

# Roth Honored

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now. The economic pressures on the dairy farmers in the '60's was tremendous. Milk prices were as serious an issue as they are now. I remember the people from Penn State would make presentations on the need to increase productivity and efficiency--so much so that many farmers began to react negatively to the message. The farmers thought they were as efficient as they could be. And we have much the same reaction today."

Roth has been especially effective in handling management relations with the cooperative's membership and the board of directors. He believes you need a leadership mechanism at the top to give feedback to the board of directors about what the members are saying. If you have this feedback, the directors can make good policy decisions. Roth believes the new larger cooperatives must also put this kind of communication mechanism into place so the boards of directors can hear what the members are saying even if their members are scattered over a large geographical area.

Roth became general manager of Atlantic in 1985. He also served as chairman of the administrative council of Federated Genetics, a partnership of three AI Coopera-

tives that carried out an extensive national and international semen marketing program.

Raised on a Holstein dairy farm near Allentown, Harry is a graduate of Penn State with a major in dairy science. While at Penn State he was active in the Ag Honorary Society, Dairy Science Club, dairy judging teams and Delta Theta Sigma fraternity. Roth was a member of the York County extension staff for one and a half years prior to his career in AI.

Starting as a fieldman for Western Pennsylvania Artificial Breeding Cooperative at Clarion, he later assumed the duties of sire analyst and was named general manager in October of 1960. He held that position until the July, 1964, merger with Southeastern Pennsylvania ABC to form Atlantic Breeders Cooperative, when he was named breed programs director. He served as operations director prior to being named general manager.

Roth was a member of the board of directors of the Pennsylvania All-American Dairy Show and for 13 years was chairman of the show's invitational youth dairy judging contest. He was approved by the Purebred Dairy Cattle Association to judge Holstein and Guernsey shows. In this capacity he judged many local, state, and

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1952 Penn State judging team. From left, Harry Roth, Bill Crawford, Art Stone, and Boyd Wolf.



At the dedication of the new dairy facility at Penn State are from left, Daniel Hagen, Dean Lamartine Hood, Pres. Joab Thomas, Sec. Charles Brosius, Harry Roth, and Oble Snider.



A photo of Rothrock Leadman, an internationally known sire with great influence on the Holstein breed. From left, Tom Smith, Harry Roth, and Dave Galton at the halter.



Osborndale Ivanhoe was honored with this crystal replica at the Pennsylvania Holstein Association's annual meeting when it was held in Lancaster in 1992. From left, Alan Bair, Harry Roth, Art Baxter, Sam Minor, and Bill Nichol.



Harry Roth with Gov. Casey, and Boyd Wolff at the bull barns.