

Farmers Strengthen Association With Determination, Time

ST. LOUIS, Mo. — Corn growers should support the organization that represents the commodity they grow. That's just one of the many truths shared by the National Corn Growers Association's (NCGA) top 1996 membership recruiters.

An NCGA member for over 15 years, much of Marion Hoffman's time during the winter months is invested on behalf of corn growers. Hoffman sits on the board of directors of the South Carolina Corn Growers Association and raises corn, soybeans and wheat in Turbeville, SC.

"The farmer's voice is shrinking in the country. The NCGA not only helps farmers gain one voice in legislation, but it also helps us market our crop by promoting new uses," said Hoffman.

Before Hoffman started recruiting members, the South Carolina Corn Growers Association membership had dropped to about 100 members.

"I wanted to show the other state corn grower board members that it just takes a little bit of time and some drive to build a bigger association."

Last winter, local seed companies allowed Hoffman a few minutes at the beginning of their marketing meetings to talk with farmers about the reasons to become an NCGA member.

"I tell farmers about how the NCGA represents them on issues like ethanol and environmental regulations — things that affect corn growers in South Carolina."

He asks them to join the NCGA and hands out membership applications with postage paid envelopes.

Hoffman signed up the most new NCGA members this year — 117.

The One That Got Away

Myron Peterson will never again leave home without an NCGA membership form.

About a year ago, Peterson borrowed the Minnesota Corn Grower Association's ethanol promotional vehicle to drive in a local parade near his home in Sacred Heart, Minn. When the parade was over, he needed to deliver it to fellow corn grower association member Richard Peterson (no relation) to use. They decided to meet and swap vehicles halfway between their farms at a small truck-stop/cafe in Sandborn, Minn.

While they were drinking a cup of coffee in the cafe, the part-owner of the service station spotted the car with ethanol stickers in the parking lot. The service station owner found Myron and Richard in the cafe and began a conversation with them about promoting ethanol and the benefits of using the renewable fuel.

"This guy was a strong supporter of ethanol and said he promoted it every chance he

got at the station," said Myron Peterson.

Myron said he and Richard asked the owner if he wanted to join the NCGA which promotes industrial uses of corn such as ethanol. They dug around in their pockets for a membership form and both came up empty-handed.

"I probably lost that guy as a member. But, I learned a very valuable lesson that day. I always have an NCGA membership form with me now," said Myron Peterson, who helped his state association

reach a total of 3,571 members.

Tips For Success

The NCGA's other national membership recruiter, Roger Hilliard of Wisconsin Dells, Wis., shared a few of his tips for successful recruiting:

- Don't be afraid to spend time listening to corn growers. Don't be afraid to say what's on your mind.

- Be a model citizen.

- Get involved at the grass-roots level. You don't have to speak in front of a big group of people. Get involved in local events.



CORN TALK NEWS

PENNSYLVANIA MASTER CORN GROWERS ASSOC., INC.

Ethanol: America's Fuel For The 21st Century

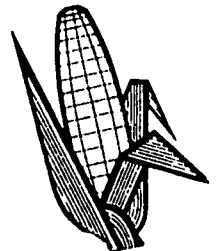
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American jobs. The ethanol industry is currently responsible for over 40,000 direct and indirect American jobs, contributing more than \$5.6 billion annually to the U.S. economy. Ethanol production utilizes more than 5 percent of the nation's corn crop. The corn demand for ethanol production increased corn producers' incomes by more than \$1.2 billion — or about 11 percent — in 1994.

Ethanol industry development reduces our dependence on foreign oil. Simmons & Co., a Houston-based oil consulting firm, predicts that world oil demand will grow by 11 billion barrels per day over the next five years, while currently producing fields reduce production by 8 billion barrels per day. Meeting this additional 19

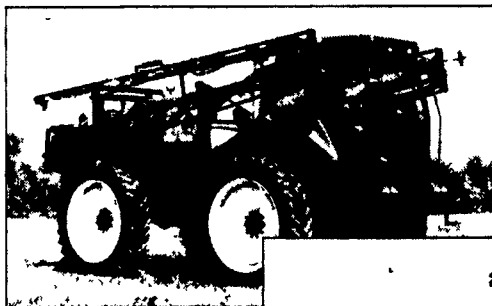
billion barrel-per-day demand won't come cheaply. Already, refiners in the U.S., Europe and Japan that a decade ago produced at 75 percent of maximum capacity, are being worked at nearly 95 percent capacity. Wouldn't it be wise for the U.S. to secure its energy needs before a worldwide shortage occurs?

We as citizens need to let our elected representatives know of our commitment to renewable sources for America's energy needs in the 21st century. Contact your members of Congress today!



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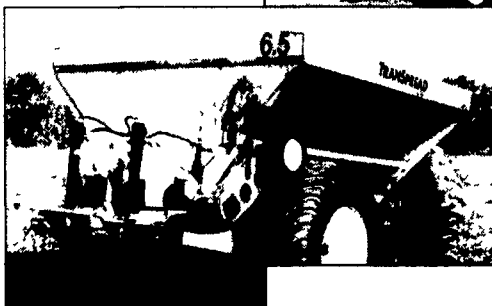
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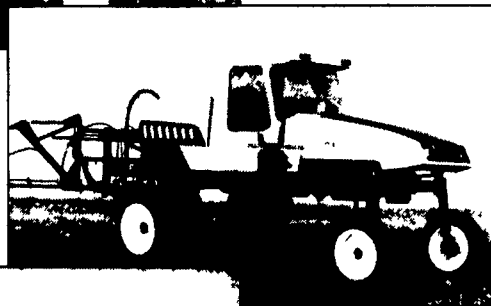
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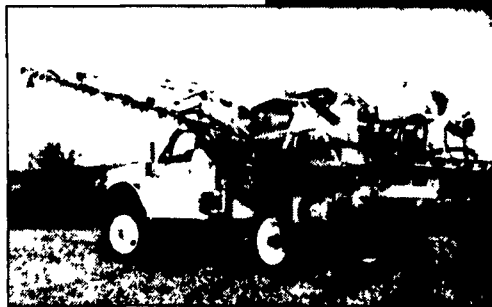
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