

Mid-Atlantic Dairy Promotion

(Continued from Page A1)

vania, Delaware, New Jersey, and Maryland and Virginia.

The other two organizations are dairy councils which have promoted dairy products through seeking to promote better nutrition.

Dairy Council Inc. is an older organization based in Southampton that was created during the Great Depression to provide nutritional help and promoted milk through school programs to Philadelphia-area children suffering from malnourishment. After the milk promotion funding became available through the dairy farmer check-off program, DCI qualified as a recipient.

Also included in the merger is Dairy Council of Greater Metropolitan Washington D.C., that serves a similar function there.

Technically and legally, there has been no merger between MAMMA and either of the dairy councils.

Because of tax status differences, an official "merger" was sidestepped, and instead, MAMMA operations are being "consolidated" with those of the two dairy councils, which have merged.

The merged dairy councils have been renamed Middle Atlantic Dairy Council Inc. (MADCI).

MAMMA is now the Middle Atlantic American Dairy Association (MAADA).

The two groups are to work together, share the same staff and be overseen by one manager and one board of directors. The official date for the "consolidation" is July 1.

The new chief executive officer of the consolidated effort is to be Bret Rigby, of Alexandria, Virginia, who until recently worked for the U.S. Department of Agriculture to oversee dairy promotion activities, such as the programs of Dairy Management Inc., and National Fluid Milk Processors Promotion Board, as well as state and regional checkoff-funded programs.

Prior to working for the USDA, Rigby was involved in a consulting business that developed marketing materials and strategies. He has a master's degree in international business administration from George Washington University, and a bachelor's degree in political science from Brigham Young University.

The new board of directors numbers 13. Combined, the three independent programs had almost 50 directors reviewing operations.

According to the news release,

"Mr. Rigby will be charged with bringing all dairy council and promotion programs in the Mid-Atlantic area into one integrated and coordinated marketing program."

Although the official announcement of the merger wasn't made until Wednesday, the 13-member board of directors overseeing the new groups held their first organizational meeting Tuesday in Gettysburg at the Eisenhower Inn.

Included on the downsized board are H. Wallace Cook of Delaware; David Noss from Port Royal; Ivo Otto Jr. of Carlisle; Charles Schilling of Petersburg; Robert Winner of New Jersey; Steven Graybeal of Peach Bottom; John Hardesty of Virginia; David Weitzer of Maryland; Jerrel Heatwole of Delaware; Kenneth Balmer of Elizabethtown; John Gillam of Virginia; Raymond Johnson of New York; and Donald Duncan of Robesonia.

In an election of officers, the board selected Hardesty to be its first chairman, Schilling to be vice chairman, Winner as secretary, and Gillam as treasurer.

The board members represent certain dairy production groups, though the milk promotion agencies receiving funds are

autonomous.

Of the board members, Cook, Noss, Otto, Schilling and Winner are from Land O'Lakes Inc. Eastern Division; Graybeal, Hardesty and Weitzer are from the Maryland and Virginia Milk Producers Cooperative Association; Heatwole for Dairy Farmers of America and Cumberland Valley Milk Producers; Balmer for Mt. Joy Farmers Cooperative; Gillam for the Valley of Virginia Cooperative; Johnson for the American Dairy Association and Dairy Council Inc.; and Duncan representing independent dairy farmers.

The three headquarters offices of the three groups are being maintained until site selection and staffing requirements have been

decided.

For years the three groups functioned with dairy farmer supplied funds through frequently conducted promotions bearing the same message to the same audience.

The dairy promotion groups compete with each other for promotion dollars and historically have not been willing partners in sharing specific strategies and plans, even when the potentially were causing sometimes embarrassing and publicly confusing duplications of effort.

The Mid-Atlantic dairy promotion group is to go by both names — Middle Atlantic American Dairy Association, and Middle Atlantic Dairy Council Inc.

Farmland Trust Seeks Director Of Development

Lancaster Farmland Trust, a private land trust working to preserve Lancaster County farms, seeks a director of development to further its extensive fund-raising efforts. The position reports to the executive director and is responsible for all development activities.

The position focuses on building organizational support

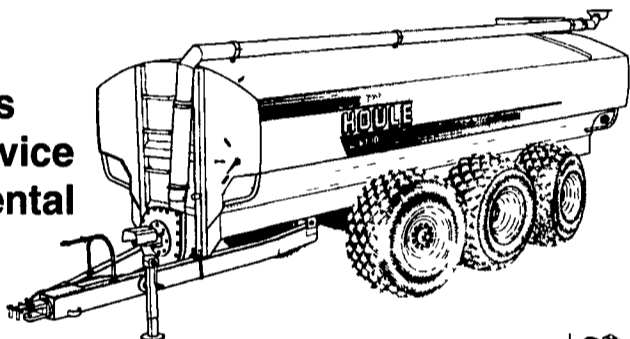
through major gift fund-raising, planned giving, membership development, and public relations. A development assistant provides support for special events, community outreach, membership correspondence, and volunteer coordination.

Candidates should be flexible, creative and able to work in a fast paced non-profit environment. Three + years of experience in development or a related field, a college degree, and good computer skills are required. Salary and benefits are competitive. NSFRE membership a plus.

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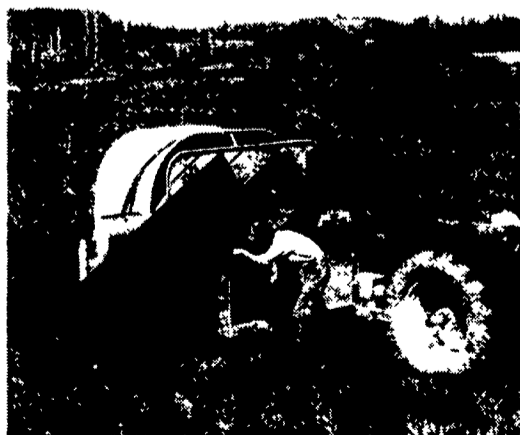


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