



dhia

Dixie L. Burris,
Membership Development

Call 1-800-DHI-TEST for information.
Pennsylvania Dairy Herd Improvement Association
DHIA Service Center, Orchard Road, University Park, PA 16802

Pa.DHIA Gears Up For Summer Conference

DAVID BIGELOW
Training Coordinator
UNIVERSITY PARK (Centre Co.) — The agenda has been set for the Pa.DHIA 71st Annual Technicians' Conference.

The summer conference is held in conjunction with the spring and fall conference.

On June 16 and 17, Pa.DHIA technicians are to travel to the Pennsylvania town of Indiana where the conference is to be held at the Holiday Inn.

Registration begins at 10:30 a.m. June 16 and continues until lunch. After lunch, the conference begins with a welcome address and

introduction of guests by Dean Amick, director of Field Operations, David Slusser, general manager, and Jay Risser, president of the Technicians Association.

Preceding the welcome and introductions is to be the viewing of a video called, "Sales." After viewing the video, technicians are to be given a training program on sales by David Zimmerman, district manager for Atlantic Breeders Cooperative.

Following the sales presentations, a motivational presentation by Ron Eberhard is scheduled. Eberhard's presentation is to focus on getting people motivated to

complete the job of a sales person. An awards breakfast is to be held Saturday morning. This activity is held to recognize the high achievements of the technicians and to recognize their years of service to Pa.DHIA.

Following the awards breakfast, a panel discussion is to be held to discuss a new nutrition program and the Westfalia Dairy Plan.

Technicians are to be updated on their benefits following the panel discussion.

For more information on the conference, or to see how Pa.DHIA can assist a dairy operation, call (800) 344-8378.



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