

Farm-City Exchangees

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Lancaster Farming Staff

READING (Berks Co.) — To a dairyman who participated in the recent Berks farm-city exchange program, it was amazing to see how different—and yet similar—entirely different businesses can be.

While farmers are used to performing chores in one half hour or hour increments, in the world of TV journalism, according to dairyman William Lesher, time is measured in the seconds or even half seconds.

During the farm-city exchange day this year, Lesher, who along with wife Lolly and family operate Way-Har Dairy Farms in Strausstown, exchanged responsibilities

on the farm with Robyn Young, reporter for TV-69, Berks Edition.

Lesher and Young spoke on Thursday night to about 365 who attended the 12th Annual Berks County Farm-City Banquet at The Riveredge Restaurant in Reading.

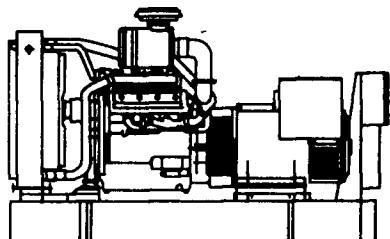
Lesher indicated he was impressed by the technology available to assemble and broadcast television news. He spoke about some of the stress reporters have to endure as deadline nears, and about how a news segment has to be edited for a precise time period. He said his trip to the TV news station showed some of the challenges faced by the "country boy who goes to the big city."

Lesher manages Way-Har Farms, which consists of 120 milk

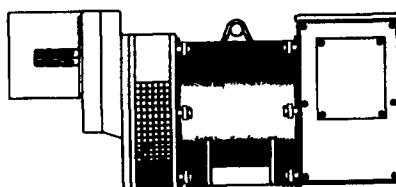
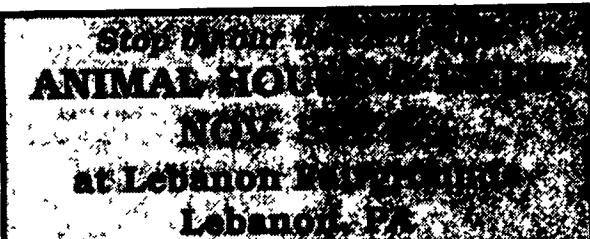


During the farm-city exchange day this year, William Lesher, far left, exchanged responsibilities on the job with Robyn Young, reporter for TV-69, Berks Edition, second from left. Carl Brown, of F.M. Brown's Sons, Inc., far right, exchanged places for a day with Carl Herbein, managing partner of Herbein and Company, a Reading CPA firm, second from right.

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cows, 450 acres of cropland, and a retail store. Milk is processed and sold in the store and to retail outlets. Ice cream and bulk foods are the mainstay of the business.

Young praised the work of the county's farmers, who she said are the "backbone of this country." She said she remained very patient in her attempts to milk the cows.

Carl Brown, of F.M. Brown's Sons, Inc., exchanged places for a day with Carl Herbein, managing partner of Herbein and Company, a Reading CPA firm. Brown said that at the CPA, "computers are used to the utmost" to set up schedules for the accountants and for electronic mail.

Herbein said that he was impressed by the automation of feed facilities compared to what he remembered as a child.

At the banquet, Ted Bowers, assistant vice president in the agri-finance department at CoreStates Hamilton Bank, far right, presented Public Relations in Agriculture to Rep. Sheila Miller, second from right. Bowers also presented an award to the Berks County Farm Bureau, with a membership of 1,590. The award was accepted by Edward Hartman, president, far left, and Gertrude Moore, secretary/treasurer of the bureau.

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Chamber Sets Ag Banquet

LANCASTER (Lancaster Co.)

The Lancaster Chamber of Commerce and Industry is holding its 19th annual Agriculture-Industry Banquet on Tuesday, Nov. 21 at the Lancaster Host Resort.

Dr. David M. Kohl, professor of agriculture finance and small business and entrepreneurship at Virginia Polytechnic Institute, will present the keynote address entitled "The A-B-C's of Managing Changes in Agriculture."

As an active educator, Kohl has provided insights into financial management and the future of agriculture in more than 1,200 workshops all over the country. He has published four books and more than 125 articles on financial

and business-related topics.

Kohl was one of the leaders in establishing guidelines for the standardized reporting and analysis of agricultural producers' financial information on a national basis.

Also featured at the banquet is Charles C. Brosius, Pennsylvania secretary of agriculture, who will present the county's Century Farm awards. Farms that have been in the same family for more than 100 years are eligible for application. The recipient of the George C. Delp Award for outstanding individual contribution to agriculture will be announced as well.

For more information, contact Jim Shirk, (717) 397-3531.

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