

## Summer Conference Themes Are Sales, Motivation

**DAVID BIGELOW**  
Training Coordinator

Pa. DHIA held its 71st annual technician's summer conference on June 16-17, at the Holiday Inn in Indiana, Pa.

Technicians from all parts of the state traveled to Indiana to hear one of the most powerful sales and motivational oriented conferences ever held for Pa. DHIA technicians.

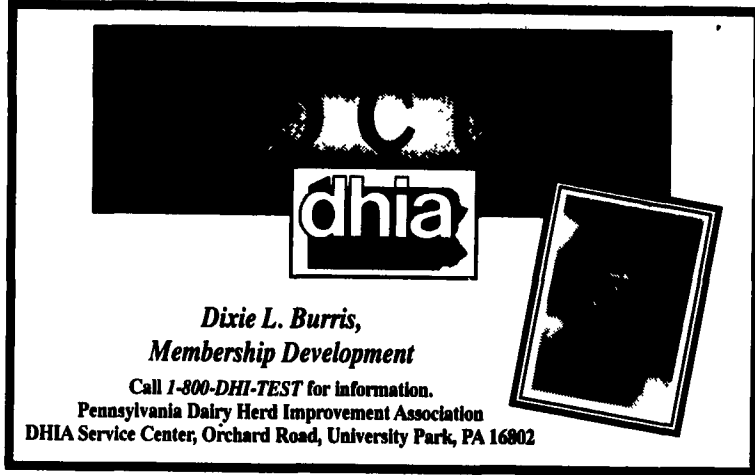
Registration began on June 16 at 10:30 a.m. and was followed with opening remarks from Dean Amick, director of Field Operations; Jay Risser, president of the Technician's Association and David Slusser, general manager of Pa. DHIA.

Concluding the opening remarks, a video was presented, "Don't Fire Them, Fire Them Up."

The main goal of the video was to excite the technicians into getting more out of their job.

A market share development presentation was given by David Zimmerman, region manager for Atlantic Breeders Cooperative. He pointed out in his presentation some ideas that can be used for selling DHIA services. Through group discussion and participation, technicians were able to interact on different selling techniques.

At this point, sales led into the motivational part of the program. Ron Eberhard, an estate consultant and lecturer from Ohio, pre-



sented a high-powered program "People Planning-How to Get the Most Out of Me and Those Around Me."

He shared with the technicians many ways they could motivate themselves as well as motivate others to do a better job for Pa. DHIA. Although a serious subject, he was able to be both humorous and serious in his presentation.

After the evening meal, Eberhard had the opportunity to come back and present a program on everyday life. Again both serious and humorous, he was able to drive home the fact that we can enjoy living and live life to its fullest potential.

On Saturday, the day started out with a meal and the awards program.

After the presentation of the awards, a panel discussion was held on the subject of the new

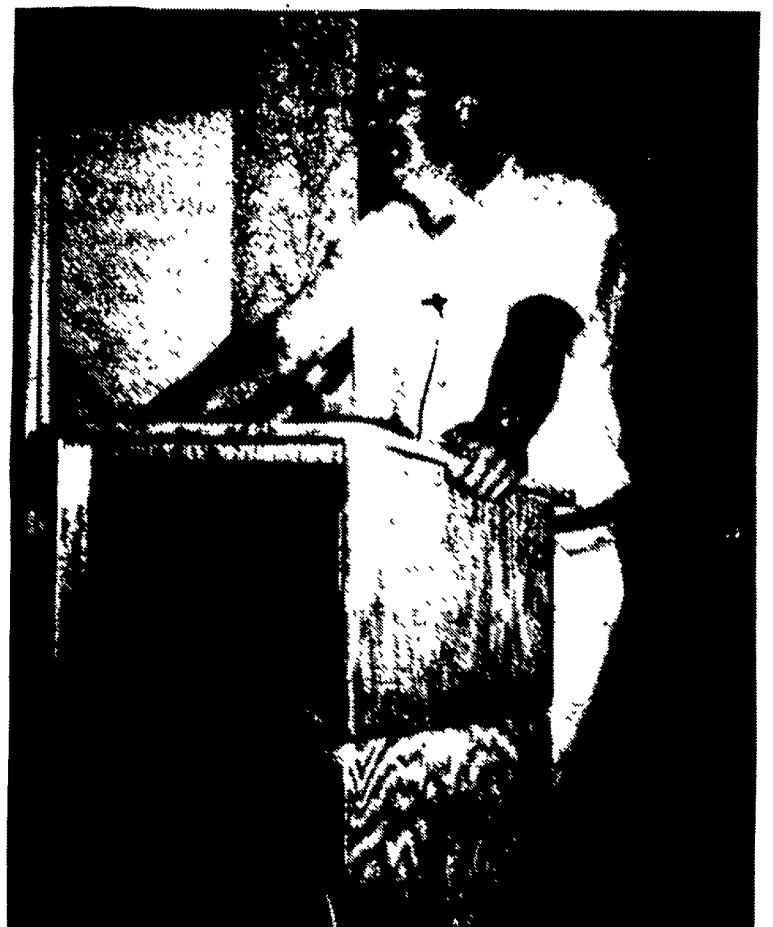
Nutrition Program and the West-falia Dairy Plan Program.

Much discussion pursued different ways each program could be best utilized. Many ideas were exchanged and many technicians had the opportunity to ask questions to the panel. Jim Boyer, processing center manager, facilitated the panel discussion.

Ted Brown, director of finance, updated the technicians on their benefits before the staff had a question and answer session to end the technicians' conference.

At Pa. DHIA, we feel that educating technicians through conferences is vitally important to keep them updated on things in the dairy industry.

Please feel free to call Pa. DHIA at 1-800-344-8378, if we can assist with your dairy operation.



Lane Sollenberger, president of the Board of Directors of the Pa. Dairy Herd Improvement Association addresses technicians during the 71st annual technician's summer conference.

### Average Farm Feed Costs For Handy Reference

To help farmers across the state to have handy reference of commodity input costs in their feeding operations for DHIA record sheets or to develop livestock feed cost data, here's last week's average costs of various ingredients as compiled from regional reports across the state of Pennsylvania. Remember these are averages so you will need to adjust your figures

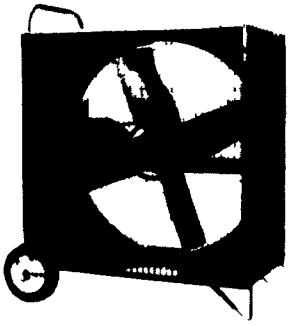

- up or down according to your location and the quality of your crop.
- Corn, No. 2y - 2.81 bu. 5.02 cwt.
- Wheat, No. 2 - 3.62 bu. 6.05 cwt.
- Barley, No. 3 - 1.57 bu. 3.35 cwt.
- Oats, No. 2 - 1.62 bu. 5.05 cwt.
- Soybeans, No. 1 - 5.59 bu. 9.34 cwt.
- Ear Corn 68.31 ton 3.42 cwt.
- Alfalfa Hay - 85.00 ton 4.25 cwt.
- Mixed Hay - 76.75 ton 3.84 cwt.
- Timothy Hay - 75.00 ton 3.75 cwt.

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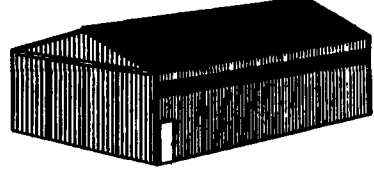
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