

General Manager, Two Pa.DHIA Directors Complete Co-op Institute

"Positioning Your Cooperative For Change" was the title of the 1996 Pennsylvania Cooperative Director Institute attended by David Slusser, Pa. DHIA general manager; and directors Marian Butler and Ralph Gilkinson.

The 12th in a series of cooperative director institutes that began in 1983 was held at the Nittany Lion Inn on the campus of Penn State University. Over 45 directors from 15 different cooperative organizations serving members in 10 states participated.

The director school is sponsored jointly by the Pennsylvania Department of Agriculture and Penn State University's Cooperative Business Education and Research Program (CBERP).

More than 20 leaders from educational, cooperative, and government organizations kept the participants challenged throughout the three-day program.

Keynote speakers included Dr. Graham Spanier, recently appointed president of Penn State University, Mr. Charles Brosius, Secretary of Agriculture for the Pennsylvania Department of Agriculture, and Dr. Christopher Peter-

son, associate professor of agricultural economics at Michigan State University.

Herman Brubaker, chairman of the board of Milk Marketing, Inc. (MMI), shared insights gained from his many years of guiding MMI through a number of merges and strategic challenges. George Steele, former Agway and Farm Credit board member provided a strong foundation of director basics.

Topics included roles and responsibilities of directors, legal issues of the board, communications, group process, interpersonal relations, board management relations, leadership, strategic planning, and understanding cooperative finances. Sharing ideas, experiences, and issues with other directors is an important non-scheduled part of every director school.

The purpose of the series is to train and equip directors of the region's member-owned cooperative organizations with the knowledge and skills necessary to operate successfully in the rapidly changing business environment. Success for cooperatives means

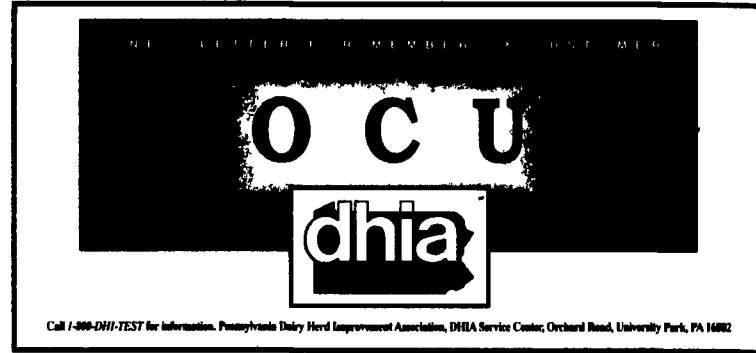
maintaining and increasing the value of membership in the organization by improving on farm profit, maintaining access to markets and services, and limiting some of the risk involved in agriculture.

The title, "Positioning Your Cooperative For Change," verbalizes on the current high priorities of many cooperative and business organizations. Many cooperatives have already undergone restructuring and streamlining and like their investor-owned counterparts, many more will need to make significant changes to continue to benefit their members.

The Director Institute is followed, in alternate years, by the Pennsylvania Graduate Director Institute. The graduate program is designed, as the name suggests, for advanced training on board leadership, financial analysis, and strategic issues.

All programs are planned by a committee composed of industry and educational leaders to address basic training and current priority needs of the cooperative community.

For more information, contact Dick Poorbaugh at Penn State PA DHIA at 1-800-344-8378 or (814) 863-0644.



Computer Committee Sets Course

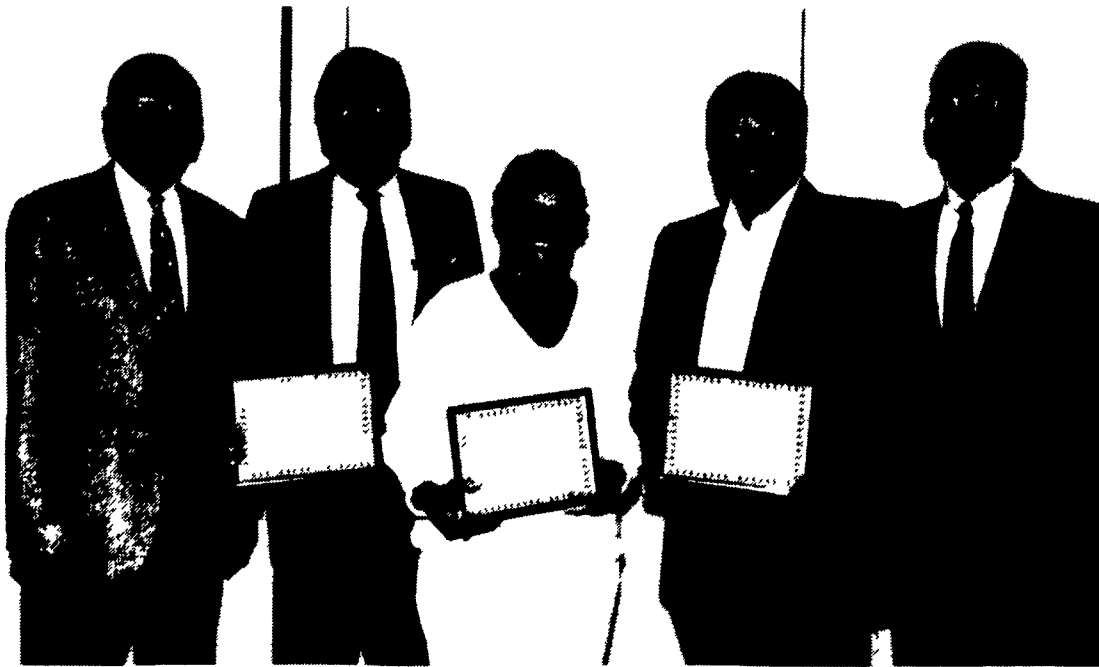
DAVID BIGELOW
Training Coordinator

On Wednesday, Feb. 14, the newly formed Pa. DHIA Computer Committee met to organize and chart the course for the following year.

The main thrust of the committee is to advise or suggest changes in the Quick Barn Sheet program that would make the program more user-friendly and at the same time improve the product to his highest performance.

The Quick Barn Sheet program was developed to be a user-friendly date entry tool for Pa. DHIA technicians. Used in conjunction with Westfalia Dairy Plan reports, technicians have the ability to provide the dairyman with reports that contain information that can be used to make immediate herd management decisions in advance of when the paper DHIA reports arrive in the mail.

(Turn to Page A23)



Flanked on the left by Shannon Stokes, associate dean of the Penn State College of Agricultural Sciences, and on the right by Russull Redding, a Pennsylvania deputy secretary of agriculture, Pa.DHIA General Manager David Slusser and two of the cooperative's directors, Marian Butler and Ralph Gilkinson, show their certificates of completion of the 1996 Pa. Cooperative Director Institute.

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