

All American Jersey Show, Sale Set For Louisville

REYNOLDSBURG, Ohio — Registered Jerseys will once again take center stage when the 51st All American Jersey Show and Sale returns to the North American International Livestock Exposition in Louisville, Ky., Nov. 8 to 10.

More than 700 entries are expected in the open division of the All American Jersey Show, annually ranked as one of the largest single-breed dairy shows in the world. Last year, an even 400 cows and heifers were shown.

Kevin Lutz, Lincolton, N.C., will judge the 2003 All American Jersey Show, with Dr. John Wilk, Raleigh, N.C., serving as the associate judge. Placing the 3-year-old cows in the 48th National Jersey Jug Futurity will be Terry Rawn, Charles Town, W.Va. His associate will be Dr. Katharine Knowlton, Blacksburg, Va. Larry Schirm, Columbus, Ohio, will officiate in the All American Junior Jersey Show, assisted by Dr. David Selner, Shawano, Wis.

Three sales will punctuate the show schedule over the weekend. More than 130 lots will be offered in the Pot O'Gold Sale for youth between seven and 20 years of age; the All American Jersey Sale, the premier showcase for Jersey genetics in the United States; and the All American Silent Auction, an offering of select embryos and first-choice calves. The sales are managed by Jersey Marketing Service, Reynoldsburg, Ohio.

All events will take place at the Kentucky Fair and Exposition Center, located near the Louisville airport.

The All American Show and Sale is an event of the American Jersey Cattle Association, Reynoldsburg, Ohio. More than 100 Jersey breeders from across the United States serve on the All American planning committees, which meet annually in March. Premium lists and entry forms are available online at www.livestockexpo.org.

Fair Association Prepares For State Convention

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State Fair are delighted to have this opportunity to host the MAAFS' annual convention," said Dennis Hazzard, CFE, Delaware State Fair manager. "The approach to this year's convention is unique in many respects. It is the first time it has been held on actual fairground as well as being the first MAAFS convention to be held in another state."

Marla Calico, president of the International Association of Fairs and Expos, will present several workshops and keynote addresses, as will John Sykes, assistant manager of the Houston Livestock Show and Rodeo. Seminar and workshop sessions will focus on keeping up with fair technology, insurance needs, and proper coverage, controlling e-coli out-

breaks at fairs, and booking affordable entertainment at fairs.

Maryland Secretary of Agriculture Lewis Riley will address the fair group at its noontime luncheon on Saturday, Nov. 15, while Delaware Secretary of Agriculture Michael Scuse will speak on the "Importance of Fairs to Agriculture" at noon Friday, Nov. 14.

"We've got a great convention lineup from start to finish," said Andy Cashman, CFE, president of MAAFS. Cashman is assistant general manager of the Maryland State Fair in Timonium.

This year's convention theme is "Take a Gamble on a Shore Thing" — a conceptual marriage of both the positive impact the Midway Slots has contributed to Delaware's economy and the natural beauty of the coastal area.

Ag Directory

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taled 152 pages and was jam-packed with contact names, numbers, addresses, and even Websites from agriculture in this eight-state region, including Pennsylvania and surrounding states. The "essential" reference book will include more names, addresses, phone numbers, and Web addresses than ever before.

Lancaster Farming

OPINION

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advertise as part of a business and that they use the label as proof of subscription.

The success of Mailbox Markets has been in building relationship between the newspaper and its readers. During these cash-strapped times, farmers appreciate an inexpensive method for buying and selling farm machinery, supplies, and many other items. It also includes a forum for ways of doing business that elevates the paper up from being a mere merchandiser.

In the 14 years I have been employed at *Lancaster Farming*, the staff has made many diligent attempts to fine-tune that relationship with the readers. In February 2001, we conducted a reader survey which addressed various needs of the subscribers, who wanted more auction reports. We increased our market coverage from 75 auctions per week to 115, including many feeder sales in the Virginias.

In addition, readers wanted more national news, which we have provided.

Also, readers wanted more farm family features, which we have also provided.

Readers also wanted more fair and festival stories. We added about 10 new fairs to our seasonal coverage. They wanted more sustainability articles, more columns for the new and beginning farmer, and additional items such as a "how-to" guide to farming (since then, with Penn State's assistance, we began a "Basically Farming" column).

The staff also added several new features to this Saturday Special, including more dairy coverage in our quarterly booklet, *Dairy Plus*. We also provide information for the horse farm manager in our four-times-per-year section called *Boarder & Trainer*.

More additions are planned to meet the needs of our readers, who reside throughout the Northeast and Mid-Atlantic. We've recently added two new booklets published annually: The annual *Fair Guide* and an annual *Auctioneer Guide*. New part-time and hobbyist farmers also enjoy the benefits of the weekly newspaper, and we offer news and views that help them in their enterprise.

Our writers work closely with all the agricultural colleges in our area, including Penn State and Delaware Valley College in Pennsylvania, in addition to the extensions of Cornell, Ohio State, Maryland, New Jersey, and Delaware. Even more so, our readers depend on us for our special "events-based" news coverage.

We continue to develop *Lancaster Farming* into a favored, highly recognizable farm newspaper. As a result, *Lancaster Farming*, owned by Steinman Enterprises, Lancaster, continues to see its circulation grow.



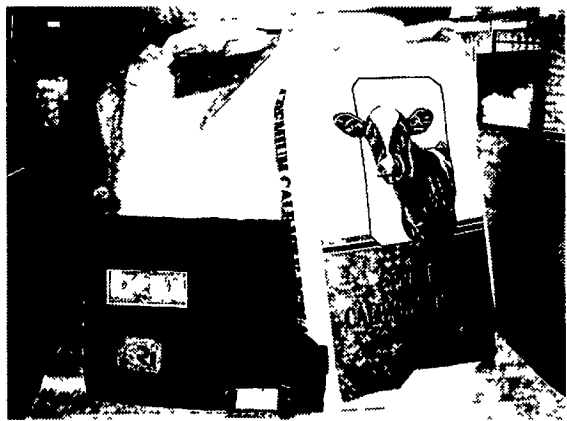
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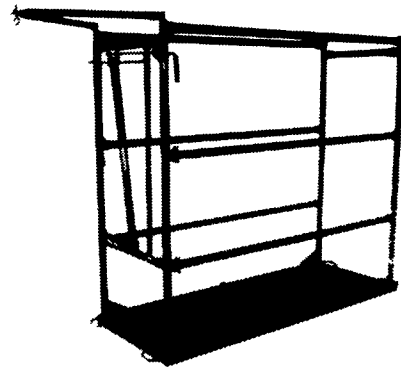
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