

Conference On Natural Resources Income Opportunities

COLLEGE PARK, Md. — Private landowners will want to take a few minutes during the hectic holiday season to register for an important conference being held April 5-7.

As its name suggests, the Natural Resources Income Opportunities on Private Lands Conference is designed for farmers, woodland owners, natural resources professionals, and others interested in learning how to successfully choose and manage a private land income opportunity. The tree-day event will be held at the Ramada Inn Convention Center in Hagerstown, Md.

More than 35 speakers from Vermont to Arkansas — including landowners, consultants, foresters, and cooperative exten-

sion service faculty from several states — will share their expertise on a variety of income-generating opportunities, including fishing, hunting, timber management, ecotourism, aquaculture, and the production and marketing of such products as maple syrup and ginseng. They also will explore issues involving finances, liability, insurance and environmental impact.

"Private landowners are becoming increasingly interested in income opportunities that make use of natural resources, and they need the best possible information to make wise decisions," said Jonathan Kays, regional natural resources specialist with the Maryland Cooperative Extension Service. "This conference is designed to

give them that information." Participants will qualify for 13 Society of American Foresters continuing education credits (category one).

The Natural Resources Income Opportunities on Private Lands Conference is sponsored by the Cooperative

Extension Services of the University of Maryland, Cornell University, Ohio State University, Pennsylvania State University, Virginia Tech, and West Virginia University, along with several federal, state and regional agencies and organizations. The registration fee is \$95

and includes a complete copy of the conference proceedings.

For a brochure and registration form, call your local cooperative extension service office, or call Cindy Mason at (301) 432-2767, ext. 301, or send an e-mail message to ct11@umail.umd.edu.

Pa. Beef Council Wins Top Marketing Awards

MIDDLETOWN (Dauphin Co.) — The Pennsylvania Beef Council received top marketing honors from both the Pennsylvania Society of Association Executives (PaSAE) and the National Agri-Marketing Association

(NAMA) with their most recent consumer promotion entitled "Make Your Summer Sizzle."

The Best of NAMA competition honors the best work in agricultural communications. Entries are judged based on creative con-

cept and execution. This year PBC competed against other agricultural businesses to win first place in the category of producer-funded advertising campaigns.

PBC also took top honors in the Kudos Competition sponsored by PaSAE. Judges reviewed 27 different communication programs entered by other associations in Pennsylvania. PBC's "Make Your Summer Sizzle" recipe booklet was chosen to win first place in the category of One-Time Publication.

The "Make Your Summer Sizzle" promotion consisted of a four-color recipe booklet which included 10 mouth-watering beef and veal recipes, along with valuable coupons for cents off many of the products included in the recipes. In addition, consumers were offered the opportunity to write to the beef council for additional free recipes and were given the chance to enter a sweepstakes to win a free dude ranch vacation.

The "Make Your Summer Sizzle" promotional campaign is just one more example of the effective consumer marketing programs that the Pennsylvania Beef Council conducts with beef check-off dollars. If you are interested in more information about our consumer programs, or would like beef recipes, contact the council at (717) 939-7000.

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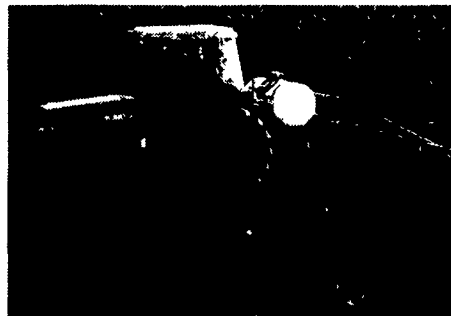
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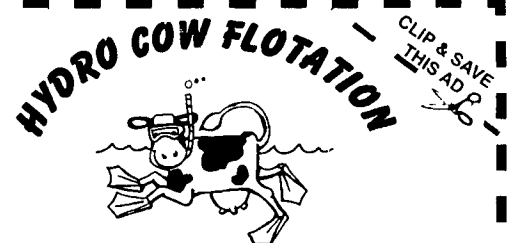
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