

# MMI General Manager Announces Staff Reorganization

STRONGSVILLE, OH - In order to streamline operations and better serve its members, Milk Marketing Inc. has announced a staff and department re-alignment. The announcement was made by General Manager Gordon Riehl and is effective immediately. "The purpose of the reorganization is to reduce our costs, provide services that our members request, and do a more efficient job of communicating with our members and employees," said Riehl.

No new senior staff level positions were appointed. Two senior positions have been vacated since Jan. 1, 1986. David Thomas, former MMI director of member services, is the new president of the American Institute of Cooperation, Washington, D.C. Don Chew, former director of customer relations, is retired.

Further reorganization is pending in three areas - quality control, hauler relations and field training.

Most changes occurred in the member services area. Rod Carlson, previously responsible for MMI's marketing operations only, will now direct member services and marketing. Reporting to Carlson are the division managers from MMI's six division offices; the manager of support activities; and the new position of quality control manager.

Carlson has been involved in the marketing of milk for 18 years. Before coming to MMI in 1983, Carlson was an agricultural marketing analyst for the Land O'Lakes Cooperative, Minneapolis, and a milk marketing specialist for the market administrators in Denver and St. Louis.

Also included in the re-alignment is MMI's farm supply department, which will now come under the supervision of Don Schriver, MMI director of member relations and public affairs. Schriver has had previous experience with farm supply management at the Ohio

Farmers Inc., Fostoria, OH and Universal Cooperatives in Minneapolis.

Other activities that will now originate from member relations are meeting planning and the Young Cooperator program. Bill Hardesty, named manager of member relations, will oversee these activities. Also Ann Emerich

was named manager of communications.

Producer payroll and membership records will switch from member services to finance and administration, according to Merle Koppenhafer, director of that department.

MMI is a 8,300 member dairy

farmer owned cooperative encompassing an eight state mid-western area including Ohio, Indiana, Pennsylvania, Michigan, New York, Kentucky, Maryland

and West Virginia. Last year MMI marketed more than 4.3 billion pounds or 500 million gallons of milk.

## Ag Research group funds 15 projects

HARRISBURG - The Pennsylvania Agriculture Research Committee has recommended renewed funding for 15 ongoing projects totaling \$297,223, according to state Agriculture Secretary Richard E. Grubb.

Eight of the projects are being conducted at The Pennsylvania State University. They include:

- Management of Nitrogen and Phosphorus, \$5,703
- Increased Utilization of Leaker Eggs, \$5,436

- Nematode Control, \$5,312
- Mushroom Germplasm Enhancement, \$21,840
- Potato Storage Evaluation, \$25,092
- Peach Tree Hardiness, \$25,000
- Layer House Cleaning, \$25,120
- Phosphorus and Potassium Soil Tests, \$39,475

Six projects are being conducted by research specialists at The University of Pennsylvania. They include:

- Swine Pseudorabies, \$5,600

- Protein Degradability, \$18,800
- Dairy Herd Analysis, \$24,745
- Trichinosis Control, \$17,000
- Shipping Fever In Feeder Calves, \$23,100
- Reproductive Failure in Pigs, \$19,600

Analysis of Agriculture Resource Management practices is being conducted at The Delaware Valley College of Science and Agriculture. Cost of the project is \$35,400.

Funding for the projects is contingent upon passage of the 1986-87 state budget containing agricultural research funding as proposed by Governor Thornburgh, said Grubb.

Members of the Agricultural Research Committee include Secretary Grubb; Senator Edward Helfrick, Chairman of the Senate Agriculture and Rural Affairs Committee; Senator Patrick J. Stapleton, Minority Chairman of the Senate Committee; Representative Samuel Morris, Chairman of the House Agriculture and Rural Affairs Committee; Representative Carmel Sirianni, Minority Chairman of the House Committee; Deputy Agriculture Secretaries J. Luther Snyder and Kirk Wilson; Fred Wertz, Acting Director of the Department's Bureau of Agricultural Development; Ben Mader, Executive Director of the Pennsylvania Harness Racing Commission; and Charles Trimmer, Executive Director of the Pennsylvania Horse Racing Commission.

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