

Farm Show Plans

(Continued from Page A1)

Nielsen said one of his career accomplishments he's most proud of was his work in helping restore the viability of family doctors in the state. From 1987 to 1998, he served with the Pennsylvania Academy of Family Physicians (PAFP) based in Harrisburg, including acting as its CEO and executive vice president.

"Family doctors were the Rodney Dangerfield of the health care system," Nielsen said, referring to the famous comedian and his trademark line, "I don't get no respect."

Nielsen said he helped position PAFP as a leading public policy health advocate for patients and primary care health professionals in the state and in the U.S. Congress. That "put primary care and family doctors on the map," he said.

Although he has no career experience in agriculture, Nielsen said that he recognizes agriculture as the foundation of the Farm Show Complex.

"I want to build on agriculture," he said. "Farmers are the heart and soul of our country."

Farmers are sometimes cast as Rodney Dangerfields of the agriculture system, according to Nielsen. He aims to change that perception.

Nielsen said he sees the Farm Show as an "icon" for Pennsylvanians and other visitors to promote agriculture's good image. He wants farmers to have a sense of ownership in the Complex.

"I want this to be a place where, when you go by, you can say 'this is the place that I built,'" Nielsen said.

Nielsen hopes to increase the list of exhibitors and associations that use the Farm Show Complex for events year-round.

"The business we're in here is exhibitions," he said.

"The challenge right now is to develop a world-class marketing campaign."

Since 2000, Nielsen has served as president of Global Strategic Services, an international consulting service for associations and nonprofit organizations based in Harrisburg. For the past two years, he has also been CEO of the Pennsylvania Alliance for Association Advancement.

His experience also includes serving from 1998-2000 as CEO and president of the International Association of Convention and Visitor Bureaus in Washington, D.C.

2003 Farm Show exhibitors and potential exhibitors are invited to a dinner and presentation at the Farm Show Complex on Wednesday, June 18 at 6 p.m.

The meeting will provide an update on plans for the 2004 Farm Show. Dennis Wolff, Pennsylvania secretary of agriculture and the Commercial Ag Exhibit Committee will be on hand at the dinner.

Exhibitors planning to attend should respond to Deborah Trump at (717) 787-5373 by Monday, June 16 at 4 p.m. (See attached invitation.)

Nielsen noted that the door remains open to all agricultural industries and promotion of their events through the Farm Show. He said the Farm Show will promote more agricultural events then it has in the past.

The problem, he noted, is the

success the Farm Show Complex renovations and additions have created, and living up to the expectations of the many people who use the show.

Some critics were wary of the lack of dairy equipment suppliers and service providers at this year's Farm Show. That will change for 2004's show.

Nielsen said he is trying to achieve a "balance" in terms of covering all agricultural industries. Dairy is critical, also, and the "door is going to be wide open" to improve the state's number one ag industry — dairy. A milking facility for the new Farm Show is in discussion.

At the Farm Show exhibitor banquet scheduled Wednesday June 18, Nielsen will speak about how the Farm Show Complex will continue to undergo im-

provements. He noted three areas in which the Complex will continue to grow:

- Continued overall improvement of service.
- Providing more global and international events at the com-

plex, and "even more on the agricultural side."

• More professional customer service, he said.

Nielsen can be reached at (717) 787-5373.

The Commercial Ag Exhibit Committee of the Pennsylvania State Farm Show

cordially invites you to attend a dinner and presentation at the Farm Show Complex - Cafeteria Area Harrisburg, Pennsylvania on Wednesday, June 18, 2003 at 6:00 P.M. The Farm Show Commission invites all 2003 Farm Show exhibitors and potential exhibitors to participate in the 2004 Farm Show.

The meeting will provide an update on plans for the 2004 Farm Show and the opportunity for the Hon. Dennis Wolff, PA Secretary of Agriculture and the Commercial Ag Exhibit Committee to share their vision for the future.

Tom Yohe - 717-768-8231 Glenn Wenger - 717-866-2130 Bob Oberheim - 814-692-5262
Don Hoover - 717-626-4705 Bill Burgess - 717-721-4417

Please RSVP by Monday, June 16, at 4 p.m. by calling:
Deborah A. Trump at 717-787-5373

Ohio Hosts 10th Annual Horse Progress Days

MT. HOPE, Ohio - For the first time in five years, Horse Progress Days will return to Mt. Hope, Ohio, on July 4 and 5. This two-day event will showcase the latest in horse-drawn farming and logging equipment.

Field demonstrations will range from one-horse implements for small truck farmers to larger equipment requiring multiple horses, including a 12-horse hitch.

Manufacturers' and vendors' displays will offer a selection of horse-drawn equipment and equine supplies.

Whether you have a small wood lot or acres of timberland, you won't want to miss the logging demonstrations. Discover the benefits of animal-powered logging for both the land and the

landowner. Virginia logger Jason Rutledge, a leader in sustainable forestry, will be presenter.

Horse-drawn wagons will run to and from the Mt. Hope Auction, the parking lots and the nearby fields where the demonstrations will take place.

Clinics and seminars will address equine health topics such as West Nile virus and will cover a variety of other subjects, including horse conformation judging and learning to drive a team, plus a comparison of British vs. U.S. horse farming.

Admission is \$5 per person per day, and parking is free. For information, phone (330) 852-4603. On the web at www.ruralheritage.com/progress.

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No. 211 Lancaster, Pennsylvania, June 17, 2003

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