



The Center for Dairy Excellence will carry on the tradition started by the Pennsylvania Dairy Stakeholders to honor those who work to build a positive image of the Pennsylvania dairy industry and create a prosperous, marketable future for Pennsylvania dairy producers and the supporting industries.

The *Pacesetter Award* has been created to recognize individuals, companies or organizations that have distinguished themselves through accomplishments and/or programs that:

- ✓ Bring positive recognition or advancement to the Pennsylvania dairy industry
- ✓ Create positive attitudes about the industry among producers and their families
- ✓ Recognize dairy food processing and distribution businesses that maintain and invest in a long-term commitment to the Pennsylvania dairy food industry.
- ✓ Create a growing recognition by consumers that a healthy growing dairy industry is positive for everyone that lives and works in Pennsylvania.

Anyone can submit a Pacesetter Award nomination application either for themselves or someone else in the industry. Nominees will be considered based on how well their accomplishments support the following criteria:

1. Visionary
2. Innovative
3. Progressive
4. Excellence of performance
5. Unique

Some examples of potential recipients would be:

- ✓ A producer who develops a new and innovative technology on their farm.
- ✓ A cooperative or processor that opens up new market outlets for Pennsylvania milk.
- ✓ A business that develops a support product or service to help producers or marketers increase profitability.
- ✓ An organization that develops a new program to build positive exposure for the industry.

Up to three recipients will be presented with the *Pacesetters Award* each year. Recipients will receive a commemorative gift and formal recognition at the Pennsylvania Dairy Summit. The award can also be presented to a recipient at another industry event that provides additional exposure for the recipient and the award.

Nominations can be given at any time to the Center for Dairy Excellence Board of Directors. Nominations should be submitted to the Center for Dairy Excellence at 2301 North Cameron Street, Harrisburg, Pa. 17110 or by fax at 717-705-2342 or by e-mail at info@centerfordairyexcellence.org. For more information, call the Center for Dairy Excellence at 717-346-0849.