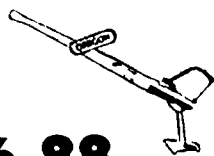


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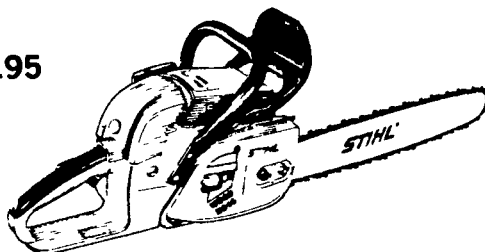
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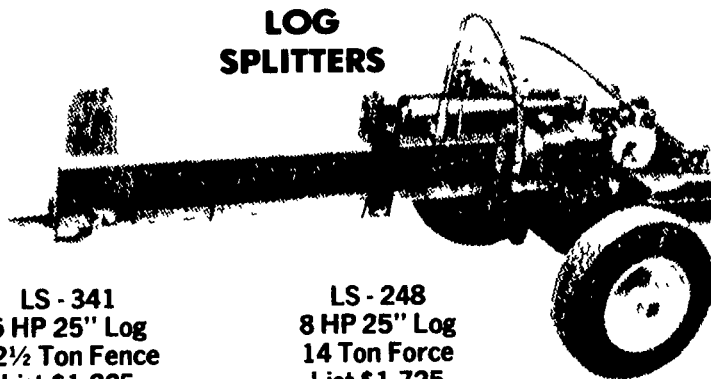
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