

Market Researcher Joins NDB Staff

The National Dairy Board is pleased to announce that effective

September 14, 1987, William F. Diggins assumed the position of

Vice President, Market and Economic Research.

Bill comes to the Board from Mapes & Ross of Princeton, New Jersey, a firm specializing in advertising testing. As senior account executive, Bill was responsible for data analysis and client presentations of marketing and advertising research projects.

Prior to joining Mapes & Ross, Bill worked for the Gallup Organization, also of Princeton, as Assistant Project Director. He was responsible for market research, data analysis, report presentations and social research projects.

Prior to his experience with market research firms, Bill served a three-year term as assistant professor at Tulane University where he taught the application and uses of statistics. He received his B.A. from Rider College in 1975, and his M.S. and Ph.D. from the University of Massachusetts at Amherst.

"Bill Diggins will add needed expertise and experience to assist the Board in its decision making.

He brings a good balance of marketing and research to our evaluation programs," said NDB Chief Executive Officer, Joseph Westwater.

In other staff news, Chuck Timpko will assume new responsibilities as manager, market and economic data analysis. He previously served in the position of assistant director of collections and compliance since joining the NDB staff in January 1985. Timpko earned a B.S. degree in international relations from Georgetown

University and his M.B.A. in marketing from Boston University.

The National Dairy Promotion and Research Board, composed of 36 dairy farmers, was established by The Dairy and Tobacco Adjustment Act of 1983 to develop and administer a coordinated program of promotion, research and nutrition education to strengthen the dairy industry position in the marketplace. This effort is financed by America's dairy farmers."

Apple Festival Starts Today

The 23rd National Apple Harvest Festival will be held the first two weekends of October — 3 to 4 and 10 to 11, 1987 — from 9 a.m. to 6 p.m. daily at the South Mountain Fairgrounds, Arendtsville, Pennsylvania, 10 miles north of Gettysburg, in the heart of apple country.

Held annually, the festival is sponsored by the Upper Adams Jaycees, Biglerville, Pennsylvania. Festival admission is: Adults \$3; Children under 12 Free. Group rates are available upon request.

For more information, please call The Gettysburg Travel Council, 717/334-6274.

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MDA Seeks Hay And Straw Farmers

The Marketing Services Office of the Maryland Department of Agriculture wants to hear from Maryland farmers who anticipate having hay or straw for sale this winter. Marketing Services plans to publish the 1987-88 Maryland Hay and Straw Directory the last week in November. Farmers who want to be listed in the directory should contact the Marketing Services Office no later than November 1.

The directory will be available to livestock producers, horsemen, contractors, and others who are trying to locate a source of hay or

straw. In addition, the directory will be mailed to nearly 250 horse riding stables located throughout Maryland.

Farmers who wish to be listed in the directory can write to the Maryland Department of Agriculture, Marketing Services, "Hay & Straw Directory," 50 Harry S. Truman Parkway, Annapolis, Maryland, 21401, or call toll-free 1-800-638-2209, 24 hours a day. Please provide name, address, county, phone number, and a description of the hay or straw for sale, e.g., 2000 50-pound bales alfalfa, 10 tons barley straw, etc.

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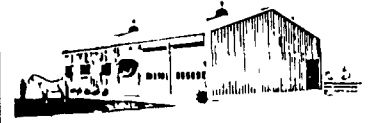
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