

Allied Milk Producers Celebrate 50th Anniversary

GAY BROWNLEE
Somerset Co. Correspondent
JOHNSTOWN (Cambria Co.) — The Allied Milk Producers' Cooperative recently held its 50th annual meeting at the Masonic Temple in Johnstown.

John Strittmatter, who served as Allied's first president for 15 years, spoke about Allied's many accomplishments. "Fifty years ago we did not want to build a costly cooperative," said Strittmatter. "And Allied maintains that standard today. Our cooperative has been a success."

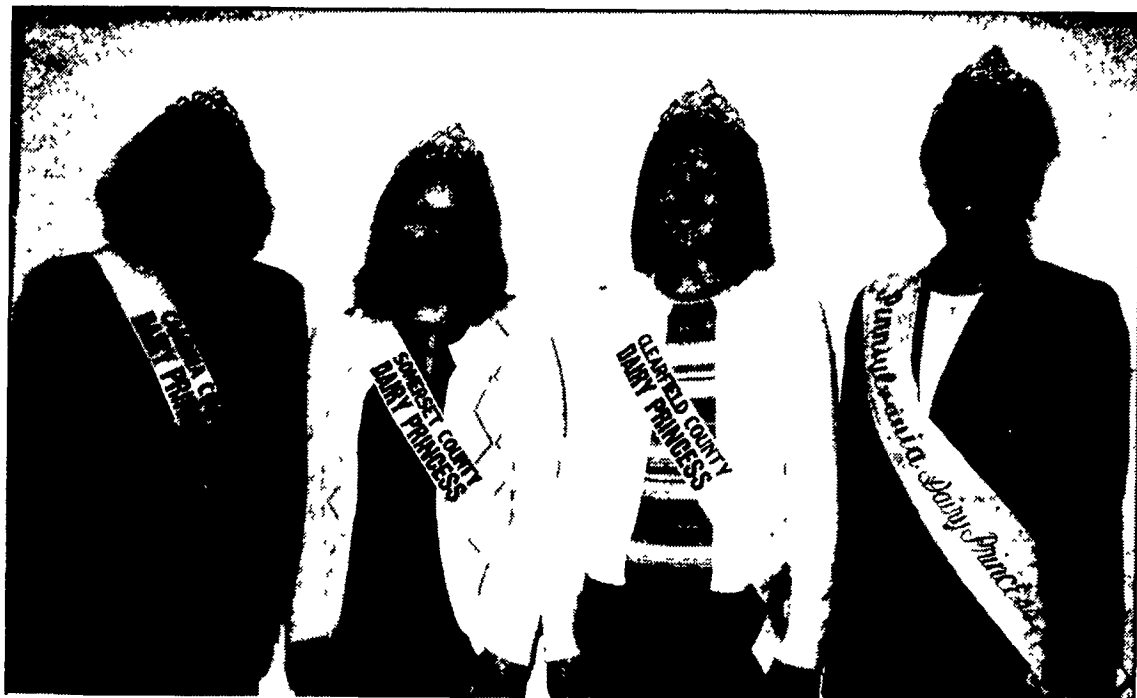
Dave Myers, Allied's current president agreed with Strittmatter.

"50 years is a milestone,"

said Myers. "The organization is sound, and the income is up. We have a very dedicated board that oversees the money and spends considerable time each month making decisions on promotions."

Reaching more school children with dairy promotion continues to be a priority for Allied. The cooperative strongly supports the dairy princess programs in the counties of its members. It also sponsors "Ag In The Classroom" workshops for school teachers.

Dorothy Naugle, the dairy marketing specialist for Allied is often on the road. She assists local dairy promotion committees with materials and sup-



Dairy Princesses attended the recent Allied Milk Producers' Cooperative annual meeting. From left are Brandy Krug, Cambria County; Susanna Thomas, Somerset County; Amanda Reed, Clearfield County; and Pennsylvania Dairy Princess Lori Connelly from Centre County.



John Strittmatter, the first president of Allied Milk Producers' Cooperative who served for 15 years, joined current Allied President Dave Myers at the 50th anniversary of the cooperative.

plies, in addition to working with various dairy princess.

Radio advertising claims the largest portion of Allied's promotion funds, with billboards getting the second largest share. The rest of the funds are disbursed into materials, local promotions, state and local dairy princess programs, education, research, and other items.

Allied also sponsors a little red traveling barn, which houses an ice cream stand. The barn continues to be in

demand. Last year it was used by 18 groups, including a service organization that sponsors a 5,000-egg Easter egg hunt for kids in the Somerset area.

Naugle also reported that 58 groups or individuals used Allied's soft-serve machines last year.

Pennsylvania Dairy Princess Lori Connelly spoke during the meeting and expressed her belief that innovative thinking and progressive ideas are the springboard for promotion efforts.

"Sometimes we fail to get 'real' in the dairy industry," said Lori. "We have an image to change and a public to educate. Promotion is a valuable tool."

Connelly stressed that without new ideas, misconceptions about the dairy industry will never be eradicated.

The cooperative also recognized other members of the central board, including Fred Shankle, vice-president; Lowell Friedline, secretary; Janice Itle, treasurer; Richard Kaufman, Jr.; and James

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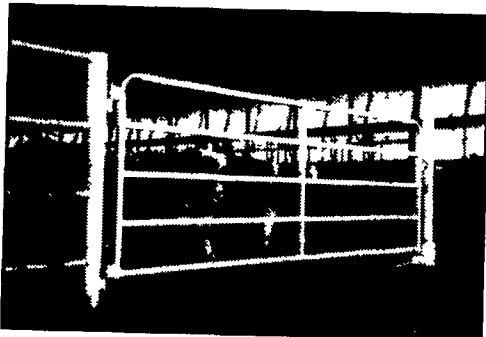
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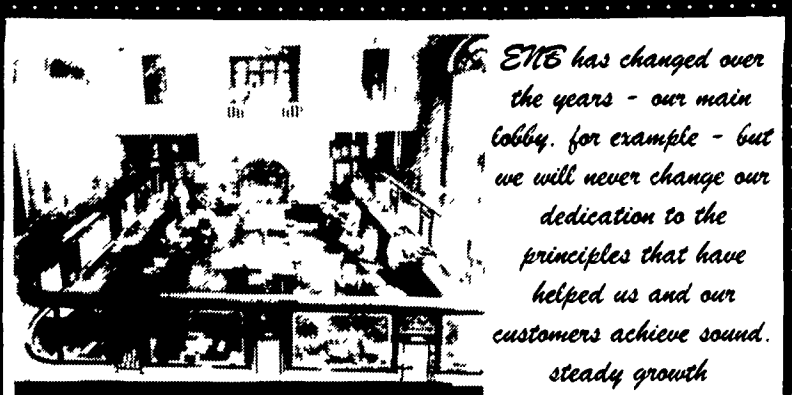
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