

Gundlach Receives National Communication Award

BOSTON, Ma. — Roger B. Gundlach, Manager of Communications at Genex Cooperative, Lancaster, received the 1996 H.E. Klinefelter Award for distinguished service in the field of cooperative communications during the Annual Institute of the Cooperative Communicators Association (CCA) in Boston on July 16.

Gundlach became the 38th recipient of CCA's Klinefelter Award, the organization's oldest and most prestigious honor. CCA is a national association of business communicators who work for cooperatives.

The H.E. Klinefelter Award recognizes a CCA member who has raised the standards of cooperative communications and, in doing so, has contributed significantly to the cooperative way of doing business.

"Much of the change in our co-

operative has been accepted by our members based on faith and trust," N. Alan Bair, Gundlach's co-worker of 18 years, wrote in nominating him for the honor last April. "Roger has been a key player in building that faith and trust."

Bair's comments about Gundlach were echoed by a wide range of colleagues across the U.S. Crystal M. Smithmyer, Executive Director of the Pennsylvania Council of Cooperatives, says of Gundlach's writing, "Each word reflects the dedication and talent of a man who has committed his life's work to communicating the import and uniqueness of the cooperative way of doing business."

Gundlach earned his BS and MS degrees in agricultural journalism from the University of Wisconsin-Madison. While a student, he worked as a reporter for a weekly newspaper printed by the Inter-County Cooperative Pub-

lishing Association in his hometown of Frederic, Wisconsin.

Only a few days after receiving his MS degree, he joined Southeastern Pennsylvania Artificial Breeders Cooperative, which later became Atlantic Breeders Cooperative and is now Genex Cooperative Inc. Gundlach has written and designed every issue of his cooperative's member newsletter since July 1960. His other responsibilities have included preparing advertising and managing the organization's printing department.

Through his writing and daily interaction with members, fellow employees and the public, he's earned the respect and trust of his cooperative's members and management with his deep understanding of cooperatives and the artificial insemination industry, according to Sally B. Bair, press secretary of the Pennsylvania Department of Agriculture.

His colleague, N. Alan Bair, notes that Gundlach became enthused about desktop publishing after he saw it demonstrated at a 1987 regional CCA workshop in Pittsburgh. Two months later, he produced his first publication totally in-house — the first time anyone in the artificial insemina-



Roger Gundlach

tion industry had used desktop publishing.

Gundlach has also assumed broad communication responsibilities for helping the senior management of his cooperative gain approval of a major merger within the AI industry. A fellow employee says Gundlach "was a key member of the management team which advocated this merger over a three-year period."

Gary Mallow of Ithaca, NY, describes Gundlach as "the dean

of communicators in the American artificial insemination industry."

Thirty-seven years ago, CCA presented its first Klinefelter Award in memory of H.E. Klinefelter, who, in 1939, became editor of *The Missouri Farmer*. Klinefelter established the information division at Missouri Farmers Association. He was an excellent writer and became well-known for his articles about cooperatives and their future.

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