

# Lori Snider Heads National Holstein Convention Women's Events

(Continued from Page A1) everything is going as planned." The total committee of four includes Lori's mother-in-law, Mary Ann Snider who chaired the entertainment; Lilly Nichl, Lori's co-chairman from State College; Pat Landis of Lancaster County who was responsible for the favors; and Marj Harpster of Spruce Creek, in charge of hostesses.

"We had a wonderful time with the planning and scheduling," Lori says. "We met with the travel and convention center at Pittsburgh, and were treated royally to the sights, sounds, and tastes of Pittsburgh, which really is a wonderful city."

Highlight of the week is a luncheon to be held at the Westin William Penn Hotel, a grand old luxury hotel that reflects Lori's taste. Her own family resides in a Victorian style farmhouse complete with gingerbread trim.

In honor of Pittsburgh's ethnic melting pot background, the luncheon will include a group of musicians playing tamburitzas, and stringed musical instruments that evolved from the ancient lute."

An Amish theme will run throughout the luncheon with tables covered with Amish quilts and pillow shams as centerpieces.

Amish porcelain pins designed in the style of various quilt patches will be presented to each guest and the menu will include various types of Amish food.

"It's an expensive event," Lori admits. "And, if we charged to cover our costs, not many would be able to afford to come. We are very grateful to H.J. Heinz for footing a lot of the bill for all of our events."

The luncheon is scheduled for Tuesday and, on Wednesday, the women will tour an Amish settlement near Ohio. Another group will tour the Frick mansion and museum in Pittsburgh.

"I knew what those attending would be expecting," Lori says. "Because I haven't missed one since I was married. Attending the National Holstein Convention has always been a Snider family tradition.

"We've been all over the United States and enjoyed every one. Pre-convention tours have given us the opportunity to see such sights as Yellowstone or Mt. Rushmore."

The Sniders' three older children, Ross, 16; Greta, 13; and Nora, 11 have also enjoyed each convention as they got old enough to do so.


"Ross was only nine months old

when we took him to Nashville in a cattle truck loaded with one of our cows," remembers Lori. "It was hot and not too comfortable. The baby flew home with his grandmother," she recalls fondly.

This year the three older children will attend the luncheon and sale but Lori's hectic position at the convention prohibits them from attending other events.

And, since they are involved in softball, they were happy to stay with aunts who live nearby.

Well acquainted with the world of Holsteins, the Sniders of Singing Brook have a herd of 150 and more than 500 acres of farm land.



## NEWS

See additional National Holstein Convention story and a schedule of events on pages C-2 to C5.

## Official Holstein Pedigrees: Essential Merchandising Tool

BRATTLEBORO, Vt. — Pedigrees are a good management tool, according to Holstein producers, but they are also a near-necessity when it comes to merchandising. Across the country, producers are using Official Holstein Pedigrees to make breeding decisions, look up ancestry, and enhance sales of Officially Identified Holstein cattle.

Gary Wilson of Greenbush, Minnesota, said he uses pedigrees

in a variety of ways in his herd. Ordering the pedigrees, when he identifies his calves allows him to get a headstart on production information later on. Those same pedigrees give more credibility to his merchandising as well.

"The pedigree is of utmost importance," he said. "I rely on the Holstein pedigree for all the official information, buying or selling. It's something I have to have - it's a given."

Official Holstein Pedigrees can be ordered with three generations, four generations, or five generations of ancestry. Pedigrees are ordered for making breeding decisions, merchandising information, or for use in sale catalogs.

Wilson said he sells quite a few females, and all bulls are sold as breeding stock. "It gives more credibility to the sale. It's a source of information we use all the time," he said. "It's almost essential to have a pedigree for our clientele and our export buyers."

For example, he recently sent 11 pedigrees out of state to a potential buyer. Those pedigrees, along with pictures, will likely be all that the buyer will need to see to make his decision, Wilson said. "Based on the pedigrees and photos, I can probably complete the

sale over the phone." Wilson has the pedigrees updated after each herd classification and genetic update, to make the most current information available. He also frequently gets updated pedigrees on animals in the top end of the herd and his high-impact cows.

He noted that pedigrees lend a certain professionalism to merchandising. "If I'm standing out in a cow lot with all the pedigrees in a book where I can look up the information right there, it adds credibility to the sale. That way I'm not saying 'I don't know about that cow' or 'I'll have to go check on that.'"

Wilson said a pedigree is "a given" when it comes to buying or selling cows. "I won't buy or sell an animal without a pedigree," he stressed. "I request one when I'm buying cattle and my selling is based on pedigrees. You can see the production information, the depth of the cow family and the classification score. It's a good management tool, plain and simple."

When selling his breeding bulls to the bull studs, he provides the most up-to-date pedigrees as well. "That way they have a workable

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## It's that time again... Northeast Agri Systems! Annual Fan Blow-Out!

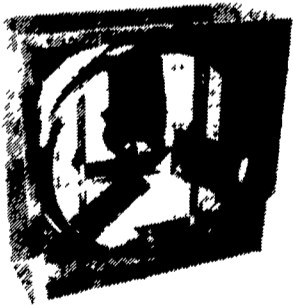
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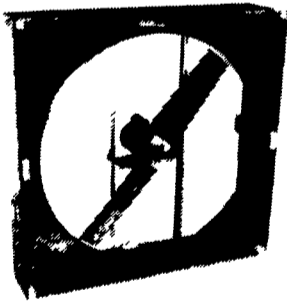
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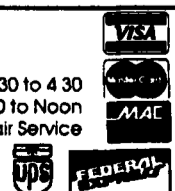
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