

# Lebanon Honors Outstanding 4-H Equestrians

LEBANON (Lebanon Co.) — Lebanon County 4-H horse project members were honored for outstanding accomplishments during the year at the Lebanon County 4-H Horse Banquet held Tuesday, Nov. 30.

Receiving awards for their achievements in the county grooming and showmanship contests were David Bixler, Palmyra, 12 years and under; and Kirsten Bixler, Newmans town, 13-15 year olds. Grooming and showmanship awards were sponsored by Brandt's Mill and Saddlery, Lebanon.

Members were also recognized as class winners at the county horse roundup Equitation trophies were sponsored by Sheehy Ford, Lincoln Mercury, Inc. Lebanon. Members who participated at the district level and state levels received gift certificates sponsored by H & H Tack Shop, Annville; Main Street Jewelry & Gifts, Myerstown; L'Gems Jewelry Shoppe, Lebanon; Smith Candies, Myerstown; Lantern Lodge, Myerstown; and Risser's Restaurant, Stouchsburg.

Outstanding project book awards were presented to the fol-

lowing: Tracie Pasker- Equestrians, Horses Are Fun; Amanda Patterson- Equestrians, Novice Horseman; Sarah Kreiser- Hoof & Horns, Tenderfoot Horseman; Heidi Urban- Equestrians, Junior Horsemanship; Jennifer Hain- Equestrians, Senior Horsemanship; Erin McClellan- Spur & Bit, Advanced Horsemanship; Alexis Clelan- Equestrians, Competitive Trail Riding; David Bixler- Hoof & Horns, Horse Production.

Nicole Flickinger, Jennifer Hain, and Rebecca Kleinfelder were honored in the horse category of the National 4-H Awards Program.

The following adult volunteers were recognized for their leadership of county 4-H horse clubs: Jeff and Colleen Krause, Tom and Dawn Flickinger, Florence Letteer, Steve and Denise Hain, Michelle Beck, Cindy Beck, Rebecca Bixler, John Tshudy, Eileen Yorty, Donna Cikovic, and Trisha Gettler.

The 4-H Horse program provides youth with the opportunity to acquire knowledge of horses and equine related subject matter. Ownership of a horse while desirable is not required to participate

in 4-H horse program activities.

If you would like more information on how to become a 4-H member or an adult volunteer, please contact the Lebanon County Cooperative Extension Office by calling 270-4391.

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## Beef Industry To Air Commercials

CHICAGO, Ill. — On January 10, two new television commercials will be added to the beef industry's successful advertising campaign, "Beef. It's What's For Dinner." The new ads will reflect information gathered during focus groups conducted with the beef industry's target audience in late summer 1993.

According to the market research, conducted on behalf of the Beef Industry Council (BIC), consumers really enjoy the beef advertisements. The focus groups found that most consumers have seen the ads and like them because they give them new ideas for preparing beef for their next eating occasion. The focus group participants also noted that the meals

looked healthy and they noted that the overall theme, beef for dinner, was an enticement. The music, "Rodeo," from composer Aaron Copeland, was also a big hit with those who participated in the focus groups.

The two new 30-second television advertisements will focus on kids and dinner and special occasions for celebrating, says Monica Eorgoff, BIC director of advertising. "In both commercials we try to relay to consumers that beef is the logical choice for these situations." Ten recipes, selected from the new cookbook, *Skinny Beef*, and the National Beef Cook-Off®, are being used in the new commercials. These ads will join the five ads already airing on

prime time, daytime and sports programming.

The advertising campaign is also getting a boost this winter as the beef industry showcases its advertising during the 1994 Winter Olympics being held in Lillehammer, Norway, February 12-27, 1994. The beef industry purchase includes 32 advertisements to be broadcast during the 120 hours of Olympic coverage.

Research indicates that the 1992 Winter Olympics achieved outstanding marketing results for its advertisers. The last Olympics broadcast drew more than 184 million viewers, about 77 percent of all Americans."

The latest evaluation of the advertising campaign's effectiveness, conducted by the Gallup Organization, Inc., shows that, in September 1993, 71 percent of consumers were aware of beef advertising. That compares to only 57 percent awareness in March 1992.

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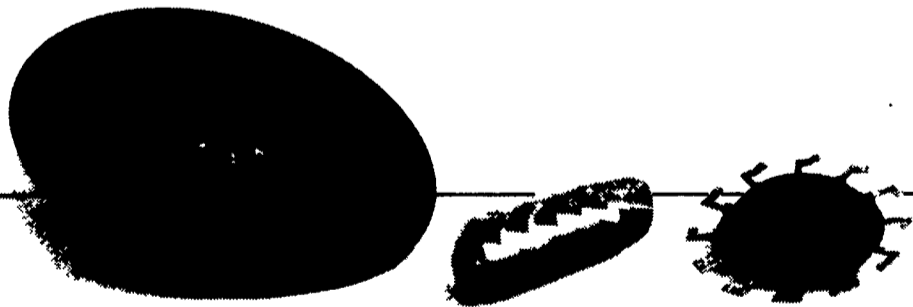
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\*John Deere dealers are independent retailers who determine their own prices, so actual selling prices may vary from the prices shown. Offer good through January 31, 1994.

Watch your mailbox. Check the special-buy "Good Deals" on the back of the Spring '94 Parts Catalog - arriving soon from your participating John Deere dealer.



### 4-H Tractor Safety Club Gears Up For 1994

(Continued from Page B16)

The officers for 1994 are Bryan Hite, president; Cheryl Nixon, vice president; Leese Fields, secretary; Cody Propst, treasurer; Helen Jolley, reporter; Terri Jean Nixon, refreshment coordinator; Diane Propst, game leader; and Cheryl Nixon, librarian.

The office of librarian is new for '94" and will take care of the club library. The Friends & Riders 4-H Club Library is started with the six books used for reference in the Pennsylvania state and national horse bowl contests. The books were bought with money the club members raised in fundraisers and are for the members' use. Anyone wishing to donate horse-related books (fiction or non-fiction) to Friends & Riders 4-H Club can contact Susi Jolley or the Bedford County Extension Office.

Friends & Riders 4-H members were very busy in 1993. Helen Jolley and Cody Propst went to Five-County 4-H Camp. Cheryl Nixon and Cody Propst gave presentations at Bedford County Presentation Day. Willow Abrams, Jessica Fetters, and Bryan Hite were members of the Bedford County Horse Bowl Team at Pennsylvania State Achievement Days.

Willow Abrams and her pony Kanwana Tempest were grooming champion 13-15 yr old and reserve high point English pony at Bedford Fair. Helen Jolley and her pony Doc were showmanship champion 12 year and under and high point English pony at fair. Helen and Doc also competed the Keystone 4-H Competitive Trail Ride.

Willow Abrams, Leese Fields, and Helen Jolley qualified for the 1993 Pennsylvania State 4-H Horse Show. Willow & Tempi were ninth in hunter hack ponies, Leese & Seeka Real Special were second in stock type horse 2-year-old fillies, and Helen & Pied Piper were first in stock type ponies 2-year geldings. Helen and Doc also competed in hunter seat equitation over fences junior and working hunter ponies.

The Friends & Riders 4-H Club had the first place display in the 4-H Promotion Category at the 1993 Pennsylvania Farm Show. They had the third place display at the 1993 Bedford County Fair and have a display entry at the 1994 Pennsylvania Farm Show. Friends & Riders 4-H Club won the horse bowl contest at fair.

Several members have made radio spots this year. The club made tray favors and Christmas cards for the residents of an area nursing home.

They planed and held a club Fun Show in June, and had a club ride night at Bedford County Fair. They went as a club with their families to the 4-H awards banquet and to a play at Olde Bedford Village.

Friends & Riders 4-H Club meets the second Tuesday of each month at 7 p.m. in the Cumberland Valley Recreation Park Building. Anyone interested in horses and is between the ages of 8 and 19 is welcome at the meetings.

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