

1980s

An Age of Technology And Change

In 1987, Jan Stanton became the first woman and nutritionist to be appointed executive director of Dairy Council. Under her leadership, "Management by Objectives," was introduced and Dairy Council for the first time began to plan and achieve its work through concrete and measurable goals and objectives. Computerization kept the organization in step with the emerging technology of the 80s.

Some of the contemporary nutrition issues Dairy Council addressed with new programs were *Nutrition and Your Busy Lifestyle* and *LIFESTEPS®. Weight Management*.

In the late 80s, dietary cholesterol was on every one's mind. Dairy Council was one of the only organizations in the coun-

try with a brochure for consumers on cholesterol and fat. Developed locally, the *Checking It Out* brochure was used by many Dairy Council units across the country, and needed to be reprinted several times.

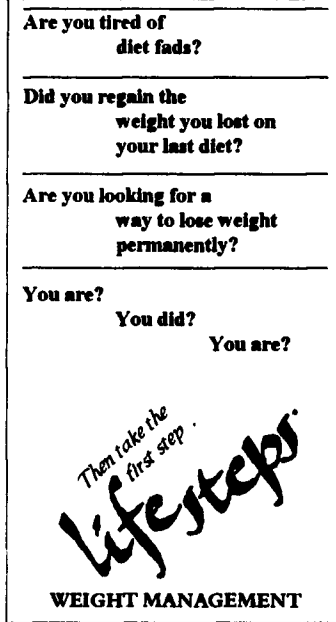
In the 1980s, the implications of biotechnology reached the farm. By the end of the decade, the discussion on the use of a supplemental hormone, bovine somatotropine (bST), to increase milk production, was widespread. Dairy Council prepared its staff to be able to answer nutrition questions with relationship to the use of bST, and initiated a Crisis Management Team to address this and any other pressing issues.

A new logo and stationery brought a contemporary look to a changing organi-

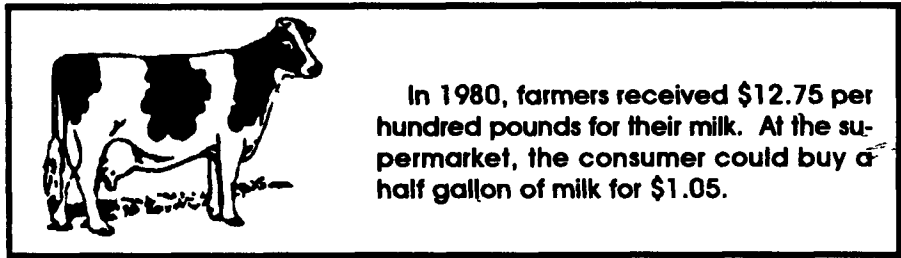
zation. Desktop publishing became a part of a busy and growing communications/public relations segment of the organization, as an increased involvement with marketing and media ushers in the 90s.



New logo for a changing organization.



Nutrition educator Kitty Flannery gives a nutrition class to students at Gwynedd Mercy College.



Kudos To Dairy Council, Inc.

To those individuals who with foresight, sound judgment and perseverance founded, funded and fostered Dairy Council, Inc.

and

To the staffs of Dairy Council over a span of three quarters of a century for untiring efforts to promote the unique and significant nutritional benefits of dairy foods by the development and dissemination of creative, scientifically based, nutritional education materials and services.



**Middle Atlantic Milk Marketing Association, Inc.
Towson Maryland**

