

## Pa. Cooperatives Council Recognizes Outstanding Efforts

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trip he took over the weekend to Poland reminded him of the importance of cooperatives to all of the people of Pennsylvania.

Leadership development is of major concern to the PCC, and Hayes said that "leadership" and "cooperation" are two key words to any community of people seeking to better their collective lives.

"I made the trip to Poland and could see, once again standing on the lands of Poland, how lucky we are (in Pennsylvania) to have cooperatives," Hayes said.

He compared the current state of agricultural production and common technology to that of the United States 50 to 75 years ago.

"We know that much of what United State's agriculture is now is because people banded together," he said, adding that by forming cooperatives it has been proven that it is possible to achieve for all what none could achieve alone for himself.

Hayes said that, for the Polish people, "Russians turned 'cooperative' into a dirty word.

"Polish people are very adverse to embark ... in cooperatives," he said, explaining that the Polish repulsion to the word "cooperative" is because of the way the concept was twisted into domination, withholding of individual education, growth and experience and abuse under the former Soviet Union rule by the Communist Party.

Poland was one of the first countries under the control of the former Soviet Union to seek free markets and elections.

Despite the Polish experience with "cooperatives" under Communism, Hayes said there is no doubt that rural America, especially Pennsylvania, would not have been able to achieve the high standard of living.

He referred to rural services provided through cooperative ventures, such as with electricity, agricultural services and commodities, fuel, food, etc.

In order to be successful, cooperation depends upon strong, developed leadership, Hayes said.

Hayes said that Pennsylvania's cooperative's have been wise to have for so long fostered and nurtured leadership as part of its purpose.

He said the future of Pennsylvania will rely on leadership development performed now. Poland needs to develop its leaders, he said.

"As that country moves ahead, it's going to need leaders," he said. He said that the past weekend reinforced the observation of how strong leadership and cooperation have made America strong, that healthy and encouraged leadership development has allowed local communities to be strong, and states to be strong.

"A free society is no stronger than 'we,' the people," he said.

In another presentation, Dennis Hatfield, senior leadership consultant for the Gallup Organization, discussed his organization's philosophy toward leadership.

According to Hatfield, while 97 percent of the Gallup Organization's public recognition is because of the polls often referred to in the media and other information sources, that work only represents about 2 percent of the income for the organization.

Much of what Gallup does is serve as a consultant for businesses, he said.

Hatfield said the company's philosophy is, "Every individual is

uniquely and profoundly talented."

In brief, Hatfield said that humans around the world and through time have recognized and associated certain talents in individuals — such as musical, story telling or some other mathematical or scientific ability — as setting those people apart from the rest as uniquely talented.

In essence, he said that people in general tend to think not of more common talents, or even outstanding talents in common tasks, as equal in importance to entertaining or comprehensive talents.

That, he said, undermines self-confidence and leadership development.

He said that people tend to dwell on what they lack and not on their strengths. Good leadership is built by building on an individual's strengths and talents and developing his individual style of leadership.

He said it's a waste of time to try to imitate somebody else, because that individual is unique and their approach — their own custom-fitted suit — won't provide a comfortable fit for anyone else.

The Gallup Organization can measure talent, Hatfield said, through a series of questions designed to determine areas of talent in individuals.

He said that as a business consultant, Gallup seeks not to change people or "fix" them, but to help people find their way to creating a productive and satisfying working arrangement.

He explained that productive work is closely related to the level of satisfaction of the workers, and that money is only a long-term satisfier for those people who are not willing to become involved with their work or own talents, but are looking for a source of money to support other interests and needs.

Good leadership (and essentially good employee development) is based on woktalent, he said is o

He said that everything that Gallup does is research based, and he offered a formula the organization developed to measure productivity per person:

**Talent X (R1+E+R2) = P**  
Where R1 = relationship of individual with other workers.

**E = Expectations given the worker.**

**R2 = Recognitions and rewards for work.**

**P = Productivity per person.**

The purpose of the talk and formula seemed to all support that happy and productive workers are those who believe their leaders, are trained properly and matched well to the job, know what is expected, and are appropriately rewarded.

Deputy Secretary Russell Redding discussed the progress of a steering committee organized to look into the possible development of a Pennsylvania Rural Cooperative Development Center.

Essentially, the work of the committee has been to develop the concept for a central information center for aiding and nurturing the development of rural cooperatives by acting as a source of where to go to get things done, instead of how to get things done.

Redding said there are already plenty of how-to guides to cooperative development, but there is no guide to where to go to get the services or to find out about and obtain all the proper legal



From the left, N. Alan Bair presents the PCC Cooperative Educator Award to Gerald Phillips, while Donald Schriver receives the Hal F. Doran Cooperative Business Education Award from David Blandford.

compliances, such as permits, etc.

The center would serve as a medium for networking for cooperatives.

"Pennsylvania currently has a valuable core of organizations and resources working on cooperative development and rural development initiatives," Redding said. "However, they are currently working with little coordination, resulting in missed opportunities.

"It's the Steering Committee's belief Pennsylvania could benefit from the development and coordination of a Cooperative Development Center," he said.

The mission of the center would be to "... develop and coordinate a network of private, public and educational entities to improve the delivery of cooperative development assistance," he said.

As the committee has been progressing, it met with Pennsylvania's federal representative delegation and discussed federal support. Redding said that Sen. Arlen Specter, show served on the Senate Ag Appropriations Committee, was very supportive and influential in getting language passed that directs the USDA to consider Pennsylvania's application for a grant to help with developing the center.

In other business, three awards were presented during the awards luncheon.

Hal F. Doran Cooperative Business Education Award was pre-

sented to Donald H. Schriver, executive vice president with Dairy Farmers of America. He is responsible for international marketing, government and public affairs, communications, corporate relations and new business development.

He works with the National Milk Producers Federation, SECO Dairies Inc., and the U.S. Dairy Export Council.

Schriver is also vice chairman and executive committee member on the board of directors for the National Council of Farmer Cooperatives, past president of the Ohio Council of Cooperatives, and past chairman for the American Institute of Cooperation.

According to the program, "As a cooperative industry leader, Don is a strong advocate and supporter of cooperative education and leadership development programs."

The award was presented by David Blandford, Penn State University professor and head of the Department of Agricultural Economics and Rural Sociology.

N. Alan Bair, director of the Cooperative Business Education Program, presented the Cooperative Education Award to Gerald Phillips, of Quarryville, a senior loan officer with Keystone Farm Credit.

A 1972 graduate of Delaware Valley College, he received a bachelor's degree in dairy husbandry and teaching certification in

vocational agriculture from Penn State.

He spent his career in agriculturally related fields. He taught vocational agriculture at Pequua Valley and Lampeter-Strasburg school districts; was involved in feed and crop sales with Agway; managed a Purina feed dealership; and has more than 15 years in agricultural lending with Farm Credit.

He is involved with the Lancaster County Agricultural Cooperative Council, the Southeast Regional Board of the Pennsylvania Cooperative Council, and several other committees.

Though not present, receiving the PCC Horizon Award was Andy Rill of Duncannon, who works as a systems manager for Digital Dining products with Phillips Office Products.

He was recognized for his long-term and continued involvement and support with the leadership training offered through the PCC. He was a scholar at the PCC Summer Institute, its leadership development program, years ago. He returned consistently to help with the program.

He currently provides leadership for the Institute scholar staff, a group of returning scholars who have attended the National Institute on Cooperative Education (NICE).

Rill and his wife also have served as chaperones for Pennsylvania scholars attending NICE.

## Holstein Association Releases Genetic Evaluations

BRATTLEBORO, Vt. —Holstein Association USA will release its new genetic evaluation in November.

The High Ranking Sire Report will be available on Nov. 9, when it will be placed on the Association's website, [www.holsteinusa.com](http://www.holsteinusa.com). The Top 100 International Bull list will also be available that day.

A new feature on the website, Sires Summaries Online will be available Nov. 9. Viewers can look up a bull's type proof online. A bull's evaluation will appear as it is printed in the Sire Summaries or Sire Summaries Supplement immediately as they are available.

The Red Book Plus/MultiMate - Sire Supplement File, the complete sire file for Red Book Plus (Windows computer program) with all ACTIVE, LIMITED, FOREIGN, and most frequently used sires that recently went INACTIVE will be available Nov. 13. This file requires a Red Book Plus subscription, and is available for \$35 on diskette or \$20 downloaded FTP off the website.

Internet products, including Internet pedigrees, Fact Sheets and Young Stock and Cow Quest Searches will be available shortly after the genetic update is complete. The anticipated date for these items is Nov. 13. Individual printed pedigrees

may be ordered for processing on/or about Nov. 16.

The Sires Summaries Supplement booklet will be mailed on Nov. 23 unless otherwise notified. This includes the Official Top 100 TPI Sire List, and bull profiles (Part 1 format) for sires that are new, bulls with previous REL 70 percent that increased by 5 percent, bulls with previous REL less than 70 percent that are now greater than 75 percent REL, as well as data on all active bulls with domestic United States reliabilities of 65 percent for PTA Milk and PTA Type.

The cost is \$10 for a domestic subscription and \$15 for an international subscription.