

# Dairy Board Votes \$2.4 Million Budget

A \$2.4 million budget has been approved for fiscal 1987 by the Advisory Board of the Pennsylvania Dairy Promotion Program, according to Board Chairman Jim Harteis of Ebensburg.

The board voted a \$300,000 increase for advertising, promotion and public relations, and \$10,000 more for local promotions, Harteis reported.

According to the Cambria County dairyman, the proposed Penn State dairy research center was earmarked for a \$50,000 grant. This includes \$25,000 for the ongoing Milk Quality/Flavor Program.

Also approved for 1987 were: dairy princess program, \$16,000; dairy councils, \$125,000; local funding program, \$80,000; miscellaneous promotions, \$30,000; advisory board expenses, \$30,000; administrative and personnel, \$35,000; administrative travel, \$6,000; accounting/ investment services, \$5,000; and

contingency, \$63,500.

In addition to funds appropriated for a proposed public relations and promotion campaign, the budget provides \$1.8 million for advertising Pennsylvania dairy products. Advertising is done under a previously approved contract with HBM/Creamer of Pittsburgh.

The board expects to soon enter into a contractual arrangement with another agency for an extensive public relations effort.

Harteis also announced reorganization of the advisory board, with five new committees appointed. The committees are: Executive— Jim Harteis, Ebensburg, chairman; Thad Woodward, Canton, vice-chairman; Don Duncan, Robesonia; Dick Shellenberger, Manheim; and Beverly Minor, Washington.

Local Funding— Byron Sollenberger, Curryville; Albert Hack, Berwick; David Stetler, Mifflintown; Beverly Minor, Washington; David Roth,

Loysville; and David Bird, Catawissa.

Promotional Materials— Don Cook, Drums; Janice Burkholder, Chambersburg; Paul Corbin, Reynoldsville; Don Duncan, Robesonia; and James Turner,

Pittsburgh.

Policy— David S. Stetler, Mifflintown; Glenn Houck, Spruce Creek; LaVerne McCarthy, Forksville; Dick Shellenberger, Manheim; Thad Woodward, Canton; and Chris Wolff, Jr.,

Millville.

Dairy Princess— Carl Brown, Pine Grove; Janice Burkholder, Chambersburg; Paul Corbin, Reynoldsville; Elder Vogel, Rochester; and John Plummer, Chalfont.

## Mamma Helps McDonalds Promote Item

TOWSON, Md. — The McDonald's Corporation is currently test marketing a new sandwich entree it's calling the Cheddar Melt. It's a sizzlin' hot quarter pound beef patty topped with mounds of melted Cheddar cheese sauce, seasoned with onions and served on a toasted light rye bun.

The Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area is helping McDonald's to promote the Cheddar Melt by providing Real Seal aprons and balloons to the 48 McDonald's restaurants in Southeast Pennsylvania where the Cheddar Melt is being test marketed. MAMMA is a regional member of the American Dairy Association, the organization that has authorized McDonald's to display the Real Seal in its restaurants in conjunction with food items containing dairy products.

"McDonald's serves only genuine dairy cheese, milkshakes, milk and ice cream in its restaurants, because it believes its customers deserve quality," states Joan Wilbur, foodservice marketing consultant for MAMMA. "We are trying to assist McDonald's promote the wholesomeness of the Cheddar Melt during this introductory offer. By providing the employees with Real Seal aprons and giving customers Real Seal balloons when they order a Cheddar Melt, we

hope to convey the message that the sandwich contains real cheese."

The Cheddar Melt is available only at the 48 participating McDonald's in Southeast Pennsylvania. The test market promotion began Oct. 16 and will continue through Dec. 15 or until supplies last. Customers of participating McDonald's are being offered free samples of the Cheddar Melt during the promotion.

## National Dairy Board Promotions

ARLINGTON, Va. — National Dairy Promotion and Research Board Chief Executive Officer, Joseph Westwater, recently promoted two staff members.

Steve A. Halbrook, was promoted to executive vice president. In this position, Halbrook will have supervisory responsibility for nutrition research and education, product research and development and public affairs. He also will continue to serve as acting Chief Executive Officer in the CEO's absence.

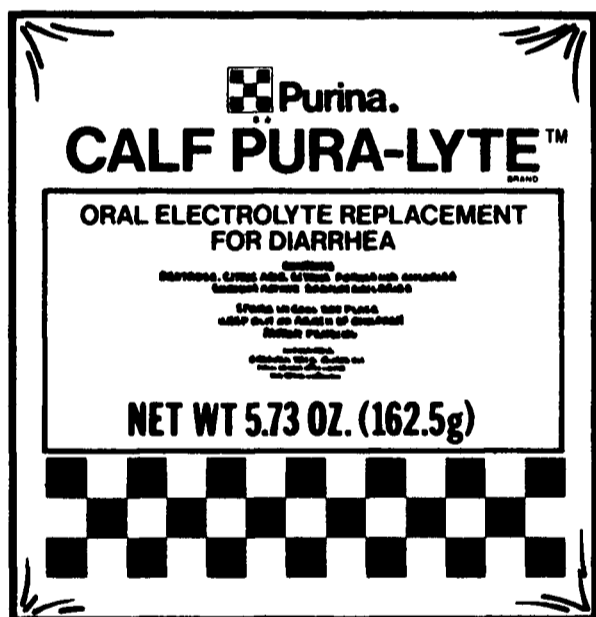
Halbrook joined the staff of the National Dairy Board in July, 1984 following four years as an agricultural economist with the dairy division, AMS, USDA. He

earned a Ph.D. in economics from Iowa State University, Ames, Iowa and a J.D. from Drake University, School of Law, Des Moines, Iowa. He is a member of the District of Columbia Bar.

Nadine Alemian was promoted to the position of Director of Advertising Programs. This position reflects her increased responsibility in working with the Board's advertising agencies as well as other promotional programs and organizations. Alemian joined the NDB staff in July 1984 following self-employment as an advertising, public relations and marketing consultant. She attended New York and Howard Universities where she studied communications and psychology.

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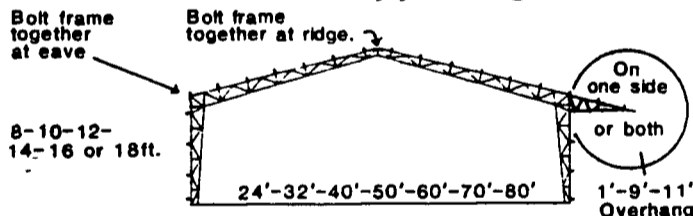
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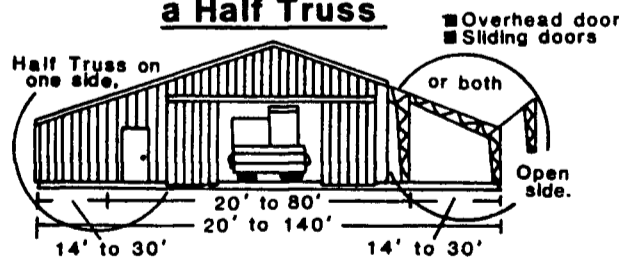
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