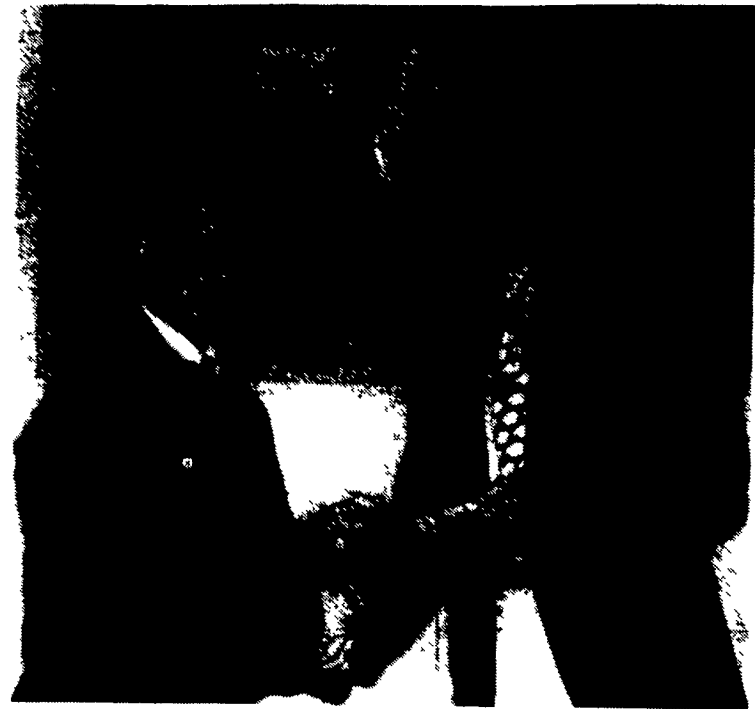
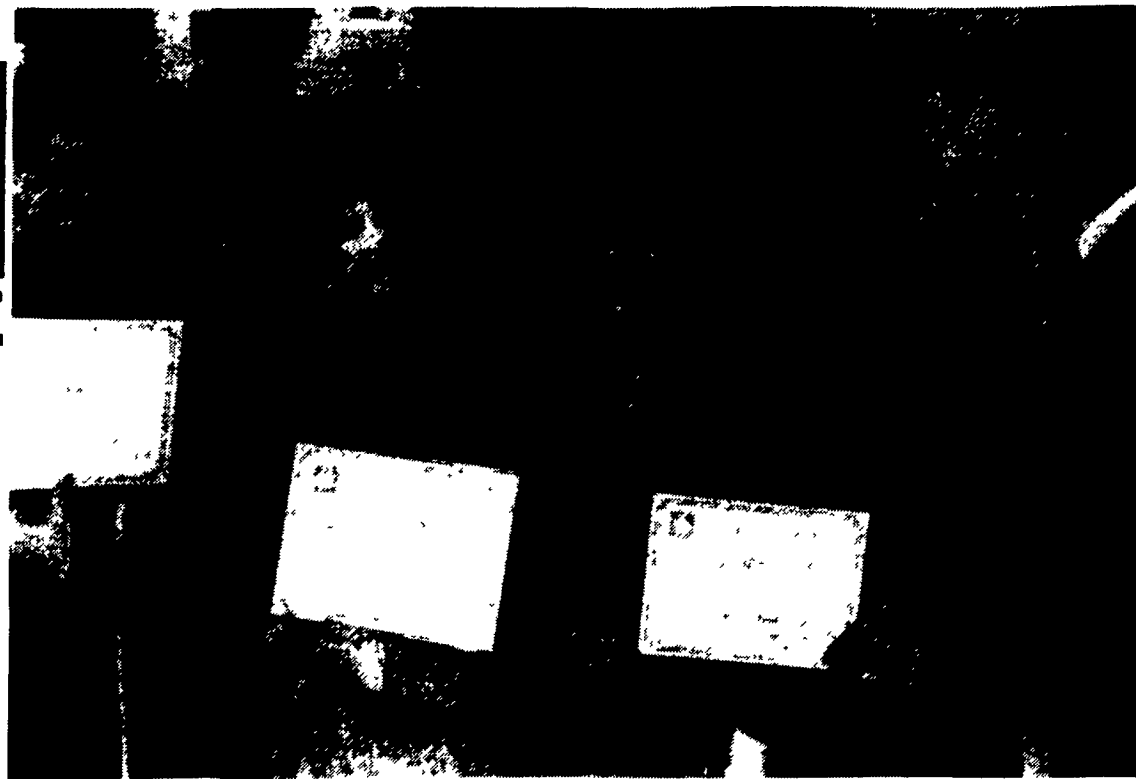


# FFA

BUILDING THE FUTURE



At the banquet, the Dr. Robert D. Herr Scholarship was presented to Cory Simo, 17, son of Jim and Theresa Simo, Lancaster, at left. Cory, who received a \$250 scholarship from Herr, is studying large animal science at Delaware Valley College. He was chapter president and serves as chapter adviser.



Several were honored for their support of FFA at the banquet. From left, receiving honorary chapter FFA degrees were Cyndi Speace, assistant principal for Garden Spot High School; Sherry Bunting, writer for Lancaster Livestock Reporter and Eastern Lancaster County school board member; and Elaine and Lloyd Hoover, parents of Sheldon Hoover, chapter president; and Sheldon. Not pictured in photo: Mr. and Mrs. Jim Brubaker.



Receiving the Star awards and other honors at the Grassland FFA banquet were, from left, Abner Zerbe, Jeremy Weber, Andrea Hoover, Chuck Beam, John Wenger, Amanda Sauder, Sheldon Hoover, Louise Huber, and Jared Weaver.

**Grassland FFA Banquet**  
 "Many people had faith in Ken Martin," noted Pennsylvania's FFA sentinel at the Grassland FFA's 39th Annual Parent/Member Banquet late last week. "I did not have faith in Ken Martin."

The son of Leland and Marilyn Martin spoke of his struggles on his journey to state FFA office and how the help of his family, including those in the FFA, put their faith in him and encouraged him to reach his goals.

Martin spoke to 270 Grassland FFA members, alumni, and guests at Yoder's Restaurant, across from where the chapter makes its home at Garden Spot High School in New Holland.

Martin retold the story of Milton Hershey, founder of Milton Hershey School, and about his initial failures. Hershey had several business failures until he came up with the right formula for success in the form of chocolate. As a result, a town was named after Hershey in his honor.

"Everybody has as much potential for success to that as Mr. Hershey," Martin said.

He noted that Thomas Alva Edison had to search through 2,000 different materials to find a filament that worked on the world's first light bulb. He told FFA'ers to remember to "take time to work to achieve your goals."

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Several were honored for their support of FFA at the banquet. Receiving honorary chapter FFA degrees were Cyndi Speace, assistant principal for Garden Spot High School; Sherry Bunting, a writer for Lancaster Livestock Reporter and Eastern Lancaster County school board member; Mr.

and Mrs. Lloyd Hoover, parents of Sheldon Hoover, chapter president; and Mr. and Mrs. Jim Brubaker.

Certificates of Appreciation went to the following: Joyce Gehman, Marie Laboranti, Arthur Zerbe, Jim and Stephanie Shirk, Jim Martin, Craig Tomlinson, Greg Zimmerman, Adam Oberholtzer, and Randy Sauder. Also receiving certificates were Sue Chambers, Manfred Eller, Steve Good, Darren Grumbine, Bob Kilgore, Todd Reitnauer, and Ken Weaver. Others receiving certificates were Diane Eberly, John Sweigart, Dr. Robert D. Herr, Dr. Philip H. Oglione, Ron McAllister, Tom Wentzel, and Mr. and Mrs. Steve Kline. Others included Mr. and Mrs. Jim Simo, Mr. and Mrs. Carl Weaver, Mr. and Mrs. Martin Reifsnnyder, Mr. and Mrs. Ivan Huber, and Mrs. Mary Ann Miller.

Receiving the Star Greenhand awards at the banquet were Andrea Hoover, Jeremy Weber, and Abner Zerbe. Chapter Stars were given to John Wenger, Amanda Sauder, and Louise Huber. The Grassland Star Red Rose in Agribusiness was awarded to Jared Weaver and the Star Red Rose Production and Entrepreneurship Award went to Chuck Beam.

The American FFA Degree, the highest award to a member in the nation, went to several FFA'ers, all from the 1994 graduating class, including Wade Esbenshade, New Holland. The 1994 graduate of Garden Spot High School is a senior at Delaware Valley College majoring in agronomy. He worked at the Wilmer Horst dairy farm. Another honor went to Andy Horning, Mohnton, a 1994 Garden Spot graduate.

Another was Darrell Weaver, East Earl, also a 1994 Garden Spot graduate and a biology major at Millersville.

Also recognized in Kansas City, Mo. with the Honorary American FFA Degree was Dr. Phil Oglione, retired ag science teacher at Garden Spot High School.

## Integrated Marketing Conference Kicks Off Dairy Promotion

**PITTSBURGH** (Allegheny Co.) — Representatives for the Pennsylvania Dairy Promotion Program joined more than 150 other colleagues from other local, state, regional, and national dairy promotion organizations to launch new dairy promotion activities at the 1998 Integrated Marketing Conference.

"Dairy promotion efforts are driven by cutting-edge consumer market research, funded by America's dairy farmers, which takes a unified approach — both locally and nationally — to dairy marketing," says Tom Gallagher, chief executive officer of Dairy Management Inc., which sponsored the conference. "This is the first time most of the various state and regional promotion organizations have been able to directly interact with each other — both from the local and national level, as well as region to region. It was an efficient way for us to get together and develop more effective dairy promotion programs."

Jointly, farmers and processors aim to increase fluid milk consumption by 4 percent or 2.2 billion pounds of commercial

fluid milk production annually, through the year 2000. To meet this aggressive goal, dairy farmers and processors are creating an integrated milk marketing program which will invest \$181 million in 1998 to boost sales of fluid milk.

Dairy farmer-funded check-off resources are targeting children 1 to 11 with a series of kid-developed and kid-tested "got milk?" television ads. Other promotional activities will include developing nutrition education materials, conducting a new school breakfast campaign, and sponsoring nutrition research that reinforces the value of milk products as the preferred source of children's dietary calcium. Dairy processor efforts will target teens and adults who drink at least one glass of milk daily.

Savings gained by integrating the fluid milk program has freed 420 million to boost local, state, regional and national cheese marketing programs by 40 percent to a total budget of \$56 million. By working together at the local, state, regional and national level,

dairy farmers are urging consumers to "Behold the power of Cheese."

Cheese marketing efforts are designed to increase annual cheese consumption from the current 28.6 pounds per person to 31 pounds per person by the year 2000.

In addition to television and print advertising, the cheese marketing program includes integrated local and national retail partner promotions, restaurant and foodservice marketing and public relations.

PDPP contracts with the American Dairy Association & Dairy Council Mid East to increase the demand for U.S.-produced dairy products on behalf of dairy farmers in 33 counties of western and north-central Pennsylvania. ADADC Mid East works closely with DMI to implement dairy promotion, education and research programs nationwide.

Since the national dairy farmer check-off program began in 1984, dairy promotional organizations have helped to increase total annual dairy sales by 33 billion pounds — a 27 percent increase.