

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



Dr. Bill Heald and Dr. Lisa Holden are facilitating discussion for 24 PA DHIA employees at a customized Dairy-Map workshop.

DAVE SLUSSER
Executive Director
STATE COLLEGE (Centre Co.) — The staff of PA DHIA received professional instruction on how to design our cooperative to meet the needs of the 21st Century dairymen. David Bigelow, training coordinator stated, "I was inspired to develop personal goals, and realized my value as a

PA DHIA team member." Our cooperative follows the team management concept in business operations. This approach provides opportunity for all employees to take responsibility for problem solving and new ideas for services to members.

The Dairy-Map Program was custom designed for PA DHIA to better serve and respond to the

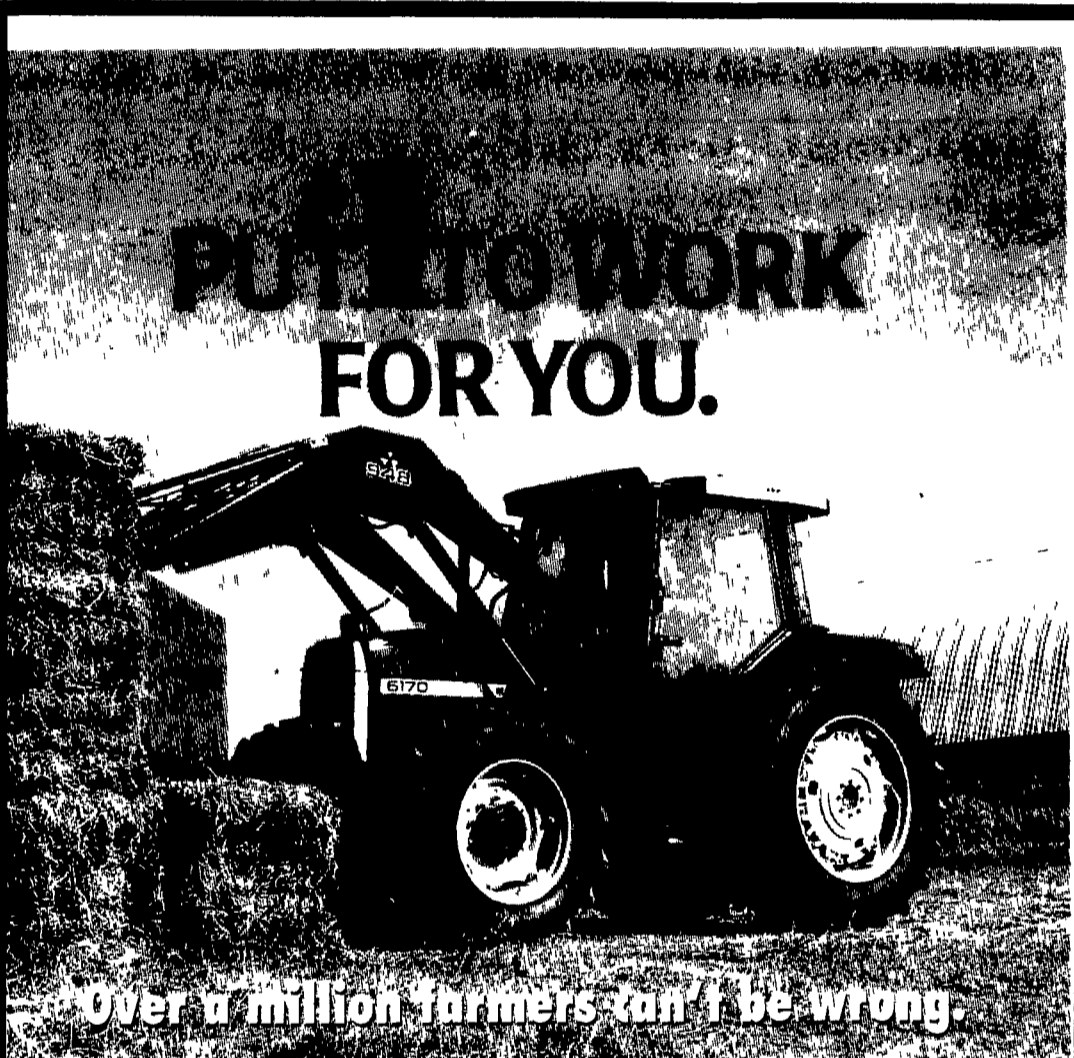
management needs of modern day dairy farm managers. The program was developed in cooperation with Dairy-Map, Cooperative Business Education and management of PA DHIA. The instructors were Dr. Lisa Holden, Coordinator of Dairy-Map; John Ruther-

ford, Western Regional Coordinator of Dairy-Map; Dr. Bill Heald, Professor of Dairy and Animal Science; and Richard Poorbaugh, Program Coordinator for Cooperative Education.

The staff received insights on "Thinking Outside the Paradigm," personal goals, personality differences, time management, team building, teamwork, business management principles, controlling the business, cooperative principle and PA DHIA management structure. The workshop was also

used to introduce the Mission, Vision and Strategic Long Range Plan of PA DHIA for the 21st Century.

Dave Slusser, manager, recommends other business and cooperatives that serve the agricultural industry consider a customized Dairy-Map program. It is important for employees to understand business principles and cooperative structure and have a positive effect on our farm community.



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