

Sire Power Names Scholarship Winners, Reports To Members

EVERETT NEWSWANGER
Managing Editor
HERSHEY (Dauphin Co.) — Fifteen college students from Sire Power's Membership areas were presented \$500 scholarships at the 1991 Sire Power annual meeting held at Hotel Hershey Wednesday. These scholarships confirm Sire Power's continued support of tomorrow's industry leaders.

Recipients from the Northeast Sales Division are: Tammy Sue Balthaser, Bernville; Melanie Eachus, Woodstown, NJ; Barbara Houser, Spring Mills; David Lentz, Lebanon; Robert O'Toole, Loysville; Kirk Sattazahn, Womelsdorf; Rebecca Sonnen, Richland; J. Thomas Wiker, Holtwood; Scott Youse, Oley; and Marvin Zimmerman, Doylestown.

Maryland Sales Division recipients include: James Allen, Jefferson; N. Jill Edwards, Ridgely; Donna Johnson, Damascus and Kelli Winters, Smithsburg.

Eligibility for these awards include membership in one of Sire Power's membership sales divisions (Northeast, Maryland or West Virginia) by parents, guardians or the applicant. The scholarships were awarded to incoming sophomores, juniors or seniors and will be used to continue agricultural related studies.

The applicants were required to submit a scholarship application form that was screened by each sales division's scholarship committee. The committee reviewed the applications and looked for an ag-related curriculum, the applicants extra-curricular activities, along with their past, present and

future involvement in agriculture. A transcript was also included so that grades could be taken into consideration.

In addition to the Sire Power scholarships, a \$2,000 scholarship was awarded in memory of past Sire Power General Manager, Lew Campbell. The Lew Campbell Memorial Scholarship was presented to Terri Packard, Troy, Pennsylvania. Packard is a Dairy and Animal Science major at Penn State.

Packard is from a Registered Holstein farm in Bradford County. She has been very active in the family operation and owns 20 head of cattle. At college she is a member of the Dairy Science Club. Packard is also active in the Pennsylvania Junior Holstein Association.

In the president's report, Gary Rickard said the years ending 9/30/91 and 9/30/90 were two of the most contrasting in Sire Power history. The first year showing exceptional sales growth and profitability, the 9/30/91 fiscal year ended with dramatically reduced sales, expenses about even, and consequently dramatically reduced profitability.

"The Sire Power Board of Directors and the Sire Power management realized early in the year that this would not be a good year for the cooperative. Being heavily committed to developing and marketing dairy genetics, Sire Power is sensitive to the conditions prevailing in the dairy industry. As each of you know from your individual businesses, 1991 was difficult. Not only was the

U.S. dairy economy depressed, but also the world dairy economy."

Rickard said, Foreign sales of semen through World-Wide Sires and through sales representatives were down 1.2 million dollars or 27.8% from the previous year. This was partially due to the economic environment, but also due to some politics and confusion with regard to health requirements.

"The conditions encountered in the 1990/91 year were unusual in many ways," Rickard said. There were some basic trends, however, which have not changed in decades. Since 1960, the U.S. dairy cow population has decreased from 17.5 million cows to 10 million cows in 1989. This trend has had and will continue to have a major effect on suppliers of A.I. service. Change is inevitable and will need to be accepted.

Technician service in some marginal cow population areas will not be able to be continued at current price levels. Changes in marketing and distribution systems will be necessary. Forty years ago there were some hundred artificial insemination stations supplying semen and service to U.S. dairymen. Today, only seven remain. Trends in the U.S. cow population will certainly force changes resulting in even fewer suppliers. While Rickard reported a net loss of \$555,272 on total revenue income of \$13,327,967 he said last year's profit of \$913,465 on revenues of \$15,201,964 put the cooperative in a strong position.

"Our new fiscal year began October 1," Rickard said. "There have been improvements in both domestic and foreign sales. This, coupled with rigid expense controls should make 1992 a financially acceptable year. The Sire Power Board and management are committed to a coop which is financially strong and capable of fulfilling its responsibilities to its member owners."

DuWayne Kutz, general manager, said the large volume of foreign sales through World-Wide Sires that for many years have been accepted as part of our total fiscal year profitability, took a dramatic drop during this fiscal year. Many things caused this decline in European sales. The prosperity of foreign dairymen was down because of dairy product surpluses and lower milk prices. The EEC was in a period of unifying health requirements within their own 12 counties. During this period of time, semen shipments in most cases were very limited. Only recently has this market opened again, but still total orders aren't back to previous volumes.

"Although our expenses were held well below budget and almost the same as the previous fiscal year's expenses, it was infeasible for the domestic market to make up for the tremendous decline in foreign sales," Kutz said. "Thus, our fiscal year ended as a losing year. With one of our headliner sires not producing any semen for almost half of the year, and with no new headliner bulls or no new high demand bulls gra-

duating from our sire program with the January 1991 summaries, it was unachievable to generate the needed additional income to offset this tremendous foreign sales loss.

"At mid-year, management and directors were aware of the strong possibility of a losing year. The decision was made at that time not to raise prices to customers when their own income, because of low milk prices, was also down almost one-third from the previous year's record high milk prices. It was possible to make this decision because of Sire Power's strong financial position," Kutz said.

Also honored at the meeting were: Richard Remsburg, retiring director; Dave Patrick, 100,000 cow award; Nelson and Gloria James 500,000 unit sales award and Dr. Richard Saacke, distinguished service to AI award.

Sire Power has 3 Sales Divisions, Northeast, Maryland and West Virginia, provide Professional Technician and Direct Herd Service in the traditional five state area of Pennsylvania, New Jersey, Delaware, Maryland and West Virginia. The Sales & Service Directors manage their respective divisions. Sire Power International is the subsidiary of the parent company, Sire Power, Inc. All non-member business is the responsibility of the subsidiary, which includes the National and International markets. The National market is composed of: Regional Sales Managers, District Sales Managers, Sales Representatives, Technicians and Techni-

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1991 Penn State Yield Trials

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Zone 1	New Entries	SX 269	First Place
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Zone 3	Advanced Entries	8127	Fifth Place
Zone 3	New Entries	7997	Fifth Place
(Beating Pioneer 3394, 3295, 3293 and 3343)			
* Zone 3	Silage	9027	First Place
Zone 4	Advanced Entries	9027	Fifth Place
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