

Dairy Stakeholders Join with Center for Dairy Excellence

On January 1, 2011, the Pennsylvania Dairy Stakeholders officially became part of the Center for Dairy Excellence (CDE) through a merger of the two organizations. Although many of the programs of the Pennsylvania Dairy Stakeholders will continue under the leadership of CDE, this is the last edition of this newsletter. Most of our readers are already receiving the electronic communications from CDE. Anyone who is not on CDE distribution lists is encouraged to send an email to info@centerfordairyexcellence.org and request to be added to the database.

A Message from President Leon Graves



While organizing my thoughts for this final column, I wondered what I might say to those who remain stakeholders in Pennsylvania's dairy industry. My thoughts took me back to my earliest days of association with this organization,

coupled with comments from those who were at the table at the beginning, approximately 16 years ago.

The Pennsylvania Dairy Stakeholders came together to address the needs and issues of the dairy industry, providing a "farm to table" perspective for the industry. Its early deliberations formed the basis for the Pennsylvania Dairy Task Force, leading to the formation of the Center for Dairy Excellence.

I am pleased to have worked with so many Pennsylvania dairy industry leaders and advocates over the past seven years and am privileged to have been in a position to help guide and support the Stakeholders as we prepare to merge with the Center for Dairy Excellence.

Quite some time ago the Stakeholders' leadership determined that it was in the industry's best interest to begin to pool our personal and financial resources and put some of the Commonwealth's dairy organizations together. We felt the potential for duplication and confusion of efforts would be minimized while enhancing the overall effectiveness of our collective efforts.

The merger of the Stakeholders and the Center for Dairy Excellence is the beginning of this process, one which I hope will be replicated in the future. The Center's work will be guided by a transition board of the two organizations. The initiatives and work of the new Center will be carried out by a very dedicated and capable staff for the betterment of the dairy industry. I remain convinced that the new organization will be much stronger, capable and effective at providing leadership and service to producers.

In closing, I would like to thank the Stakeholder leaders who came before me,

providing valuable insight and leadership to the organization. I would also like to thank our Executive Director, Alan Bair, for his leadership and service during the past 16 years. Alan was there right from the very beginning and will be working with the Center going forward.

Finally, I wish everyone a prosperous and Happy New Year. ~ *Leon Graves*

**Register now for the
 2011 PA Dairy Summit
 February 2 & 3, 2011**

Another fantastic program has been planned for the 2011 PA Dairy Summit. Now is the time to make your plans to attend this important educational event.

See the back page of this newsletter for more program and registration information and go to www.padairysummit.org.



**Center for Dairy Excellence
 Foundation of Pennsylvania**

The Center for Dairy Excellence has announced the formation of a new 501(c)(3) charitable foundation to support educational initiatives that grow and sustain the Pennsylvania dairy industry. The Pennsylvania Dairy Stakeholders provided the initial seed money for the Foundation with an endowment of \$25,000.

"The Pennsylvania Dairy Stakeholders has always prioritized education as a key part of creating a stronger, more profitable dairy industry in Pennsylvania," said Leon Graves, board president of the Pennsylvania Dairy Stakeholders. "With the integration of the Stakeholders into the Center, we felt it was appropriate to be the catalyst in establishing a Foundation to support this priority."

Early in 2011 a governing board for the Foundation will be named. Individuals and organizations wishing to make tax deductible contributions to the Foundation through gifts, memorials or planned giving should contact the Center for Dairy Excellence.

Scholarship Winners Recognized

Student Leader Scholarships have been awarded by the Pennsylvania Dairy Stakeholders to six outstanding young people for the 2010-2011 academic year. Now in its fourth year, the program is designed to provide recognition, encouragement and financial assistance to exceptional students enrolled in academic programs that support the dairy industry. Each scholarship has a value of \$1,000.

This year's recipients are:



Philip Bachman, Ulysses, Potter County, is the son of Mark and Melanie Bachman. He is a junior in Penn State's Department of Dairy and Animal Science, majoring in animal sciences with an agribusiness management option.

Active in the Dairy Science Club, he serves on the executive committee and is co-chair of the 2010 Holiday Cheese Box event. He is an active member of 4-H and the PA Junior Holstein Association. His special interest at Penn State is dairy nutrition and balancing rations to best maximize a farm's resources.

Bachman's goal is to provide leadership within his family's cheese operation, and to develop an elite herd of cows with both great conformation and production.

Sara A. Bechtel, Martinsburg, Blair County, is the daughter of Gary and Claudia Bechtel. She is a sophomore at Penn State majoring in animal sciences.

Active in 4-H, FFA and the PA Junior Holstein Association, she has held numerous offices and was a member of the 2008 PA 4-H Dairy Judging team that won first place at the World Dairy Expo resulting in a trip to Europe.

With plans to return to the family farm, Bechtel wants to focus on cow comfort, herd health and stewardship of the land, with an aim to employ the positive benefits of new technology.



Sarah Caldwell, Beaver Falls, Beaver County, is the daughter of Ronald and Vicky Caldwell. She is a senior in Penn State's Department of Agricultural Economics and Rural Sociology, majoring in agribusiness management.

Her leadership activities include chair of the 2009 OsteoChallenge 5K run/walk, and editor of the *Dairyman*. She is an Ag Advocate for the College of Agricultural Sciences and vice president of the Coaly Honors Society. She has competed in the National Agri-Marketing Association's Student Marketing Competition and represented the College at the 2010 Association of Public and Land Grant Universities Summit. She also served as Pennsylvania's Dairy Princess in 2006-2007 and was a member of the 2008 National Championship 4-H Dairy Cattle judging team.

Her goal is to find a career combining her communications skill with her passion for the dairy industry.



Lyndsey Royek, Corry, Erie County, is the daughter of Walter and Lisa Royek. She is a sophomore at the Pennsylvania College of Technology, where she is majoring in business administration with a concentration in marketing in the Department of Business and Computer Technologies.

In addition to her 4-H and PA Junior Holstein activities, she serves on the Student Athletic Advisory Council, is a member of the Wildcat Dance team and is vice president of her college's sorority. Serving as Pennsylvania's 2007-2008 Dairy Princess, she valued the opportunity to speak about the industry she loves to a wide audience. She has been a facilitator with her family for the PA Ag in the Classroom program at Penn State, educating teachers on the dairy industry.

Her goal is to help the dairy industry find a voice to create understanding, empathy and appreciation for the industry.

Robyn Terrel, Honesdale, Wayne County, is the daughter of Robert and Barbara Terrel. She is a junior in Penn State's Department of Dairy and Animal Sciences, majoring in animal science.



Active in the Dairy Science Club, Block and Bridle Club and Pre-vet Club, she has also been inducted into the National Society of Collegiate Scholars and has been accepted into the American Society of Animal Science. 4-H projects have included dairy, sheep, rabbits, veterinary science and photography, and she has been active in local civic projects.

Her career goal is to be a veterinarian and return to Wayne County where she hopes to become involved as a leader in the 4-H program.

Jason Zimmerman, Littlestown, Adams County, is the son of Kathy Zimmerman. He is a freshman at Virginia Tech University, in the College of Agriculture and Life Sciences, majoring in dairy science.

In high school, he was active in Student Council, was co-chair of Mini-Thon, a member of National Honor Society along with being co-captain on the varsity basketball team and participated in cross country. He was active in Montgomery County, MD, 4-H and served as club president and was a member of the judging team.

His plans include becoming a large animal veterinarian and owning his own dairy farm. He would like to be involved in 4-H and FFA programs to support other youth as he has been supported, and wants to serve as an advocate for the dairy industry.

To be eligible for these scholarships, applicants had to be full-time undergraduate students enrolled in a qualifying field of study, including dairy and animal science, ag marketing and business, nutrition, food science, ag and extension education, ag business management, ag engineering or related fields.



Members of the Pennsylvania Dairy Stakeholders and Center for Dairy Excellence boards met early in December in preparation for the integration of the organizations in January. Members of the boards attending the meeting included: (seated) John Frey, Erick Coolidge, Lolly Leshner, Leon Graves, Gary Heckman; (standing) Allyn Lamb, Brian Reed, Vinton Smith, David Hunsberger, Jennifer Heltzel, Arlen Benner, Betsy Albright, Gordon Hoover, Christine Waddell, David Dowler, Ron Kline, PA Deputy Agriculture Secretary Michael Pechart, and N. Alan Bair.

Ending Reflections from Alan Bair, Facilitator

Although the phrase “mission accomplished” carries some negative baggage today, I think it does convey the appropriate sentiment regarding the Pennsylvania Dairy Stakeholders.

When the organization was incorporated in 1996, the mission was “To facilitate the viability and expansion of the dairy industry in Pennsylvania.” About six years ago the words of the mission were changed to: “To be the catalyst that unites all dairy industry segments and creates a profitable and expanding industry.” Both of these statements convey the concepts of leadership, change and new ideas.

Thinking back to an early board meeting in 1996, I can remember a board member making the observation that although the board members knew each other, or at least knew of each other, that was the first time they actually sat down together to discuss and critically evaluate the needs of the entire dairy industry from farm to table. That was a stressful time for the producer segment of the industry, much as it is today. And even though the board represented all segments of the industry, often much of the discussion and programming was focused on producer issues because that was the greatest need.

At the same time there was a transition from “almost enemies” around the table, to a cross-section of the entire industry working together for the strength of the entire industry. The philosophy of working together on important issues while reserving the “right” to disagree on those 5% of the issues where agreement was never going to happen was key to the success of the organization. Unfortunately, too

many times in life we let our minor differences keep us from working on the major problems. I commend the Pennsylvania Dairy Stakeholders for setting aside their individual differences and working for the good of the entire industry.

Through the early experience of the Pennsylvania Dairy Stakeholders, the concept of the dairy industry working together was well established when then Secretary of Agriculture Dennis Wolff first proposed and established the Dairy Task Force. That industry-wide group was very instrumental in creating a new Center for Dairy Excellence (CDE) which could “empower the people, create the partnerships and coordinate the resources to grow the profitability of the dairy industry” to quote the CDE mission.

No, the original mission is not totally accomplished, particularly from the profitability standpoint, but I feel the industry is better positioned today from the perspective of leadership and resources than it was back in 1996. I commend our Pennsylvania dairy industry leaders and supporters for having the foresight to recognize the need and create the opportunity for change, and then having the guts to move forward.



On a personal note, it has been a genuine pleasure being the facilitator of the Pennsylvania Dairy Stakeholders. As one of my responsibilities as Director of Dairy Industry Relations for Penn State, it has allowed me to develop many friendships and opened many doors. Thanks for the opportunity! ~ N. Alan Bair

Don't Miss



The 2011 Pennsylvania Dairy Summit

Wednesday, February 2 & Thursday, February 3
Lancaster Host Resort and Conference Center
Lancaster, PA

More than 500 Dairy Specialists Who Attend Each Year Can't Be Wrong!

The PA Dairy Summit is the Right Program . . . at the Right Time

For Everyone who is Committed to the Dairy Industry!

Look at These Topics

Look at All You'll Get

Usable, practical information —
our topics and speakers are picked by producers
Exposure to new techniques and ideas —
from more than 70 exhibitors
Inspired and motivated by Jenné Fromm's —
"Changing Your View of Success"
Fun and friendship —
meeting old friends and making new contacts
A rejuvenating break from the farm —
two lunches, dinner and breakfast included.

- Dairy and Sustainability
- The Farm Bill, Dairy Policy, and You
- Reaping the Most from Your Reproductive Strategy
- Direct Marketing
- Managing Your Risks
- Cow Comfort and Animal Patterns
- Money Makers for Your Dairy Business

Plus, Three Showcase Presentations

- Wisconsin's Crave Brothers Dairy Farm
- Two farms owned by Dr. David Galton from Cornell University
- Schreiber Foods-world's largest customer branded dairy company

And, the Late Show-Dairy Style

- Open discussion on animal activism

This program isn't just for farm owners. Register all key dairy personnel.

Thanks to WIB discounts you can bring your entire management team. Everyone agrees that what they like most about the Summit is getting together and talking with each other. That's the best part about the Dairy Summit, it isn't about the size of your herd; it's about your love of dairying . . . and the future of the dairy industry.

Big Discounts Apply for Dairy Producers And Their Employees!

Producers save \$ 100 on each registration. A grant from the PA Department of Labor and Industry through the Lancaster County Workforce Investment Board (WIB) means dairy producers and their employees pay just half of the registration fee. WIB simply requires producers using the discount to provide all the requested information on the registration form including valid Social Security numbers. By using the discount, you pay only \$ 100 for the full conference and that includes four meals. The half-price discount also applies to the one-day rate.

We Even Have Scholarships Available

To encourage young adults and students to attend the Summit, scholarships are available for people 17 to 25 years of age. These aren't just for students. These \$ 75 "Dairy Leader Scholarships" from the PA Dairymen's Association and the PA Dairy Stakeholders can be combined with the \$ 100 WIB discount (see above), leaving scholarship recipients responsible for only \$ 25 of the Summit registration. Scholarship recipients may also apply for grants to cover hotel costs during attendance at the Summit. Scholarship details and application forms are on the Summit website. The scholarship application deadline is January 11, 2011.