



Empowering **People**,  
Creating **Partnerships**,  
Coordinating **Resources** to  
Increase **Profitability** for  
**Pennsylvania's  
Dairy Industry**

*It's our passion  
and our purpose.*



CENTER FOR  
**Dairy** EXCELLENCE

## ***Join Us As a Catalyst for Pennsylvania's Dairy Industry***

The Center for Dairy Excellence is focused on serving the Pennsylvania dairy industry. Our role is to foster collaboration and opportunity across all sectors, while helping individual dairy farm families thrive in the Commonwealth. Even with the current challenges that exist, we believe tremendous opportunities exist both for our industry and for the individual dairy farm businesses that make up the fabric of Pennsylvania's rural communities.

The Center continues to make a real difference across Pennsylvania's dairy industry and on thousands of farms and industry related businesses. It is a shining example of a public:private partnership, with funds from the Pennsylvania Department of Agriculture serving as seed money to support efforts to strengthen both individual farms and the industry. When producers are looking to their future, we can bring industry consultants around the table. When dairy processors and companies look to their future, we serve as a resource in helping them find opportunities within Pennsylvania.

While 60 percent of our funds come from the Pennsylvania Department of Agriculture Ag Excellence initiative, we rely on the other 40 percent to come from the Allies for Advancement program, competitive grants and other sources. Organizations providing financial support to the Center through the Allies for Advancement Program demonstrate their interest in collaborating to ensure dairy remains strong and growing in Pennsylvania.

Become an Ally today! Join the Center for Dairy Excellence in empowering Pennsylvania's dairy industry and its individual dairy farm families.

*AgChoice and MidAtlantic Farm Credit are focused on building stronger customers, ag businesses and communities. Our success in accomplishing that mission is fueled by partnering with organizations such as the Center for Dairy Excellence as they strive to grow and improve the profitability of Pennsylvania's dairy industry. As an Ally for Advancement, Farm Credit can help the Center make an impact in the lives of individual dairy farm families, dairy support businesses and our rural communities.*

*Darrell Curtis, AgChoice President & CEO and  
Tom Truitt, MidAtlantic Farm Credit, President & CEO*



An investment in the Center for Dairy Excellence's Allies for Advancement Program demonstrates your organization's commitment to Pennsylvania's dairy industry and the farm businesses that are part of it. Allies funds complement public dollars to focus on resources that bolster the statewide dairy industry and provide direct support to individual dairy farm families.

Specifically, the Center for Dairy Excellence:

- 1. Offers Resources and Support to Facilitate Better Business Decision Making on the Farm.** Thousands of dairy farms have benefited from their involvement in the Center's "On-Farm Resource Programs," which include funding and other support to help dairy farms assemble a team of advisors or work with a consultant to address farm viability, profitability, transition and transformation.
- 2. Facilitates Industry Collaboration to Support Reinvestment, Growth and Transformation Across All Segments.** Together with other public and private sector organizations, the Center works to address opportunities and challenges facing the dairy industry. Key areas of priority for the Center currently focus on environmental regulations, processing capacity, and economic development within dairy.
- 3. Shapes Vision and Encouraging Discussion to Challenge Industry and Individual Mindsets.** The Center leverages research and insight from outside the region to share a vision for Pennsylvania's dairy industry that encourages growth, diversity, profitability and new opportunities for Pennsylvania's dairy farms and the broader infrastructure.
- 4. Champions Dairy With Key Leaders and Decision Makers within Commonwealth.** The Center's office is located inside the Pennsylvania Department of Agriculture building in Harrisburg. As a non-profit closely connected to the department, the Center provides the voice for dairy in local, statewide, regional and national discussions that will influence our future.

## Meet the Center Board



*The Center for Dairy Excellence Board of Directors represents a cross section of the industry, bringing together insight to strengthen the center's efforts. Serving on the board in 2018 was Don Risser, Dr. Corey Myers, Gary Heckman, Betsy Albright, Reid Hoover, Brett Reinford, Phoebe Bitler, Greg Hostetter representing Secretary Russell Redding, Jessica Slaymaker, Matt Haan, Robin Breeding, Mark Mosemann, Andrea Karns, Caroline Zimmerman, Steve Paxton, and Representative Mark Keller.*

## The Center's Reach By The Numbers



# Benefits Available

- Starting as a **Friend of the Center for Dairy Excellence** level, your organization receives recognition in our website and at events, as well as the ability to receive the CDE e-bulletin, and monthly *Markets & Management Update*.
- Those who support the Center at the **Bronze** level have the opportunity to have Center staff join your team for meetings, organizational functions, or customer visits to provide insight on dairy resources and risk management planning. Discounts to the Center's educational events (excluding the Dairy Summit) are also available to Allies at or above the Bronze level.
- **Silver** level partnerships allow for logos to be placed on a Center page placed in either the *Farmshine* or *Lancaster Farming* four times per year, along with all other benefits mentioned.
- **Gold** level will receive all opportunities available, as well as the ability to showcase a program or producer's best management practices of your choice in one of the Center's pages in a dairy publication.

## Commitment Form

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Fax: \_\_\_\_\_

\_\_\_ Check here to verify you have complete authority to commit funds on behalf of this organization to the Center.

Address: \_\_\_\_\_

Email: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Description of Organization's Products or Services (30 words or less):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\* This description may be used in promotional pieces and collateral about the Allies program.

### Allies Level of Commitment:

We will commit \$ \_\_\_\_\_

\_\_\_ Gold (\$10,000 or more)

\_\_\_ Silver (\$5,000 - \$9,999)

\_\_\_ Bronze (\$1,000 - \$4,999)

\_\_\_ Friend of the Center for Dairy Excellence (\$500 - \$999)



### Authorization:

Name and Title of Authorizing Agent:

\_\_\_\_\_

Signature of Authorizing Agent:

\_\_\_\_\_

Method of Payment:

\_\_\_ Check or Money Order Enclosed

\_\_\_ Please Invoice Us

\_\_\_ We would like to pay in installments. (Indicate date of first installment: ) \_\_\_\_\_

\_\_\_ Monthly Installments

\_\_\_ Quarterly Installments

\_\_\_ Semi-Annual Installments

\_\_\_ We would like to pay through PayPal

### Return Commitment Form to:

Center for Dairy Excellence  
2301 North Cameron Street  
Harrisburg, PA 17110

Fax: 717-705-2342

Email: [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org)



Center for Dairy Excellence  
2301 North Cameron Street  
Harrisburg, PA 17110

## Meet the Center Staff



**Jayne Sebright, Executive Director**

Jayne graduated with highest distinction from Penn State and has 20 years' of experience in strategic marketing and communications, holding positions with Mid-Atlantic Dairy Association and Land O'Lakes. Jayne and her husband Robby have a dairy and crop farm in East Berlin.



**Brittany Haag, Dairy Education Program Manager**

Brittany joined the Center in 2018 and oversees the youth development programs. She graduated from Delaware Valley University with a bachelor's in agribusiness management and brings a strong background of promoting the dairy industry and educating young people.



**Alan Zepp, Risk Management Program Manager**

Alan received his B.S. from Penn State in Animal Industry, then returned to the home dairy farm for more than 30 years. That experience provides insight as he promotes risk management concepts in his weekly columns and with dairy producers and the allied industry.



**Melissa Anderson, Dairy Programs and Operations Manager**

Melissa handles operations and customer care services. She has an associate's degree in business administration from Harrisburg Area Community College and brings more than 30 years of experience in office management and operations to her role.



**Heidi Zimmerman, Dairy Resource Coordinator**

Heidi grew up on a dairy farm in Dauphin County, graduated from Messiah College with a bachelor's degree in music education and remains involved in various dairy organizations. She and her family reside in Lebanon County.



**Myranda Kleckner, Communications and Marketing Manager**

Myranda began her role with the Center in 2017 by overseeing communications and marketing for various programs. She is a graduate of Penn State where she earned a bachelor's in agricultural science with minors in agricultural communications and leadership development. Myranda is currently working on earning a master's of communications from Penn State.



**Karen Purnell, Accounting Manager**

Karen graduated from Shippensburg University with an accounting degree. Karen spent working eight years working in the accounting industry. She grew up in Belleville, Pennsylvania, surrounded by dairy farms.

**For more information, contact us at:**

Center for Dairy Excellence  
2301 North Cameron Street, Harrisburg, PA 17110 • Phone: 717-346-0849  
Email: [info@centerfordairyexcellence.org](mailto:info@centerfordairyexcellence.org) • [www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org)