

# COBA, Select Sires Holds 45th Meeting

COLUMBUS, Ohio — A crowd of 275 delegates, guests, directors and friends recently attended the 45th annual meeting of COBA/Select Sires at the Radisson Airport Hotel in Columbus, Ohio.

COBA/Select Sires Inc., is a farmer-owned and controlled artificial insemination cooperative. Distinguished service awards were made to Bob Wiley, Canfield, Ohio, retired with 41 years of service; and Bryce Sharp, Tyler, Texas, retired with 33 years of

service. Special appreciation plaques were presented to retiring directors Scott Miller, of Defiance, Ohio, and Robert Beorger, of Plain City, Ohio. The appreciation plaques were also presented to retiring employees Kermit Schultz, of Wapakoneta, Ohio, with 24 years service; Tharp; and Paul Becker, Eaton, Ohio, with 43 years service. Also, four COBA employees were honored for their work last year. Larry Burt, Williamsfield, Ohio, was named Sales Technician

of the Year. Duane Moff, of Salem, Ohio, was named Dairy Program Specialist of the Year. Phil Roberts, Andover, Ohio, was named District Sales Manager of the Year. David May of Tyler, Texas, was named Southwest Area Employee of the Year.

Burt received the sales technician award based on his work in market penetration, number of first services bred, total arm service units, assistance with direct herd sales, and promotion and support.

With 15 years with the cooperative, last year he had increased market penetration with more than a 1,000 units over the previous year and increased the number of herds in the Select Mating Service (SMS) program in his area.

Moff received the dairy program award based on his SMS work and young sire daughter evaluations, picture taking and support and promotion.

Last year, in the Ohio division, a total of 61,346 cows were mated which represented a 10 percent increase over the previous year. With 5 years of service to COBA, Moff was recognized for mating 20,413 of those cows, an increase for Moff of almost 3,000 cows.

Roberts, with COBA for 30 years, received the district sales manager award for his increased units sales in his area by more than 2,300 and significant increase in total dollar sales. Roberts, who has been working in the Pennsylvania area since 1975, was also praised for his cooperation in the restructuring of the cooperative's marketing department.



From the left, Phil Roberts receives a plaque, for being named District Sales Manager of the Year for COBA/Select Sires, from Larry Neel, the cooperative's general manager.



From the left, Larry Burt receives a plaque, for being named 1990 Sales Technician Employee of the Year for COBA/Select Sires, from Larry Neel, the cooperative's general manager.



From the left, Duane Moff receives a plaque, for being named Dairy Program Specialist of the Year for COBA/Select Sires, from Larry Neel, the cooperative's general manager.

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