

Dairy Council Inc. Changes Direction

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and nutritionists who oversee and initiate programs designed to meet their goals.

According to executive director Jan B. Stanton, some changes to past practices are coming.

"We've had a history that has been exciting and successful," Stanton told the group of about 200. "But it is sometimes dangerous for an organization to have a successful past."

"It can tie us to old methods of operating. We must continually seek to improve. This means we must question how we operate and make the necessary changes."

According to Stanton there are some changes in the offing.

Business as usual at our Dairy Council is out. We have gone through a strategic planning process that will map our course for the future," Stanton said.

In September, the council held a 2-day skull session to develop strategic planning. A new mission statement was developed.

"Dairy council ensures that dairy foods are positioned as providing a unique contribution to personal health and well-being within the framework of the major food categories," Stanton said.

"We challenge our employees to market creative and scientifically based nutrition education materials and service directly to key leaders, as well as to consumers through various media, in order to meet the needs of changing lifestyles."

She said it is a mission which must be the focus of all of the organization's activities.

According to Stanton, as a result of the reviewing of the effectiveness and efficiency of Dairy Council Inc., it was decided to limit the scope of aggressive efforts to three major groups — health professionals, educators and the media.

Therefore DC Inc. will have three major teams operating by August, each of which will report to the executive director.

The three groups are the health professional programs team, the nutrition education programs team and the public relations team.

Part of the reason for the change, according to Stanton, is that, "We had become product driven. By this we mean, when a new product came out from NDC, we would gear up to promote that product. Sometimes without thinking about whether it really suited our

customers.

"Today, at Dairy Council we have dedicated ourselves to talking to the customer and finding out what she wants before developing or promoting new products."

Furthermore, Stanton reported that it was discovered that methods for evaluating success were not exactly encompassing.

"Our standards of quality were not often measured. We have now established standards for customer service. For example, we are now

tracking orders that come into our office and measuring how long it takes for them to be processed and mailed out," Stanton said.

Another problem with status quo at Dairy Council Inc., according to Stanton was the variety of responsibilities which fell upon field workers to perform and the spectrum of knowledge with which they had to work.

Thus the formation of teams and the narrowing of focused goal groups.

30 YEARS AGO THIS WEEK

Three county 4-H leaders were awarded special plaques for 20 or more years of faithful service in 4-H work Thursday night.

Mrs. Samuel Long, Drumore R1, has been a leader in home economics clubs for 20 years.

Mrs. B. G. Sheaffer, Lititz R2, was honored for her 28 years as a 4-H leader.

Victor Longenecker, Elizabethtown R3, has been a leader in 4-H agricultural clubs for 28 years.

The plaques were presented by Miss Lucy Baldwin, assistant home economics agent, and Winthrop Merriam, assistant county agricultural agent at the annual county 4-H leaders banquet at Hostetter's Banquet Hall, Mount Joy.

Other leaders receiving pins for work with 4-H were as follows: agriculture, 5 years, Mrs. Mark Hosler, Carl Nestleroth, Edgar Shrom, Agram Flory, Sr., John Shelly, Elmer Buckwalter, Ivan Nolt, Mrs. Richard Maule, Charles Warfel, Mrs. Walter Overgaard and Clarence Sweigart.

Agriculture, 10 years, Harry Showalter, Edgar Porter.

Home economics, 5 years, Mrs. Paul Erb, Mrs. C. Warren Leininger, Mrs. Roy W. Martin, Mrs. John McCall, Mrs. Titus Shenk.

Home economics, 10 years, Mrs. Kenneth Musser, Mrs. Howard Swarr.

Home economics, 20 years, Mrs. Samuel B. Long.

Everett Kreider was toastmaster

in the absence of president Richard Lefever.

-R. Edward Harnish II of Christiana R1 Monday night was named president of the Lancaster County Ayrshire-Jersey 4-H Club. Edwin, the son of Mr. and Mrs. R. Edwin Harnish, succeeds James Brubaker, Lititz R1, who was elected new reporter of the club.

Other officers elected were Gerald Kreider, Quarryville R1, vice president; Joyce Kreider, Quarryville R1, secretary; Lucille Kreider, Drumore, treasurer; Nancy Kreider, Drumore, and Paul Brubaker, Lititz R1, and Coral Ann Krantz, New Providence R1, song leader.

Adult leaders of the club are Milton Brubaker, Lititz R1; Abram G. Flory, Sr., of Manheim R3 and David Harnish, Quarryville R2, for Ayrshires, and Paul Herr of Holtwood R2, and Raymond Landis, Lancaster R4 for Jerseys.

-Members of the Lititz-Manheim 4-H Community Club named Robert Hollinger, Lititz R3, president at their reorganizational meeting Monday night.

John Buckwalter, Lititz R3, was named vice president and representative to County 4-H Council along with Hollinger.

Other officers elected were secretary, Cynthia Bucher of Lititz R2; treasurer, Jay Foreman, Lititz R3; news reporter, James Brubaker of Lititz R1; song leader, Linda Peiffer, Manheim R1; game leaders, Barbara Heisey, Lititz R2, and Steven Rannels, Lititz.



Left, Mary Anne Cleary, project director for Nutrition Issues for the Black Community, presents outstanding achievement awards to Lindy Kilby Brooks, executive director for North Inc. Philadelphia WIC program, and Janet Ohene-Frempong, nutrition education coordinator for the program. The program is representative of the kind of group targeted approach DC Inc. is doing to instill better dietary practices in Americans.

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