

Messersmith Honored At Lycoming Extension Meeting

BY BARBARA MILLER
Lycoming Co. Correspondent
WARRENSVILLE — William Messersmith, Lycoming County extension director was honored for 25 years of service in the Pennsylvania Cooperative Extension Service, Oct. 23, at the annual Lycoming County Extension meeting held at Warrensville.

"You folks make it possible. It's an interesting and fulfilling job," Messersmith said as he thanked family, staff and the Penn State Cooperative Extension Service for gifts he received.

Dr. Donald E. Evans, Assistant Dean and Director of Penn-

sylvania Cooperative Extension Service, presented Messersmith with a rocking chair from the extension service. He received a painting and a check for \$423 from his staff and the people of Lycoming County.

Evans, featured speaker for the evening, gave a short talk on the importance of the cooperative extension service today.

"I think the extension service is just as vital today and tomorrow as it has been — especially as we are entering the information age. We are going to need more information because of the rapid changes occurring," Evans said.

Evans was confident with interested and dedicated people and the research base at Penn State that the cooperative extension service would make the right decisions in the future.

The cooperative extension service is going through an extensive review, according to Evans, in which they will be using an issue based program. Four areas to be studied are: economic systems, food and fiber systems, how to maintain and improve the quality of life, and the area of human capital improvements such as the 4-H program.

In an election of officers Ruth

Lundy was voted president of the Lycoming County Extension Service for the coming year. She replaces outgoing president, Burt Staman. Paul Wentzler was elected vice-president; Nancy Hepburn, secretary; and Alice Girven, treasurer.

In other business Neal Buss, Agricultural Program Leader, Northeast Pennsylvania, spoke on "marketing" the extension ser-

vice, and 4-H'ers, Melanie Eck and Sue McCaslin, winners of awards in public speaking, gave short speeches.

Becky Hipple, Lycoming County dairy princess, and Sue Eck, Pennsylvania strawberry queen, hosted a strawberry punch reception prior to the meeting and presented brief reports on what they've accomplished thus far in their reigns.

PA Dairy Promotion Program Wins International Honors

HARRISBURG — A Pennsylvania dairy products promotion that involved discounted breakfasts at 17 midstate McDonald's restaurants has won worldwide honors for the Pennsylvania Dairy Promotion Program (PDPP) and the HBM/Creamer advertising agency in Pittsburgh.

The Pennsylvania promotion, which featured breakfast discounts for redeemed Real Seals, was ranked by McDonald's ahead of 32 other promotions in its "1986 Best Bets" worldwide competition.

The promotion, carried out by HBM/Creamer this spring for PDPP, "generated far more sales than projected," according to Jim Harteis of Ebensburg, chairman of the PDPP advisory board.

McDonald's restaurants in the Johnstown-Altoona-State College area discounted breakfast entrees

by 50 cents for each of the 24,880 Real Seals redeemed during the six-week promotion, Harteis noted. Real Seals were obtained from milk cartons and other dairy products. Customers were limited to one per entree. Only entrees using dairy products were eligible for the discount.

A 10 percent increase in breakfast sales was projected by PDPP and McDonald's. The actual increase was 23.6 percent, according to the Ebensburg dairyman. The promotion also

exceeded goals for total transactions.

A second breakfast promotion in the Meadville-Erie area this summer did even better, Harteis said. The 19 participating McDonald's restaurants redeemed 47,316 Real Seals in six weeks, 39 percent more than estimated.

State dairymen contribute more than \$2 million annually to the Pennsylvania Dairy Promotion Program to finance advertising, promotion and nutrition research for dairy products.



William Messersmith, seated, was honored for 25 years of service to the Lycoming County Extension Service. Dr. Donald Evans, right, assistant dean at Penn State, offers Messersmith congratulations along with Messersmith's family, from left, Diane, Danny, his wife, Doris and David.



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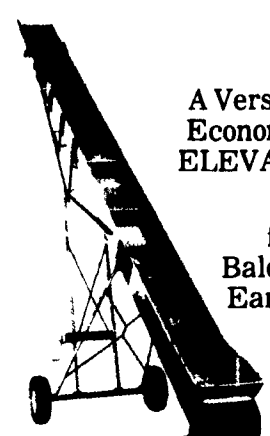
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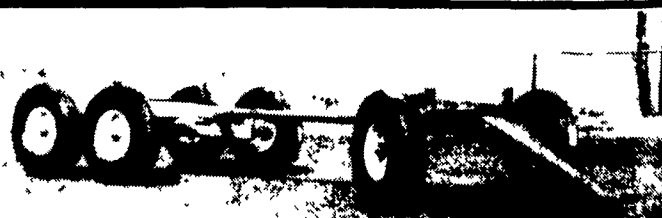
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