



For Immediate Release

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KLECKNER HIRED AS CENTER FOR DAIRY EXCELLENCE'S COMMUNICATIONS AND MARKETING MANAGER

Kleckner Joins Staff to Advocate, Support and Grow Pa. Dairy Industry

Harrisburg, Pa. – The Center for Dairy Excellence has named Myrannda Kleckner as communications and marketing manager, supporting the work of both the Center and Center for Dairy Excellence Foundation of Pennsylvania. Kleckner joins a team of employees who empower Pennsylvania's dairy industry and strengthen individual dairy farms with resources and support.

"Myrannda brings a wealth of talent and creativity to her role in sharing the center's programs and resources with Pennsylvania's dairy industry," said Jayne Sebright, executive director of the Center and Center Foundation. "We are looking forward to leveraging her insight to grow the ways we are able to engage and support dairy farm families and other dairy stakeholders."

Kleckner, a native of Lebanon County, is a recent graduate of the Pennsylvania State University with a bachelor's degree in agricultural science with minors in agricultural communications and leadership development. She has served the Center as the dairy education and communications intern as well as the communications specialist. Kleckner has gained experience with internships for Penn State Extension, Chesapeake Bay Foundation and Pennsylvania Department of Agriculture.

As communications and marketing manager, Kleckner will lead the Center and the Center Foundation's branding and communications initiatives, expanding the reach of the Center's message while encouraging greater use of its programs among dairy farm businesses and other dairy stakeholders. She will also assist the Center's efforts in supporting dairy processors in leveraging the PA Preferred Program in marketing local dairy products, as well as growing The Calving Corner – Pennsylvania's dairy cow birthing center.

In addition to Kleckner, six other individuals serve as part of the Center staff. Staff members include Sebright; Melissa Anderson, programs and operations manager; Mary Foote, dairy education program manager; Karen Purnell, accounting manager; Alan Zepp, dairy risk education manager; and Heidi Zimmerman, dairy program coordinator. In addition to the staff, Dr. Charlie Gardner serves as a contractor for the organization, supporting dairy transition and transformation teams coordinated through the Center.

The Center works to achieve its mission to empower the people, create the partnerships and coordinate the resources to grow dairy profitability in Pennsylvania.



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They also support the work of the Center Foundation, a non-profit charitable organization intended to build long-term support for Pennsylvania's dairy industry. The staff also fosters collaboration and coordination across the dairy sectors and with key dairy partners and allies.

For more information about the Center, the Center Foundation and its staff, visit centerfordairyexcellence.org and click on "About the CDE." Call 717-346-0849 for more information about how Center for Dairy Excellence programs can benefit your dairy farm or business.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.