

Smith Accepts Marketing Position

DAVID BIGELOW
Training Coordinator
STATE COLLEGE (Centre Co.) — Tom Smith of Palmyra, Lebanon County, recently accepted the new position of southeast region marketing manager. He will be responsible in the development of a market plan for the region while instructing and assisting the region managers and field technicians in implementing a planned approach. Tom will learn all PA DHIA programs and services, represent PA DHIA, teach marketing techniques, make farm sales and conduct educational and marketing meetings. He will also serve on the "Heifer New" project team.

Tom was formerly employed as a sire analyst for 12 years at Atlantic Breeders Cooperative where he was responsible for purchasing 45 sires each year for the young sire program. Also included in his duties as an analyst was conducting many educational meetings for field staff and members of Atlantic Breeders. Many sires purchased by Tom became famous in their respective breeds.

He was raised on his family's dairy farm in Lebanon County and

graduated from Delaware Valley College of Science and Agriculture with a B.S. He has judged several dairy shows, worked with International Intercollegiate Judging Contest, Pennsylvania 4-H State Days, Delaware Valley College, Invitational Judging Contest and Pennsylvania Holstein Judging School.

PA DHIA is honored to have



Tom Smith

Tom come aboard with the rest of the team. With his genetic and judging background, his contributions to the development and implementation of "Heifer Net" will be important.

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 — 4.23 bu., 7.58 cwt.
- Wheat, No. 2 — 4.33 bu., 7.24 cwt.
- Barley, No. 3 — 3.35 bu., 7.18 cwt.
- Oats, No. 2 — 2.3 bu., 7.16 cwt.
- Soybeans, No. 1 — 7.61 bu., 12.71 cwt.
- Ear Corn — 134.57 ton, 6.73 cwt.

- Alfalfa Hay — 119.25 ton, 5.96 cwt.
- Mixed Hay — 115.50 ton, 5.78 cwt.
- Timothy Hay — 123.75 ton, 6.19 cwt.

dhia

David A. Bigelow,
Training Coordinator

Call 1-800-DHI-TEST for information.
 Pennsylvania Dairy Herd Improvement Association
 DHIA Service Center, Orchard Road, University Park, PA 16802

Region Managers and Senior Technicians Meet

DAVID BIGELOW
Training Coordinator
STATE COLLEGE (Centre Co.) — Recently the field staff from PA DHIA met to receive further training and be instrumental in setting the agenda for the upcoming Technician's Fall Conferences. The meeting was held at the South Ridge Motel, State College on September 17 and 18.

The meeting began with Dean Amick introducing Pete Dupuis, PCD Marketing Solutions, who facilitated marketing and sales management discussion with the group. Pete discussed different

sales approaches and the best way to put a plan in action.

Upon completion of Pete Dupuis' discussion, Dave Slusser, General Manager of PA DHIA, introduced Tom Smith, Marketing Manager from Lebanon County. Tom will be responsible for servicing a part-time circuit while he is instrumental in training and developing a market plan for PA DHIA.

A review of the senior technician job description was conducted along with discussion of the technician health benefits.

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