

Seminar Focuses On Changes In Farming

DILLSBURG (York Co.)— A summer seminar entitled "Focus on Changes For Farming In The 90's" will be held Thursday, July 19, 1990 from 1:00 p.m. to 8:30 p.m.; on Friday, July 20, 1990 from 8:30 a.m. to 8:30 p.m.; and Saturday, July 21, 1990 from 8:30 a.m. to 3:30 p.m. at the Chalet Restaurant. The public is invited.

Featured speakers include Dr. Dan Skow, whose topic will be "Don't Eat The Seeds." Dr. Akhtar Khwaja will speak on "The Plant and Soil Nutrients as Effected By Nitro/Max." Arden Anderson of Stanton, MI, will discuss "Energy Engineering: Farm-

ing in the 21st Century."

Other speakers include Jerry Carlson, senior editor of "Professional Farmers of America" and editor of "Landowner Newsletter;" Dr. Louis Meyer, director of Pennsylvania Institute of Community Services, Edinboro; Charles Walters, editor of "Acres U.S.A.;" and Margaret Phillips, a representative from LaMotte Chemical Company.

On Friday evening at 6:30 p.m. at the banquet, Orville Carver, state director of Green Thumb and well-known after-dinner speaker and humorist, will address the group.

Jane M. Alexander, president of J&J Agri-Products, will be introducing the speakers and guests.

Dave Scott, a graduate of East Stroudsburg University, and employed by the Pennsylvania Department of Agriculture since 1978, will be here on July 19 from 2:30 p.m. to 3:00 p.m. One core credit for the pesticide training update will be given for attending.

On Saturday, July 21, there will be a farmer and dealer panel discussion with time for questions and answers.

At 4:30 p.m. on July 21, there will be a picnic at Green Vista Farms, York Springs. George Heath will give a demonstration on Aer-Way, a machine to revitalize soil.

The seminar is sponsored by J&J Agri-Products & Services, Inc., 220 South Second Street, Dillsburg, PA 17019. For reservations, call (800) 233-0138 or locally 432-2461. Seminar fee is \$75 per person or \$90 per husband and wife.

YORK (York Co.) — Susan C. Paglia has been promoted to the position of loan specialist for York Farm Credit, according to James K. Sigler, vice president.

Paglia, a native of York County, was employed by York Farm Credit in 1987 as an office assistant in the Stewartstown branch office. Prior to this promotion, she held the position of field representative. She is a graduate of Kenard Dale High School and attended York College of Pennsylvania.

York Farm Credit presently provides more than \$116 million in long- and short-term loans to borrowers in South Central Pennsylvania.



Susan C. Paglia

Beef Industry Ad Named Best

CHICAGO, Ill.— The beef industry "Manhattan, Montana" commercial is one of the "Best TV Spots of the Past 12 Months," according to "Adweek" magazine, a leading publication that covers the advertising industry.

The award was given to only eight commercials from more than 500 candidates considered by a panel of "Adweek" editors and art directors. The ads were chosen for their "highly-focused ingenuity and their ability to put wit and intelligence to work in persuading consumers." Other prominent winners included Miller Brewing Co. and Apple Computer.

According to the magazine, "In each case, the product is the star, but its special advantages are brought to light in some wholly unexpected way." "Adweek" contributing editor Mark Dolliver

said, "Even the vegetarian contingent on our panel had to concede that this clever spot makes the product pretty inviting."

"The 'Beef. Real Food For Real People.' advertising campaign has won three major awards in the last three months," said BIC Chairman Polly Owen, an Oregon cattle producer. "The research and time spent on preparing this campaign is being recognized by the advertising agency. Cattle producers should be proud of the product being produced with their check-off dollars."

Checkoff-funded advertising carries the beef message to nearly 100 million consumers an average of 39 times a year. The television ads run on prime-time network and cable television and often share the screen with the biggest and hottest shows of the season.

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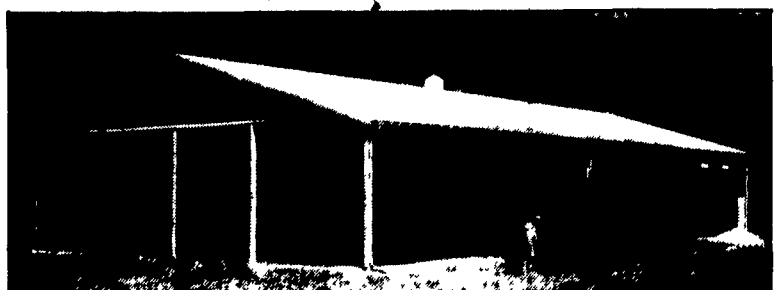
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