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**NORTHEAST EGG PROMOTION CAMPAIGN**

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The state egg associations from Maryland to Maine have long recognized the value of joining forces and working together to address common issues and concerns.

Based on this history, a group of Northeast egg producers have developed a Northeast Egg Promotion Campaign. The purpose of this regional product promotion campaign is to take advantage of some of the largest media markets in the country and communicate pro-egg messages to consumers.

This program is being funded through a portion of the discretionary checkoff dollars that are returned by the American Egg Board to the states. By combining resources from the Northeast states, the promotion campaign increases the effectiveness of egg promotion in the region.

Northeast egg producers are now able to target their consumers with the specific messages that are important to them. Remember, an individual needs to hear the same

message three to seven times to remember just part of it.

The egg promotion campaign is building on the promotion programs of the American Egg Board by adding a regional focus. In addition, it allows egg producers in the region to coordinate a joint response to the public when a crisis strikes and provides a framework to enhance state promotion programs.

The goal of the program is to convince targeted customers, consumers, and influencers that eggs are good and good for you. The first year of the program is focusing on media relations in the following five key markets: Boston, New York, Philadelphia, Baltimore, and Washington.

The media is a critical audience, because it is a vehicle to consumers. By generating positive media coverage on the benefits of eggs in major broadcast and print media throughout the Northeast, the egg industry's message will be communicated to consumers.

This will be done by developing relationships with food, health, and consumer journalists, establishing an overall spokesperson for the egg industry in the region, capitalizing on appearances by any American Egg Board sponsored

**Auction Company Participates In National Convention**

**PLYMOUTH MEETING (Montgomery Co.)** — Five outstanding advertising awards were presented to representatives from the Kenneth A. Geyer Auction Company at the National Auctioneers Association Convention held in Denver, Colo., recently. The convention was attended by more than 1,100 auction professionals.

Four of the awards were presented for brochures on individual real estate auctions held between June 1, 1992 and June 1, 1993. These awards were in the categories of real estate auction, commercial/industrial auction, and specialty auction.

The fifth award, best of show,

was given to the company for their business promotion package. The best of show award depicts the best piece presented in all 42 categories of the contest.

Geyer representatives not only attended the convention to receive awards, they also contributed to the association by participating in one of the educational workshops.

Ken Geyer, president of Kenneth A. Geyer Auction Company, instructed a session in the real estate auction portion of the convention. Geyer demonstrated the

vital role buyer confidence plays in a successful auction and explained that many auction companies may overlook this element when marketing their auctions.

To emphasize his points, Geyer suggested that all auction companies practice full disclosure, prepare bidder packages, present title policies and agreements of sale, staff open houses, and provide answers to all pertinent questions. He said, "If you establish buyer confidence, you will have successful auctions."

spokesperson in the region, coordinating the industry's response to the media during a crisis to make sure that it is consistent and effective, and maintaining ongoing contact with targeted reporters to generate coverage on eggs.

The program is directed by a board of governors representative of all the states in the Northeast. These governors represent egg producers, marketers, and industry leaders. The Board of Governors approves the policies and programs and oversee the budget for the Northeast Egg Promotion.

The program has begun with many accomplishments. Christine Bushway has become the spokeswoman for the campaign. She has made numerous appearances on radio and TV shows, telling everyone about the goodness of eggs.

Eggs have been featured in many big city newspapers. These stories have included facts on nutrition, egg production, and receipts. In-store egg promotion programs have been test marketed. The program is meeting with great success, especially in the suburban markets.

Continued efforts should bring even greater returns. The Northeast Egg Promotion Campaign has shown by working together we will accomplish more than by working individually. This is helping all egg producers to receive the most impact from their egg promotion checkoff dollars. Your continued support of this cooperative venture is very important to the future of the egg industry.

*Feather Prof's Footnote: "Egg promotion: An investment in your future."*

**Lehmans Win Regional**

(Continued from Page C8) leveling the banks along their road frontage. With a grin, Lehman noted that the leveling was done "for health reasons."

Excessive moisture that year weakened the rather steep banks along the road past their beautifully-restored farmhouse. As Esther mowed one day with the riding mower, a bank gave way beneath her. Though not seriously injured, she was pinned there by the mower until a neighbor passing by freed her, and still carries a scar from the accident. Soil graded from one bank was used to fill and level the other, leaving a flat, smooth, and safer mowing edge.

The Lehmans have since added rows of Acer Rubin maple trees along each side of the road, for beautification and to help restore the roadside to its look of earlier years. Old photos they have of the area and their church nearby show stately trees bordering the quiet country road.

They've also planted 19 Douglas Fir trees along another boundary of the farm, after filling and grading a hole they wanted to eliminate as a potential danger. Lehman notes that as equipment grew larger over the years, removing fencerows was practiced on most farms. Today, there's a trend toward reestablishing more trees and fencerow-like cover areas.

Through all his conservation measures on the farm Lehman has had to work around some rather imposing structures located on his acreage. Three large metal towers

support the Keystone Power Line that cuts diagonally across the farm's acreage. The line carries electricity produced from a large power plant in Indiana County to Philadelphia Electric Company's Peach Bottom atomic generating complex, where it is fed into the utility's power grid. In addition, smaller power lines to supply the area also cross the property. Having lived and farmed with the lines most of his life, Lehman views them not as a burden, but as just a part of the convenience of electricity that happens to cross his land.

"I've always been very impressed with the amount of things Rolla has done, not just in conservation but in other areas of agriculture leadership," said Dave Kann, soil technician with the county district. Kann was instrumental in putting together the award nomination that won the Lehmans their regional honors.

"It's equally important that he takes conservation information and shares it through all the other activities in which they're involved," Kann said.

Lehman is a 50-year member of the Grange, president of the York County Farmers' Forum, and served several terms as York Farm Credit director. The Dillsburg Lions Club made him its "tailwagger" member for this year and he has taught Sunday School for 40 years.

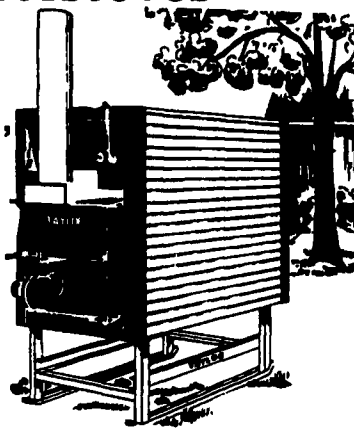
When it comes to conservation leadership, Dave Kann said, "Rolla Lehman just promotes and lives agriculture."

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