



dhia

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Norman L. Hershey
President, PA DHIA
Board of Directors

STATE COLLEGE (Centre Co.)—Fellow members of PA DHIA, Directors, Delegates, Employees, and guests, good afternoon! I am grateful for the opportunity to join with you in celebrating another successful year for PA DHIA. Later this afternoon there will be plenty of time for questions and I would hope that you would ask about anything that seems unclear.

Financially speaking we finished just slightly better than a break-even year, with a bottom line profit of \$43,000. You will receive more details later in the financial report, but I can tell you that the long-term debt stands at zero. Naturally, we strive to produce a profit every year to strengthen your association, but our primary purpose is to provide a service to help you

better manage your farms. I have to tell you though, this becomes increasingly difficult especially in sparse cow population areas of the state. It remains a constant challenge to provide highly motivated and properly trained technicians to travel the many miles necessary and too often, to do it for less than high pay. We simply must pay a living wage if we are to retain good technicians.

MUN tests continue to increase in both number of tests and in importance to the dairymen as they learn how to better utilize the information. One reason for that is the Nitrogen Management Report. But, the shining star in this area is our consulting service, which multiplies greatly the value of your testing dollar. We are all very proud of what is being accomplished in this area and frankly I think we've only scratched the

surface of what all is possible. We remain the only DHIA in the nation to provide this service to enable you, the members, to maximize the value of your records. George Cudoc has been kept very busy serving as many of you as possible, making farm visits and conducting seminars for your benefit. This year your Board decided to put more emphasis on the district meetings in order to maintain a closer relationship with a greater number of members. Having George on the agenda for our herd management seminar was certainly a big boost in that effort. Part of his presentation was dedicated to explaining our new herd management software—Barn Owl—an amazing piece of work. And my thanks and congratulations go out to Jim Boyer and his programmers for the dedication and long hours that went into that project. We are indeed very proud of the new Windows program for dairy herd management that is a step above anything else on the market anywhere in the world today.

You know, the success of this organization really is about people. You have a great group of directors working in the boardroom. As my third year as president draws to a close, I want to say a heart felt thank you, not only for your time and effort, but also for the cooperative spirit in an earnest attempt to provide the very best product and service possible and to do it

in an affordable way. You've made my job very easy and enjoyable. Your General Manager, Dave Slusser, and all the Department Heads, are great people and work hard for all of us. To all of the other folks at the Service Center and the many people in Field Service spread across the state—Thank You to each and everyone—it is your work and attitude on the job that really determines whether or not we have a satisfied customer.

Two years ago, our Board of Directors as part of our strategic long range plan, gave General Manager Slusser directive to

pursue alliances or partnering with other organizations in any way that would help us either expand our service or provide service in a more cost efficient manner. He was to take a look at anything that would help us save money or spread our cost over more cows. Dave has done that in partnering in one way or another with Genex, Sire Power, and Dairy Farmers of America. Recently he has been expanding that effort by about the width of the globe. I was able to join Dave in traveling to Poland this past year. While there we held semi-

Dairy Day Message

(Continued from Page A27)

"People are key. You want to always have the best people. The reality is that dairies compete with other dairies for employees. It's really all about people. That's the bottom line."

After attending the learning seminars, dairy day participants could take time to visit with the exhibitors, get a massage from the Guthrie Rural Health and Safety representatives, or bid on one of the winning pies from the pie auction, which raised \$540

for Bradford County youth programs and the dairy princess program.

After all the activities were completed, Bradford County Agricultural Agent Gary Hennip called the day a success with something for everyone.

"This went pretty well," Hennip said. "We had over 64 exhibitor tables and have more people here than in the past. We seem to be getting bigger and bigger."

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