

## Three To Be Honored At PSU Dairy Expo

STATE COLLEGE (Centre Co.)— Lester Griel, Phil Taylor, and Earl Kesler will be honored at the 65th Penn State Dairy Exposition, Saturday, April 21, 1990, at the Penn State Ag Arena.

The Expo is dedicated to Dr. Lester Griel, Jr., a Penn State graduate in Dairy Production. Lester is currently employed as the University veterinarian for Penn State, where he is responsible for herd health of all animals maintained by the College of Agriculture. He also teaches principles of Animal Diseases and Dairy Herd Health to Penn State students.

As a Penn State student, Dr. Griel served as the treasurer of the Dairy Science Club. He was also a member of the Coaly Society, and Gamma Sigma Delta Honorary Fraternity. He also lived and worked at the University's dairy barns during his junior and senior years.

After earning both his B.S. and M.S. in Dairy Science at Penn State, Lester attended the University of Pennsylvania where he

received his V.M.D. He then joined the faculty at Penn State, first as assistant professor and later as associate professor. In 1979, he was appointed to his current role as University veterinarian.

Because of his continued support of the dairy industry and of Penn State activities, the Dairy Science Club is proud to recognize Lester Griel as our 1990 Expo Dedicatee.

Phil Taylor, a 1984 Penn State graduate in Dairy Production, has been chosen by the club to receive the 1990 Outstanding Young Dairyman Award.

While attending Penn State, Phil was very active in the Dairy Science Club. He served as Cheesebox Sale Chairman, and Treasurer and President of the Dairy Science Club. He also served as Third Vice-President of the National American Dairy Science Association (ADSA) and President of the Northeast ADSA Student Affiliate. Phil was also a member of Delta Theta Sigma Fraternity, and Coaly Society. He

also had the honor of receiving the William R. Davey Award and the Joseph Taylor Memorial Scholarship.

After graduating, Phil returned to farming for a year and then joined the Cooperative Extension in Erie County. After a short stay in Erie and Venango counties, he accepted his present position as Multi-County Dairy Agent in Centre and Clinton counties in August of 1988. His responsibilities include providing information to dairymen and industry people on various topics relating to dairy management.

The Dairy Science Club extends this honor to Phil because of his outstanding work in the dairy industry.

Dr. Earl Kesler is this year's Department of Dairy and Animal Science Distinguished Alumnus.

Earl graduated from Penn State with M.S. and Ph.D. degrees in 1948 and 1951, both in Dairy Science. He was a member of the PSU faculty from 1948 to 1984, retiring with rank of Professor Emeritus.

During his distinguished career, Dr. Kesler taught various courses related to dairying, particularly those in milk secretion and physiology of lactation, and short courses in milk training. His research has been extensive, concentrating in dairy nutrition, especially forages and calf nutrition. Dr. Kesler has authored or co-authored more than 130 publications in journals and station bulletins.

His memberships in professional and honorary organizations have included the American Dairy Science Association, American Society of Animal Science, American Association for Advancement of Science, Sigma Xi, Alpha Zeta, Gamma Sigma Delta, Phi Sigma, and Delta Theta Sigma. Dr. Kesler received the Distinguished Service Award in 1984 from the American Society of Animal Science, Northeast Section, and the Gamma Sigma Delta Research Award in 1980. Students recognized him as the Dedicatee

of the 1974 Dairy Exposition.

Because of his many contributions to the dairy industry and his superb leadership, Dr. Earl Kesler, is this year's Distinguished Alumnus for the Department of Dairy and Animal Science.

The Expo begins at 8:00 a.m. with showmanship and fitting classes. Special events competitions start at 11:30 a.m. These include an Alumni Showmanship Contest, celebrity milking contest, calf dressing contest, and milk chugging contest. This is the first year for the Animal Showmanship Contest, and we invite and encourage all interested Alumni to brush off their show halters and show the college students how it's done. Alumni, students, faculty, and administrators will be participating. The Dedicatee, Outstanding Young Dairyman, and Distinguished Alumni will be honored at the Exposition Awards Banquet Saturday night at 6:30 p.m. in the HUB. The recipients of the Davey Outstanding Senior Award and the August E. Branding Memorial Award will also be announced at this time.

## 1990 PSU Dairy Princess Crowned

STATE COLLEGE — Angie Bollinger was recently named the 1990 Penn State Dairy Princess.

Angie is the daughter of Donald and Roseanne Bollinger of Lebanon County. She is a fourth semester student majoring in Dairy and Animal Science, and is an active member of the Dairy Science Club. Some of her club responsibilities include serving as publicity chair, assistant cheesebox sale chair, and assistant chair for the Dairy Jubilee, a dairy promotional event. Angie is also a little sister at Alpha Zeta Fraternity.

As the Penn State Dairy Princess, Angie will attend the 1990 Dairy Exposition, and other promotional events sponsored by the Dairy Science Club.

Chosen as alternatives were Beth Ann Cooley and Margaret Itle.

Beth Ann Cooley is a second semester student majoring in Dairy and Animal Science. She is

the daughter of Dale and Sharon Cooley of Lycoming County. As an active member of the Dairy Science Club, Beth is always ready to lend a hand, and served as the chair of the Little International food stand committee.

Margaret Itle from York County is the daughter of Charles and Nancy Itle. She is a fourth semester student majoring in Agricultural Science. As an active club member, Margaret is ready to help whenever needed. She is also a member of the Equestrian Division of the Penn State Outing Club. Currently, Margaret is working at the Penn State Dairy Barns.

The 1990 Penn State Dairy Sweetheart is Ellyn Aldrich. Ellyn is the seven-year-old daughter of Jim and Barbara Aldrich of Houserville, Centre County. As the Dairy Sweetheart, Ellyn will assist the Dairy Princess at various promotional events throughout the coming year.



Ellyn Aldrich (left) is the 1990 PSU Dairy Sweetheart and Angie Bollinger is the 1990 PSU Dairy Princess.

## Auction To Benefit PSU Dairy Judging Team

STATE COLLEGE (Centre Co.)— The Penn State Dairymen's Club Annual Meeting will feature a Benefit Auction for the Penn State Dairy Judging Team Endowment Fund.

A number of top quality items have been donated and club members and interested parties are invited to bid on these items. All proceeds from the auction will go to the Penn State Dairy Judging Team.

A list of items for sale includes:

- Stained Glass done by Leslie

Rhoades;

- Penn State Football signed by Joe Paterno & his staff;
- A cotton woven stadium blanket;
- Four beautiful handmade cow dolls by Laura Spencer;
- An Amish handmade oak rocking chair;

- Penn State Golf Balls;
- Hand painted sweatshirt;
- A watercolor painting by June Corl;
- Penn State Basketball signed

by Coach Bruce Parkhill and his staff;

- A children's barn built by the Amish.

Past judging team members and Penn State Dairy Science graduates are encouraged to help lay the future for the Dairy Judging program by supporting this benefit auction.

Bids may be left on any items by contacting Ken Raney at 814-234-3409, Dan Ulmer at 814-353-0537 or Lolly Leshner at 215-488-9160.

## Dairy Industry Representatives Testify

WASHINGTON, D.C. — National Dairy Promotion and Research Board (NDB) Chairperson Ivan Strickler and Chief Executive Officer, Cynthia Carson, were among the dairy promotion organizations testifying recently before the Subcommittee on Livestock, Dairy and Poultry.

The purpose of the hearing was to review those producer-funded check-off programs which fall under the jurisdiction of the Subcommittee.

Also testifying on behalf of the dairy-producer 15-cent checkoff were: Daniel Haley, USDA; Herman M. Brubaker, UDIA; and, Irvin J. Elkin, AMPI.

Offering producer support for the 15-cent dairy checkoff, Ivan Strickler reminded the Subcommittee of the referendum of 1985 in which "Continuation of the [Dairy Research and Promotion] Order was approved by 107,926 dairy producers, or an overwhelming 90% of the 120,330 producers voting."

Strickler also noted NDB's continued support "...to commit a large percentage of its available program funds to advertising and promotion campaigns, nutrition education and research projects, and product research and development programs. Ninety-seven percent of the Board's available program funds are budgeted for these three activities.

"Speaking as a farmer benefiting from the work done by the NDB on my behalf, I personally

don't see the need to fix a system that isn't broken, Strickler said. "I feel that the current legislation already in place with regard to the dairy industry promotion programs allows enough flexibility to achieve the desired goals of cooperation among the dairy promotion groups to further increase the consumption of dairy products," he said.

Adding tangible evidence to the increasing cooperation among dairy promotion groups, NDB CEO Cynthia Carson said, "From the start, both dairy promotion organizations and dairy farmers realized the value in increasing coordination among dairy promotion groups. In early 1989, the answers to these questions began to appear in the shape of a program called the Strategic Marketing Alliance (SMA)...SMA's mission is to provide a comprehensive coordinated dairy promotion, education and research program for the benefit of U.S. dairy farmers." Carson said that, for the dairy industry to prosper in the next decade, "We must undergo a transformation...we must become 'market driven'. Organizationally, SMA is 21 people representing all facets of dairy promotion. More

importantly, as a process it is the recognition of a common mission to the benefit of the dairy farmer and the forming of a consensus on the strategies to accomplish that mission. It is not a quick-fix process. This process requires introspection, analysis, honesty and just plain hard work.

"This is an exciting time for the dairy industry, Carson said." "SMA has developed a clear strategic plan to take us into the 1990's and beyond. SMA can work. SMA is working. The commitment and collaboration already demonstrated by various dairy promotion groups across the country indicates that with dedication and a steadfast determination, the dairy industry is operating more effectively and efficiently to achieve more bank for American dairy farmers' bucks."

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.

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