



New Farmers, New Generation

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Pennsylvania
Farm Link

TRACKING YOUR PROGRESS

Success begins in your mind. Before you can convince others that they should buy your farm's products or services, first you need to totally believe in them. And, you need to translate that belief into an action plan for your farm.

Last time we discussed the need to have a clear vision of both your personal mission in life and your farm's mission. You did your homework and put down on paper a vision so clear, so grounded, and so full of enthusiasm, that it's alive! Your positive energy is contagious. You and your family derive enough energy from this spirit that you feel as though you have what you need to propel you through both the good times and the bad.

But no successful person or business is an overnight sensation. Success does not occur hap-

hazardly, it's the result of creating and continually working and revising a dynamic plan for your farm business. This vision you have created needs to be translated into goals. A goal could be described as a dream with a deadline. Your goals are targets or desired outcomes for your farm. They relate it to functions of your farm business rather than individuals. Each goal needs to be measurable and compatible with your personal and farm mission; for example, I will increase my volume of strawberry sales by 30 percent this year.

A goal can have several objectives. The objectives are specific strategies on how you are going to achieve those goals. Who is going to do it, when are they going to do it, and how are you going to get there? Objectives are always measurable and assigned to someone within your business. Some objectives for the above

goal are: I will soil test my ground to determine the best soils for strawberry production. I will consult with extension or an agronomist on crop appropriateness, weed and disease problems in my area. I will investigate at least two to three additional market outlets for my strawberries. And so on.

After you establish your goals and objectives, you will want to know how does your farm compare with similar farms, or with a standard. In other words, what are the benchmarks, or proven ways of assessing your farm's performance? You need to look at your goals and determine what you were able to deliver. Did you meet the goal of improving strawberry sales by 30 percent this year? If not, why not? How does your farm stack up to other local farm production and marketing capabilities? Which areas need improvement, which areas are your strengths? What information or talent do you need to bring in to improve these abilities? Can you hire out the jobs that are weaknesses? What is the cost and potential return?

To grow your farm business, excellence is almost always a prerequisite. You are sending the message that you're going to be

the best in all areas of your business. You have no room for laggards. But, be sure that your spouse and family share the same dream. To increase your efficiency, do take time to spend with your family. You can't do it alone.

To learn more about farm businesses who are striving for excellence and tracking their progress, plan to attend Pennsylvania Farm Link's Direct and Roadside Marketing Workshop Oct. 10 in New Cumberland and/or Getting Started in Aquaculture on Oct. 16 in Effort. Please call (717) 664-7077 to register for these free events or to inquire about other resources available through Pennsylvania Farm Link.

Next time: understanding succession planning.

Veal 101

MIDDLETOWN (Dauphin Co.) — The sixth annual Veal 101 seminar will be conducted Oct. 20-22. It will be hosted by the Pennsylvania Beef Council and the Pennsylvania State University.

Veal 101 is open to anyone involved in the production to marketing of veal. The program teaches participants production practices, industry trends, consumer concerns, and includes hands-on fabrication of a carcass. The seminar begins with a tour of a veal farm on Oct. 20. The remainder will be conducted at the Penn State Meats Lab.

Registration for Veal 101 closed Sept. 6, and spaces are limited to the first 24 participants. The cost of the seminar is \$300. Contact Michelle Cornman at the PA Beef Council office at (717) 939-7000.



FRALEY'S DAIRY COMPLEX Auction

1515 Kepner Hill Road, Muncy, PA

**VERY SHORT
NOTICE SALE**
TUES. EVE. SEPT. 10, 2002
7:30 PM

Short notice 150 dairy cattle

SELLING COMPLETE HERD FOR OUTBACK DAIRY FARMS (MATT AND JANICE SOLT) 150 Dairy Cattle, 86 milking age all lactations, 60 heifers from babies to springers. Holsteins, Jerseys, Jersey Crosses.

STILL ACCEPTING CONSIGNMENTS
CALL OFFICE TO CONFIRM

Conducted by:



1515 Kepner Hill Road • Muncy, PA 17756
(570) 546-6907

ESTATE AUCTION

FRI., SEPT. 13th & SAT., SEPT. 14th, 2002

Friday - Sept. 13th - 4:00 PM - V. Nice Household Items & Tools

Sat. - Sept. 14th - 9:30 AM - Antiques, Furniture, & Collectables

ANTIQUES, ANTIQUE FURNITURE, COLLECTABLES

photos: www.rgilliganauctions.com

Ron J. & Ron S. Gilligan will conduct a public auction for Gerald M. Johnson and the late Twila H. Johnson. Auction located at 132 Long Street, Spring Mills, PA. (Centre Co.) Just off Rt. 45 in Spring Mills - Follow auction signs.

Victorian burl wood wash stand w/marble top & lrg. gallery splash back, dovetailed splay leg doughtray w/original decoration - V. nice, small 1 door cupboard w/mortised door & orig. paint, Dovetailed blanket chest w/fish tail hinges - red paint & replaced feet. 2 Oak curved glass china closets, Walnut & Tiger Maple veneer Empire chest of drs., Victorian Walnut bed, Oak drop leaf table, Mahogany gentlemen's chest, 2-4 leg. 1 dr. lamp stands, old Oak sq. dining table, Oak commode, Bamboo flower stand, various ornate Oak flower stands, painted Plank bottom rocker, blind door cupboard top w/mortised doors, 4 pc. Wicker set, Macey 4 section stack bookcase, Pa. House small Cherry hutch with curio on top, 2 Oak pedestal flower stands, lrg. Cherry hutch, Martha Washington sewing stand, plank bottom chairs, Oak glass ball & claw ft. flower stand, old barrel back wood chair, dep. era rocker, 2 maple end stands, love seat sleeper - good, sectional sofa, modern Walnut grandfather's clock, book cases, oak toy chest, press back chairs, cedar chest, lrg. dep. era hutch, modern wash bowl holder, 4 pc. bedroom suite w/twin beds, & misc.

Hall pcs Red Poppy & Orange Poppy & turquoise pitcher, Hull tea set & swan & other pcs., old sleigh bells, Foot stool bench mortised w/orig. paint, Noah Eby Crockery Woodward jug, Roseville basket - Snowberry - blue, Gilchrist #31 ice cream scoop, 1912 Underwoods high chair baby plate - mint, marble game, jar marbles, crocks, 4 gal. crockery jug w/blue decoration, Watt apple pitcher #15 - Shook's Dairy Penns Valley, Spring Mills - Mint, Shook's adv. picture thermometers - mint & Milk bottles, Milk Bottles: Wasson's Dairy 1 qt, Ferrees Mackeyville 1/2 pint - mint, Penn State College w/raised letters - 1/2 pt., State College Creamery w/raised letters - 1/2 pint & pint, Pleasant Gap Milk Co. - pint, Meadow Pride - qt., 2 Shook's Farm Dairy Spring Mills - qts., Miniature sad iron & others, Spring Mills adv. - O.T. Corman, wooden butter mold w/print, 3 wooden butter prints - 1 of cow & 2 of grain, wash boards 1 - glass, block planes, 2 oil finger lamps, iron betty lamp, fancy iron floor lamps, PRR plaques, 2 broad axes, Old nice dovetailed coffee grinder, old copper & brass ladle & meat fork, old antique picture & frames & shadow box, Dairylea milk can, old wash bowls & pitchers, old milk glass dresser pcs., beer sign & Yuenling tray, green & white Granite coffee pot, 12 candle mold, Lord Nelson Pottery England pitcher, rug beater, sm. Art Deco table lamp w/stain glass, Germany porcelain spittoon & maj., lots of Candlewick - unique pcs., Early Adams bowl, 2 spongeware pitchers, Carnival glass, art glass cranberry hobnail barber bottle, Flo blue bowls & 2 butter pats, good old pressed glass pcs., hobnail cranberry opal. bowl, hand painted Nippon hat pin holder, brass bucket, old copper & brass fire ext., green depression pitcher - Cameo, amber depression pitcher - Patrician, lrg. ruby & clear souvenir Granger's Picnic pitcher (sm. chip), copper luster pitcher, many chicken & rooster items, rooster pitcher & stein & dishes & on baskets, Stangl lrg. tulip vase, sm. rooster hook rugs, baskets, yellowware bowl w/figures on exterior, plus many items too numerous to mention.

TERMS: CASH OR CHECK - AT CONCLUSION OF EACH DAY.

Job johnny & food available. Tents if needed. (PREVIEW: 1 hr. each day before start of Auction)

AUCTIONEERS: RON J. & RONS S. GILLIGAN #AU339-L & #AU3430-L.

Note: This auction has a variety of very interesting sale items - plan to enjoy a very good auction.

Owner or auctioneer not responsible in case of accident.

Oral info day of auction takes precedence over all written ads.

PUBLIC AUCTION

GOING OUT OF BUSINESS SALE

PRINTING & BINDING EQUIPMENT

2109 Greenspring Drive

Timonium, Maryland 21093

Mon., Sept. 23 • 11:00 AM

PRESS EQT Ryobi 500 2/C s/n 2805 Hamada 700CD 2/C, Hamada 665CD 2/C Hamada 660CD 2/C Hamada Star 600CD 2/C PRE-PRESS: Baum 30-50 Paper Cutter digital back gauge, Diamond 34 1/2 Paper Cutter motorized Nu-Arc 26 1K/100, Light Table, Lectorog Paper Jogger AGFA Repromaste 220011 Champion Single Hole Drill POST PRESS: Harris 12 pocket Binder Sticher Intertype-Macey multi bin/stuck A-Fold#708 & Shear & Stack Baum Folder 23N Model17" x 22", AB Dick Collator 7815 MISC: Computers Scanner Laser Printers, Metal Racks, Tables Desk New Computer Desk Fax Rolling Ladder, Paper & Envelope Inventory Plus much much More

• Watch for terms & additions in next ad

• Visit our web site www.AmericanAppraisals.com for photos directions and detailed listings Contact carlmiceli@msn.com or dickjohny@msn.com for more information

American

AUCTIONS • APPRAISALS • VALUATION CONSULTING
410.876.8210 • Fax 410.876.8782

PUBLIC AUCTION

Historic Log Cabin
Pole Building

Fri. Sept. 20
at 6 PM

on Rt 143 in Lenhartsville, Berks Co., PA
Selling 18th Cent. 1 1/2 story log cabin 18' x 22" restored & moved to present site and 36' x 35' wood sided pole bldg. Both to be removed within 60 days

Visit our website www.zettauction.com

Terms — Cash or Check



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Fogelsville, PA 18051-0215 "Proven Service Since 1955"-000131-L

GUN - KNIFE & MILITARIA SHOW

SEPTEMBER 14 & 15

SAT 9-4 SUN 9-3

Lebanon Valley

Expo Center

Lebanon, Pa

Exit 266, (Lebanon) Pa Turnpike
take Rt. 72 north 5 miles. From Rt.
22, take Rt. 72 South 10 miles.

LOOK FOR THE SIGNS

NEW, USED, ANTIQUE GUNS,
KNIVES, MILITARIA, AMMO.
BOOKS, ACCESSORIES.

Plenty of Free Parking

Good Food

Info. 717-692-5628.

Harold H. Leibensperger Kutztown, PA

PUBLIC AUCTION

Valuable 1937 John Deere BR Tractor, approx. 300 old John Deere operators manuals, many old and rebuilt 2 cylinder John Deere parts, many John Deere service and parts books dating back to the 1930's, new Lincoln 225 welder, antiques.

SAT., SEPT. 14, 2002
at 9:00 A.M.

Located at 55 South Maple Street, (Rear.) Kutztown, Pa., Berks County.

Items: 1937 J.D. BR tractor w/snowblade; ground blade; boom; hydraulic lift w/PTO, magnet to tester, L-LA-AUE J.D. engine stand, J.D. carburetors and magnetoes, electric starters for L-LA-LUC, front end support to split tractor, 2 cyl. J.D. distributor caps, distributor magnetoes, battery ignition for 2 cyl engine, new 3010-6 cyl starter w/celluloid, model A-J.D. starters, magnets rotaries, wrist pins, bearings, magnets CAPS, MISC. old J.D. parts, old J.D. pamphlets, J.D. gaskets, special J.D. tools for 3010-4010-1010 and 2010 tractors, old metal signs, old Caterpillar parts books, Minneapolis Moline repair catalogue, parts washer, air compressor w/6 and 12 volt generator air tank w/grindstone w/gas engine, acetylene tanks gauges; hoses and cart, milk cans, generator w/gas engine, parts bins, air compressor, antique wood table, value grinding tool, Armature cutter, cylinder hon. hand cultivator, Toro walk behind rototiller w/rotary mower deck and snow thrower, Sears shredder, 2 wheel walk behind garden tractor w/disc, plow and sickle bar mower, lawn vac w/gas engine, old wood desk chair, push sickle bar mower, counter weight scale, large wall drill press, 2 wheel trailer, many misc. lawn mower parts.

Other items too numerous to mention.

Terms: Cash or acceptable check, no out of state checks.

In Case of Rain: Sale will be held indoors.

Sale Ordered By:

HAROLD H. LEIBENSPERGER

55 South Maple Street, (Rear.) Kutztown, PA

Auctioneers: Robert A. Arner AU-000024-L

Dean R. Arner AU-003421-L

Phone 570-386-4586

Refreshments