

Mattilio Brings New Perspective

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annually. A major promotion project is in the works. The association is spending \$11,000 for Smokey Roberts Film and Videos to produce an educational video to be distributed to schools in 1998. The Pennsylvania Dept. of Agriculture donated \$5,000 for the film project.

"Now I know why Hollywood movies cost so much," Mattilio said of the project.

Mattilio is enthusiastic about the project. He said the video is educational, but the comedy format appeals to people of all ages and done in a way that will not become outdated for many years.

Last year, the board struggled with the decision to designate that amount for promotion, but Mattilio said as treasurer he sees that money isn't doing any good just

lying there.

"It is not how much money we have in the treasury but how much we are helping the industry," he said. "Our goal is to help the industry by spending the money on the right things."

Another \$12,000 was spent to buy a new food booth this year. The Ephrata Fair Food Booth is the primary fund raiser for the industry. Poultry dishes such as chicken corn soup, turkey barbecue, and chicken breast sandwiches are sold.

The board wants the food booth to be used at more fairs and public events.

The board also selects a poultry representative to hand out recipes and prepare egg omelets for promotional work. Each year the association prints recipe brochures to hand out.

The annual banquet serves a

variety of purposes. A year-end financial report is given. It is a social activity where people learn to know others associated with the poultry industry, and where the board members are elected.

The Association sponsors radio ads and promotional events at food shows and fairs.

In the spring, home economists and family strength teachers are invited to a banquet where they are taught the latest research concerning egg and poultry consumption.

"We are sort of a grassroots organization and believe strongly in getting information into the hands of the people who are reaching the next generation," Mattilio said.

The association also holds an annual Poultry Progress Day, the largest and most attended one-day

educational poultry event of this type in the Northeast.

In addition, the association offers a scholarship to a student in the poultry science program at Penn State, and provides money for 4-H embryology projects held in 200 school classrooms.

"We want constructive criticism," Mattilio said of the board, which meets the first Monday night of every month at the Farm and Home Center. "We want ideas from members. This is their association. If there are things they think we should be doing differently, we need feedback," he said. The board meetings are open for members to attend.

Mattilio, his wife Melissa, and daughters Chloe, 2, and Clare, 9 months, live in a bilevel home surrounded by farmland. Their home reflects their shared love for family

and agriculture. Angus beef posters and horse pictures decorate their walls. Toys and toddler-related items fill the rooms. Pumpkins and gourds that Mattilio grew in the garden are gathered outside.

Since his wife works as assistant marketing manager for Turkey Hill Dairies, Mattilio said he and his wife work together as a team in cooking, household duties, and in caring for their daughters.

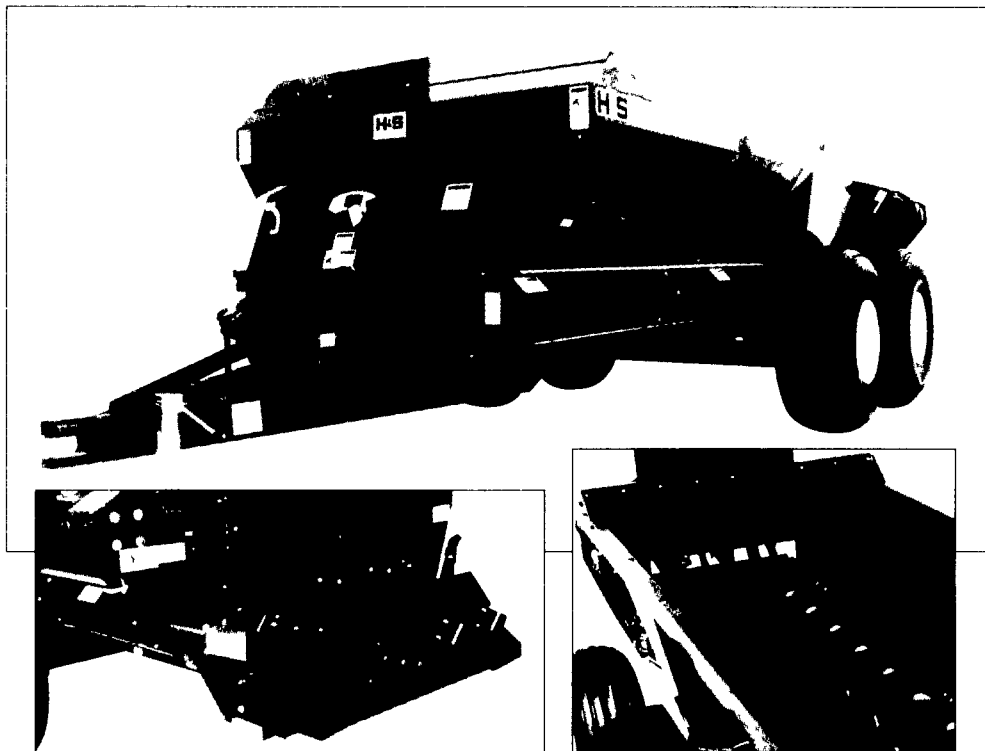
"I believe in working hard during the day generating assets for the bank and keeping customers happy, but I try to be home at a reasonable time every evening to be with my family. I try to be careful where I spend my time," he said. "I don't play golf but I do like deer hunting. It's my only hobby."

The Mattilios attend Manor Brethren-in-Christ Church.

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